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FASHION CONSUMPTION PATTERNS OF GENERATION Z IN THE DIGITAL ERA

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Abstract:

Purpose: This study examines the fashion consumption patterns of Generation Z in the digital era, focusing on the factors influencing purchasing decisions, brand preferences, digital engagement, sustainability concerns, and loyalty behaviors. The research aims to contribute to consumer behavior literature by exploring how digital technologies shape fashion consumption and how fashion brands can effectively engage this influential demographic.

Findings: The findings suggest that this cohort group indulges in short-form video content more than any other format. Their fashion consumption is influenced by the reels they see on Instagram.

Originality: This research has explored consumer behavior, online shopping, and fashion trends separately, this study integrates these dimensions to provide a holistic understanding of how digital technologies influence fashion consumption among Gen Z consumers.

Index Terms - Generation Z, Fashion Consumption, Consumer Behavior, Digital Marketing, Social Media, Sustainability, Fashion Retail.

I. INTRODUCTION

Background of the Study

Generation Z, born approximately between 1997 and 2012, represents a significant consumer segment in the global fashion industry. Unlike previous generations, Gen Z has grown up in a highly digitalized environment characterized by social media, e-commerce, influencer marketing, and technological innovation. The study focuses on the significance of social media platforms as well as local influencers. In the future maybe the research approach could focus on developing target market strategies to completely engage Genz consumers in the digital shopping era

The fashion industry has undergone important transformation due to technological advancements and the widespread adoption of digital platforms. Generation Z consumers increasingly rely on social media, mobile applications, and online reviews when making fashion-related purchasing decisions. Over the past decade, Their consumption behavior and patterns in fashion differs from previous generations due to their high digital literacy, preference for personalization, and growing concern for sustainability and transformations due to digitalization, globalization, changing socio-economic factors, and evolving consumer expectations. Consumers today are more informed, brand-conscious, and influenced by multiple factors, including social media trends, influencer marketing, sustainability concerns, and ecommerce innovations.

Transitioning toward responsible consumption patterns across various domains, including fashion, is crucial to mitigating the climate crisis (Vladimirova et al. Citation2023). The significance lies in the forecasted 63% increase in global clothing consumption from 2015 to 2030 (GFA and BCG Citation2017). Meanwhile, textile production experienced a 120% increase over the 40 years between 1975 and 2018, reflecting a per capita fashion-consumption surge from 5.9 to 13 kilograms (kg) (Niinimäki et al. Citation2020; Peters et al. Citation2019). This upswing has contributed to heightened resource consumption and land use dedicated to this industry, increasing greenhouse-gas (GHG) emissions and water pollution (EEA Citation2019). Presently, consumers are acquiring larger quantities of clothing, and to stimulate sales, these items are offered at reduced prices, a phenomenon defined as fast fashion.

1.1 Problem Statement

Despite the increasing economic influence of Generation Z, limited research exists regarding how digital technologies influence their fashion consumption patterns. Understanding these behaviors is essential for fashion brands seeking to develop effective marketing strategies and maintain competitiveness.

1.2 Research Objectives

1. To identify factors influencing fashion consumption among Generation Z.
2. To examine the impact of social media on fashion purchasing behavior.
3. To analyze the relationship between digital engagement and brand loyalty.
4. To identify the cultural factors that most strongly influence the buying behavior of Generation Z.

1.3 Research Questions

1. What factors significantly influence fashion consumption among Generation Z?
2. To what extent does social media affect the fashion purchasing decisions of Generation Z?
3. Is there a significant relationship between digital engagement and brand loyalty among Generation Z fashion consumers?
4. What cultural factors significantly influence the fashion buying behavior of Generation Z?

II Literature Review:

This chapter discusses various topics related to fashion consumption on consumer behavior towards online of Generation Z in fashion retail. It starts by defining and explaining the characteristics of Generation Z, which is the generation born after 1995. It highlights how technology and the internet have shaped their distinct characteristics and their reliance on digital platforms. The text also explores the different factors that influence consumer behavior, including personal, psychological, social, and cultural factors. It describes the consumer decision-making process and the different types of consumer purchasing behavior. The text emphasizes the importance of awareness and reliable information in mitigating panic buying and managing anxiety during a crisis.

Singh, Chakrabarti, and Tripathi (2025) found that **price consciousness significantly moderates the relationship between clothing interest and purchase intention** among Indian Generation Z consumers. Although Gen Z is highly interested in fashion, their purchasing decisions are strongly influenced by affordability and value for money. The study concluded that financially conscious consumers carefully evaluate prices before making purchase decisions.

Similarly, **Rasyid et al. (2024)** reported that **perceived price positively influences purchase intention**, particularly when consumers believe that the product offers value relative to its quality. Their findings suggest that Generation Z evaluates both price and product benefits before purchasing fashion products through e-commerce platforms.

Putra, Nurhasan, and Muhamad (2025) examined Generation Z consumers in Indonesia and found that perceived quality has a positive and significant effect on purchase decisions, whereas fashion trends alone did not significantly influence purchasing behaviour. Consumers preferred products with superior durability, materials, and overall quality.

Likewise, Singh et al. (2025) identified perceived quality as an important predictor of clothing interest, which subsequently enhances purchase intention. Their findings indicate that Generation Z is willing to purchase fashion products when they perceive them as reliable and of high quality.

Fashion trends remain an important influence because Generation Z is highly active on social media and continuously exposed to new styles. However, recent evidence suggests that trends alone may not guarantee purchase decisions. Putra et al. (2025) reported that although fashion trends increase awareness and interest, they do not significantly affect purchase decisions unless supported by perceived quality and other consumer values.

Furthermore, Understanding Gen Z's Fast Fashion Consumption (2025) found that consumer values and attitudes toward fashion significantly shape purchase intentions, indicating that trend-following behaviour is increasingly influenced by individual values rather than fashion popularity alone.

Personal preferences, including uniqueness, self-expression, self-concept, and brand image, play a crucial role in Generation Z's fashion consumption. Singh et al. (2025) found that uniqueness, self-concept, brand image, and word-of-mouth significantly influence clothing interest, which subsequently leads to higher purchase intention. The study concluded that Generation Z prefers fashion products that reflect their personality and identity.

Similarly, Rasyid et al. (2024) demonstrated that consumer preferences are influenced by perceived quality, price, and ethnocentrism, suggesting that personal values and product evaluations jointly determine purchasing decisions.

In addition, Mariano, Martínez Prats, and Martínez Ortiz (2024), in their systematic review of sustainable fashion literature, reported that Generation Z increasingly incorporates environmental values and ethical considerations into their personal preferences, although many consumers still balance these preferences against affordability. Based on the above literature, it is, therefore, hypothesized that:

H1: Consumer-related factors (price, quality, trends, and personal preferences) significantly influence fashion consumption among Generation Z.

(Nanini, 2020) Fashion clothing is massively consumed, and consumer habits are deeply affected by online advertising. Influencers' are one novel example of how online advertising is subtly influencing fashion consumption. Fashion can be perceived as impractical, uncomfortable or strange. However, its acquisition has kept on growing, without ever falling down even in the worst economic crisis.

In the study of Maslahatun et al. (2023), social media strategy has proven to be one of the main tools for building loyalty and engagement of Generation Z. A creative, interactive, and authentic content approach is key to brand success in creating long-term relationships with young consumers. This reinforces the view that social media is not only a communication channel, but also an existential space for Generation Z in forming consumer identities and communities (Maslahatun et al., 2025).

Meanwhile, Ferreira and Hwihanus (2023) highlighted how online promotions such as discounts, flash sales, and limited offers can encourage consumer behavior in the marketplace. This finding reinforces the understanding that Generation Z is very responsive to digital offers that are temporary and exclusive. Urgency and scarcity-based marketing strategies are very effective tools in creating emotional appeal that directly leads to purchasing actions (Ferreira & Hwihanus, 2025).

According to research by Ramadhani and Khoirunisa (2025), Generation Z is highly dependent on technology in their daily lives, with social media being the main channel for communicating and forming social identities (Ramadhani & Khoirunisa, 2025). Based on the above literature, it is, therefore, hypothesized that:

H2: Social media has a significant positive impact on the fashion purchasing behavior of Generation Z.

Lang's (2024) research which raises the phenomenon of impulsive buying on social commerce platforms. This study emphasizes that online reviews and the role of influencers have a significant emotional influence on Generation Z's consumer behavior. This influence is reinforced by the SOR (Stimulus-Organism-Response) theory approach, which explains how digital stimuli trigger impulsive responses through emotional involvement. These findings indicate that persuasive and affect-based marketing are very relevant in reaching the Generation Z market segment (Lang, 2024).

Wibowo and Ayuningtyas (2024) discussed how sustainability and authenticity values are important aspects in Generation Z's consumption patterns. This generation is more interested in brands that have a social mission and transparency in the production process. This study emphasizes that companies must start communicating sustainability values in a real and consistent way as part of their marketing strategy (Wibowo & Ayuningtyas, 2024).

Generation Z, as a generation born and raised in the digital era, shows very different consumption patterns compared to previous generations (Khairullah et al., 2024). Their preferences tend to lean towards products that offer emotional value, ease of access and sustainability (Zirzis, 2024).

2.1 The Role of Digital Marketing:

The research results highlight that Generation Z, as consumers who have grown up in the digital era, shows a tendency to place high value on authentic, engaged and personalized experiences. A successful digital marketing strategy to reach this group involves utilizing creative, interactive, and relevant content that aligns with their values. Additionally, supporting social and environmental issues can be a key element in building a positive brand image in the eyes of Generation Z. The success of digital marketing also depends heavily on responsiveness to mobile device use, with optimization for a good mobile experience being essential in attracting and maintain their attention.

The new marketing era faced by Generation Z places digital content, sustainability and engagement as key elements. They have a preference for getting information through digital platforms, and marketers must be able to present interesting and relevant content in cyberspace (Wijoyo et al, 2021). In addition, direct interaction via social media or digital communication platforms is key in building strong relationships with Generation Z consumers.

Digital marketing is defined as marketing activities including branding that use various web media such as blogs, websites, email, Adwords, or social networks (Kannan, 2017).

Digital marketing is an activity in the field of marketing that utilizes platforms on the internet to reach target consumers. Apart from that, digital marketing is defined as marketing products or services via the internet or is called i-marketing, web marketing, online marketing, e-marketing, or e-marketing. -commerce (Sihombing et al, 2022). Digital marketing activities are utilized by business people so that the application of internet media in the market increases. There are two benefits of digital marketing:

- 1) The costs are relatively cheap, meaning that marketing using digital marketing is much cheaper and easier to reach a wider range of potential consumers than conventional advertising. The nature of digital marketing allows consumers to examine and compare one product with another more comfortably.
- 2) Large information content is the use of digital marketing to provide a large and extensive amount of information compared to conventional media such as print media, radio and television. Digital marketing is also able to accurately store data needed by the company.

2.2 Dimensions of Digital Engagement

Scholars have identified several dimensions of engagement relevant to contexts:

1. Cognitive Engagement – the level of concentration and mental investment a consumer places on brand-related content (Calder et al., 2009). For example, fashion followers who analyze style tips or brand stories demonstrate cognitive engagement.
2. Emotional Engagement – the feelings of excitement, pleasure, or attachment generated through interactions with brand content (Dessart et al., 2015). Emotional engagement is particularly strong in fashion, where identity and aesthetics play a vital role.
3. Behavioral Engagement – the observable actions users take online, such as commenting, sharing, or creating user-generated content (Schivinski et al., 2016). These behaviors directly influence brand visibility and social proof.
4. Social Connection Engagement – a more recent addition that involves building relationships with other consumers in brand communities (Islam & Rahman, 2016). Consumers who identify with a brand's community often exhibit higher loyalty levels. These dimensions collectively shape how consumers perceive and respond to fashion brands on digital platforms. Brand Loyalty in the Digital Era Brand loyalty refers to a consumer's commitment to repurchase a preferred brand consistently, despite situational influences or competitive pressures (Oliver, 1999). In the digital era, loyalty extends beyond repeat purchase to include advocacy behaviors—such as recommending brands on social media or defending them against criticism (So et al., 2016).

Researchers categorize brand loyalty into two primary forms: attitudinal loyalty and behavioral loyalty.

- Attitudinal loyalty reflects emotional attachment, trust, and brand preference.
- Behavioral loyalty refers to actual purchase behavior and repeat patronage (Chaudhuri & Holbrook, 2001).

The shift toward digital interactions has made engagement a key antecedent of both forms. When consumers engage positively with a brand online, they develop trust and emotional connection, which enhance their loyalty (Islam & Rahman, 2017).

2.3 Relationship Between Social Media Engagement and Brand Loyalty

Numerous empirical studies have confirmed that social media engagement significantly affects brand loyalty. For instance, Laroche et al. (2013) found that online brand communities enhance customer–brand relationships by promoting trust, social identification, and commitment. Similarly, Jahn and Kunz (2012) demonstrated that engagement within Facebook brand communities leads to stronger brand loyalty and advocacy intentions.

Fashion brands, in particular, rely on visual storytelling and interactive content to engage audiences. Research by Kim and Ko (2012) revealed that luxury fashion brands' social media marketing activities positively influence brand equity and loyalty by enhancing brand–customer interactions. The study highlighted key engagement drivers such as entertainment, customization, trendiness, and interactivity. Furthermore, De Vries and Carlson (2014) proposed that engagement acts as a mediator between social media marketing efforts and brand loyalty. In other words, marketing activities alone do not create loyalty; it is the engagement generated by these activities that determines consumers' long-term attachment.

This particular study attests the importance of understanding users' activity on fashion related blogs, as it influences customers to a great extent with regard to their purchase decision and eventually their fashion consumption pattern with a brand. Nowadays people do not only rely on information acquired from mass media, but social media is playing a vital role, too. If we are active on social media, we can easily know what online retailers are pushing to the market, what type of fashionable dresses our friends are wearing in the tagged photos and how satisfied they are from the brands they are using. It is, therefore, hypothesized that:

H3: Digital engagement has a significant positive relationship with brand loyalty among Generation Z.

These hypotheses are appropriate for quantitative analysis using techniques as structural equation modeling (SEM).

III Proposed model

The proposed model is depicted in Figure 1. There are three independent variables, namely, Consumer-related factors, social media and Digital engagement, and one dependent variable, which is Generation Z. The causal linkages are proposed based on the review of the literature.

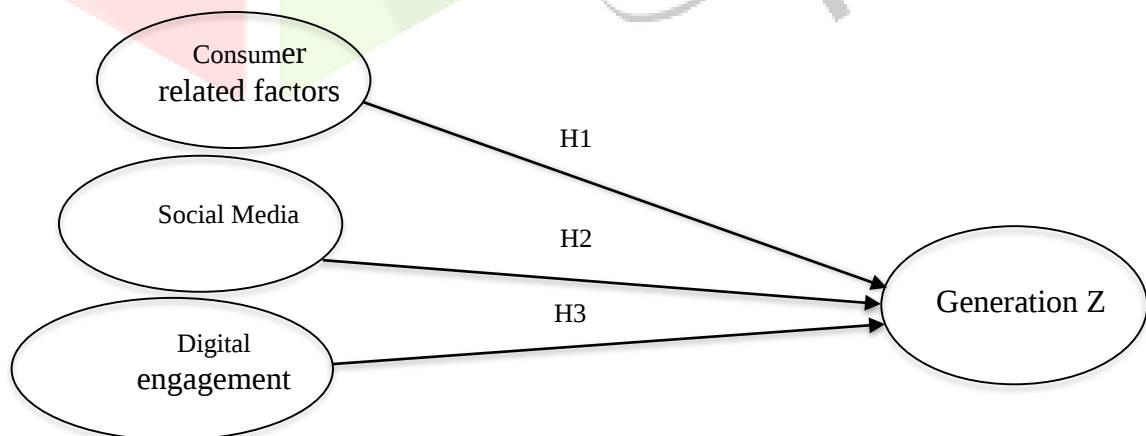


Figure 1 Conceptual Model of the Study

The following section will highlight research methodology followed by data analyses and conclusion.

IV Research methodology

4.1. Sampling

A total of 450 questionnaires were distributed for this study, out of which 393 usable questionnaires were returned and selected for data analyses. The questionnaire was distributed to various groups of respondents, including, working people and students, using online platform. More specifically, social media platform such as, Facebook, Instagram, and WhatsApp were used to collect data. The

aforementioned methods were used by the researchers not only for convenience purposes but also to collect large number of usable responses, quickly. The sample comprised of 66.4% males and 33.6% females.

4.2. Research instrument

A structured questionnaire was used as measurement instrument. The questionnaire was divided into two main sections, where the first section was to collect information on the demographic profile of the respondents, and the second section was to collect data of the four variables of the model. The second section of the questionnaire included questions on Consumer-related factors, social media, Digital engagement and Generation Z. All the questions related to these constructs were adapted from previous study.

A five-point Likert scale (1 being strongly agree and 5 strongly disagree) was used to measure the levels of agreement with regards to these variables (see Appendix Table A1 for the constructs with the corresponding items). The data was gathered and captured over a period of two months. Once the data was collected, it was screened and cleaned to get it ready for analyses. Data analyses was an exhaustive process, where descriptive statistics were analyzed using SPSS computer software. The same software was also used to test reliability of the instrument and perform exploratory factor analysis (EFA). After successful EFA, structural equation modeling (SEM) was performed using AMOS computer software. SEM is an advanced level statistical technique to find out the fitness of the proposed model, as well as, to test the hypotheses. In the following section, the results of the analyzed data are provided.

V Data analyses and results

5.1 Respondents profile

As mentioned, the first section of the questionnaire was designed to acquire basic information on respondents' demographic. It included gender, age, income level, occupation, duration of social media usage, most visited ecommerce sites, and reasons to purchase online (see Table 1). With regard to the gender, male respondents are the highest number of respondents in this survey. In this case, males are 66.4% (or 261), whereas, female comprises 33.6% (or 132) of the sample. This also means that the present study was influenced mainly by the male population. Further, this survey was completed mostly by adults, aged between 21 and 30 comprising a total of 75.1 % (or 295) of the respondents. This indicate that our respondents are mostly below 30 years of age. With regards to respondents' race, the majority (63.6% or 250) are Malays and most (42.7% or 68) have at least an undergraduate degree shown in Figure 1. Detailed descriptive analyses are presented in Table 1.

Table 1. Demographic profile of the respondents

Research Sample (n = 393)			
Demographic	Characteristics	F	%
Gender	Male	261	66.4
	Female	132	33.6
Age	<20 years	20	5.1
	21-30 years	295	75.1
	21- 40 years	65	16.5
	41-50 years	8	2.0
	> 51 years	5	1.3
Race	Malay	250	63.6
	Chinese	23	5.9
	Indian	9	2.3
	Others	111	28.2
Occupation	Student	235	59.8
	Employed	146	37.2
	Unemployed	12	3.1
Income	< RM1000	176	44.8
	RM 1000-3000	135	34.4
	RM 3000-5000	59	15.0
	> RM 5000	23	5.9
Education level	O level	69	17.6
	Diploma/Foundation/Certificate	73	18.6

	A level	22	5.6
	Degree	168	42.7
	Master	35	8.9
	PhD	18	4.6
	Others	8	2.0

Demographic Characteristics of Research Sample (n = 393)

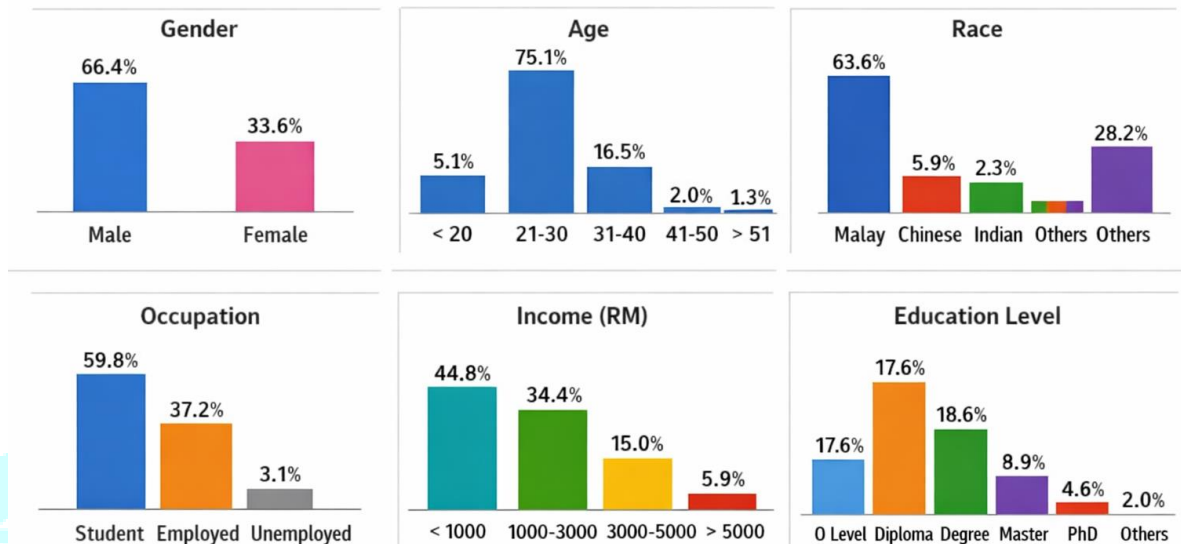


Figure 2. Demographic Profile of the Respondents

5.2. Attributes of the questionnaire

Cronbach's alpha reliability coefficient and the item-to-total correlation were calculated to examine the stability and consistency of the research instrument. According to Nunnally (1978), the value of Cronbach's alpha closer to 1 indicates greater stability and consistency; however, the threshold value in most research studies is set at 0.60. The present research instrument resulted in an alpha value of 0.958, attesting an acceptable consistency and stability of the research instrument, as presented in Table 2.

Table 2. Reliability Statistics of the Questionnaire

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
0.958	0.958	20

5.3. Exploratory factor analysis (EFA)

The next important step considered was to undertake exploratory factor analysis (EFA) in order to explore the dimensions underlying the data set. For this purpose, EFA with Varimax rotation with performed. In the whole process noteworthy suggestions by Hair *et al.* (2010) were taken into considerations, for example, removing items that had the loading of below 0.4 and also removing those items that had a cross loading below 0.35. Moreover, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity were also analyzed to find out the correlations of the variables. In this case, KMO was 0.905 and Bartlett's Test of Sphericity was significant at $p < 0.001$, which also clearly indicates that the current data was appropriate and suitable enough for factor analysis and there are also enough correlations between the variables. See Table 3 for KMO and Bartlett's test of Sphericity.

Table 3. KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.905
Bartlett's Test of Sphericity	Approx. Chi-Square	7474.59
	df	171
	Sig.	0.000

The result of EFA demonstrated a cumulative total variance of 79.15% with clean four factors, as envisaged. These factors are Consumer-related factors, social media, Digital engagement and Generation Z. All the extracted factors had a loading higher than 0.5 on its own factor and therefore, each item stacked higher on its related construct than on any other construct; supporting discriminant validity of the estimation. The EFA table is presented in Table 4.

Table 4. Exploratory factor analysis

Rotated Component Matrix				
Items (Variables)	Components			
	Factor 1	Factor 2	Factor 3	Factor 4
	Consumer- related factors	Social Media	Digital engagement	Generation Z
CRF4	0.871			
CRF2	0.831			
CRF3	0.819			
CRF5	0.813			
CRF1	0.793			
SM2		0.866		
SM4		0.860		
SM3		0.824		
SM1		0.757		
SM5		0.724		
DE2			0.854	
DE 4			0.846	
DE 3			0.776	
DE 5			0.742	
DE 1			0.738	
GZ3				0.814
GZ5				0.774
GZ2				0.762
GZ4				0.731
Initial Eigenvalues	9.742	2.580	1.501	1.218
% of Variance	22.778	21.632	18.334	16.410
Cumulative %	22.778	44.410	62.744	79.154

Table 4 with the results of EFA clearly indicates a very clean four-factor structure, attesting a strong conceptualization of the variables. The next step followed is confirmatory factor analysis (CFA).

5.4. Confirmatory factor analysis (CFA)

In this study, a two-stage structural equation modeling (SEM) approach was adopted, where the extracted factors during EFA underwent through a process of confirmation before testing the fullfledged model and hypotheses. For CFA, AMOS software was used with Maximum Likelihood Estimation (MLE). The CFA, also commonly called measurement model, was assessed based on the fit indices as suggested by various scholars (e.g., Byrne, 2010; Hair *et al.* 2010; Kline, 2011). These indices include; chi-square (χ^2), normed chi-square (χ^2/df), the comparative fit index (CFI), and the room mean square error of approximation (RMSEA). Figure 2 depicts the final measurement model.

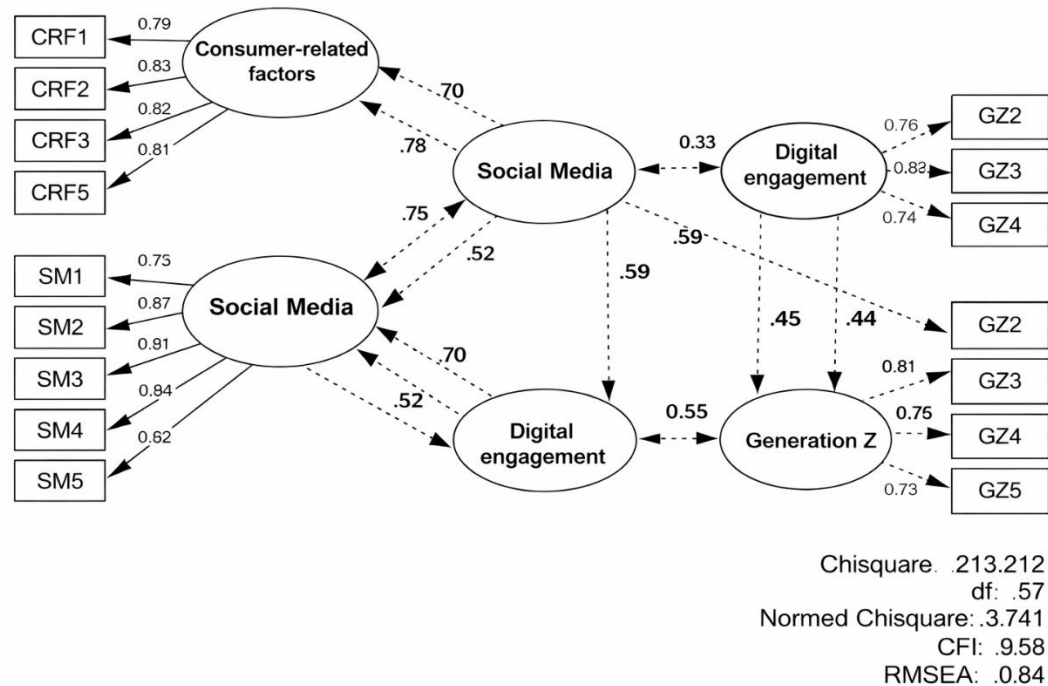
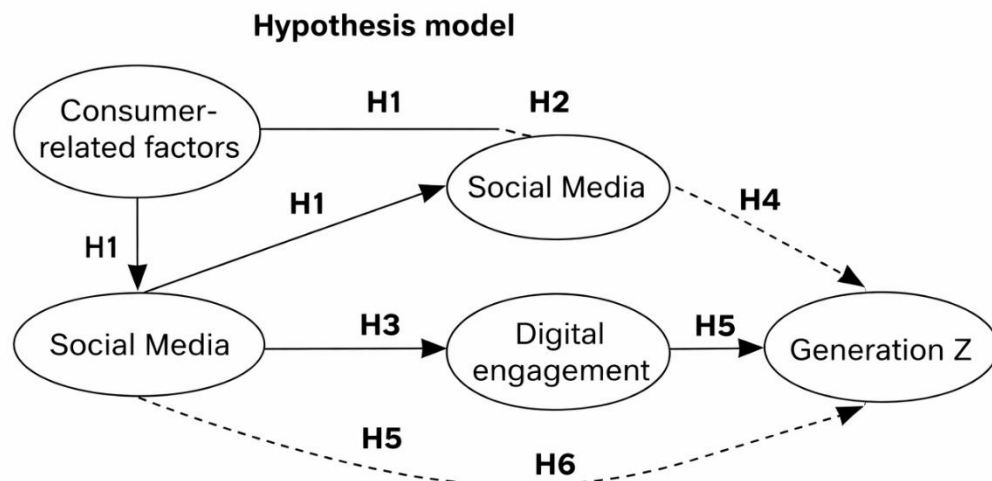


Figure 3. Measurement Model

The review of the measurement model reveals that all the fit indices were above the threshold. For example, normed chi-square value is 3.74, which is below 5.0. Similarly, CFI is 0.958, which is above the recommended value of 0.90. Lastly, RMSEA emerged with a value of 0.08, which is also at an acceptable threshold. These values indicate that the measurement model fits well and is ready to be tested in full-fledged.

5.5. Hypotheses testing

In the two-stage approach of SEM, once the CFA gives acceptable values and the model also indicates good fit, one can proceed with testing the fitness of the full-fledge structural model and hypotheses. Figure 3 shows the final structural model along with the fit indices.



Hypotheses

- H1: Consumer-related factors → Social Media
- H2: Consumer-related factors → Digital engagement
- H3: Social Media → Digital engagement
- H4: Social Media → Generation Z
- H5: Digital engagement → Social Media → Digital engagement → Generation Z

Figure 4. Final Structural Model

In this case, the normed chi-square value of 3.74, CFI value of 0.95, and RMSEA value of 0.08 indicate a good fit of final structural model. Further, all the causal linkages were significant at $p < 0.001$. However, by reviewing the standardized regression weights, it was observed that a causal link between “Digital engagement” and “Generation Z” is the strongest with the regression weight of 0.444. It is followed by the link between “social media” and “Generation Z” with the value of 0.198, and “Consumer-related factors” and “Generation Z” with the regression weight of 0.192. This also indicates that all the hypotheses are supported. A detailed result of hypotheses is presented in Table 5.

Table 5. Estimates of the hypothesized model

Structural path	Hypothesized Relationship	Std. Reg. Weight	S. E.	C. R.	P
Customer-related factors → Generation Z	H1 ^s	0.192	0.057	3.55	***
Social Media → Generation Z	H2 ^s	0.198	0.047	5.19	***
Digital engagement → Generation Z	H3 ^s	0.444	0.036	7.74	***
Statistic		Suggested		Obtained	
Chi-square significance		≥ 0.05		0.000	
Normed chi-square (CMIN/df)		≤ 5.00		3.741	
Comparative fit index (CFI)		≥ 0.90		0.958	
Root mean error square of approximation (RMSEA)		≤ 0.08		0.084	

Note: s = Supported, *** = $p < 0.001$

VI Conclusion and direction for future research

The purpose of this research was to investigate the fashion consumption patterns of Generation Z in the digital era. More specifically, three (3) important factors related to focusing on the factors influencing purchasing decisions, brand preferences, digital engagement, sustainability concerns, and loyalty behaviors has been tested empirically to see their impact on generation Z. The objective was to find answer for two (2) important questions: whether the proposed model will result in a good fit? Furthermore, to find out which of the digital marketing factors will have a stronger impact on generation Z. Both these questions have invaluable implications because nowadays the organizations spend a lot of money on social media. This study could be used as a guideline to know about some inevitable factors of digital marketing, as proposed in the model, and also to clearly find out which factors should be paid more attention too. In case of the present study, all the factors resulted in statistical significance, indicating that none of the factors (consumer-related factors, social media, and digital engagement) should be ignored by organizations. However, as the results revealed, digital engagement emerged with stronger positive impact than the rest of the two factors. It also highlighted that, even though all the proposed factors are important but special attention should be given to the content that the companies provide on social media because it has a stronger influence generation Z.

Future researchers may adopt this model and test it in other settings and perhaps in some other industries. A promising attempt would also be to take the same model and collect data from two different sectors and then compare the results to see if the variables how digital technologies shape fashion consumption and how fashion brands can effectively engage this influential demographic results in same or different findings.

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