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INFLUENCING STYLE: EXPLORING THE ROLE OF SOCIAL MEDIA INFLUENCERS IN FASHION CHOICES OF GENERATION Z IN IRELAND

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Abstract

This research aims to evaluate the role of social media influencers in the fashion choices of Generation Z in Ireland. The objectives that have been met through this study is to evaluate the influence of social media influencers in shaping the fashion choices of Generation Z consumers in Ireland. Fashion choices undertaken by consumers are heavily influenced in the present times, owing to the vast access to information and several individuals influencing their decisions.

Social media influencers have a positive impact in targeting Gen Z customers only when they provide trustworthy and reliable content to them. Fake reviews led to dissatisfaction with customers. Therefore, the customers must be provided with credible sources of information which can encourage their purchasing intention. Different types of effects of cultural and religious differences within Ireland influence the responses of Gen Z to fashion influencer marketing.

In the context of the research methodology, it has been noticed that the process of information collection for the research has been identified here. In this study, the primary method of data collection and survey method of data analysis have been chosen. The research approach, philosophy and design have also been identified in this study and the simple random sampling method have also been noticed in this study.

Furthermore, in the findings and analysis section the hypotheses development has been carried out. In this section, the demographic and the contextual findings and their link with the research objective has been established as well. In the survey, researcher have maintained diversity in gender, age and geographic residence of the respondents. In conclusion the key findings of this research have been analysed that is the purchasing intention of Gen Z customers in Ireland is highly influenced by the trustworthiness, reliability and validity of the social media content. Moreover, suitable recommendation, future scope and limitation has been addressed.

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Chapter 1: Introduction

1.1 Introduction

Social media influencers play a major role in influencing the purchasing choices of customers. In the modern era, social media influencers gain innovative perceptions in posts to influence and encourage customers on Facebook and Instagram to change their spending intentions (Fadiora, 2024, p.5). Generation Z in Ireland is also motivated by the influencers over the digital platforms and it has a significant impact on the choices of fashionable garments. This research focuses on the patterns and factors that motivate Gen Z in Ireland to buy fashionable garments and the role of social media influencers in it.

1.2 Background of the Research Topic

Several social media platforms are used by Ireland-based business companies to attract customers. Segmentation and targeting of customers are easier when social media platforms are rapidly used. Influencer marketing is a part of social media marketing where the influencers with a higher number of followers are contracted by the companies to make innovative videos and attract the customer base. Gen Z customers are easily attracted by the process of social media influencer marketing.

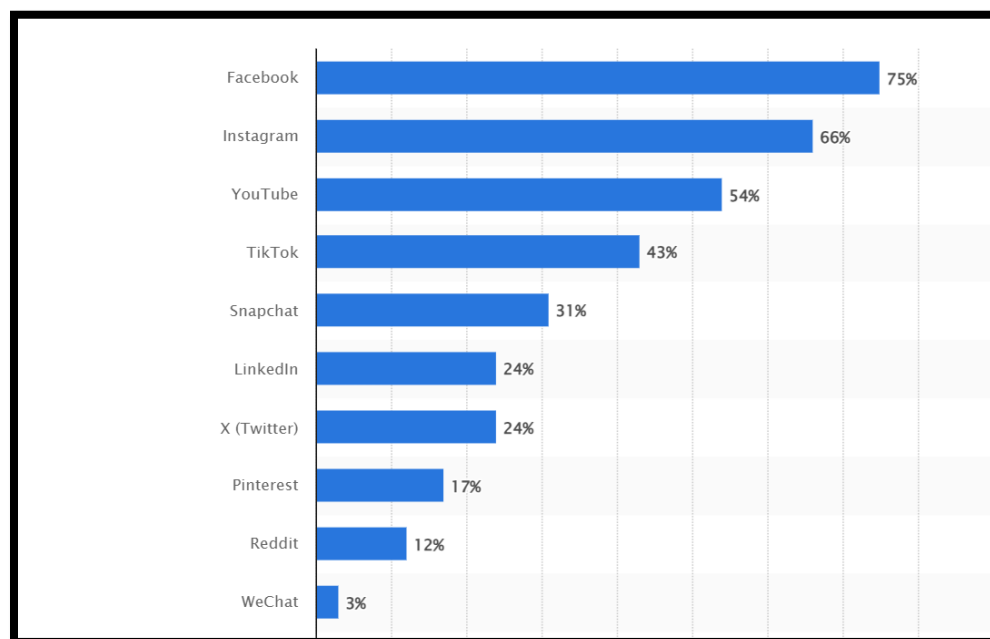


Figure 1.1: Social media usage in Ireland

(Source: Bashir, 2024)

As per Bashir (2024), Facebook is used by 75% of the citizens of Ireland whereas 66% use Instagram. As a result, it can be analysed that social media influencers can post their video on Facebook, Instagram, and YouTube to enhance the brand reputation of fashion-based companies in Ireland. Influencer marketing can encourage the sales margin of the company as well by influencing the spending intention of the customers in Ireland.

1.3 Background of the fashion industry

In the case of the fashion industry, the Ireland market earned a revenue of US\$1.56 billion in 2024 (Statista, 2024). The annual growth rate of the industry is more than 9% and it reflects the potential of the industry to provide a significant contribution to the national GDP. The fashion industry mainly includes manufacturing, designing, and marketing clothes, garments, and accessories. Gen Z customers are focused on sustainable clothing and the sales margin can be enhanced by encouraging their purchasing intention with the help of social media influencers.

1.4 Rationale of the Research

Social media have gradually emerged as an indispensable part of human lives. Especially taking into consideration Gen Z, the average time spent by an individual on various social media platforms exceeded three hours. In this context, Coyne *et al.*, (2020, p.10) state that, owing to the growing usage and time spent on social media platforms, the degree of influence social media lays on an individual gradually increases. On the other hand, Ouvrein *et al.*, (2021, p.133) argue that the influencers on these social media platforms and the content they generate attract individuals to spend a significant amount of time on the platform, and become influenced by it. It can be understood that social influencers yield their influence on the generation and subsequently influence their choices. The fashion industry is one such industry, which is heavily influenced by the trends that emerge on social media platforms. In this regard, the research attempts to understand the specific role played by the influencers present on social media in the Generation Z population. Fashion choices made by an individual not only reflect their social status but also the nature in

which fashion choices are dynamic. Through this study, the researcher can clearly understand the fashion choice influences made by these influencers, more specifically in Ireland.

1.5 Gap in the literature the research seeks to fill

The present research attempts to address the different gaps present in pieces of literature, and successfully understand the role of the influencer in the fashion choices of the Ireland Gen Z population. The study of PHAM *et al.*, (2021, p.79), focuses on the changing purchasing behaviour of customers after being influenced by social media influencers but does not address, their role in fashion choices made by Gen Z customers. The role of social media influencers in influencing customers to make sustainable fashion choices has been explored in the study conducted by Ge (2024, p.11), without specifying any targeted population or binding the study to any particular region of interest. In the study of Elena (2020), the author emphasizes that the growth of social media, and the rise of social media influencers, have encouraged the Gen Z population to gain fashion information through this platform, without specifying how it addresses their fashion choices. It can be seen that several studies on a broader aspect of social media influencers and their influence is explored, leaving a gap in knowledge, which addresses the influence on the Gen Z population living in Ireland. This gap is attempted to be closed through the present research.

1.6 Structure of the Dissertation

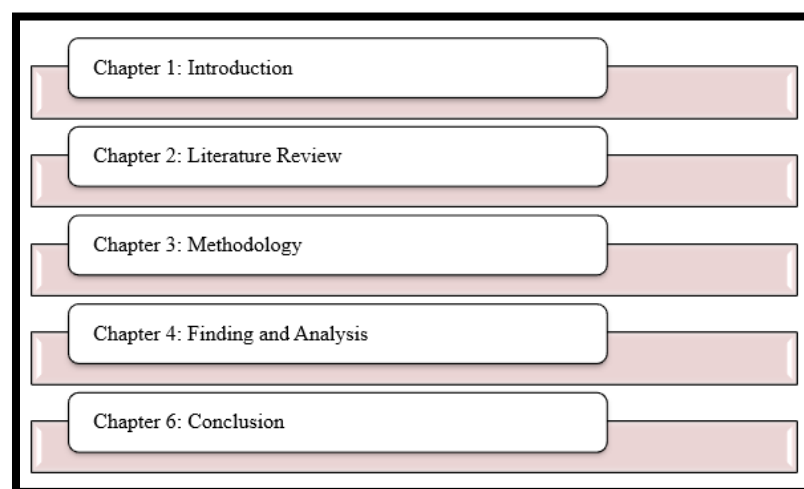


Figure 1.2: Structure of the Dissertation

(Source: Self-Created)

1.7 Summary

The role of social media influencers is gradually emerging, as the time spent by individuals on these platforms is increasing. The fashion industry has also been found to be leveraging influencers on social media to attract their customers. The chapter highlights the specific research aim, objectives, and questions that the research aims to address. The influence on fashion decisions has been broadly studied, without specifying Generation Z or Ireland. This gap has been addressed in the research.

Chapter 2: Literature Review

2.1 Introduction

The review of secondary resources to analyse the context of research and meet its research objectives is known as the literature review. It is necessary to explore the findings of past research gaps to understand the impact of social media influencers on customer purchasing intention. Social media influencers play a major role in affecting their follower base and converting them into potential buyers (Leung *et al.*, 2022, p.100). This chapter aims to evaluate several peer-reviewed studies and journals to understand the factors and strategies that enhance the purchasing behaviour of customers in the Gen Z segment. Gen Z customers have unique fashion choices and their behaviour of buying can be influenced by social media strategies. This chapter has interlinked modern theories with the research topic to determine the extent to which influencers can attract Gen Z customers into the fashion industry of Ireland. Similarly, the gaps in previous studies are evaluated so that they can be mitigated in this study and readers can receive valuable insights about the study context.

2.2 Concept of Social Media Influencers and Influencer Marketing

Social media influences can be defined as famous personalities with a huge follower base over digital platforms. Influencers make videos and post contexts on social media platforms to provide necessary information to their followers. Companies from several industries collaborate with them so that they can convert their follower base into potential customers. This is a modern mode of marketing as influencers have a signifying follower base over Facebook, Instagram, and YouTube. As per Martínez-López *et al.*, (2020), influencer marketing is a modern mode of promotion where influencers collaborate with companies to promote products by giving authentic reviews about them. Similarly, attractive videos and posts are generated by influencers to spread awareness among the follower base regarding the products. The author of this study conducted an online experiment with four independent user groups to gather information about the role of influencers in increasing the marketing potential of business companies in the present era. The followers of an influencer rely on the reviews given by the influencer and positive reviews help in centring the sales margins of the business companies. It is essential to adapt to digital modes of marketing to

gain higher sales margins by influencing the buying intention of customers. As per Jin, Muqaddam and Ryu (2019, p. 570), social media influencers must have certain ethics and principles so that they can provide credible as well as reliable sources of information to the viewers. The study followed the process of randomised group comparison between Instagram and traditional celebrities with a sample size of 104 to analyse the importance of social media influencers in the present era. As an example, it is necessary to develop and provide content that depicts the principles of trustworthiness and authenticity. Fake reviews about a product to gain financial benefits from a company are unethical and it leads to dissatisfaction among the customers. As stated by Arora *et al.*, (2019, p.99), the expertise and credibility of influencers help in gaining a larger follower base who can be converted into potential customers shortly. Winning over the trust of customers by providing authentic reviews helps influencers in gaining a large follower base and it provides ample opportunity for collaborating with companies as well. On the other hand, reliability in content assures the customers that the reviews given by influencers are authentic and credible. Overall, it can be argued that the follower base of influencers are the major stakeholders in influencer marketing and they must be informed with credible sources of information to turn them into customers.

2.3 Influence and effect of social media influencers in shaping the fashion choices of Generation Z consumers in Ireland

Social media influencers have a positive impact on the fashion choices of Gen Z customers when they produce reliable sources of information for them. Trustworthiness and Authenticity of the content shared by the influencer are the factors that impact the purchasing intention of customers. Influencers must provide credible and reliable reviews while promoting a product as it helps in winning over the trust of customers. The fashion choices of Gen Z are unique and they prefer sustainable forms of clothing. As a result, the needs of customers must be prioritised and the personalisation of marketing stages must be done to encourage their purchasing intention. As stated by Quelhas-Brito *et al.*, (2020, p.140), motivating customers to buy a fashion-based product is the main motive of the influence. The purchasing intention of customers is influenced by giving positive reviews of products and promoting the quality of products as well. The study conducted semi-structured interviews of fashion-based influencers and surveys to analyse their role in the

marketing industry. The sample size of the survey was 510 and the location chosen was Portugal. The study provides ample information about the impact of social media influencers on the buying intention of customers. However, this study has an in-depth solution of the day with the help of secondary sources which is a major drawback of this journal. On the other hand, other factors that influence the purchasing choice of Gen Z customers in the recent era are sustainable marketing practices. Sustainable and Ethical practices are necessary when an influencer collaborates with a company to promote their brand. Gen Z customers prefer digital mediums to gather information and order products in the present era (Abrar, Sibtain and Shabbir, .2021, p.15). The research used online surveys to collect data and 347 consumers were chosen to understand their purchasing intention towards stable clothing. The inclination toward Gen Z customer's digital platform is a major reason influencer marketing is popular in the fashion-based industry and it helps companies to attract a significant amount of Gen Z customers. Overall, it can be evaluated that social media influencers have a positive influence on the buying intention of Gen Z customers and they can potentially drive the followers into the buyer base. The main strategy for converting followers into customers is the posting of innovative videos and credible reviews about a fashion-based product.



Figure 2.1: Factors that influence the fashion choices of Gen Z

(Source: Developed by the author)

Based on the above-mentioned figure, the trustworthiness and authenticity are essential factor for the role of social media influencers in the fashion choice as it helps to create the authentic and genuine social media content for the customers to develop their fashion choices. The positive review of the products is the other source of the social media influencer marketing and this is also crucial for the customers as it helps to maintain the brand awareness of the fashion organisations in Ireland in Ireland. The main way to establish the product quality as a source of social media influencer marketing for Gen Z is to create the online buzz that helps to develop the brand reputation of the fashion organisations. Fake reviews dissatisfied the customer base and it reduces the potential of influencers to convert followers into customers. Similar fake and unauthentic reviews are not a sustainable or ethical mode of marketing as per Jacobson and Harrison (2022, p. 162), a sustainable mode of promotion is chosen by social media influencers so that followers can be provided with credible sources of information about the fashion-based garments. Sustainable and ethical modes of marketing include the promotion of product features and maintaining accountability with customers. Adoption of the ethical mode of marketing helps increase the sales margin of the firm by providing customers with credible sources of information. Semi-structured interviews were conducted with 20 women social media influencers who promoted products in the sustainable fashion industry. These interviews helped in analysing the role of sustainability and ethics in content formation so that any form of misleading data is not provided to customers to enhance the sales margins of companies.

2.4 Aspects and factors driving Gen Z fashion purchasing decisions concerning social media influencers

In the present world, a growth of influencer marketing has been observed. A special impact of this marketing on Gen Z has been observed especially. As seen in the studies of Nadanyiova and Sujanska (2023, p.68), at present there are over 5 billion internet users worldwide among which 80% of the people are actively engaged in social media. The study states that influencer marketing is perceived as a non-violent and natural promotion of products or brands that helps increase sales. The authors have also stated that social media influencers consider Generation Z as their target consumers owing to their digital skills and engagement in social media. The authors to prove this fact have used a scientific research method, the annual reports of the company, and the statistical

databases as pieces of shreds of evidence. Also, they administered a survey to understand the purchase decision-making processes of Generation Z. They carried out certain hypothesis tests based on the results as well.

Calculation of the sample proportion: $p = \frac{m}{n}$	Satisfaction of the condition $n * \pi_0 * (1 - \pi_0) > 9$	Test criteria	Critical field	Inequality	Acceptance or rejection of the hypothesis
Hypothesis 1: H ₀ : 50% of Generation Z consumers follow at least one influencer on social networks. H ₁ : More than 50% of Generation Z consumers follow at least one influencer on social networks.					
p = 0.72	130 > 9	10.03	1.645	10.03 > 1.645	H ₀ rejected
Hypothesis 2: H ₀ : 50% of Generation Z consumers prefer Instagram when following influencers. H ₁ : More than 50% of Generation Z consumers prefer Instagram when following influencers.					
p = 0.57	130 > 9	3.19	1.645	3.19 > 1.645	H ₀ rejected
Hypothesis 3: H ₀ : 50% of Generation Z consumers primarily follow influencer posts in the form of short videos and stories. H ₁ : More than 50% of Generation Z consumers primarily follow influencer posts in the form of short videos and stories.					
p = 0.69	130 > 9	8.67	1.645	8.67 > 1.645	H ₀ rejected
Hypothesis 4: H ₀ : Regarding the content of influencer posts, 50% of Generation Z consumers prefer a review of the product. H ₁ : Regarding the content of influencer posts, less than 50% of Generation Z consumers prefer a product review.					
p = 0.47	130 > 9	-1.37	-1.645	-1.37 > -1.645	H ₀ accepted
Hypothesis 5: H ₀ : 50% of Generation Z consumers have bought a product based on an influencer's recommendations at least once. H ₁ : Less than 50% of Generation Z consumers have bought a product based on an influencer's recommendations at least once.					
p = 0.48	130 > 9	-0.91	-1.645	-0.91 > -1.645	H ₀ accepted

Figure 2.2: The Hypothesis test results

(Source: Nadanyiova and Sujanska, 2023, p.73)

Based on the above image, it has been seen that hypotheses 4 and 5 have been accepted stating a positive impact of social media influencers on Generation Z consumers. In this context, it is important to highlight the fact that the trustworthiness and the authenticity of social media influencers play an important role in influencing the purchase decisions of Gen Z. Following the research of Baig and Shahzad, (2022, p.1), it has been observed that on surveying 135 valid participants, trustworthiness and credibility of the social media influencers are major factors affecting purchase decisions. The study states that the consumer perception of a social media influencer affects their purchasing choice in all fields including the fashion industry. They also carried out hypothesis tests which support the facts stated by the findings of the previous researcher as well.

	Hypothesis	Supported/ Not Supported
H1	<i>Social media influencers' attractiveness is positively related to the attitude of customers towards brands</i>	Supported
H2	<i>Social media influencer's trustworthiness is positively related to the attitude of customers toward brand</i>	Supported
H3	<i>Social media influencer's expertise is positively related to the attitude of customers toward brand</i>	Supported
H4	<i>Social media influencers' attractiveness is positively related to the attitude of customers' purchase intentions</i>	Supported
H5	<i>Social media influencers' trustworthiness is positively related to the attitude of customers' purchase intentions</i>	Supported
H6	<i>Social media influencers' expertise is positively related to the attitude of customers' purchase intentions</i>	Supported

Figure 2.3: The Hypothesis test results showing the aspects of social media influences

(Source: Baig and Shahzad, 2022, p.41)

Further deeper research of the study revealed the fact that on social media sites, the influencers are considered to be opinion leaders. Thus, it is important that the information disclosed by them regarding a fashion product needs to be authentic to reveal the truth about the products. This would also help in increasing the credibility of the influencer and hence, increase his or her followers and thus, indirectly lead to increasing the brand value of the brand they are advertising.

Another important aspect of the social media influencers that affect Generation Z consumers' purchase decisions is their expertise and credibility. In this context it can be outlined that the perceived credibility and the expertise of the influencers are important in shaping the purchase decisions regarding fashion among Gen Z. The studies of Erwin, Saununu and Rukmana (2023, p.1029), have highlighted that the perceived credibility of the influencers is important among the Gen Z consumers. The researchers have undertaken the use of a quantitative research method, examining a group of 450 heterogenous participants ranging from the age group 16 to 24 years. This survey has revealed that the credibility of the social media influencers helps in influencing Gen Z based on their familiarity and likability. It is seen that credible influencers, especially those without any controversies have more followers from Gen Z. On the other hand, Vidani and Das (2021, p.319), have opined that the expertise of the influencers is important in the fashion industry in influencing the post-purchase phase of the consumers. It has been seen that Gen Z consumers

are more into mixing and matching the colours and styles that would help in exhibiting a minimalist look and having a cosy fabric (Auerbach George *et al.*, 2023, p.33). Hence, it can be stated that the social media influencers of fashion having expertise in this field can gain more followers. The post-purchase satisfaction of buying a product from an influencer suggestion is an important factor for Gen Z affecting their next purchase. Moreover, this aspect also helps in increasing the relatability of Gen Z consumers on social media influencers.

Following the fashion industry of Ireland, it has been observed that social media influencers have monopolised media attention over the last two decades (Pedroni, 2023, p.237). Thus, from the above discussion, it can be stated that in the driving factors of fashion goods purchase among Gen Z consumers include their trustworthiness and authenticity, credibility and expertise and relatability. All the studies that have been considered above show similar results pointing out the fact that the purchasing decisions of Gen Z consumers have been following the same trend. Besides, all the studies, that have been considered show the adoption of the quantitative research method. Thus, on comparing the results derived from these pieces of literature, it can be stated that not much difference between the studies has been observed. Putting it the other way, it can be stated that all the researchers state that there are positive relations between the chosen factors explored here and the fashion choices of Gen Z. Overall, this discussion has pointed out the major driving factors that influence Gen Z consumers.

2.5 Cultural and regional differences within Ireland that affect Generation Z's responses to influencer marketing strategies in the fashion industry

The cultural and regional differences in Ireland shape the response of Gen Z to influencer marketing and this is why, the marketing strategy of the Ireland fashion industry has been developed. The cultural and regional differences are trying to develop the interaction between influencer marketing and Gen Z and for this cause, the brand trust and transparency of the fashion industry has been improved. As mentioned by Nguyen and Duong (2024, p. 27), cultural and regional differences affect Gen Z's responses to fashion influencer marketing as it develops the brand prioritisation and trustworthiness of the organisation. The particular study follows the primary quantitative methodology as it helps to collect the responses of Gen Z for the creation of

results to reduce the research issue. The study also discussed that brand awareness in the fashion industry helps to create the positive effect of the cultural and regional differences on the influencer marketing of Gen Z and for this cause, their online purchasing behaviour has increased. Another effect of the cultural and regional differences within Ireland on influencer marketing responses of Gen Z is related to the development of sustainability concerns. As argued by Gazzola *et al.*, (2020, p. 2809), sustainability concerns also maintain the cultural and regional climate of the fashion business and for this cause, the purchasing frequency of this particular generation has been developed. The primary quantitative method used in this study was to identify the impact of cultural differences on Gen Z and the purchasing frequency of those people. It has been discussed that sustainability and ethical practice-related effects of cultural and regional differences are identifying the fashion trends of Gen Z that develop their responses to influencer marketing. In the context of Western Ireland, eco-consciousness is prioritised by Gen Z, and for this cause, the sustainable and ethical practices of the fashion industry have been maintained.

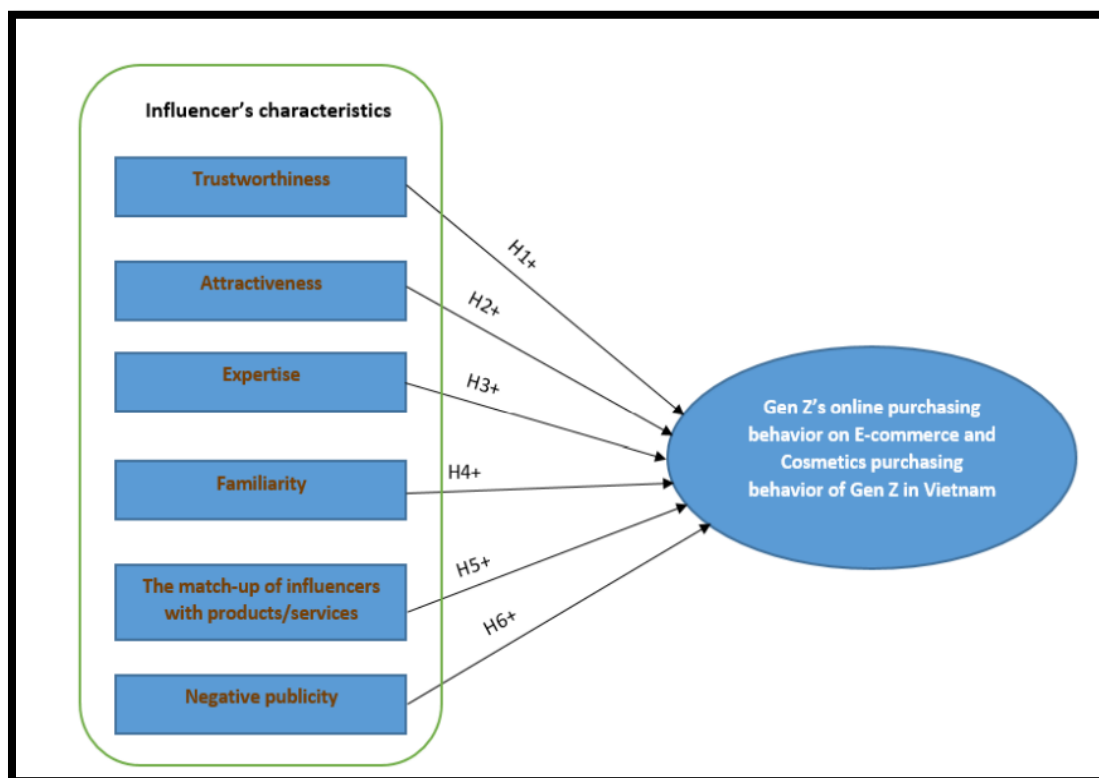


Figure 2.4: Effects of Gen Z responses on influencer marketing

(Source: Nguyen and Duong, 2024, p. 30)

Based on the above-mentioned figure, it has been observed that the online purchasing behaviour of Gen Z is developed with the help of the factors of influencer marketing such as trustworthiness, attractiveness and expertise. One of the effective types of cultural and regional differences within the Ireland fashion industry is related to the body image of beauty standards. As opined by Featherstone (2020, p. 194), Ireland-related Gen Z consumers like the traditional brands of fashion companies for the development of their body image and beauty standards and this type of cultural effect of the Ireland-based people is essential for the region's behaviour maintenance. In the context of Ireland, the responses of Gen Z on fashion influencer marketing are higher than the Eastern region as they are fond of using luxury fashion brands as per their culture. The particular study follows the primary quantitative methodology for the collection of the responses of Gen Z in different areas of Ireland.

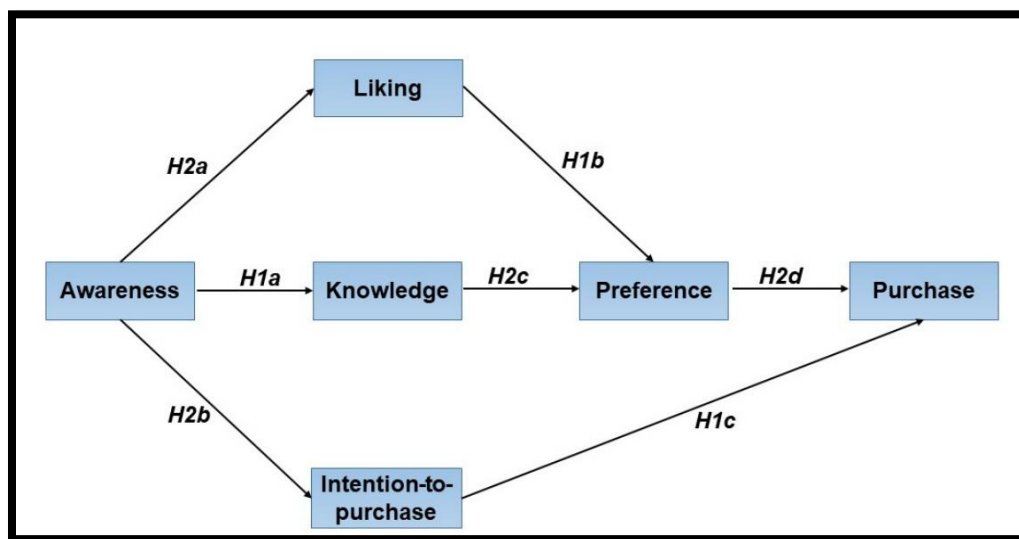


Figure 2.5: Relationship between awareness, purchase intention, knowledge and preferences in influencer marketing

(Source: Duffett, 2020, p. 507)

The study has discussed that the cultural and regional differences try to differentiate the trustworthiness of Gen Z consumers in the influencer marketing of the fashion industry. Another type of cultural and regional difference is addressed as the creation of geographic economic inequality that helps to identify the differentiation of the Gen Z responses to fashion influencer marketing within Ireland. As argued by Duffett (2020, p. 507), the main impact of geographic economic inequality is to maintain the purchase decision of young consumers in the context of

influencer fashion marketing. This journal follows the secondary qualitative method as this method maintains the information collection process related to the cultural and regional differences within Ireland. It has been discussed that the maximum variation of marketing is also increased with the help of geographic economic inequality. For this cause, socioeconomic effects are balanced in the Ireland-based fashion industry. Therefore, it has been stated that influencer marketing is trying to reduce the regional and cultural differences in Ireland to develop the fashion business by 60%. In the context of the study, it has been noticed that the individualistic culture is effective for influencer marketing in Western Ireland. In this particular culture, self-expression is prioritised by Gen Z; for this reason, they are applying the challenging trends of the fashion industry through influencer marketing. As mentioned by Topalova and Todorova (2021, p.24), the proper Generation Z consumer culture has been developed with the help of the individualistic culture and for this reason, self-centeredness has been noticed in the responses of Gen Z to fashion influencer marketing. The primary data collection method has been applied in this study that discusses the maintenance of fashion trends for the above-mentioned people in Western Ireland. As argued by Dobre *et al.*, (2021, p.2537), the culture of collectivism is effective for the Ireland-based fashion industry that has been developed by Gen Z. The secondary qualitative method-based journal states that the main effect of this collectivist culture is to develop the priority of luxury brand on Gen Z.

2.6 Patterns and types of Influencer Marketing Content Successful at driving fashion purchasing decisions among Generation Z in Ireland

The different types and patterns of influencer marketing content can be considered as the success parameters that drive Generation Z to purchase fashion items in the Ireland-based market. In this regard, the study by Ge (2024a, p.123) has addressed that brand visibility and promoting sustainability have been seen among different influencer marketing that helps to influence buying decisions. Regarding this, the theory of the planned behaviours for consumers, especially Gen Z, has been able to establish a relationship between the influencer's visibility in social media and the consumer's buying decision of a sustainable fashion item (Ge, 2024b, p.123). The scholar has considered a mono-method quantitative study and mentioned that 49% of Gen Z in the UK made purchasing decisions after seeing influencers recommending a product (Ge, 2024c, p.123). Here,

the mono-quantitative method has been used to provide an in-depth analysis to address buying behaviours.

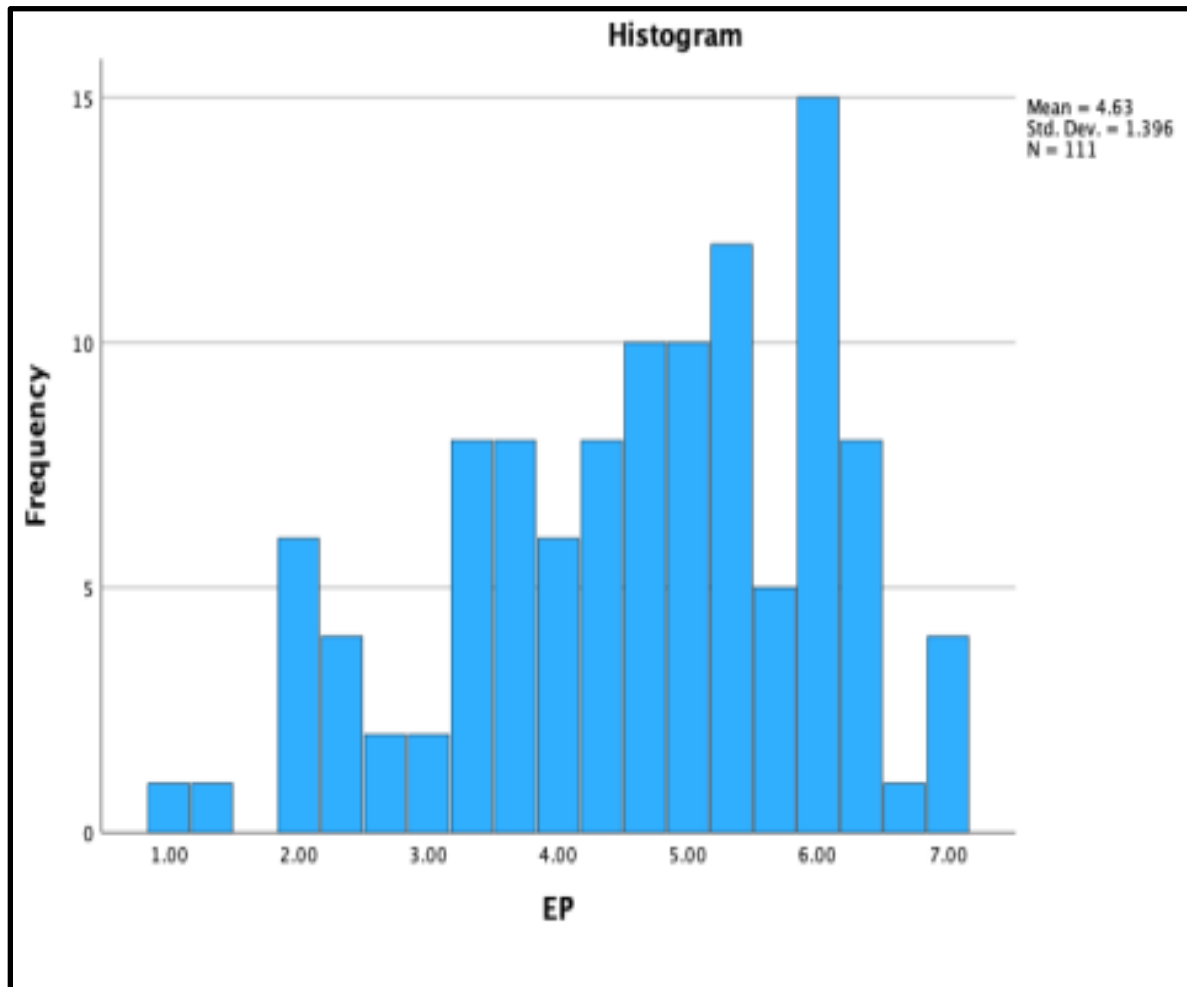


Figure 2.6: Gen Z users on deciding on buying sustainable clothing

(Source: Ge, 2024d, p.135)

Additionally, Ge (2024e, p.140) also mentioned that 64.7% of respondents (Gen Z) have agreed that watching influencers talking about sustainable clothing and the high viability of both the influencers and the product has made them such a buying decision. agree with watching influencers' purchasing experiences, and imitating their behaviours and respondents feel influencers' experiences help make up minds on sustainable fashion. In that case, the relationship between sustainability and ethical practices and fashion choices of Generation Z has been addressed in the above study.

Another study by Belanche *et al.*, (2021a, p.102585) mentioned that influencers' knowledge about a product develops a sense of trustworthiness, where influencers capture modern fashion trends,

style, brand, product reviews, and so on. The scholars have considered a survey analysis and found that Gen Z made their fashion choices on the collaborations and connections of influencers, however, consumers also judge the influencers if posing poor coherence between influencers' content and lack of confidence about selling a product (Belanche *et al.*, 2021b, p.102585). Here, the survey analysis has been used to address the relationship between the influencers' authenticity and trustworthiness in selling a product.

Influencers follow this pattern of marketing by showing the product and making it trustworthy to the consumer through reviewing a brief about the product. Fadhilah and Saputra (2023a, p.66) have addressed that Gen Z in Ireland has been influenced by influencers' storytelling ability, to know a product that fostered a sense of trust, expertise, and authenticity.

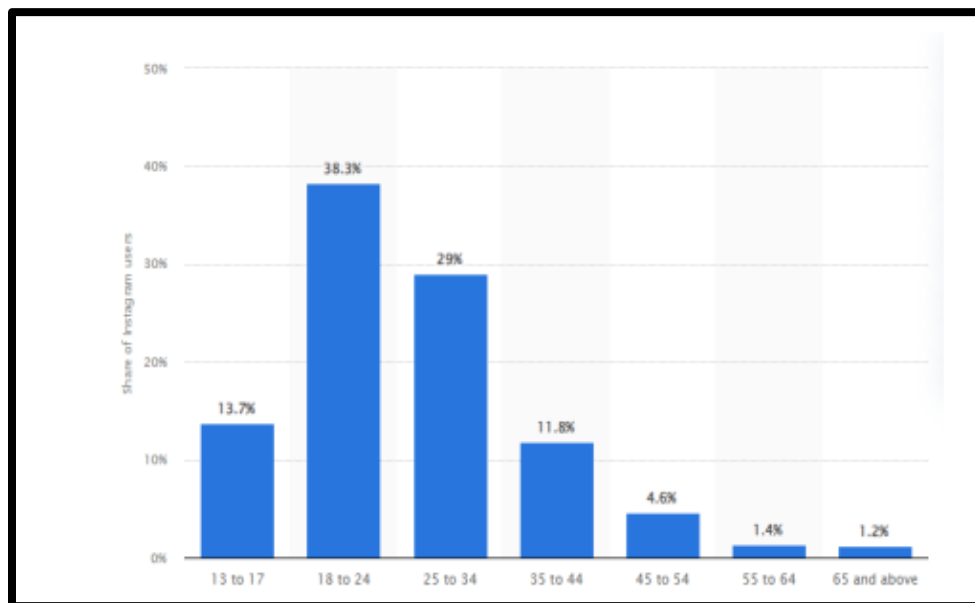


Figure 2.7: Instagram users based on age

(Source: Fadhilah and Saputra, 2023b, p.66)

Scholars have used quantitative methods and have mentioned that influencers develop a parasocial bonding with consumers, especially the young generation that influences Gen Z to follow the leader here influencer (Fadhilah and Saputra, 2023c, p.66). In this regard, Fadhilah and Saputra (2023d, p.66) also addressed that about 38.3% and 13.7% of young consumers have trusted their influencers and followed their reviews before making a purchase. Here, quantitative methods were used, through survey analysis, to address the relationship between trustworthiness and authenticity and to make fashion choices for Generation Z. However, Bratina and Faganel (2024a, p. 33) argued

that Gen Z may avoid buying a product if influencers heavily depend on only marketing a brand rather than showing the authentic nature of product reviews or failing to connect with influencers. The scholars have used a survey analysis to address that influencer endorsement refers to the achievement, knowledge and expertise of an influencer, and how the influencer can endorse a product (Bratina and Faganel, 2024b, p. 33). The survey result addressed that trustworthiness and expertise contrast with honesty and expressing influencers' belief about a product that they are endorsing, which made consumers heavily rely upon them (Bratina and Faganel, 2024c, p. 33). Hence, the findings indicate a clear relation between the expertise and credibility and fashion choices of Generation Z.

Apart from this, in another study by Pereira *et al* (2023, p. 12750) influencers' expertise is also crucial as it builds trust and helps consumers to be convinced by the influence. The scholar has used survey analysis, done among 243 professional YouTubers, celebrities, experts, and Digital influencers (trend-seekers) and addressed that influencers create a para-social relationship with followers that helps consumers perceive those influencers or content creators as reliable people. The survey analysis has been done to link with influencer marketing and reliability and to develop an in-depth study as well. Additionally, Sesar, Martinčević and Boguszewicz-Kreft (2022a, p.276) mentioned that influences strongly impact consumers through showcasing credibility traits, that come from knowledge, expertise, brand posts and so on. The scholars have considered a survey analysis among Belgium Gen Z, and mentioned that high authenticity and reliability make influencers socially attractive, which also induces their purchase decision (Sesar, Martinčević and Boguszewicz-Kreft, 2022b, p.276). Regarding this, 98% of Belgian young consumers have mentioned that communication with influencers through social media is another reason to rely upon the influencer and believe in their expertise. The key reason for considering survey analysis for this study was to address the importance of reliability and fashion choices of Generation Z.

Bratina and Faganel (2024a, p.33) mentioned that content or messages that influencers post for selling a product play a vital role. Bratina and Faganel (2024b, p.33) also addressed that influencer marketing has grown to around USD 21 billion and can increase more. Here, survey analyses were used to address the importance of user-generated content and engagement of consumers (Bratina and Faganel, 2024c, p.33). Szakal *et al.*, (2024a, p.1845) mentioned that content creation with a partnership with a brand and promoting a brand is crucial nowadays in influencer marketing and has become a popular trend as well. Szakal *et al.*, (2024b, p. 1845) addressed that 40% of

consumers make a purchase decision based on the content that influencers provide about a product. Here the scholar has considered a survey analysis among Romanian content creators, aged between 24 and 39 years and addressed that content has been done and the content creators mentioned that content and messaging help to attract potential consumers or followers, helps to save their time and filtered search result. Here, the surveyor analysis was done to address the relationship between content marketing and the fashion choices of Generation Z.

2.7 Theoretical framework

AIDA Model of Marketing

As per the AIDA model of marketing, four main aspects aim to influence the purchasing intention of customers. As a result, the aspects of this model include attention, interest, desire and action (Mumtaz, 2019, p.213). The influencers have the role of drawing customers' attraction by posting innovative content and providing credible sources of information. Gen Z customers can be attracted to the fashion industry by increasing their interest in uniquely designed garments. The model of marketing helps in drawing the attention of targeted customers by analysing their region of interest. Moreover, it is essential to increase the purchasing desire of customers so that their spending probability can be enhanced as well. The sales margin of fashion-based companies in Ireland can increase when social media influencers have the potential to increase the purchasing desire of customers.

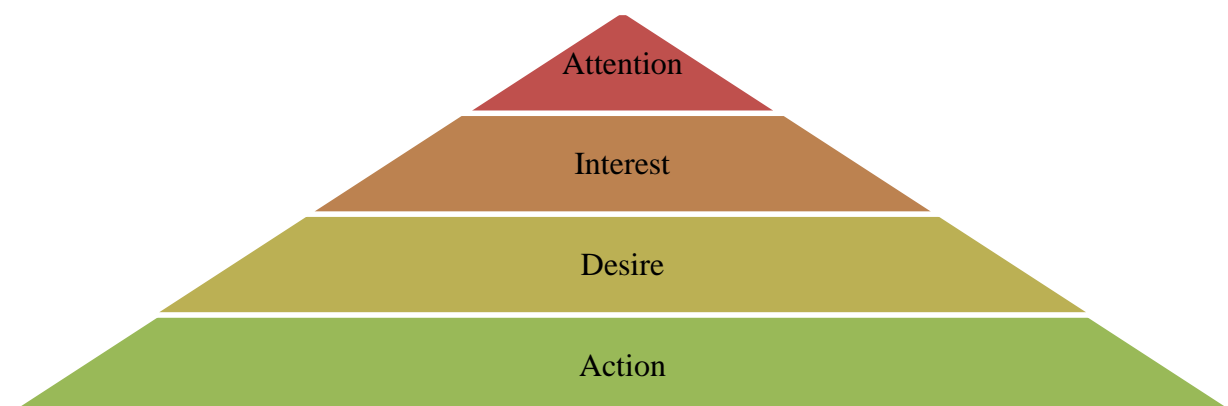


Figure 2.8: AIDA Model of Marketing

(Source: Developed by the author)

The behaviour of customers' needs to be evaluated so that innovative content can be developed that increases their purchasing interests (Chetioui, Benlafqih and Lebdaoui, 2020, p.370). Finally, the influencers must be capable of driving the customers to the action stage of the AIDA model where customers order the products and buy them. The influencers of social media must provide reliable sources of information about products so that customers are informed to increase their spending intentions. The AIDA model is useful for marketers so that the marketing activities can be divided into four main segments and strategies can be developed separately to draw the attention of customers, drive their interest and desire for the product and finally encourage them to buy it. Social media influencers can also drive the interests of Gen Z customers by focusing on sustainable modes of marketing which will efficiently influence them to make choices of buying fashion-based products in Ireland. AIDA model identifies the proper journey of consumer marketing through the awareness, interest, desire and action. The way of influencers' product promotion has been developed with the help of this model and for this reason, the online sales of fashion brands has been increased for Gen Z. the customer attraction process for the fashion brands choices are also increased through the application of this model.

Social Learning Theory

The social learning theory is described as a framework that helps to observe the behaviour of Gen Z to the influencer marketing in the fashion industry and this is why, the fashion choices of this generation have been identified. As mentioned by Chopra *et al.*, (2021, p. 80), the main significance of the social learning theory is to identify the various aspects of influencer marketing and its impact on the Gen Z responses that change the fashion trends. In the context of the fashion industry of Ireland, this theory also helps to notice the role of peers in the development of the influencer marketing that transformed the responses of Gen Z and this is why, the profitability of the fashion industry has been developed. Apart from this, the socialisation of the fashion industry has been developed in Ireland.

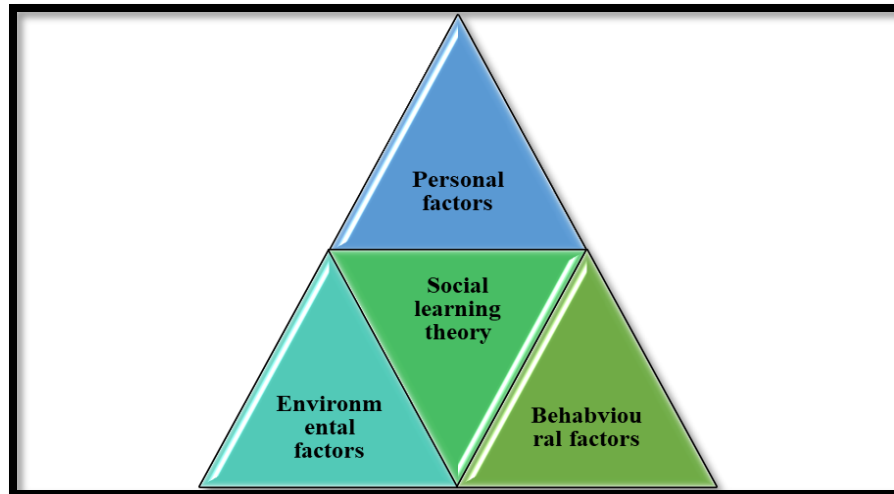


Figure 2.9: Social learning theory

(Source: Created by the author)

Based on the above-mentioned figure, the main three aspects of the theory are environmental factors, personal factors and behavioural factors. The environmental factor of the social learning theory is important to identify the role of the social media influencers in the fashion choices of Gen Z as this factor helps to promote the sustainable fashion brands for the customers through the influencers. The main significance of the behavioural factors is to develop the purchase intention of Gen Z consumers and for this reason, the sales of fast fashion brands increased.

2.8 Literature Gap

There are several researches works on the impact of social media influencers on Gen Z consumers in influencing their choice of fashion. However, particular topics related to the Ireland context are lacking. From the research, it can be stated studies comparing the aspects of influencer marketing strategies in other countries would be useful in identifying the unique trends affecting the choices of Gen Z in influencing their fashion choices. Also, this topic lacks studying the power of micro-influencers on Gen Z consumers in the Ireland context. These gaps were mainly caused by limited materials in these fields. In this dissertation, the social influencer marketing of Ireland has been focused only but the other areas of Ireland are nor focused. Therefore, the social media influencer marketing entire Ireland has not been identified properly. This is the other literature gap of the study.

2.9 Conceptual framework

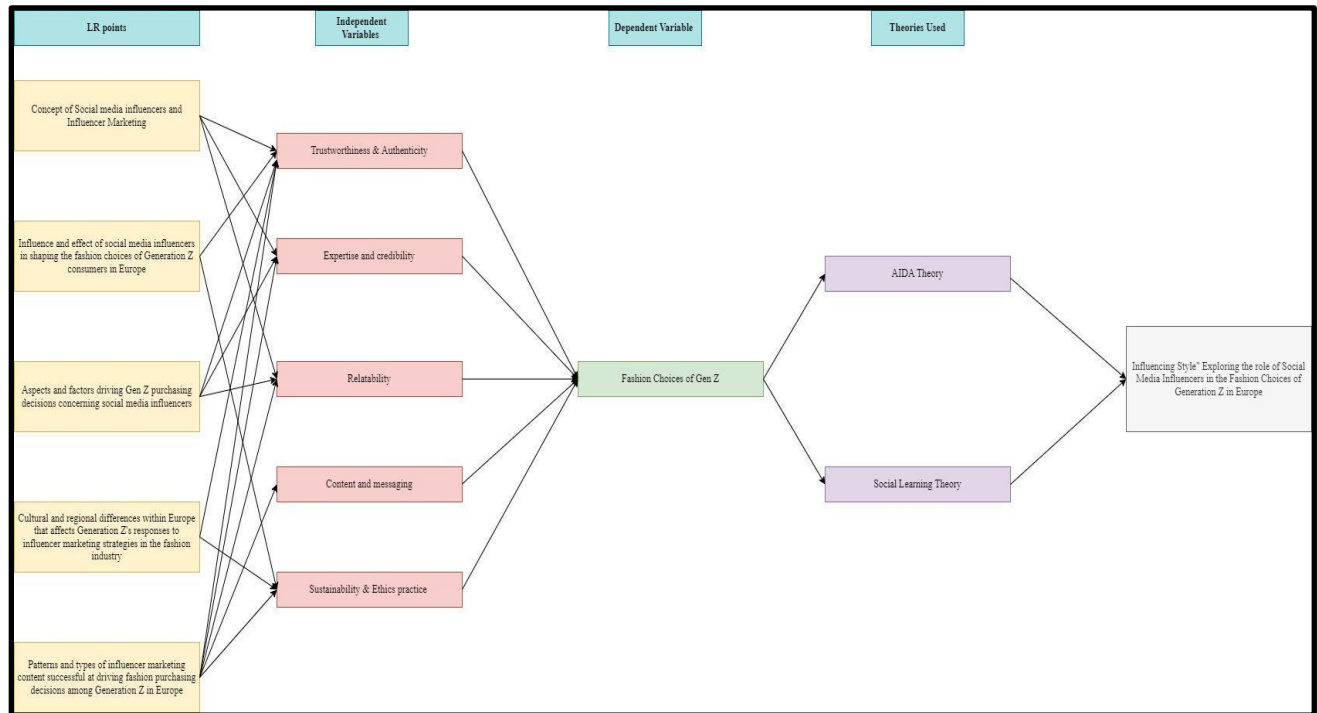


Figure 2.10: Conceptual Framework

(Source: Created by the Author)

2.10 Summary

This chapter has addressed the key concepts of influencer marketing, their role in shaping fashion choices, factors driving Gen Z purchasing decisions, cultural and regional differences within Ireland and patterns and types of influencer marketing as well. Here, literature gaps about influencer marketing in influencing Gen Z's fashion choices and purchase behaviour have been addressed. Moreover, theories such as AIDA and social learning theory have been addressed followed by developing a conceptual framework.

Chapter 3: Research Aim, Objectives and Hypotheses

3.1. Research aims and objectives

The study aims to evaluate the role of social media influencers in the fashion choices of Generation Z in Ireland.

The objectives that have been developed here are:

- To analyse the concept of social media influencers and influencer marketing.
- To evaluate the influence of social media influencers in shaping the fashion choices of Generation Z consumers in Ireland.
- To determine the factors driving Gen Z fashion purchasing decisions concerning social media influencers.
- To analyse the cultural and regional differences within Ireland that affect Generation Z's responses to influencer marketing strategies in the fashion industry.
- To evaluate the patterns of influencer marketing content successful at driving fashion purchasing decisions.

The above devised research aims and objectives have helped in examining the research from different angles.

3.2 Main Research Questions

The research attempts to find answers to the following research questions

RQ1: What is the concept of social media influencers and Influencer marketing?

RQ2: How do social media influencers shape the fashion choices of Generation Z consumers in Ireland?

RQ3: What are the driving factors associated with Generation Z purchasing decisions concerning social media influencers?

RQ4: What cultural and regional differences in Ireland affect Generation Z customers' response to social media influencers?

RQ5: What are the patterns of influencer marketing that drive successful fashion purchase decisions?

3.3. Hypotheses

H₁: There is a strong, dynamic and positive relationship between trustworthiness and authenticity and the fashion choices of Gen Z consumers.

H₀: There is no relationship between trustworthiness and authenticity and the fashion choices of Gen Z consumers.

H₂: There is a strong, dynamic and positive relationship between expertise and credibility and the fashion choices of Gen Z consumers.

H₀: There is no relationship between expertise and credibility and the fashion choices of Gen Z consumers.

H₃: There is a strong positive relationship between relatability and the fashion choices of Gen Z consumers.

H₀: There is no relationship between relatability and the fashion choices of Gen Z consumers.

H₄: There is a positive relationship between content and messaging and the fashion choices of Gen Z consumers.

H₀: There is no relationship between content and messaging and the fashion choices of Gen Z consumers.

H₅: There is a positive and dynamic relationship between sustainability and ethics practice and the fashion choices of Gen Z consumers.

H₀: There is no relationship between sustainability and ethics practice and the fashion choices of Gen Z consumers.

Chapter 4: Research Methodology

4.1 Introduction

The research methodology is addressed as an integral part of the research study and it helps to maintain the track of the researcher to meet the research objectives. The legitimacy of the dissertation and the scientific analysis of the research findings are also maintained through properly applying the research methodology. Another importance of the methodological section is to develop the answers to the research question and identify the proper data collection method for the particular research topic. In this study, the philosophy, approach, design, data collection and analysis of the dissertation are going to be described. Apart from this, the sampling technique and the ethical considerations are also going to be discussed in this section.

4.2 Research Philosophy

The research philosophy refers to a belief regarding the method through which information about a phenomenon should be gathered and analysed. As mentioned by Al-Ababneh (2020, p.80), the main significance of the research philosophy is to develop the fundamental knowledge of the researcher about the research phenomenon. For this reason, the proper application of the research philosophy has been identified. The four main types of philosophies are realism, interpretivism, positivism and post-positivism. The main effectiveness of the positivist philosophy is to identify the observable, measurable and important facts of the research. The main importance of the interpretivism is effective to emphasis the research context whereas realism helps to create the logical process of research.

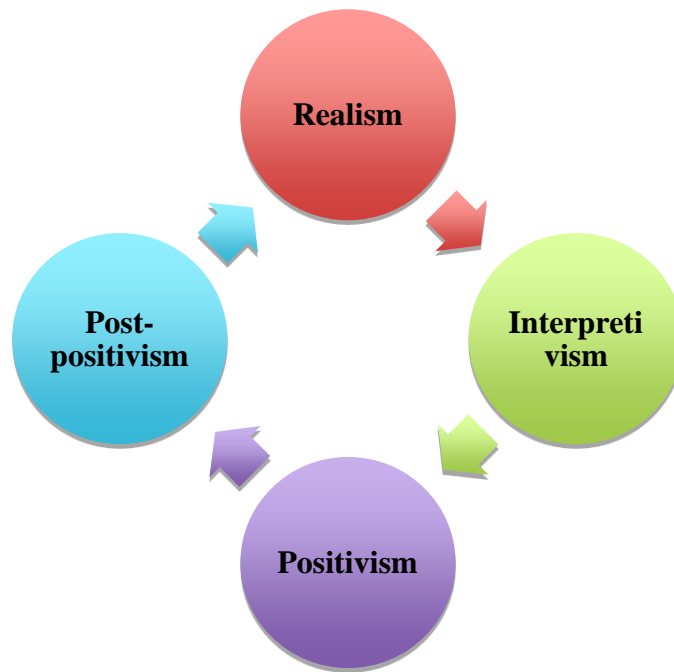


Figure 4.1: Philosophy of the research

(Source: Created by the author)

In this dissertation, the positivism research philosophy has been applied as it tries to create accurate predictions about the research topic. As mentioned by Park *et al.*, (2020, p.691), this philosophy creates the functional relationship between the independent and dependent variables of the dissertation as it tries to identify the proper research outcomes. As opined by Murphy (2021), the main objective of this study is to identify the impact of social media influencers on the fast fashion purchase intention of Gen Z. This study uses the positivism research philosophy as it helps to develop the social reality of the dissertation topic. Therefore, the impact of social media influencer marketing on the fast fashion choices and purchase intentions of Gen Z in the Irish market has been carefully examined. As stated by Khoury (2022, p.48), the study aims to develop online campaigns of fashion products by social media influencers and for this reason, the purchase intention of Gen Z has increased. this study also applies the positivism philosophy as it helps to increase the application of the quantitative method in the dissertation. On the other hand, this dissertation also employs a scientific analysis informed by this philosophy. Consequently, it effectively identifies the benefits of social media influencer marketing in analysing consumer needs within Ireland's fast-fashion market. The researcher has also applied this positivism method to identify the importance of social media influencer marketing. The interpretivism philosophy has

not been applied in this study as it cannot create the research investigation in a human context. Therefore, this philosophy is suitable for the study.

4.3 Research Approach

The research approach is defined as a system that helps to identify the broad assumption of the research and it also helps to enhance the interpretation of the information in a proper way that answers the research question. As opined by Dawadiet *al.*, (2021, p.30), the key significance of the research approach is to identify the situation of the research topic and it helps to reduce the complications of the data integration processes. This study has followed the deductive research approach as it helps to create several different assumptions and this is why, a deeper engagement with the research has been created. Apart from this, the inductive approach is crucial to develop the innovative analysis of research.

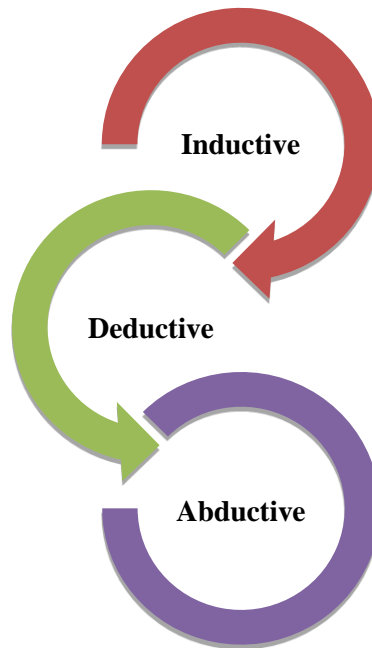


Figure 4.2: Approach of the research

(Source: Created by the author)

In this research study, the deductive approach of the research has been followed as it helps to reduce the downsides of the research topic (Casula *et al.*, 2021, p.1710). As opined by Fadiora (2024), this study explores the broad scope of social media influencer marketing in the fashion industry of Ireland and this is why, the influencers have influenced the purchasing decisions of

Gen Z customers. This study has applied the deductive approach as this approach helps to utilise the existing theories and the quantitative questionnaire for the data collection and comprehensive understanding of the research topic. As mentioned by Najjuko (2023), the main objective of this study is to maintain the role of social media influencers in the fashion industry in Gen X. This study also used the deductive approach as it tried to maintain the understanding of the investigated research findings. Therefore, the factors contributing to the favourable positions of social media influencers in the fashion industry, particularly in proximity to customers, have been accurately identified. In the context of the researcher, the application of the deductive approach is essential to identify the positive relationship between the concepts and variables and for this cause, the facts of social media influencer marketing for Gen Z customers in the fashion market has been identified. The inductive approach has not been applied in this dissertation as it is time-consuming and identifies the limited real-time data through the sample. Therefore, the deductive approach is suitable for the study.

4.4 Research Design

The well-planned design of the research is essential for the collection of high-quality data by utilising credible sources. As suggested by Tomaszewski *et al.*, (2020, p.1609406920967174), the key significance of the research design is to reduce the complexity of the research analysis. The main three types of research designs are explanatory, exploratory and descriptive design. In this study, the descriptive design has been applied as it helps to create the proper relationship among the variables and this is why, quality of research analysis has been developed. The explanatory and exploratory designs are essential for the proper identification of the different fields of research.

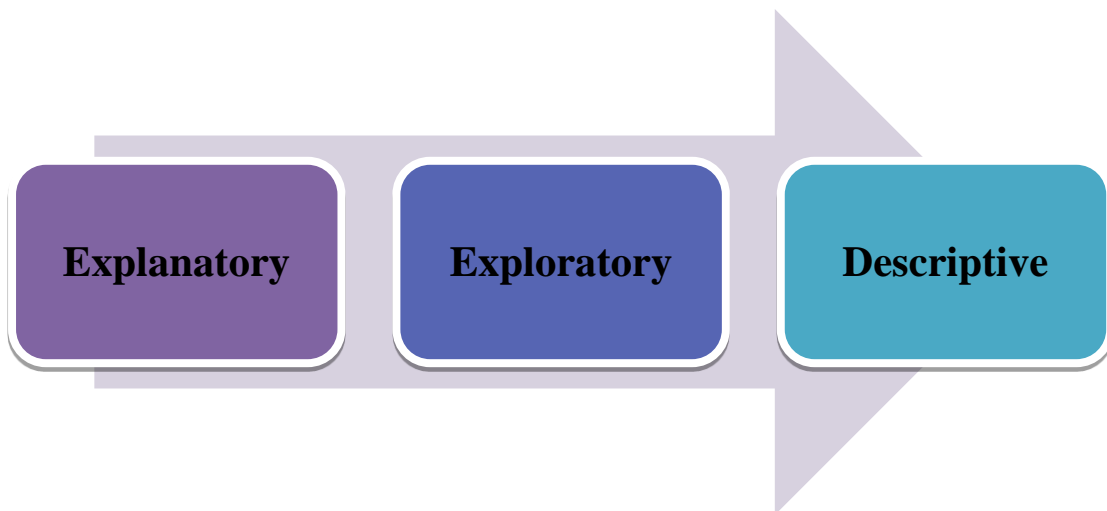


Figure 4.3: Design of the research

(Source: Created by the author)

As per the view of previous research, Castillo *et al.*, (2022, p.185) revealed that the key aim of this research is to classify the efficiency of social media influencers on the buying purpose of Gen Z customers and this is why, the suitable brand promotion in the fashion business has been improved. The descriptive design has been approved in this study and the connection between the variables is labelled through this design. The key outcome of the study has been recognised through the application of this particular design of the research. It has been discussed that a maximum number of Gen Z customers believe the recommendations of social media influencers for their fashion choices. Therefore, the application of descriptive design in this study is crucial. As suggested by Shona and Chuubi (2020, p.15), the key objective of this study is to identify the influence of social media influencer marketing on the behaviour of customers in the fashion industry. For this cause, the proper shape of the customer buying intention has been created. This study has applied the descriptive design of the research that summarises the features of Gen Z consumers through the research analysis. Therefore, this study shows that the developed interaction between social media influencers and customers is important for brand awareness improvement in the fashion industry. Henceforth, the particular research has followed the descriptive design as this design helps to meet the research objective which is related to the identification of the role of social media influencers in the fashion choices of Gen Z. In this dissertation, the explanatory design has not been used as it cannot identify the interest of Gen Z customers in social media influencer marketing. Hence, the descriptive design is suitable for the research.

4.5 Research Strategy

The research strategy is defined as a process that helps to achieve the goal of the dissertation. The main two types of research strategies are qualitative and quantitative strategy. In this dissertation, the quantitative strategy has been applied and for this reason, the researcher tries to conduct the research at a proper scale. As mentioned by Mohajan (2020, p.60), the main significance of the quantitative research strategy is to reveal research insights through broader groups of people. This is why, the real-time data has been collected regarding the effectiveness of social media influencers for influencing Gen Z. The qualitative method of research has not applied in this study due to its ability to generate misleading findings.

4.6 Data Collection Method

The data collection processes are effective in identifying the empirical evidence that supports the research questions. The proper way for the information gathering has also been developed in the data collection method. In the context of the previous research, Hansen (2024, p.52) stated that the key aim of this method is to primarily examine the influence of social media on Gen Z consumers in the beauty and fashion market. This study has adopted the primary quantitative data collection method and this is why, the phenomena of the research topic related to the responsibility of the social media influencers are maintained. 1000 people were addressed as the sample of this study. It has been results after the application of the respective method to identify that more than 78% of the respondents are attracted by social media influencers during the time of marketing.

As stated by Castillo *et al.*, (2022, p.185), the key objective of this study is to notice the vital role of social media influencers in brand marketing that attracts Gen Z customers. The primary quantitative method has been applied in this study due to its relevance to gather real time information. As an impact, it is possible to gather data from male and female consumers between 18-27 years about the impact of the influencers on them during the time of shopping. In this regard, the main focus has been provided on the college students of Ireland. The main result after the application of this method is to identify the cross-generational barriers that are created during the time of SM influencer marketing and this is why, the expected number of target audience has not been created. In the context of this present research, the primary quantitative data collection process has been used as it helps to collect real-time data about the role of the SMM influencers.

Moreover, past research has also applied this information-gathering system to meet similar objectives. The direct answers of the consumers are not gathered through the secondary method and this is why, this method has not been applied in this dissertation.

As the criteria for selecting research participants, selection of Gen Z participants has been taken into focus as they are connected with social media mostly and watch online reviews and content for the purchasing of different fashion products. These people have also a strong sense of fashion trends and for this cause, they have been selected. Moreover, the participants must be college students of Ireland and have a strong fashion sense as well. Apart from that, another major criterion was that the participants must live and work in Ireland as well.

In order to distribute the questionnaire, first, the researcher selected 3-4 colleges in Ireland including National College of Ireland and permission was gathered from respective higher authorities. The questionnaire was distributed to student groups of various colleges through social media like WhatsApp, Instagram, and Facebook and then the researcher provided the consent forms. A total of three days time was provided to them to fill out those forms. After three days, the researcher collected these forms, and then the selection of proper samples was done by reviewing the transparency and perfection of the form fill-up. After five days, the researcher collected the responses through the email addresses and put them manually in the dataset.

4.6.1 Questionnaire Design

The well-designed questionnaire is effective in making the easier survey process for the researcher. Different steps are included in the design process to make a survey questionnaire appropriate. One of the essential steps is to define the proper research objective clearly and hence, the researcher has kept a strong focus on those objectives before asking questions. Next, the target audience has been set and, in this research, the Gen Z customers of the fashion industry of Ireland have been addressed as the target audience. After that, the development of the questions with clarity and simplicity needs to be conducted. In this research, 25 questions have been designed with proper clarity. For instance, one of the questions that has been developed here is “How often do you use social media platforms like Instagram, TikTok, or YouTube?” This question has been created based on the first objective of the research. In the context of the literature review, Martinez-Lopez *et al.*, (2020, p.600) mentioned that Facebook, TikTok, and YouTube are followed by Gen Z to maintain the modern mode of marketing. Therefore, the question is linked with the research

objective and literature review. The next step is to ensure the types of questions and this study has followed the close-ended and Likert scale-based questions. The use of clear font, spacing, and sections are essential to maintain the design layout and formatting of the questionnaire. Then the pilot test was done by considering the professors of the researcher's university as the sample. Then the questionnaires are distributed among the target samples.

4.7 Data Analysis Method

In the context of the dissertation, the main purpose of the data analysis method is to summarise the collected information for the research. It allows the researcher to extract meaningful insights into the research topic that helps to create a valid conclusion for the dissertation. As per the view of Alves de Castro *et al.*, (2021, p.65), this study aims to develop the overall understanding of the social media influencers and this is why, the brand awareness of Gen Z customers in the fashion industry has been improved. This study has followed the survey method for the data analysis on 25,101 young people to identify the internet using a rate that helps to notice their attractions on social media marketers during the time of fashion marketing. It has been resulted after the survey that the online sales of fashion products and the customer retention of the fashion organisations are improved properly through SM marketing.

As opined by Stachowiak-Krzyżan (2021, p.130), the main objective of the study is to enhance the roles and responsibilities of social media influencers and their impact on social media influencers. In this study, the survey process has been adopted and for this reason, the opinion of the consumers about their purchasing intention and the influence of social media on them has been identified. In the present dissertation, the survey method has been used as it helps to gather real-time information and the opinion of the respondents about their social media marketing. The SPSS tool has been used in this research for the analysis of the collected information through the survey. Moreover, the previous study has used the same process to meet almost similar objectives. Therefore, the survey is more essential than qualitative analysis.

4.8 Sampling Technique

The main purpose of the sampling technique is to develop the quality of research findings by using real-time data. In the previous research, Chan (2022, p.1500), mentioned that the main aim of this study is to increase the role of SM influencers in developing consumer loyalty that develops their behaviour. The simple random sampling process has been adopted in this study and for this cause, 95 samples have been chosen among 18-65 years people. This is why, the change in consumer behaviour through social media influencers is also identified. According to Hansen (2024, p.52), the key aim of this study is to notice the responsibility of SM influencers that help to increase the product buying process of Gen Z customers. Hence, the simple random sampling process has implemented here as well to choose the sample among 20 or 27-year-old people in order to identify their opinion about social media marketing. Considering this, the survey form was handed out to 1000 participants out of which only 450 of them responded back.

4.9 Ethical Consideration

In this dissertation, the informed consent form has been used as the ethical guideline as it tries to provide the opportunity for the human respondent they enter the research voluntarily with full information about the research topic. Another significance of this informed consent form is to maintain the relevant regulations during the time of data collection from the respondents and this is why, the ethics of the research has been managed (Josephson and Smale, 2021, p.1310). Therefore, informed consent helps to reduce the misinterpretation of facts at the time of information gathering.

4.10 Summary

Based on this present section, it has been summarised that the methodological section is essential to selecting the proper information-gathering and analysis process. After comparing the precious study on a similar topic, the primary data collection process and survey method of analysis have been selected here. Apart from this, the positivism philosophy, descriptive design and deductive approach have also been identified.

Chapter 5: Findings and Analysis

The findings and analysis chapter are considered as one of the most important ones of the dissertation that aims to document the main findings of the research. SPSS analysis has been done in this chapter so that the responses given by the participants can be explored and evaluated to meet the research aim. In this study, the concept of social media influencers and their role in shaping the fashion choices of Gen Z customers in Ireland is depicted with the help of the tables and graphs from the SPSS analysis. The demographic as well as contextual questions are evaluated in detail so that the research objectives can be met efficiently. Before diving into the detailed discussion of the findings, it is imperative to mention that out of the 450 participants who fell into our considered category, only 250 of them took part into the survey with their consent.

5.1 Data Analysis of Demographic profile of Respondents

1. What is your age range?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	52	20.8	20.8	20.8
	23-27	111	44.4	44.4	65.2
	28-32	67	26.8	26.8	92.0
	Not part of Gen Z	20	8.0	8.0	100.0
	Total	250	100.0	100.0	
2. What is your gender identity?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	142	56.8	56.8	56.8
	Male	77	30.8	30.8	87.6
	Non-binary/Other	22	8.8	8.8	96.4

	Prefer not to say	9	3.6	3.6	100.0
	Total	250	100.0	100.0	
3. In which part of Ireland do you currently reside?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cork/Kerry	7	2.8	2.8	2.8
	Midlands East	50	20.0	20.0	22.8
	North-west Ireland	38	15.2	15.2	38.0
	Northern Ireland	37	14.8	14.8	52.8
	Shannon	17	6.8	6.8	59.6
	South-East Ireland	19	7.6	7.6	67.2
	West Ireland	82	32.8	32.8	100.0
	Total	250	100.0	100.0	
5. How often do you use social media platforms like Instagram, TikTok, or YouTube?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	113	45.2	45.2	45.2
	Less than once a week	13	5.2	5.2	50.4
	Once a week	32	12.8	12.8	63.2
	Several times a week	92	36.8	36.8	100.0
	Total	250	100.0	100.0	

Table 5.1: Demographic Profile of the respondents

(Source: Derived from SPSS)

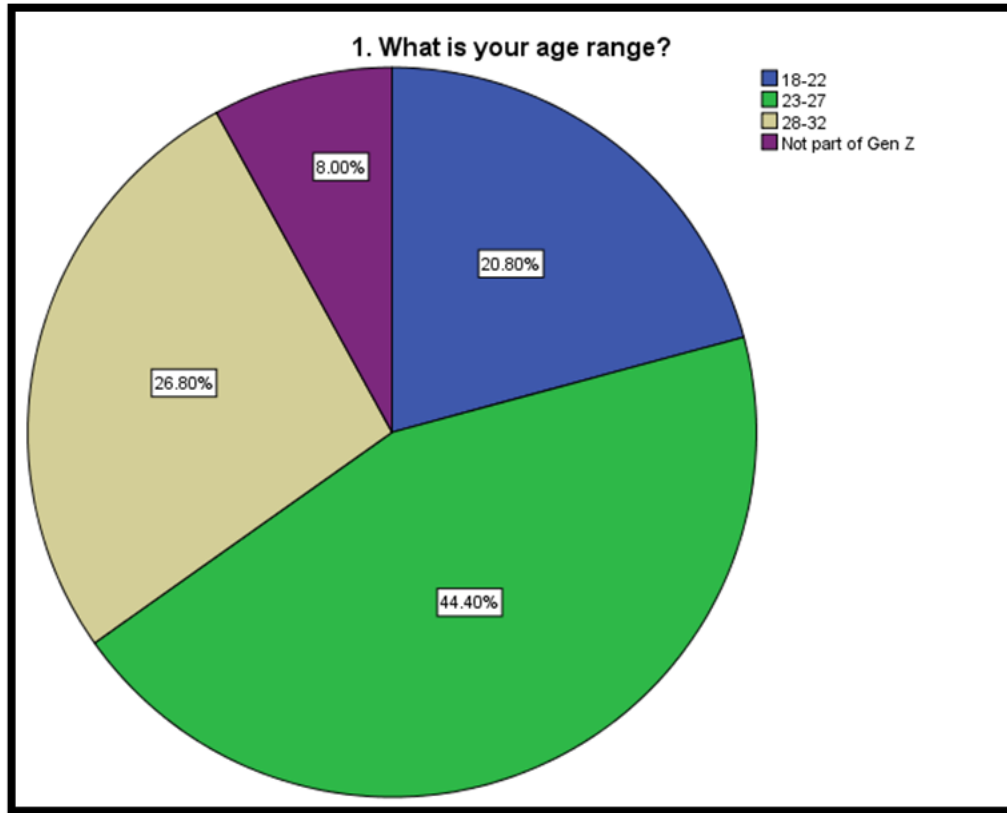


Figure 5.1: Age of respondents

(Source: Derived from SPSS)

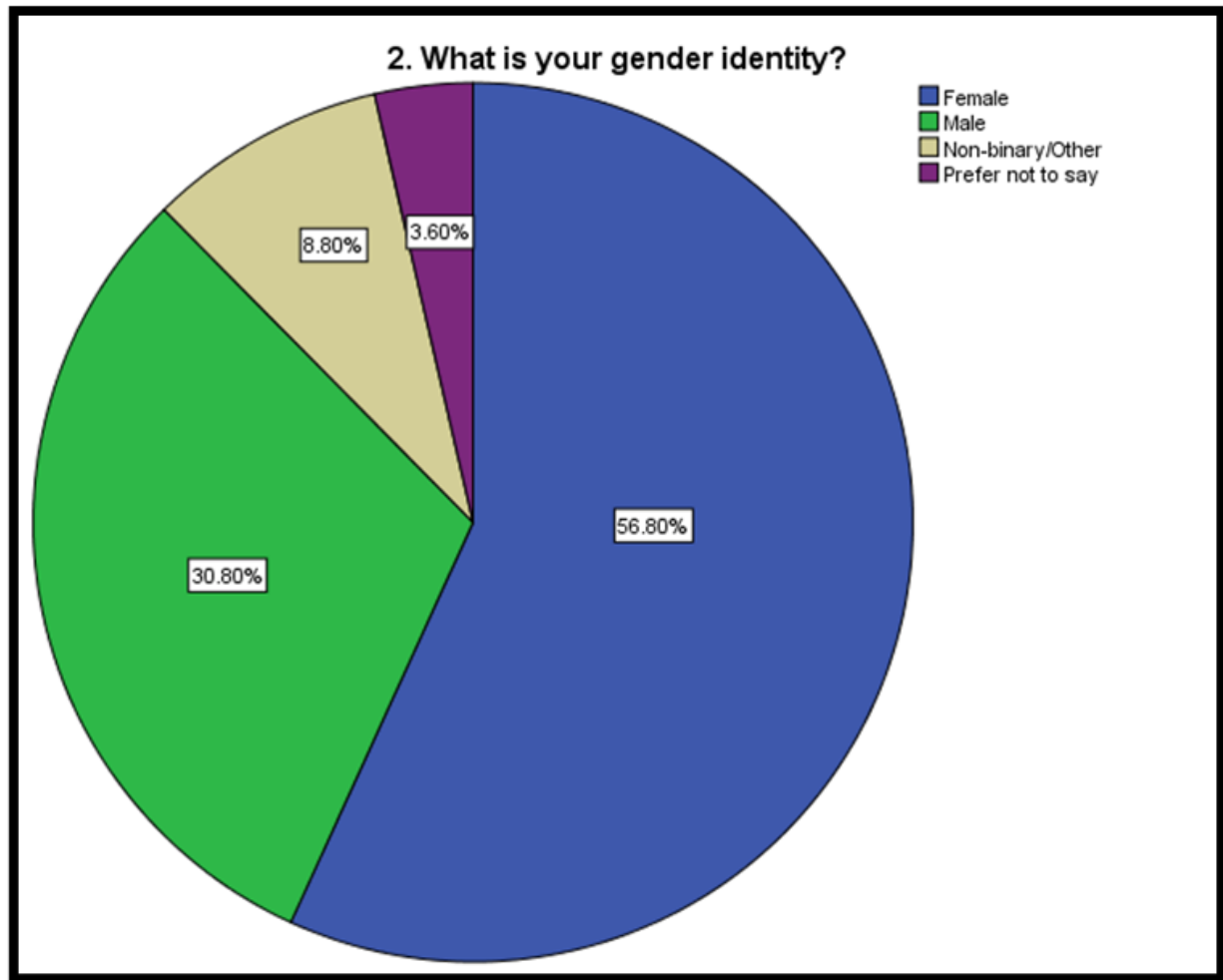


Figure 5.2: Gender of respondents

(Source: Derived from SPSS)

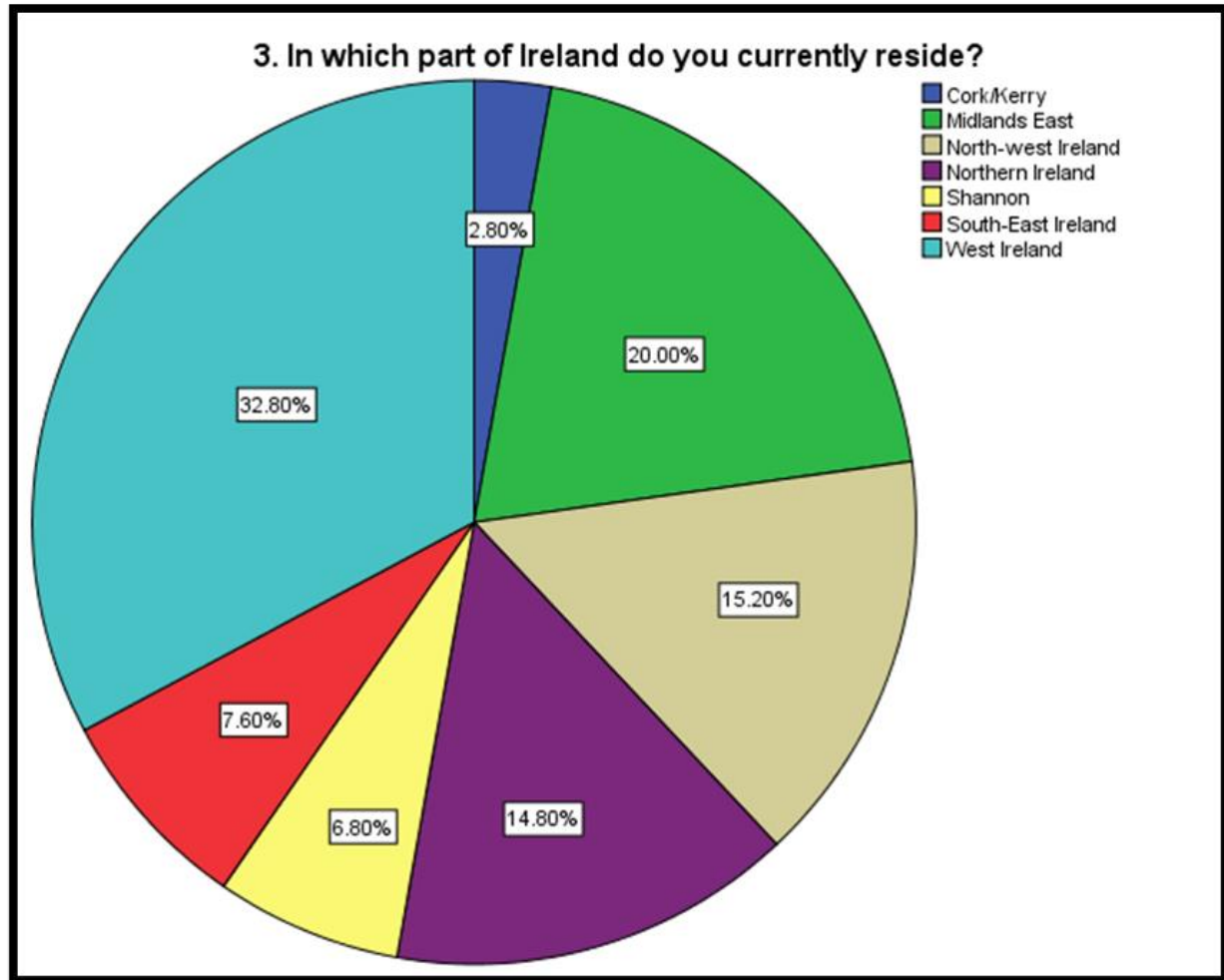


Figure 5.3: Geographic locations of respondents

(Source: Derived from SPSS)

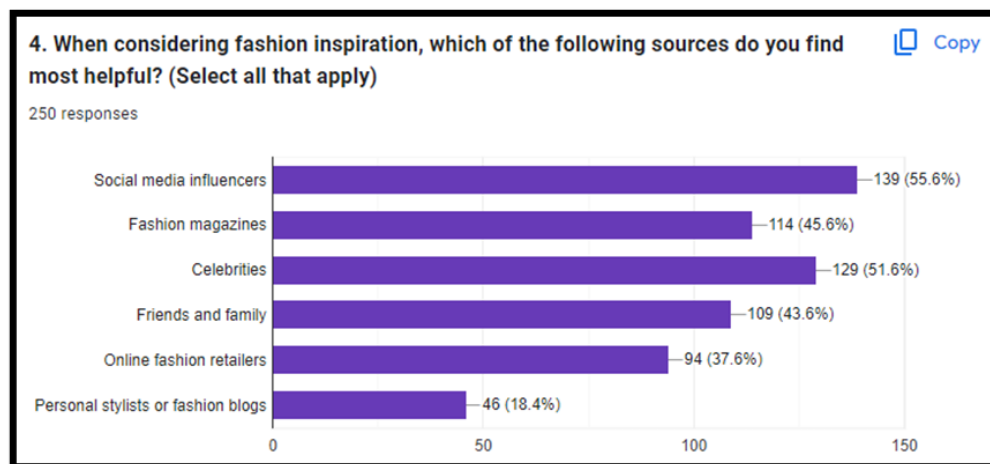


Figure 5.4: Fashion aspirations of respondents

(Source: Derived from SPSS)

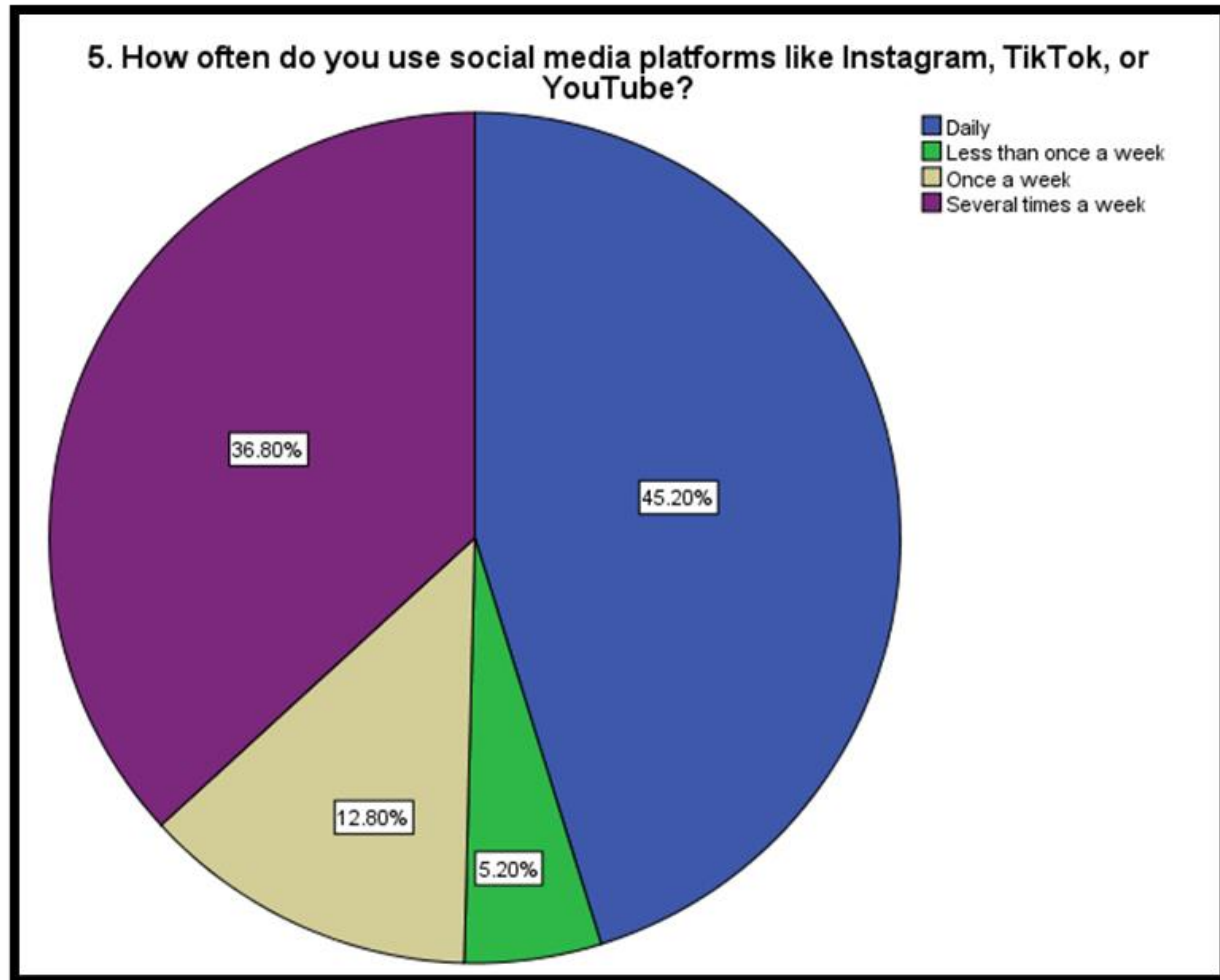


Figure 5.5: Use of social media platforms by the respondents

(Source: Derived from SPSS)

As per the first demographic question, the age range of the respondents was analysed and in this, four main options were given to the participants. As per the above pie chart, it is clear that 44.40% of the respondents belonged to the age group of 23 to 27. Only 8% of respondents were not Gen Z. However, 20.80% and 26.80% of the respondents belonged to the age group of 18 to 22 and 28 to 32 respectively. The diversity in the age group was maintained so that the role of social media influencers on their purchasing intentions can be analysed in detail over a diverse customer segment.

The second demographic question aimed at the analysis of the gender of the participants and this question reflected that the researcher did not discriminate among the participants against gender. Moreover, no one was forced to specify their gender and there was an option given, prefer not to

say. 3.60% of the participants selected this option and they did not mention their specific sexual orientation. However, it has been observed from the above pie chart that 56.80% of the participants were female whereas 30.80% of the respondents were male. On the other hand, 8.80% of the respondents selected the option of non-binary or other gender and they also did not specify the accurate sexual orientation that they specifically belonged to.

The third demographic question was to analyse the geographic location or residential area of the participant. It has been found out that 2.80% of the respondents belonged to the Cork area whereas 20% of these respondents belonged to the Middle East. However, 15.20% of the respondents were from North West Ireland whereas 14.80% belonged to Northern Ireland and 7.60% belonged to Southeast Ireland. The majority of the participants, 32.80% of the respondents, belong to West Ireland. Overall it can be analysed that diversity in geographic locations has been maintained. It reflects that the answers are highly reliable and valid in the context of the analysis of the role of social media influencers in analysing the purchasing intentions of customers from different areas of the chosen country.

The fourth demographic question depicts the fashion inspiration for the customers. From the above, it has been analysed that 55.6% of the respondents believed in social media influencers and 45.6% relied on fashion magazines. Only 18.4% relied on personal stylists or fashion blogs whereas 51.6% focused on the reviews given by celebrities. 37.6% and 43.6% of the customers believed in the reviews given by online fashion retailers and friends respectively.

The frequency of use of social media platforms has been analysed by the last demographic question and it is analysed that almost 45.20% of the respondents used social media platforms like Instagram, TikTok, and YouTube daily. However, only 5.2% used it less than once a week. 12.80% used it once a week whereas 36.8% used it several times a week. It reflects that the high frequency of using social media encourages them to focus on the videos created by social media influencers (Rohde and Mau, 2021, p.2706). Therefore, there is a high probability that influencers motivate the purchasing intentions of the buyer base over social media platforms.

5.2. Contextual Analysis through Data Screening

A normality test is generally made to evaluate the distribution of the data and check its distribution. As opined by Paramasivam, Rao and Prabhu (2024, p.58), it has been observed that a normality test is typically a statistical method that generally relies on assumptions for assessing the normality. With the use of the normality test, the central tendency of the dataset can be measured, which helps ensure that the dataset used for the test is reliable and valid (Guzik and Więckowska, 2023, p.870). In the SPSS test the normality test is carried out using the Kolmogorov-Smirnov test (K-S test) and the Shapiro-Wilk (S-W) test to ascertain that the dataset conforms to form the bell-shaped curve which is characteristic of a normal distribution. Following the studies of Mishra *et al.*, (2019a, p.70), it has been observed that the implementation of the S-W test is more appropriate for sample sizes smaller than 50 while the K-S test is deemed suitable for sample sizes greater than 50. The article also stated the fact that while carrying out the normality test it is important to check for the Significance value (P-value) which if greater than 0.05 proves the null hypothesis to be true whereas if the P value is less than 0.05 signifies that the alternative hypothesis is true.

In this case, the use of a normality test has been carried out to test the relationship between the chosen independent variables (IV): trustworthiness and authenticity (IV1), expertise and credibility (IV2), relatability (IV3), content and messaging (IV4) and Sustainability ethics practice (IV5) and the dependent variable (DV), fashion choices of Gen Z in Ireland. Since the sample size of the survey was 250, it is ideal to consider the results of the K-S tests. The tables below have helped in capturing the results.

Tests of Normality ^{c,d,e,f,g,h,i,j,k,l}							
	DV_fashion_choices_of_GenZ_in_Ireland	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
IV1_Trustworthiness_and_Authenticity	1.67	.446	51	.000	.528	51	.000
	2.00	.200	11	.200*	.909	11	.237
	2.33	.210	16	.056	.843	16	.011
	2.67	.305	19	.000	.779	19	.001
	3.00	.217	8	.200*	.880	8	.189
	3.33	.309	47	.000	.784	47	.000
	3.67	.198	16	.093	.928	16	.223
	4.00	.137	9	.200*	.979	9	.957
	4.33	.232	17	.016	.902	17	.072
	4.67	.193	6	.200*	.963	6	.844
	5.00	.227	14	.050	.891	14	.085
	5.33	.185	10	.200*	.953	10	.709
	6.00	.265	6	.200*	.799	6	.058
	6.67	.351	7	.009	.703	7	.004
	7.00	.298	4	.	.849	4	.224
	7.33	.254	5	.200*	.914	5	.492
	8.33	.260	2
IV2_Expertise_and_Credibility	1.67	.488	51	.000	.367	51	.000
	2.00	.286	11	.012	.737	11	.001
	2.33	.219	16	.038	.895	16	.068
	2.67	.233	19	.008	.909	19	.071
	3.00	.218	8	.200*	.963	8	.840
	3.33	.300	47	.000	.754	47	.000
	3.67	.227	16	.027	.891	16	.058
	4.00	.162	9	.200*	.902	9	.266
	4.33	.295	17	.000	.851	17	.011
	4.67	.246	6	.200*	.904	6	.399
	5.00	.259	14	.011	.924	14	.255
	5.33	.212	10	.200*	.954	10	.719
	6.00	.315	6	.064	.797	6	.055
	6.67	.346	7	.011	.805	7	.045
	7.00	.389	4	.	.786	4	.079
	7.33	.365	5	.028	.742	5	.025
	8.33	.260	2

IV3_Relatability	1.67	.504	51	.000	.352	51	.000
	2.00	.217	11	.154	.882	11	.112
	2.33	.202	16	.080	.865	16	.023
	2.67	.195	19	.055	.815	19	.002
	3.00	.185	8	.200*	.959	8	.801
	3.33	.314	47	.000	.779	47	.000
	3.67	.184	16	.152	.897	16	.072
	4.00	.329	9	.006	.818	9	.033
	4.33	.230	17	.018	.847	17	.009
	4.67	.147	6	.200*	.992	6	.994
	5.00	.237	14	.032	.907	14	.144
	5.33	.159	10	.200*	.970	10	.892
	6.00	.267	6	.200*	.809	6	.070
	6.67	.346	7	.011	.804	7	.045
	7.00	.220	4	.	.980	4	.900
	7.33	.310	5	.131	.871	5	.272
	8.33	.260	2	.			

IV4_Content_and_Messaging	1.67	.461	51	.000	.343	51	.000
	2.00	.327	11	.002	.671	11	.000
	2.33	.354	16	.000	.684	16	.000
	2.67	.250	19	.003	.729	19	.000
	3.00	.250	8	.150	.849	8	.093
	3.33	.352	47	.000	.661	47	.000
	3.67	.189	16	.130	.934	16	.281
	4.00	.169	9	.200*	.968	9	.877
	4.33	.252	17	.005	.826	17	.005
	4.67	.333	6	.036	.859	6	.184
	5.00	.176	14	.200*	.934	14	.349
	5.33	.233	10	.133	.900	10	.217
	6.00	.257	6	.200*	.881	6	.272
	6.67	.387	7	.002	.544	7	.000
	7.00	.250	4	.	.927	4	.577
	7.33	.312	5	.127	.881	5	.314
	8.33	.260	2	.			

IV5_Sustainability_Ethics	1.67	.481	51	.000	.411	51	.000
_Practice	2.00	.227	11	.117	.863	11	.064
	2.33	.238	16	.016	.868	16	.025
	2.67	.252	19	.003	.649	19	.000
	3.00	.151	8	.200*	.977	8	.946
	3.33	.383	47	.000	.643	47	.000
	3.67	.301	16	.000	.872	16	.029
	4.00	.246	9	.123	.925	9	.434
	4.33	.346	17	.000	.706	17	.000
	4.67	.312	6	.068	.793	6	.051
	5.00	.237	14	.032	.895	14	.096
	5.33	.216	10	.200*	.936	10	.507
	6.00	.221	6	.200*	.973	6	.913
	6.67	.407	7	.001	.612	7	.000
	7.00	.290	4	.	.863	4	.271
	7.33	.349	5	.046	.771	5	.046
	8.33	.260	2	.			

Table 5.2: The Normality test between the independent and the dependent variables

(Source: Derived from SPSS)

Based on the table above it can be seen that the relationship between all the IVs (IV1, IV2, IV3, IV4 and IV5) and the DV has been established. The K-S test for IV1 and DV mostly has a significant value below 0.05, which has been seen to be the same for IV2, IV3, IV4 and IV5 as well. Thus, it can be stated that the dataset chosen for the survey is normal and helps in fulfilling the alternative hypotheses of the study showing the relationship between the independent and the dependant variables.

In the context of the study, it can be seen that the topic aims to explore the role of social media influencers in shaping the fashion choices of generation Z consumers. Based on this study, the research objectives were formed and the variables for the study were chosen. Through the normality test, a clear link between the research objectives and the dataset has been found. For instance, considering the second research objective, it can be seen that Abrar, Sibtain and Shabbir, (2021, p.15) stated that Gen Z consumers who are more prone to using digital media gather information about the sustainability responsibilities of an organisation and also tend to follow influencers to who collaborate with those companies. From the K-S normality test, most of the values obtained for IV5 and DV are 0.000, 0.003, 0.000, 0.000, 0.000, 0.03, 0.001 and 0.046 respectively. Thus, the test of normality and the findings for the past literature match fulfilling the research objective.

Similarly, following the research of Saini, Kumar and Oberoi, (2023, p.2), it has been observed that the credibility of the influencers plays a good role in shaping fashion choices while the relatability and the content of the influencers play a major role. Thus, again with the help of the normality test, a link between the research objective and the test has been established. Besides, the third research objective speaks of the driving factors of Gen Z consumers purchasing decisions based on social media influencers. In this aspect, it has been observed that Nadanyiova and Sujanska, (2023, p.73), stated that the trustworthiness and authenticity of social media influencers play a major role in shaping the purchasing decisions of Gen Z consumers. Following the table above, it has been seen that the P-values of IV1, IV2 and IV3 are mostly below 0.05. Thus, showing that the test fulfils the third objective too. Lastly, following the studies of Ge (2024d, p.135), it has been seen that Gen Z users are prone towards buying sustainable clothing. In this context, again the relationship between the fifth independent variable and the dependant variable has been observed to fulfil this objective as well.

The validity test measures the extent to which the SPSS test succeeded in providing authentic and credible results (Sürücü and Maslakci, 2020, p.2698). The adequacy of the sample and the test validity can be evaluated with the help of this test. The KMO value close to 1 helps in depicting that the test results are highly valid and there is a positive relationship between dependent and independent variables.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.896
Bartlett's Test of Sphericity	Approx. Chi-Square	1330.659
	df	15
	Sig.	.000

Table 5.3: KMO-Bartlett's test for validity

(Source: Derived from SPSS)

The above table depicts that the KMO value is 0.896 which is close to 1 which reflects the high validity of the test result. Similarly, the Sig value is 0.000 which is less than 0.05 and this result

also reflects a positive relationship between the dependent and independent variables. As per Jimenez-Marquez *et al.* (2019, p.5), social media content needs to be authentic and valid so that customers can be given accurate data about product features and prices. The third objective was to analyse the factors driving Gen Z fashion purchasing decisions and through the test results, it is clear that the factors include authenticity, reliability, and trustworthiness of the social media content. The results are similar to the past research findings and it is clear that trustworthy contents of social media influencers have a positive impact on the fashion choice of Gen Z in Ireland. Therefore, as per the SPSS analysis, it is clear that authentic and reliable reviews of social media influencers have a positive impact on the fashion-based shopping choices of customers.

Reliability analysis is considered a statistical measurement that helps to measure a scale's stability and consistency. Specifically, reliability is assessed if the same attribute across different instances is measured (Andreani, Gunawan and Haryono, 2021, p.24). The most commonly used measure of reliability is Cronbach's alpha coefficient. According to Majidian *et al.*, (2021, p.279), the reliability test is used to analyse the inner consistency of a measurement-based instrument that is used in a study. Henceforth the high-reliability addresses the items that are being tested in a survey and measures the exact underlying construct. The reliability of this research has been used to analyse whether different items in the survey capture the variation of the six items accurately. Moreover, reliability is also used to analyse whether the items are correlated or not. Here, the reliability is tested to see if the items such as "Trustworthiness & Authenticity", "Expertise and credibility", "Relatability", "Content and Messaging" "Sustainability & Ethics practice" and lastly "Fashion Choices of Gen Z in Ireland" are connected or not. In the table below the reliability of six items has been tested, and the value of Cronbach's alpha was found 0.932.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.932	.942	6

Table 5.4: Cronbach Alpha's Test of Reliability

(Source: Derived from SPSS)

The ideal range of reliability scale is considered by seeing the value of Cronbach's alpha. That is if the value of Cronbach's alpha is higher than 0.70, therefore it can be considered as 'acceptable' in various social science-based research (Statistics.laerd.com 2024). Such analysis through this test is essential for research that involves understanding the impact of social media influencers in determining consumer choices among the young generation (Gen Z) in Ireland. Hence the reliability enables that scale to appropriately measure the responses of consumers and the attributes of influencers that are dependable and stable. A study has found that Cronbach Alpha has scored 0.965, which indicates that all constructs of the study are highly related (Sijabat, Rantung and Mandagi, 2022, p.286). Hence, it has strengthened the overall credibility of the results' findings regarding the relationship between social media influencers, customer brand engagement, and customer brand perception. Another research by Ryu and Han (2021, p. 631) found that by testing different timers, the value of Cronbach's α was more than 0.70, which confirms the internal consistency. In this study, SPSS as an instrument has been used to measure different items and to find the importance of the expertise and reputation of social media influencers in influencing consumers (Ryu and Han, 2021, p. 631).

Past studies have analysed the importance of reliability in understanding the impact of social media influencers on buying decisions. Here, in this research, the result from the reliability test indicates a strong internal steadiness among the items (Table above). The high reliability also indicates that the instruments that have been used (here SPSS) captured the key variation of the construct in this study. Moreover, it can be identified that as the scale (measurement instrument, SPSS) is reliable, therefore the usages of the relationship between the variables can be established easily. Additionally, high confidence among the participants in the survey analysis was also seen. This is because the scale provides a true reflection of the participants' levels of construct. Besides, this test (SPSS) has measured the variables and a strong correlation among the items (variables) indicates that the test has measured the exact thing.

As the reliability test has ensured to measure the items according to social media influencers, these attributes have also been linked to research objectives about the importance of social media influencers in shaping fashion choices among Gen Z. The current findings are also supported by past papers, where high-value reliability is observed after testing through SPSS for establishing the relation among variables. In addition, this test has confirmed that the social media influencer's

reliability, trustworthiness, and other items can be used as a consistent measurement tool for individual factors and is connected with “fashion choices of Gen Z in Ireland”.

The correlation test helps to measure the strength or relation between variables statistically (Baak *et al.*, 2020, p.107043). The correlation test is also used to identify key patterns and trends and predict outcomes by assessing how different variables are connected. Here in this research, the correlation test has been done to examine whether any relation exists among different variables or not. The value of the correlation test can vary from -1 to +1 where -1 indicates a perfect negative correlation and +1 indicates a perfect positive correlation. However, 0 indicates no correlation at all (Latrobe.libguides.com 2024). Apart from this, to assess if a correlation exists between two variables, a researcher also needs to see whether the variables are significantly correlated or not. As per Pratiwi *et al.*, (2020, p.534) for the significant correlations, the “Sig. (2-tailed)” value is addressed and these values are marked in the SPSS test. If the value of the correlation is less than 0.05 then it is considered that the relation between the variables is statistically significant (Pratiwi *et al.*, 2020, p.534). In the table below the correlation value of different independent variables and the dependent variables can be observed.

Correlations							
		IV1_Trustworthiness_and_Authenticity	IV2_Expertise_and_Credibility	IV3_Relatability	IV4_Content_and_Messaging	IV5_Sustainability_Ethics_Practice	DV_fashion_choices_of_GenZ_in_Ireland
IV1_Trustworthiness_and_Authenticity	Pearson Correlation	1	.763**	.721**	.635**	.686**	.727**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	250	250	250	250	250	250
IV2_Expertise_and_Credibility	Pearson Correlation	.763**	1	.780**	.747**	.690**	.724**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	250	250	250	250	250	250
IV3_Relatability	Pearson Correlation	.721**	.780**	1	.789**	.766**	.714**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	250	250	250	250	250	250
IV4_Content_and_Messaging	Pearson Correlation	.635**	.747**	.789**	1	.749**	.677**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	250	250	250	250	250	250
IV5_Sustainability_Ethics_Practice	Pearson Correlation	.686**	.690**	.766**	.749**	1	.811**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	250	250	250	250	250	250
DV_fashion_choices_of_GenZ_in_Ireland	Pearson Correlation	.727**	.724**	.714**	.677**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	250	250	250	250	250	250

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5.5: Pearson Correlation test

(Source: Derived from SPSS)

From the above table, it has been observed that the correlation values of DV and IV1, IV2, IV3, IV4, and IV5 are 0.727, 0.724, 0.714, 0.677, and 0.811 respectively. Hence, the values that have been obtained through the correlational test are all close to 1 and all values have a “sig value” of 0.000. Therefore, it suggests a positive correlation between the variables. For example, it can be mentioned that the Pearson correlation value between “Expertise and Credibility” and “Fashion Choices of Gen Z in Ireland” is 0.763 and the sig value is 0.000. This indicates that the correlation between Expertise and Credibility” and “Fashion Choices of Gen Z in Ireland” is positive (as one increases, the other also increases). The findings of this research evaluated that cultural and regional differences among consumers also influence their buying habits. In this regard, Wyrwa *et al.*, (2023, p. 355) highlighted that sustainable consumption is a curial behaviour of young consumers, where cultural value plays a role as well. The study has also found that culture, lifestyle, and aspirations play an efficient role in driving high purchasing power among younger consumers. Another study has mentioned by Maguire and Fahy (2023, p.100095) that the region plays an important role in fostering a culture of sustainable consumption. Maguire and Fahy (2023, p.100095) have mentioned Ireland has a rich tradition of clothing, fashion, and textile craft industries and it has influenced many consumers, especially younger ones, to buy sustainable clothing.

In this research, it can be seen that consumers of the younger generation have a higher awareness of sustainability than older generations. This is why a correlation between “Sustainability & Ethics practice” (IV 5) and “Fashion Choices of Gen Z in Ireland” (DV) has been found, where the Pearson correlation value is 0.811 is near 1 (indicates a positive correlation) and sig value of 0.000 (statistically significant) indicates that these are variables a direct relationship.

Here correlation tests have efficiently tested the relation among different variables especially meeting the research objective about cultural and regional differences in impacting Generation Z’s responses to the influencer marketing strategies in the fashion industry. This finding is also supported by past research studies as well. Apart from this, the findings of the correlational test also mentioned the relation between IV1, IV2, IV3, and IV4 with “Fashion Choices of Gen Z in Ireland” (DV). In that case, it can be mentioned that the reliability, expertise, and trustworthiness of social media influencers influence young buyer’s buying decisions.

The ANOVA test is seen to be a powerful technique which is essential to compare the means of the multiple groups or variables considered for the study. ANOVA or Analysis of Variance helps

in dealing with categorical data to derive a continuous outcome (Smeltzer and Ray, 2022, p.735). The mean square value of the ANOVA table helps in understanding whether the factors considered for the study are significant (Anuradha and Sumathy, 2023, p.200). In the ANOVA table the significance value or the p-value needs to be below 0.05 in order to fulfil the alternative hypothesis. Following the studies of Mishra *et al.*, (2019b, p.409), it has been seen that one-way ANOVA helps in analysing the pair-wise comparison of the independent and dependant variables. The table below helps in capturing the ANOVA test for the variables.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	444.182	5	88.836	129.334	.000 ^b
	Residual	167.598	244	.687		
	Total	611.780	249			

a. Dependent Variable: DV_fashion_choices_of_GenZ_in_Ireland

b. Predictors: (Constant), IV5_Sustainability_Ethics_Practice, IV1_Trustworthiness_and_Authenticity, IV4_Content_and_Messaging, IV2_Expertise_and_Credibility, IV3_Relatability

Table 5.6: ANOVA Test Result

(Source: Derived from SPSS)

From the table above, it has been observed that the F is 129.334 signifying higher dispersion rates. On the other hand, the significance value from the ANOVA test has been observed to be 0.000 which is below 0.005 signifying that there is a positive relation between all the independent and the dependent variables. Based on the topic which aims on exploring the impact of the social media influencers on the fashion choices of Gen Z in Ireland. Following the research objectives, it can be stated that since all the independent and the dependent variables share a positive relation, the research objectives of the study are valid. From the regression test, a coefficient table has also been derived which helped in showing the significance values thus testing the hypotheses.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.463	.133		3.491	.001	.202	.724
	IV1_Trustworthiness_and_Authenticity	.352	.092	.215	3.833	.000	.171	.534
	IV2_Expertise_and_Credibility	.322	.105	.194	3.054	.003	.114	.529
	IV3_Relatability	.014	.111	.008	.122	.903	-.205	.232
	IV4_Content_and_Messaging	-.009	.094	-.006	-.098	.922	-.194	.175
	IV5_Sustainability_Ethics_Practice	.827	.091	.527	9.081	.000	.647	1.006

a. Dependent Variable: DV_fashion_choices_of_GenZ_in_Ireland

Table 5.7: Coefficients table

(Source: Derived from SPSS)

The table above helps in showing the significance values which if below 0.05 helps in identifying whether the alternative or the null hypothesis is true.

5.3. Hypotheses testing using the coefficients value of regression analysis

<i>Hypotheses</i>	<i>Values</i>	<i>Result</i>
There is a strong, dynamic and positive relationship between trustworthiness and authenticity and the fashion choices of Gen Z consumers.	0.000	True
There is a strong, dynamic and positive relationship between trustworthiness and authenticity and the fashion choices of Gen Z consumers.	0.003	True
There is a strong positive relationship between relatability and the fashion choices of Gen Z consumers.	0.903	False

There is a positive relationship between content and messaging and the fashion choices of Gen Z consumers.	0.922	False
There is a positive and dynamic relationship between sustainability and ethics practice and the fashion choices of Gen Z consumers.	0.000	True

Table 5.8: The Hypotheses Test

(Source: Created by the Author)

Based on the above table it can be stated that the first, second and the fifth hypotheses have been fulfilled. However, the second and the third hypotheses have been proven to be false however. Thus, it can be stated that relatability and content and messaging have been seen to lack direct relationship with the fashion choices of gen Z consumers. However, it does not prove that the research objectives considered for the study to be false.

5.4. Summary

From the chapter above, it can be summarised that the dataset used for the SPSS analysis helps in fulfilling the research objectives in a detailed manner. Besides, all the research objectives have been fulfilled through the identification of the relationship between the independent and the dependent variables. The chapter has helped in depicting the ways in which the research topic aligns with the variables considered for the study thus, depicting the fact that the impact of the social media influencers is high on the fashion choices of the generation Z consumers in Ireland.

Chapter 6: Discussion

6.1. Trustworthiness & Authenticity of the social media influencers impact the fashion choices of Gen Z consumers in Ireland

The trustworthiness and authenticity of the social media Influencers play an important role in influencing the fashion choices of Gen Z consumers in Ireland. The sixth question in the contextual section of the study deals with identifying the perspectives of participants regarding whether they would consider buying clothes that are worn by social media influencers. The participants were provided with a Likert scale ranging from strongly agree to strongly disagree.

6. When a social media influencer wears a particular clothing item, you are more likely to consider buying it if you believe they genuinely like it. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	106	42.4	42.4	42.4
	Agree	88	35.2	35.2	77.6
	Neutral	23	9.2	9.2	86.8
	Disagree	24	9.6	9.6	96.4
	Strongly Disagree	9	3.6	3.6	100.0
	Total	250	100.0	100.0	

Table 6.1: The frequency table for Question 6

(Source: Derived from SPSS)

77.6% of the respondents have been seen to either strongly agree or agree with the question. On the other hand, 13.2% of the participants either strongly disagreed or simply disagreed with the question while 9.2% of respondents remained neutral. Considering the fact that almost 194 respondents out of 250 agreed with the question, it can be asserted that when a social media influencer wears a clothing item, it fosters the trust and authenticity of the influencer. Hence, it results in influencing the consumers to buy the item. In this, case the respondent population belongs mostly to the Gen Z category, hence, suggesting that trust and authenticity of a social media influencer affect their fashion choice. The findings of the study have been seen to match the

findings of Baig and Shahzad, (2022, p.1), who in their survey found that consumers highly value the qualities of trustworthiness and authenticity in social media influencers when purchasing fashion items. Thus, similar findings state that this variable under consideration is an important driving factor in shaping the purchase decisions of Gen Z consumers.

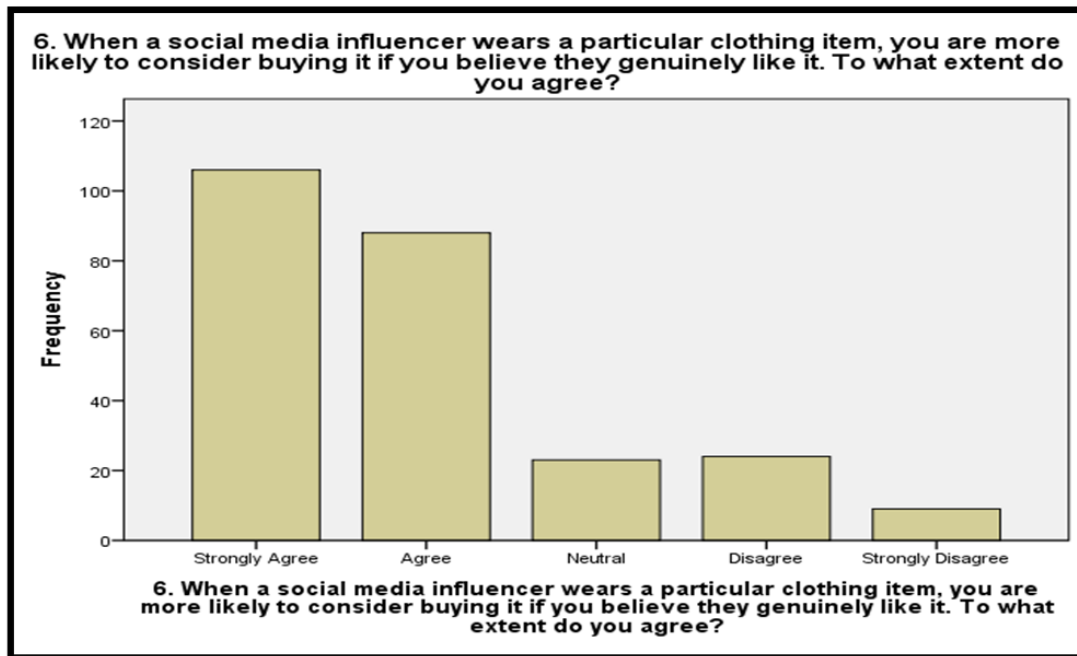


Figure 6.1: The bar graph for Question 6

(Source: Derived from SPSS)

Similarly, the next question aims at assessing whether the humble and relatable nature of an influencer adds to their trustworthiness and influences the purchase decisions of the consumers.

7. You are more likely to trust an influencer's fashion recommendations if they seem down-to-earth and relatable. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	95	38.0	38.0	38.0
	Agree	92	36.8	36.8	74.8
	Neutral	33	13.2	13.2	88.0
	Disagree	16	6.4	6.4	94.4
	Strongly Disagree	14	5.6	5.6	100.0
Total		250	100.0	100.0	

Table 6.2: The frequency table for Question 7

(Source: Derived from SPSS)

From the table above, it is evident that, out of 250 participants, 187 participants strongly agreed or agreed with the question. Thus, considering the agreeableness of the majority of the participants, it can be voiced that the humble character of an influencer is essential in fostering a sense of authenticity and trust among their followers. Following the findings of the literature review, it has been seen that Jin, Muqaddam and Ryu (2019, p. 570), revealed that ethical behaviour of the social media influencers makes the followers believe that they are reliable sources of information. In a way, comparing the findings of the survey with the past research reveals a similar result. Thus, it can be stated that the trustworthiness and authenticity of the influencer also depend on their exhibited character which results in influencing the fashion choices of Gen Z consumers.

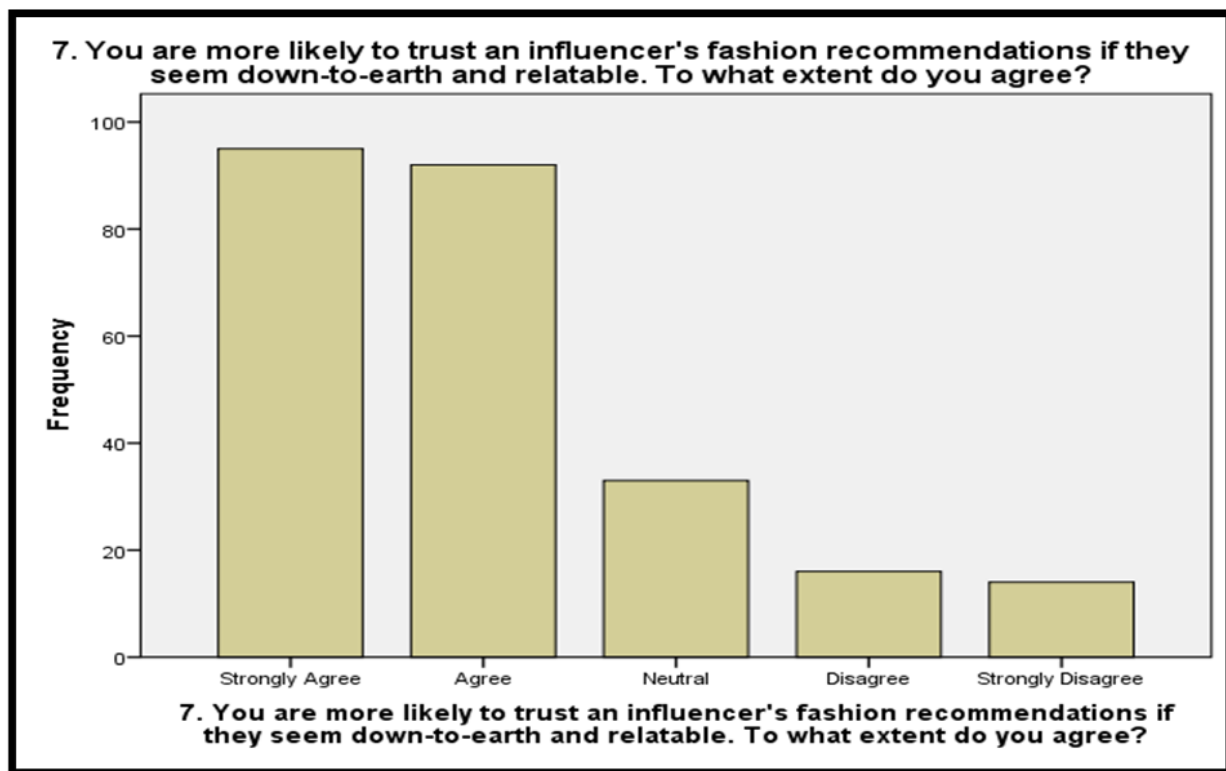


Figure 6.2: The bar graph for Question 7

(Source: Derived from SPSS)

The eighth question of the survey was to identify the extent of agreeableness of the participants regarding their belief of trustworthiness and the authenticity of the social media influencers as they promote different fashion brands.

8. If an influencer frequently promotes different fashion brands, it makes you question their authenticity. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	108	43.2	43.2	43.2
	Agree	81	32.4	32.4	75.6
	Neutral	31	12.4	12.4	88.0
	Disagree	20	8.0	8.0	96.0
	Strongly Disagree	10	4.0	4.0	100.0
	Total	250	100.0	100.0	

Table 6.3: The frequency table for Question 8

(Source: Derived from SPSS)

75.6% of the participants (189 out of 250) either agreed or strongly agreed with the question. Seeing that the majority of the participants believe that promoting different brands by influencers at the same time, makes them unworthy of trust, it can be generalised to a larger population. Even 12% of participants disagreed and strongly disagreed with the question, their numbers are negligible in comparison to the agreeable population. Besides, in the literature review section, it was observed that the findings of Martínez-López *et al.*, (2020), stated that influencer marketing is considered by Gen Z as a mode of promotion of the products sold by an organisation by providing authentic reviews. Also, the study stated that the followers of the influencers check their positive reviews and then decide to buy a product. Thus, based on this belief system, it an influencer keeps on posting positive reviews about different fashion items of the same type from different brands, they lack authenticity. Thus, again the findings of the past research and the findings of the present survey are similar thus, establishing the fact that the trustworthiness and authenticity of the influencers are indeed important in shaping the fashion choices of Gen Z consumers.

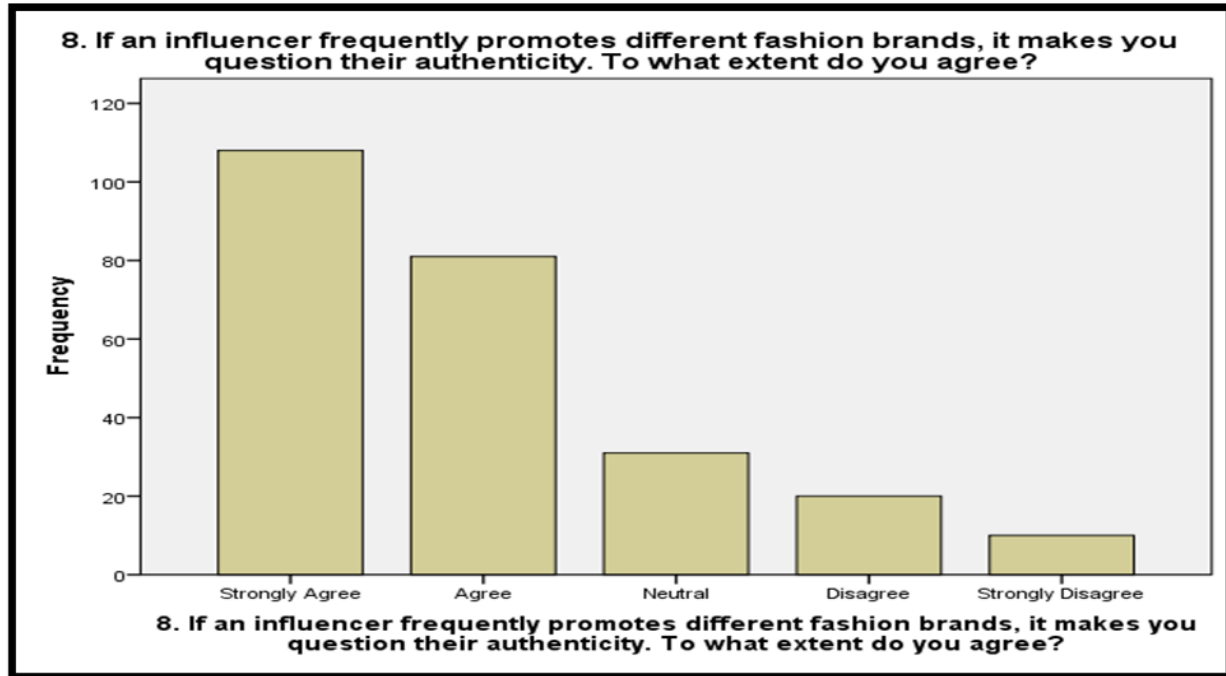


Figure 6.3: The bar graph for Question 8

(Source: Derived from SPSS)

Based on the interpretation of the findings, it can be asserted that the variable under consideration has helped in understanding the concept of influencer marketing and the impact trustworthiness and authenticity have on it. Also, the study helped in gaining a view of how these qualities affect the purchase intention of Gen Z consumers. Additionally, these findings also established this variable as an important driving factor for shaping the purchase intention of Gen Z consumers irrespective of cultural differences. Thus, these findings have helped in providing a complete understanding of the first three objectives as well as proving the first alternative hypothesis of the study.

6.2. Expertise and credibility of the social media influencers impact the fashion choices of Gen Z consumers in Ireland

The main aim of exploring this particular variable is to identify the fashion choices of Gen Z consumers in Ireland. There are three questions set to identify the impact of the variable on the fashion choices of Gen Z consumers.

9. An influencer's knowledge about fashion trends and history makes their recommendations more valuable. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	103	41.2	41.2	41.2
	Agree	93	37.2	37.2	78.4
	Neutral	25	10.0	10.0	88.4
	Disagree	18	7.2	7.2	95.6
	Strongly Disagree	11	4.4	4.4	100.0
	Total	250	100.0	100.0	

Table 6.4: The frequency table for Question 9

(Source: Derived from SPSS)

The ninth question focused on identifying the perspectives of the consumers on understanding whether they consider the influencer's knowledge about fashion trends valuable. As seen from the results above and the graph below, 196 out of 250 participants (78.4%) strongly agreed or agreed with the question. As a result, based on the perspectives of the majority of respondents, it can be stated that the influencer's knowledge of the fashion history and trends is indeed important to showcase their expertise and credibility among Gen Z consumers. Based on the findings of Auerbach George *et al.*, (2023, p.33) stated that at present the Gen Z consumers of Ireland are more focused on exhibiting a minimalist look thus setting a trend. Besides, it has been seen that the influencers are also showcasing their product reviews according to this thus, influencing their purchase decision. Again a similarity between the past research and the survey findings has been observed thus, showing the fulfilment of the second research objective and the second alternative hypothesis.

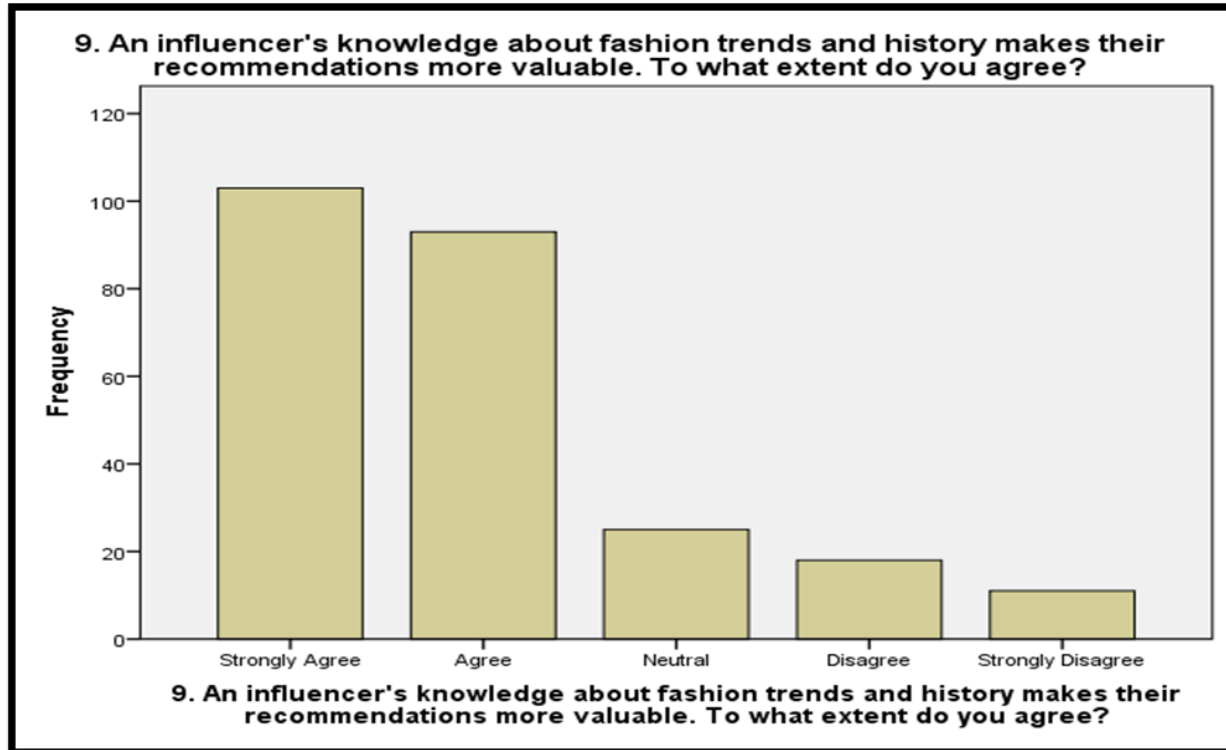


Figure 6.4: The bar graph for Question 9

(Source: Derived from SPSS)

The next question focused on identifying the type of influencers that are more likely to be followed by Gen Z consumers. The table below helps in depicting the number of responses obtained for each option.

10. You are more likely to be influenced by fashion advice from influencers who have a proven track record of good style. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	116	46.4	46.4	46.4
	Agree	91	36.4	36.4	82.8
	Neutral	19	7.6	7.6	90.4
	Disagree	16	6.4	6.4	96.8
	Strongly Disagree	8	3.2	3.2	100.0
	Total	250	100.0	100.0	

Table 6.5: The frequency table for Question 10

(Source: Derived from SPSS)

Based on the results of the survey from the table above and the graph below, it can be stated that 82.8% either agree with or strongly agree with the fact that they are more likely to follow influencers having a proven track record of good style. Following the studies of Dobre et al., (2021, p.2537), it was observed that influencers in Ireland tend to follow a culture of collectivism while maintaining a good style to influence the consumers. However, those with extremely good style and fashion sense gain the maximum number of followers. In a way, on comparing these results of the survey and the literature review, a similarity in the views has been observed. Thus, it has helped in proving that Gen Z consumers are more likely to be influenced by fashion influencers having a proven record of good style. Also, from this result, the third objective of the study has been fulfilled along with the second alternative hypothesis.

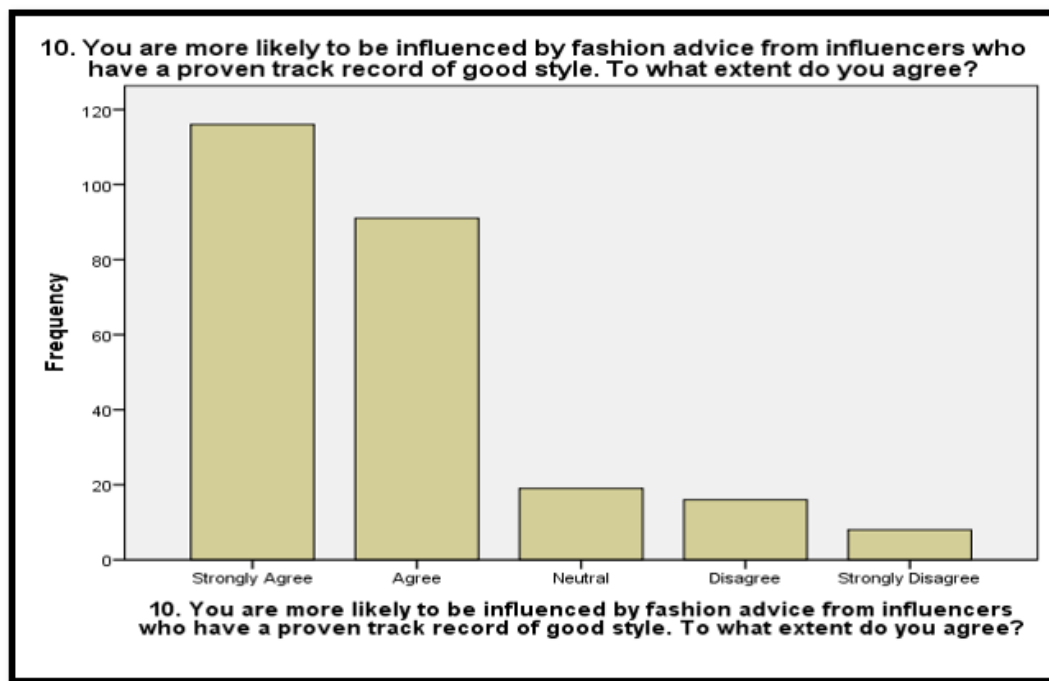


Figure 6.5: The bar graph for Question 10

(Source: Derived from SPSS)

The eleventh question serves the purpose of identifying the impact of the positive reviews given by the fashion influencers on the fashion choices made the Gen Z consumers.

11. Seeing positive reviews and feedback about an influencer's fashion choices makes you trust their recommendations more. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	99	39.6	39.6	39.6
	Agree	95	38.0	38.0	77.6
	Neutral	26	10.4	10.4	88.0
	Disagree	19	7.6	7.6	95.6
	Strongly Disagree	11	4.4	4.4	100.0
	Total	250	100.0	100.0	

Table 6.6: The frequency table for Question 11

(Source: Derived from SPSS)

Based on the table above, it can be seen that 194 respondents out of 250 (77.6%) have chosen to agree with the question. In the literature review section, it was observed from the findings of Bratina and Faganel, (2024b, p. 33), that when an influencer tends to endorse a brand, consumers heavily rely on them for their suggestions and tend to buy fashion products, especially from the positive recommendations of the reviews of the products. Comparing these two results, a similarity between the past research findings and the present survey can be seen. Thus, this result again helps in fulfilling the fourth objective as well as establishing the second alternative hypothesis.

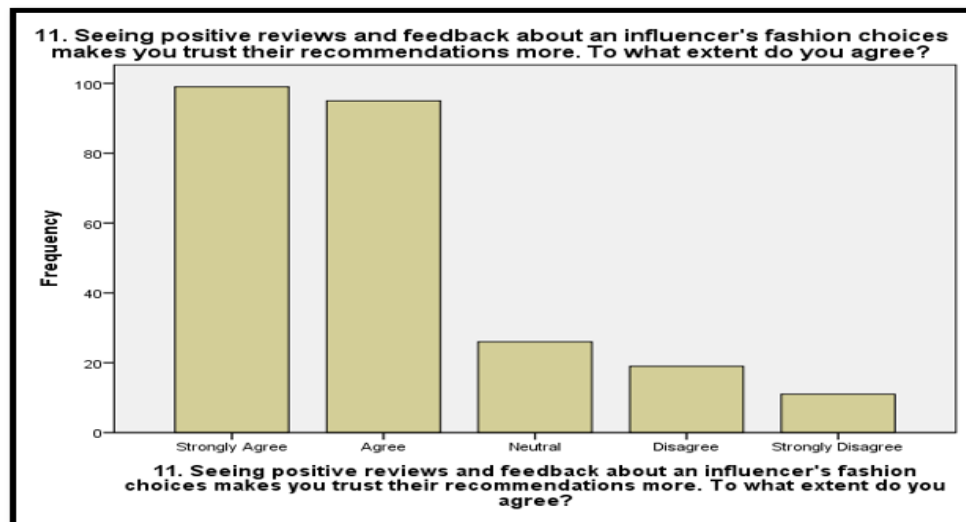


Figure 6.6: The bar graph for Question 11

(Source: Derived from SPSS)

6.3. Relatability of the social media influencers impacts the fashion choices of Gen Z consumers in Ireland

This variable pertains to the third alternative hypothesis. Under this variable, question 12 serves the purpose of identifying whether Gen Z consumers are inspired by the influencers having the same body type and style choices.

12. You are more likely to be inspired by the fashion choices of influencers who have a similar body type and style to yours. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	101	40.4	40.4	40.4
	Agree	95	38.0	38.0	78.4
	Neutral	25	10.0	10.0	88.4
	Disagree	21	8.4	8.4	96.8
	Strongly Disagree	8	3.2	3.2	100.0
	Total	250	100.0	100.0	

Table 6.7: The frequency table for Question 12

(Source: Derived from SPSS)

78.4% of the respondents either agree or strongly agree with the fact that they are influenced by the influencers having a similar body type and taste in fashion. The studies of Sesar, Martinčević and Boguszewicz-Kreft (2022a, p.276), in the literature review section, had previously shown that Gen Z consumers are more likely to rely on fashion influencers having a similar mindset as well as good knowledge about the fashion traits. Thus, a similarity has been observed between the two findings, again fulfilling the fourth research objective and the third alternative hypothesis.

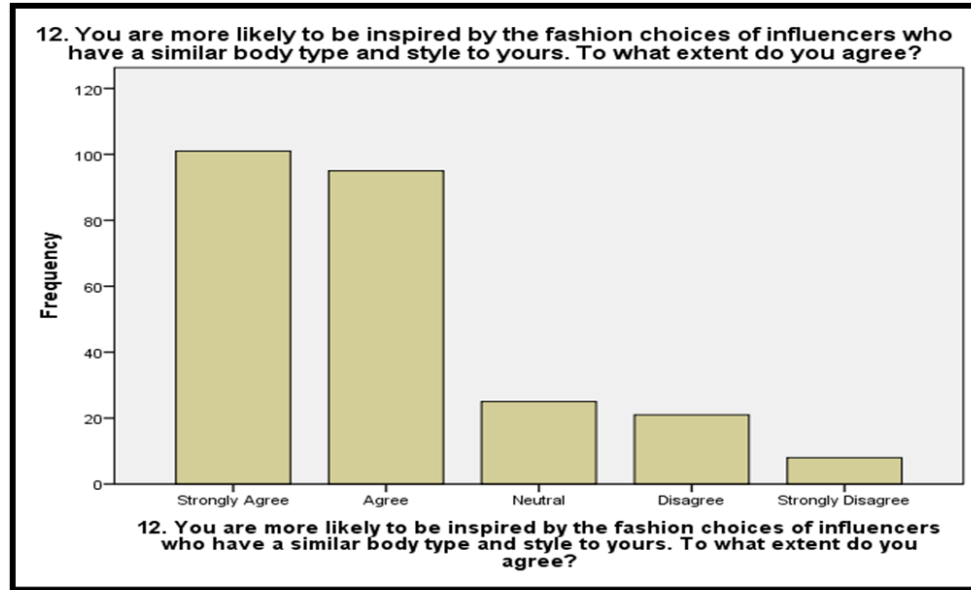


Figure 6.7: The bar graph for Question 12

(Source: Derived from SPSS)

The next question aims to evaluate how the style of showcasing a particular clothing item appeal to Gen Z consumers and influences their fashion choices.

13. When an influencer showcases how they style a particular clothing item in different ways, it makes it more appealing to you. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	104	41.6	41.6	41.6
	Agree	92	36.8	36.8	78.4
	Neutral	29	11.6	11.6	90.0
	Disagree	15	6.0	6.0	96.0
	Strongly Disagree	10	4.0	4.0	100.0
	Total	250	100.0	100.0	

Table 6.8: The frequency table for Question 13

(Source: Derived from SPSS)

The results of the question revealed that 195 out of 250 participants, approximately, more than three-fourths of the total voted that displaying a clothing item in different ways makes it more appealing and influences their purchase decisions. The survey carried out by Szakal *et al.*, (2024b, p. 1845), has revealed that 40% of Gen Z consumers make purchasing decisions based on the ways in which the influencers choose to review a product. Thus, this similarity between the past research

and the survey at hand proves the third alternative hypothesis as well as helps in meeting the research objectives.

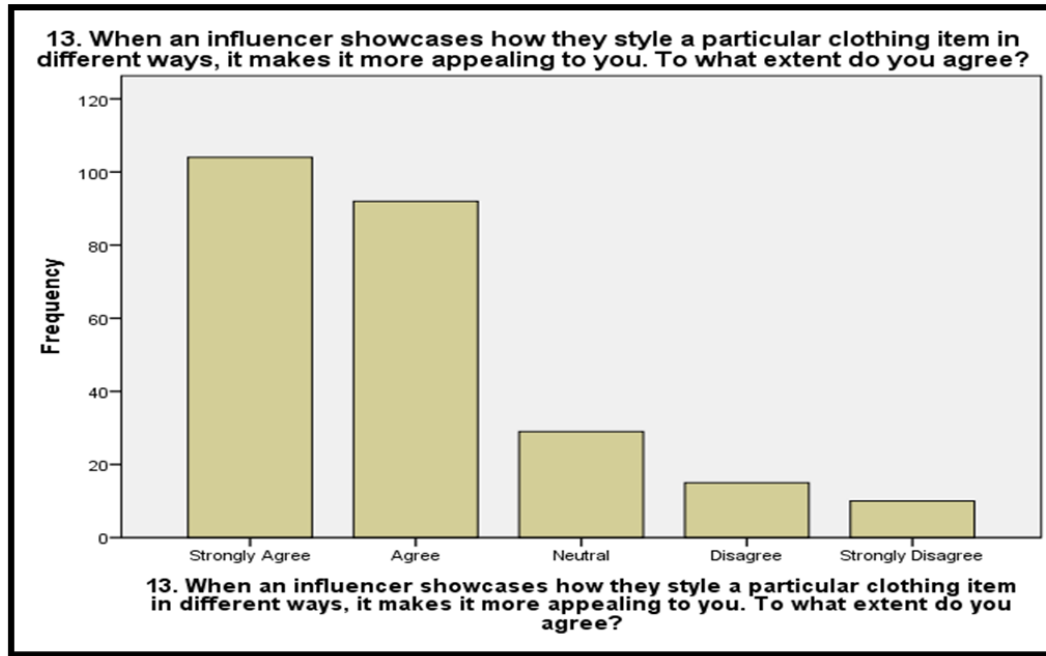


Figure 6.8: The bar graph for Question 13

(Source: Derived from SPSS)

The last question under this variable aims to identify whether the consumers find it relatable when the influencers share their personal experiences.

14. You find influencer content more relatable when they share their personal experiences and stories about fashion. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	98	39.2	39.2	39.2
	Agree	99	39.6	39.6	78.8
	Neutral	19	7.6	7.6	86.4
	Disagree	19	7.6	7.6	94.0
	Strongly Disagree	15	6.0	6.0	100.0
	Total	250	100.0	100.0	

Table 6.9: The frequency table for Question 14

(Source: Derived from SPSS)

The results reveal that 78.8% of the participants agree that they are typically influenced by the influencers when they tend to share their personal experiences. In a way, it can be stated that as per the majority of the respondents, the sharing of their personal experiences by the influencers

helps them in increasing the relatability of the consumers with the influencers. Topalova and Todorova (2021, p. 24) said in the literature review part that the independent culture of Generation Z consumers has grown out of their own experiences. An influencer's relatability is so increased when they share personal experiences. This view supports the findings of the survey thus, fulfilling the third research objective and the alternative hypothesis.

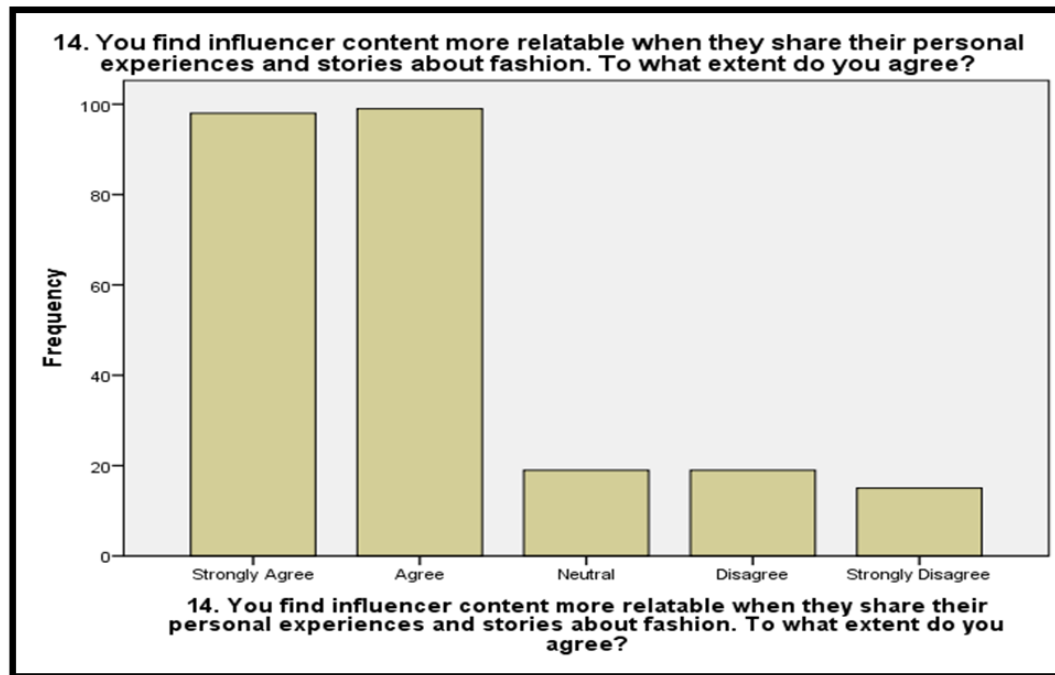


Figure 6.9: The bar graph for Question 14

(Source: Derived from SPSS)

6.4. Content and messaging of the social media influencers impact the fashion choices of Gen Z consumers in Ireland

The content and messaging style of an influencer is crucial to maintaining a rapport with their followers and influencing them actively. The variable encapsulates three questions that help in studying the impact of the chosen aspect on the fashion choices of Gen Z consumers in Ireland. The first question of this variable (Question 15) below has been asked to participants to gain an understanding of their agreeableness to the fact whether showcasing high-quality photos and videos makes them more interested in trying out the product.

15. High-quality photos and videos showcasing clothing items make me more interested in trying them out. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	119	47.6	47.6	47.6
	Agree	79	31.6	31.6	79.2
	Neutral	21	8.4	8.4	87.6
	Disagree	22	8.8	8.8	96.4
	Strongly Disagree	9	3.6	3.6	100.0
	Total	250	100.0	100.0	

Table 6.10: The frequency table for Question 15

(Source: Derived from SPSS)

Based on the results of the question, it has been seen that 79.2% of the participants agree with the question asked. Arora *et al.*, (2019, p.99), in the literature review section, stated that the content showcased by the influencers if credible plays a major role in influencing the purchase decision of Gen Z consumers. Since the findings of the survey have been supported by the literature review, it can be stated that this question helps in fulfilling the first research objective.

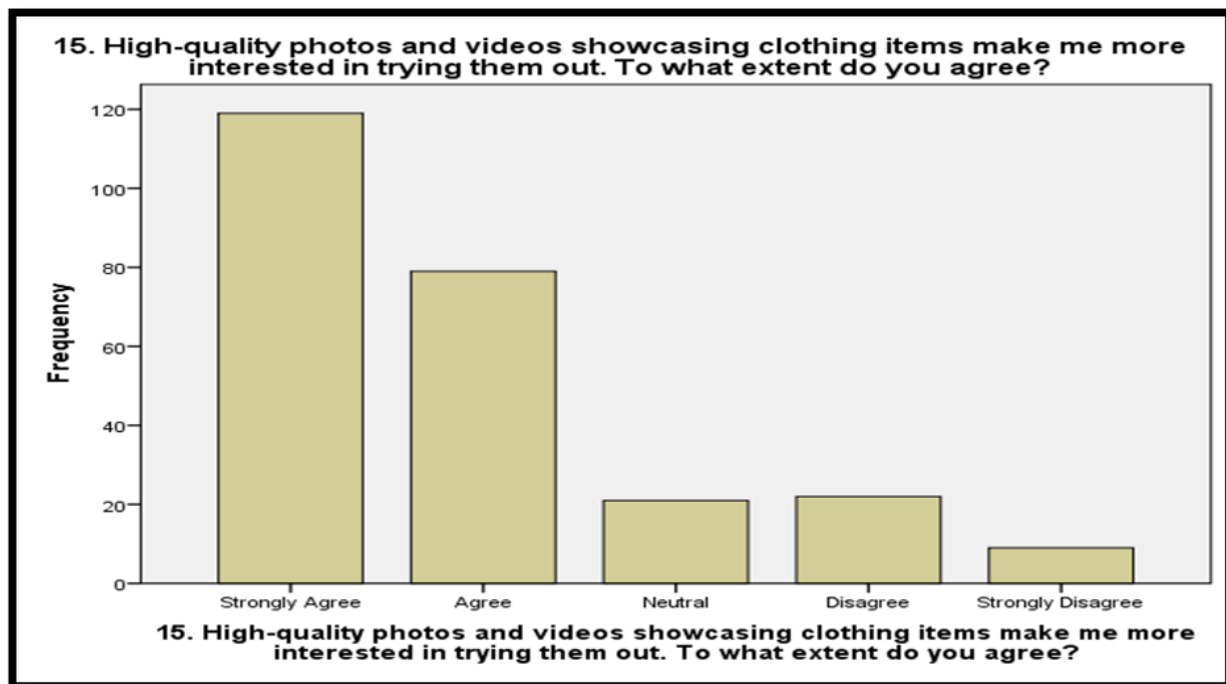


Figure 6.10: The bar graph for Question 15

(Source: Derived from SPSS)

The next question below focuses on identifying whether the information provided by the influencers regarding the quality and fit of the fashion products are helpful for the Gen Z consumers.

16. Influencer content that provides detailed information about the fit, quality, and materials of clothing is more helpful. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	96	38.4	38.4	38.4
	Agree	95	38.0	38.0	76.4
	Neutral	24	9.6	9.6	86.0
	Disagree	22	8.8	8.8	94.8
	Strongly Disagree	13	5.2	5.2	100.0
	Total	250	100.0	100.0	

Table 6.11: The frequency table for Question 16

(Source: Derived from SPSS)

The results reveal that 76.4% of the participants agree that agree or strongly agree with the fact that information provided by the influencers about the size, fit and material of the cloth compels them to buy those. Thus, generalising this result to a larger population it can be stated that the information about the clothing materials in detail as a part of the content influences the purchasing decisions of the consumers.

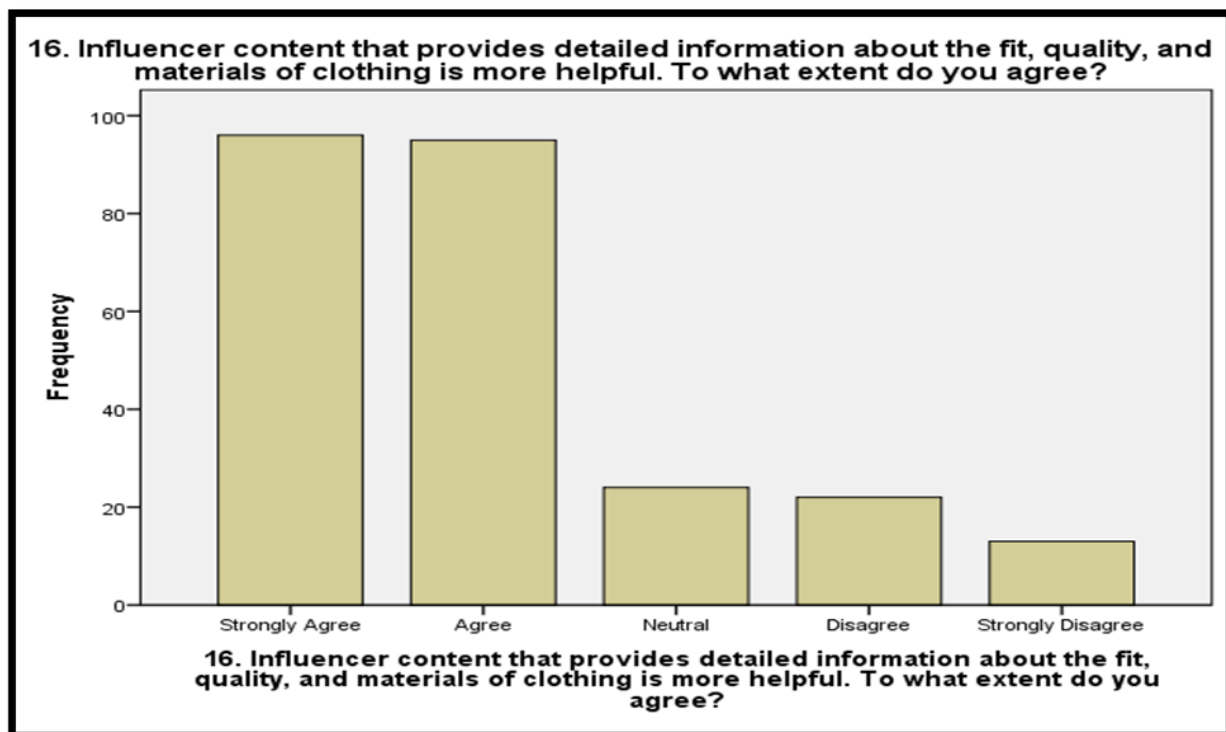


Figure 6.11: The bar graph for Question 16

(Source: Derived from SPSS)

The last question of this variable has been asked to gain an understanding of whether the fashion trends that are actively followed by the influencers affect the purchase decisions of the consumers.

17. You are more likely to be influenced by fashion trends if influencers you follow actively promote them. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	86	34.4	34.4	34.4
	Agree	101	40.4	40.4	74.8
	Neutral	29	11.6	11.6	86.4
	Disagree	16	6.4	6.4	92.8
	Strongly Disagree	18	7.2	7.2	100.0
	Total	250	100.0	100.0	

Table 6.12: The frequency table for Question 17

(Source: Derived from SPSS)

The table above denotes that 74.8% of the respondents are likely influenced by the aspect of the social media influencers asked. The graph below helps in depicting the percentages as derived above from the table. In the previous literature review section, from the studies of Pereira *et al* (2023, p. 12750), it was seen that the content and messaging style of the influencers need to be such that it provides the viewers with meaningful information. Thus, actively promoting a particular fashion trend helps engage Gen Z consumers and thus shape their fashion choices. Overall, again a similarity between the literature review and the survey results and the literature review has been found thus, fulfilling the fourth alternative hypothesis and the second research objective.

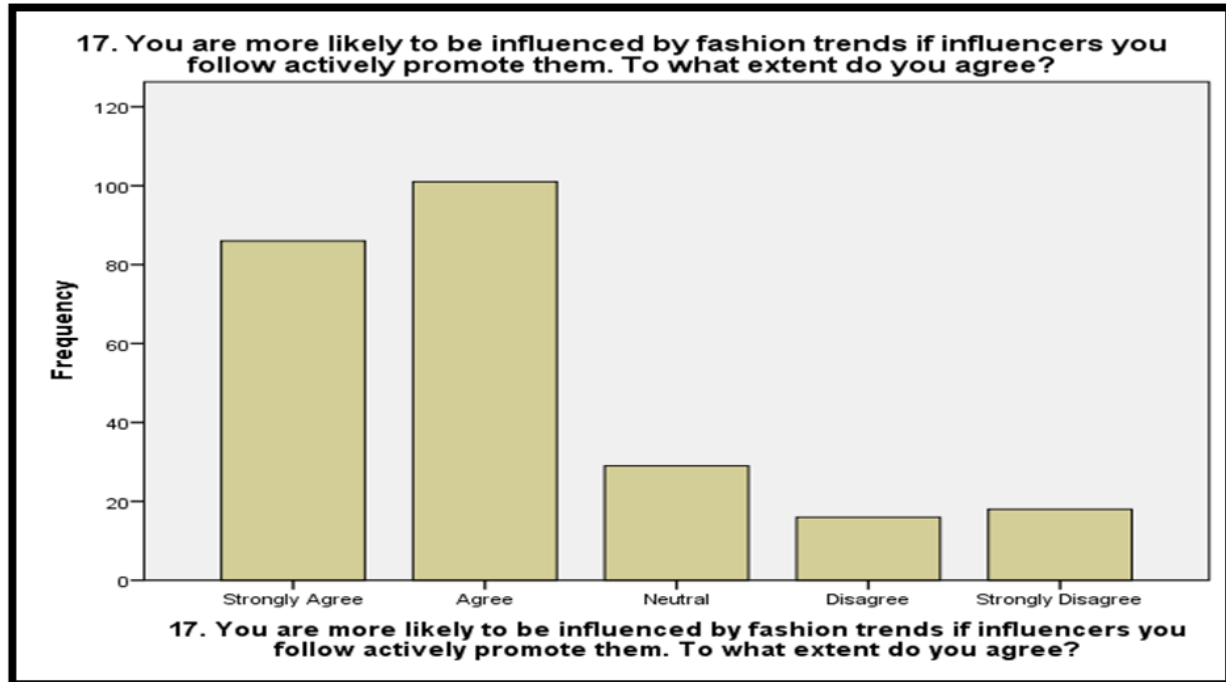


Figure 6.12: The bar graph for Question 17

(Source: Derived from SPSS)

6.5. Sustainability & Ethics practice of the social media influencers impact the fashion choices of Gen Z consumers in Ireland

Since, the gen Z nowadays are active social media users, they are more prone to purchasing sustainable and ethically sourced materials. Hence, this variable has been considered for the study.

18. When influencers promote sustainable and ethical fashion brands, it makes you consider buying from those brands. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	96	38.4	38.4	38.4
	Agree	94	37.6	37.6	76.0
	Neutral	28	11.2	11.2	87.2
	Disagree	22	8.8	8.8	96.0
	Strongly Disagree	10	4.0	4.0	100.0
	Total	250	100.0	100.0	

Table 6.13: The frequency table for Question 18

(Source: Derived from SPSS)

The first question under this variable (Question 18) aims to understand whether consumers are captivated when they promote sustainable materials. The above table shows that 38.4% and 37.6% of the respondents strongly agree and agree with the fact that they are influenced. On the other hand, 11.2% chose to remain neutral while 12.8% disagreed or strongly disagreed with the question. Thus, considering the majority views, it can be stated that the fifth alternative hypothesis has been fulfilled.

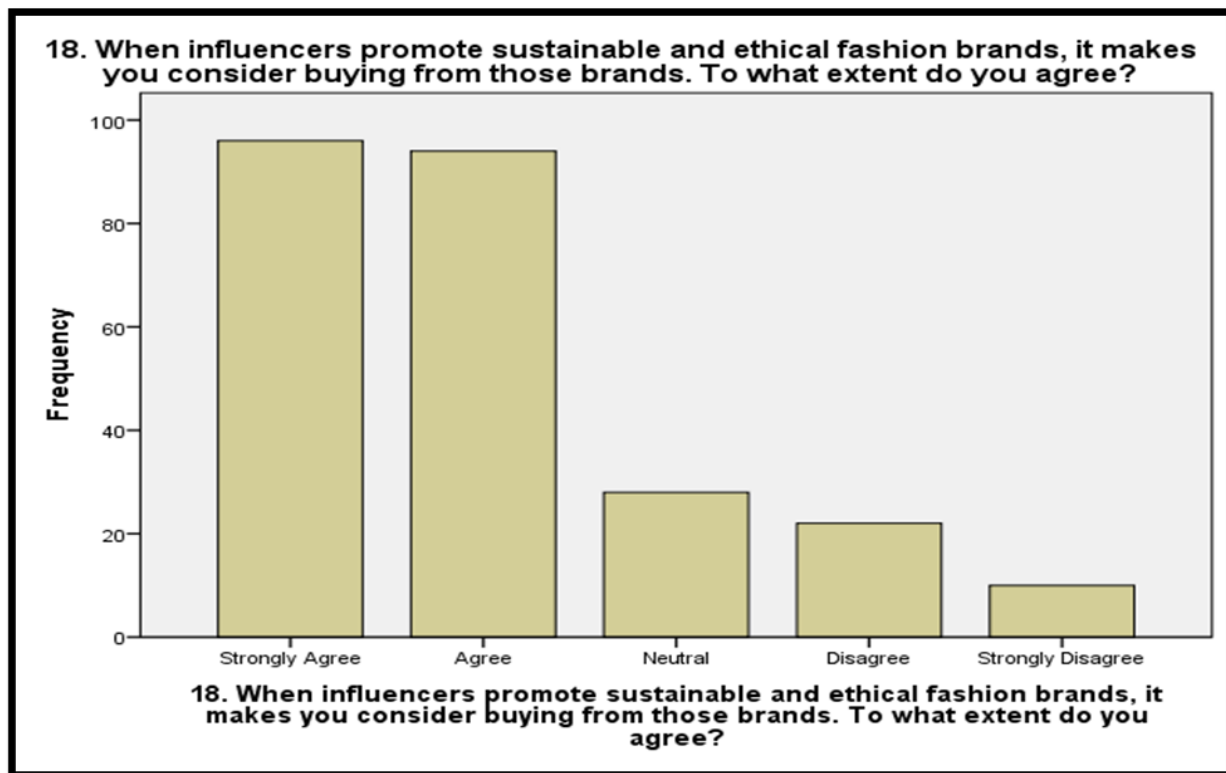


Figure 6.13: The bar graph for Question 18

(Source: Derived from SPSS)

The next question focuses on gaining insight into whether the respondents are more likely to follow social media influencers advocating for ethical labour practices in the fashion industry.

19.You are more likely to follow influencers who actively advocate for ethical labor practices in the fashion industry. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	96	38.4	38.4	38.4
	Agree	95	38.0	38.0	76.4
	Neutral	24	9.6	9.6	86.0
	Disagree	21	8.4	8.4	94.4
	Strongly Disagree	14	5.6	5.6	100.0
	Total	250	100.0	100.0	

Table 6.14: The frequency table for Question 19

(Source: Derived from SPSS)'

From the responses gained in the survey, it has been seen that 76.4% strongly agree or agree they are more likely to follow these social media influencers. However, 9.6% expressed neutral views while the rest 8.4% and 5.6% stated they disagree and strongly disagree respectively to follow these types of fashion influencers. Considering the majority of the views, it can be stated that those social media influencers advocating for ethical labour practices gain more followers and can shape the purchase decisions of Gen Z consumers in Ireland. Thus, the fifth alternative hypothesis is proved to be true.

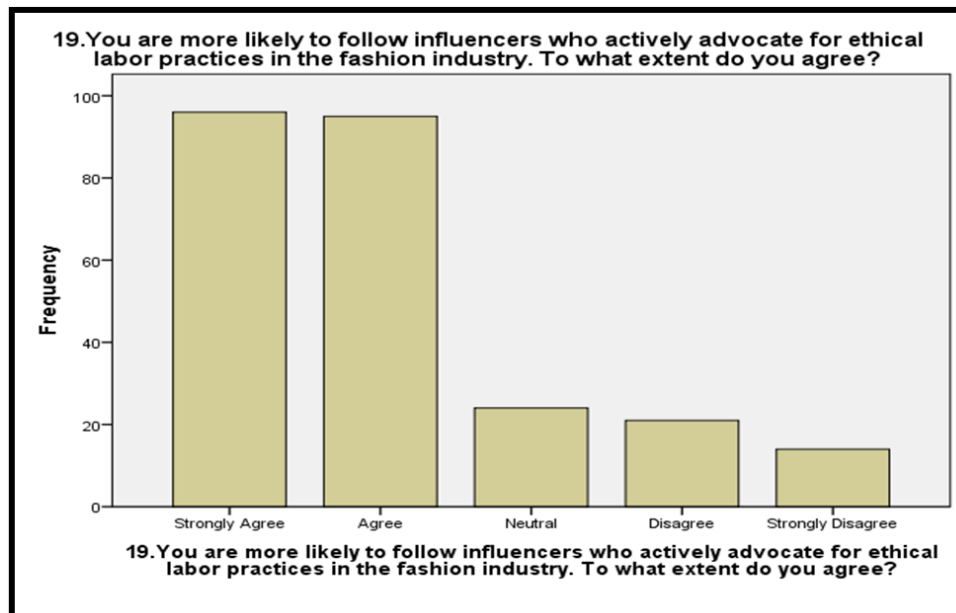


Figure 6.14: The bar graph for Question 19

(Source: Derived from SPSS)

The last question of the variable under study aims to identify the contents highlighting the environmental impacts of fashion choices captivate the gen Z consumers.

20. Influencer content that highlights the environmental impact of fashion choices makes you think more critically about your own wardrobe. To what extent do you agree?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	93	37.2	37.2	37.2
	Agree	98	39.2	39.2	76.4
	Neutral	24	9.6	9.6	86.0
	Disagree	21	8.4	8.4	94.4
	Strongly Disagree	14	5.6	5.6	100.0
	Total	250	100.0	100.0	

Table 6.15: The frequency table for Question 20

(Source: Derived from SPSS)

The results revealed from the study show, that 37.2% and 39.2% strongly agree and agree with the fact that these types of contents influence them and shape their fashion choices. However, a minor 9.6% stayed neutral while 8.4% and 5.6% disagreed and strongly disagreed with any such influence on them. In short, considering the views of the majority of the participants, it can be stated that the contents on environmental effects of fashion choices have a huge impact on Gen Z consumers. Thus, it has helped to fulfil the fifth alternative hypothesis of the study proving the existence of true and positive relationships between the chosen variables and the purchase intent of fashion products among the gen Z consumers of Ireland.

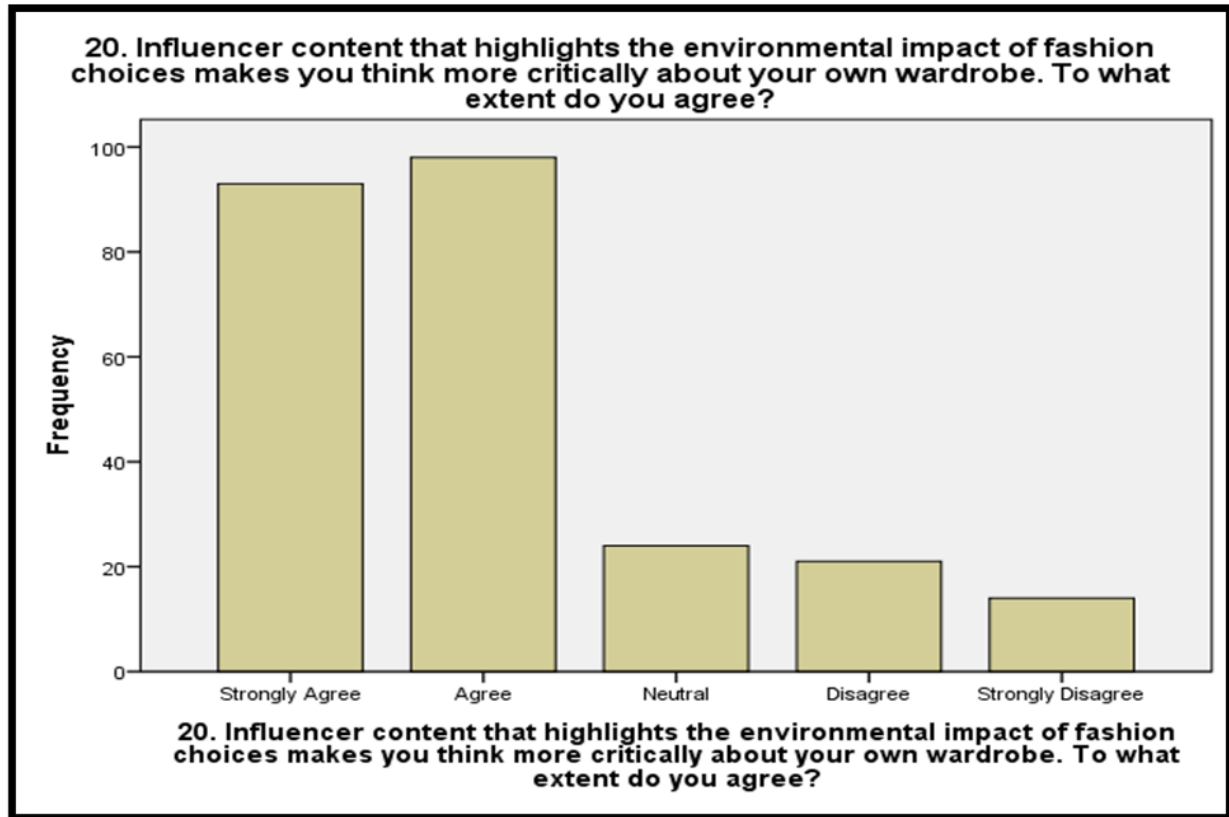


Figure 6.15: The bar graph for Question 20

(Source: Derived from SPSS)

Chapter 7: Conclusion and Recommendation

7.1 Conclusion

The research has analysed the role of social media influencers in making fashion choices among Gen Z within Ireland. Based on this analysis and findings which have been done through the survey method, the role of social media influencers and how they influence consumers have been established. The key finding of this research is that fashion influencers' authenticity and trustworthiness drive Gen Z to purchase fashion products. The study has also found that fashion influencers, who are experts in their field and also credible for their content, drive Gen Z consumers to make fashion-related choices. In addition to this, a positive and dynamic relationship between ethics and practices in sustainability and the fashion choices of Gen Z consumers has also formed.

Here the reliability and robustness of the findings have been justified by achieving the highest key value of different test results such as the KMA value resulting in 0.896 and Cronbach alpha value resulting in 0.932. Therefore, these values provide an honest and transparent review of participants which has led to informed quality findings. Moreover, the findings of the study have addressed the research questions, where different driving factors such as trust ability, and authenticity enabled influencers to drive consumers to buy fashion products. Additionally, the findings have mentioned cultural and regional differences that affect Generation Z's purchase decisions followed by current influencer marketing trends. The findings have confirmed that in the current digital world, fashion influencers play a crucial role, and in this regard, these influencers help consumers provide reliable content that has been supported by Gen Z consumers.

7.2 Recommendation

Based on the key findings of the studies, suitable recommendations can help influencers to influence consumers efficiently.

- In this regard, fashion influencers, by prioritising trustworthiness and authenticity, can drive consumers to buy products. Arora *et al.*, (2019, p.99), mentioned that influencers, by collaborating with reputed brands or other influencers, can build credibility and trust.
- Quelhas-Brito *et al.* (2020, p.140) mentioned that influencers through making authentic content and including attractive features can engage consumers and increase the sale of fashion products. Jacobson and Harrison (2022, p. 162), stated that leveraging multi-social media platforms and providing authentic content about the products is a great way to increase the sales of the products.

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7.3 Future Scope

Future studies can investigate more about the role of social media fashion influencers in different cultural and geographical contexts for understanding regional variations. Moreover, future research can also be conducted by considering the perceptions of influencers in fashion markets of developed nations and how their contribution enriches the fashion market by considering emerging trends.

7.4 Limitation

The study has only focused on Gen Z consumers and how influenced by social media influencers to buy fashionable items. In this regard, examining a cross-generational study that is by considering consumers of different generations such as Gen X, Millennials and Gen Z and by comparing them can provide an in-depth analysis of key consumers of fashion products.

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Appendices

Appendix 1: Survey Questionnaire

Dear Participant,

We are conducting a survey to understand your experiences with influencer marketing in the fashion industry. Your feedback is invaluable in helping us improve our offerings. This survey should take approximately 4 days to complete. Your responses will be treated with strict confidentiality.

Thank you for your time and participation.

1. What is your age range?

- 18-22
- 23-27
- Not part of Gen Z

2. What is your gender identity?

- Male
- Female
- Non-binary/Other
- Prefer not to say

3. In which part of Ireland do you currently reside?

- North-west Ireland
- West Ireland
- Midlands East
- Northern Ireland
- Shannon
- South-East Ireland
- Cork/Kerry

4. When considering fashion inspiration, which of the following sources do you find most helpful?

(Select all that apply)

- Social media influencers
- Fashion magazines

- Celebrities
- Friends and family
- Online fashion retailers
- Personal stylists or fashion blogs

5. How often do you use social media platforms like Instagram, Facebook, TikTok, or YouTube?

- Daily
- Several times a week
- Once a week
- Less than once a week

6. When a social media influencer wears a particular clothing item, you are more likely to consider buying it if you believe they genuinely like it. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. You are more likely to trust an influencer's fashion recommendations if they seem down-to-earth and relatable. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. If an influencer frequently promotes different fashion brands, it makes you question their authenticity. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. An influencer's knowledge about fashion trends and history makes their recommendations more valuable. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. You are more likely to be influenced by fashion advice from influencers who have a proven track record of good style. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Seeing positive reviews and feedback about an influencer's fashion choices makes you trust their recommendations more. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. You are more likely to be inspired by the fashion choices of influencers who have a similar body type and style to yours. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. When an influencer showcases how they style a particular clothing item in different ways, it makes it more appealing to you. To what extent do you agree?

- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

14. You find influencer content more relatable when they share their personal experiences and stories about fashion. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. High-quality photos and videos showcasing clothing items make me more interested in trying them out. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. Influencer content that provides detailed information about the fit, quality, and materials of clothing is more helpful. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. You are more likely to be influenced by fashion trends if influencers you follow actively promote them. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

18. When influencers promote sustainable and ethical fashion brands, it makes you consider buying from those brands. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

19. You are more likely to follow influencers who actively advocate for ethical labor practices in the fashion industry. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

20. Influencer content that highlights the environmental impact of fashion choices makes you think more critically about your own wardrobe. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

21. Social media influencers have a significant influence on your overall fashion sense. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

22. When making a fashion purchase decision, you often consider recommendations and trends promoted by influencers. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

23. You feel the pressure to keep up with the latest fashion trends promoted by influencers on social media. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

24. Following fashion influencers has helped you develop your own unique personal style. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

25. Overall, social media influencers play a positive role in shaping the fashion choices of Gen Z in Ireland. To what extent do you agree?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree