

National College of Ireland

Project Submission Sheet

Student Name: Thierry junior Murhundezi.....
Student ID: X20362036.....
Programme : MSC Year: 2023/24.....
 : MARKETING.....

Module: Dissertation.....
Lecturer: Stephen
 kierney.....
Submission Due Date: 10/08/2024.....
Project Title: Irrational vs rational spending? are Gen Z spending
 irrationally?.....
Word Count: 16000.....

I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.

ALL internet material must be referenced in the references section. Students are encouraged to use the Harvard Referencing Standard supplied by the Library. To use other author's written or electronic work is illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.

Signature: Thierry junior
 Murhundezi.....
 ...
Date: 10/08/2024.....
 ...

AI Acknowledgement Supplement

[Insert Module Name]

[Insert Title of your assignment]

| Your Name/Student Number | Course | Date |
|--------------------------|---------------|----------|
| X20362036 | Msc marketing | 24/07/24 |

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click [here](#).

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

| Tool Name | Brief Description | Link to tool |
|-----------|-------------------|--------------|
| NA | | |
| NA | | |

Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used.**

| Dissertation | NA |
|--------------|----|

Evidence of AI Usage

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

Additional Evidence:

[Place evidence here]

Additional Evidence:

[Place evidence here]

Table of Contents

| | |
|--|----|
| <i>Abstract</i> | 7 |
| <i>Introduction</i> | 9 |
| <i>Research question</i> | 11 |
| <i>Justifying the Significance of studying this question</i> | 13 |
| <i>Literature review</i> | 24 |
| Sustainability and Ethical Consumption | 25 |
| Digital Engagement and the Power of Social Media..... | 26 |
| Income and Spending Behavior | 27 |
| Understanding of Financial Literacy and Improved Spending Habits..... | 28 |
| Factors that Relate to Cost and Quality | 31 |
| The Effects of Technology on Wise Expenditure. | 32 |
| <i>Theoretical framework</i> | 33 |
| Theoretical Background for Emotional Spending | 34 |
| Comparison of Theoretical Frameworks..... | 36 |
| Gaps to Address with Frameworks: Gaps to Address with Frameworks | 36 |
| <i>Methodology</i> | 38 |
| 1. Research Objectives..... | 38 |
| 2. Research Questions..... | 38 |

| | |
|---|-----------|
| <i>Data collection.....</i> | <i>46</i> |
| <i>Sampling processes</i> | <i>47</i> |
| 1. Sampling Frame and Population..... | 48 |
| 2. Sample Selection..... | 48 |
| 3. Sample Size | 48 |
| 4. Data Collection Method..... | 49 |
| 5. Consideration of Cultural Context..... | 49 |
| 6. Representation and Generalizability..... | 49 |
| 7. Sampling Challenges..... | 49 |
| 8. Ethical Considerations | 50 |
| <i>Findings and discussions.....</i> | <i>51</i> |
| <i>Results.....</i> | <i>62</i> |
| Discussion of the Findings of the Study of Other Similar Research | 75 |
| 1. Emotional purchasing and other related terms such as impulse buying | 76 |
| 2. Rational Spending and Sustainability | 77 |
| 3. Cultural and Regional Differences | 77 |
| 4. Effect of Technology on Expenditure Patterns | 78 |
| 5. Limitations and Behavioral Depth | 79 |
| <i>Limitations.....</i> | <i>79</i> |

| | |
|-------------------------|----|
| <i>Conclusion</i> | 82 |
| <i>References</i> | 85 |

Irrational vs rational spending within the fashion industry: Are Generation Z spending irrationally on fashion products?

Abstract

The fashion industry has had to adapt to the changing consumption behaviors of Gen Z, a generation known for being informed, conscious, and having distinct values. This research is focused on the main question that was explored: "Irrational vs. Rational Spending in the Fashion Industry: Are Gen Z Spending Irrationally?" A contrast has been drawn between rational and irrational spending behaviors for this generation pertaining to fashion. Literature related to current factors affecting the purchasing behavior of Gen Z will be reviewed, forces that include social media, impulse buying, sustainability, and financial literacy influencing purchase decisions.

Moreover, irrational spending is also a feature of Generation Z, basically due to the surge in social networks and high-tech gadgets. Lim et al. (2020) highlight the role of the social media influencer, in which endorsers are more authentic, producing positive emotions and thus stimulating impulse buying. In fashion, Priporas, Stylos, and Fotiadis (2019) describe intelligent retail environments where recommendations are tailor-made, and offers are real-time; all these arouse an irrational response that generates impulsive purchases (Goldring & Bolger, 2022). These behaviors can be explained by the Affect Infusion Model, which suggests that emotions are very influential on decision-making and thus could lead to impulsive buying.

In contrast, it is the rational factors—sustainability and ethical consumption—that are the drivers of spending behaviors for Gen Z. McNeill and Moore (2019) agree on the same point: this generation will pay a premium for environmentally and socially responsible brands, proving that values drive purchase decisions. Similarly, Lusardi and Mitchell (2018) posit that Gen Z has

a higher level of financial literacy. Thus, they are wiser spenders and avoid reckless spending and impulsive buying. On their side, Gentina et al.,2018) indicate what makes Gen Z consumers loyal: value for money and quality is the reason they seek durable goods and long-term benefits characteristic of rational consumption.

The findings of this study prove that Gen Z consumers do both impulsive and deliberate consumption; these factors are not mutually exclusive. For example, a Gen Z consumer could be driven by the impulse to buy a fashionable product endorsed by an influencer but at the same time be concerned with the values of the company and the quality of the product. Feelings and reason thus influence their decisions. Such insights brim with the paradoxical light of Gen Z consumption behavior, marked by the coexistence of present gratification and futuristic considerations, beaming against traditional categorizations of youth consumption as either purely impulsive or rational.

The findings have shown that interactions between irrational and rational processes affect the consumer behavior of Generation Z in the fashion industry. This calls for the need for brands targeting their audience to develop marketing messages in a way that appeals to these consumers based on their irrational and rational needs. From the marketing perspective, this study offers insights to marketers and fashion brands about the need to identify and deal with various factors affecting consumption behavior among Gen-Z populations in the fashion industry.

Introduction

Gen Z, also known as Gen Zers, was born between the mid-1990s and the first decade of the 2010s; they are an imperative consumer segment in the fashion industry. As native digital consumers, they were greatly influenced by technology and social media—and these patterns shaped consumption in their own quite distinct ways. This study will set out to answer the core research question: "Irrational vs. Rational Spending in the Fashion Industry: Are Gen-Zs spending irrationally?" The answer to this question will be approached by analyzing how irrational and rational consumption behaviors come into play in the fashion industry.

Irrational spending is common among Generation Z consumers. It is mainly characterized by impulse buying and shopping as coping behavior. Social media drives this behavior, especially through the platforms of Instagram and TikTok. According to Lim et al. (2020), Generation Z's attitude toward social media influencers is authenticity and irrational appeal, which may trigger their purchase intention. This form of buying is often impulsive and trend-driven, as promoted through many social media sites.

Similarly, Priporas et al. (2019) describe intelligent retail environments with their designed suggestions and timely offers to promote spur-of-the-moment purchases. These technologies create appealing and persuasive shopping experiences, eliciting feelings that are most often demonstrated by impulsive buying (Goldring & Bolger, 2022). This dovetails with the Affect Infusion Model, which holds that emotions are centrally involved in a number of cognitive processes and can lead to choices being made that cannot singularly, be justified by reason.

While irrational spending is a common phenomenon, it is also a rationalist attitude that defines Gen Z with respect to sustainable consumer behavior. According to McNeill and Moore, consumers of this generation are more conscious about the environmental and social impacts of purchases and willing to pay a premium for environmentally friendly and socially responsible

brands. That, in a sense, is a rational view of spending—benefits accruing in the future, ethical considerations guiding decisions.

Another factor influencing the rational expenditure of Gen Z is financial literacy. Clearly, Lusardi and Mitchell, 2018, show that a higher degree of financial literacy instigates cautious spending behavior, reducing impulsive purchases as a result. In case the consumers belonging to this very cohort of Gen Z have a better level of financial literacy, they are more likely to make purchases of quality and durable products for long-term usability, hence acting self-consciously while deciding on fashion consumption.

However, the line drawn between rational and irrational expenditure remains blurred at times, as the irrational and rational elements in the spending behaviors of Gen Z are usually intertwined. According to Gentina, Tang, and Gu, 2018, although value for money and quality of the product are some reasons that may motivate Gen Z consumers to purchase products, their acts of purchasing could have been more rational. Social media, peer pressure, or other outside influences drive many decisions. For example, a Gen Z consumer could make an impulsive purchase based on the advice of an influencer. However, they might also take into consideration some features like ethical practices by the brand or the good quality of this product.

This study aims to comprehensively analyze the factors influencing Gen Z's spending decisions in the fashion industry, focusing on the Chinese market. By examining recent academic literature, this paper seeks to determine whether Gen Z's spending can be primarily classified as rational, irrational, or a combination of both. The findings of this research will offer valuable insights for marketers and the fashion industry, highlighting the importance of

addressing both the irrational and rational aspects of Gen Z's consumer behavior to influence their purchase decisions effectively.

Research question

"Irrational vs Rational Spending in the Fashion Industry: are Gen z spending irrationally?"

Learning the consumer behavior of Gen Z is crucial, especially for the fashion industry, to comprehend the interrelation between impulsive and rational decisions. This paper analyzes whether Gen Z is an impulsive consumer within the fashion industry in terms of emotions and rationale. Based on the available literature, this analysis focuses on the multifaceted nature of Gen Z's consumption behaviors and the determinants of their consumption choices.

Irrational Spending: Why People Act in an Irrational Way

Gen Zers are irrational spenders and impulse buyers, with shopping for goods being quite a common act of coping. In that respect, Lim et al. (2020) uncover how social media influencers affect the buying behaviors of Gen Z consumers, arguing that the perceived authenticity of the influencer and the irrational appeal may trigger impulsive buying by the consumer. Social media sites, such as Instagram and TikTok, tend to propel impulse buying through fashion trends. This is attributed to the Affect Infusion Model, which asserts that people's emotions, at first, have a huge influence on their reasoning or decisions.

In their recent study, Priporas, Stylos, and Fotiadis (2019) also expanded the discussion on technology's role in encouraging consumers' impulse buying. They also explore the innovative retailing environments and establish that the individualized suggestions and real-time offers elicit irrational reactions, which result in the impulse buying of Gen Z. This tendency is an indication of the fact that consumers' buying behaviors are often based on triggers that are not rational.

Irrational shopping, particularly 'Retail therapy,' is another way Gen Z spends their Money as a stress reliever or to overcome negative feelings. In the study by Lee and Workman in 2019, shopping helps to release stress and get instant satisfaction, strengthening the inclination to make spur-of-the-moment and irrational decisions to spend Money. These behaviors are portrayed by Buying fashionable goods and assets, which give momentary satisfaction and joy.

Rational Spending: The Rationality of Behavior

Rational spending, on the other hand, is the opposite of irrational spending as it involves making decisions to spend based on reason and information. This signifies that Gen Z has adopted a rational attitude towards fashion consumption, such as sustainability and ethical shopping. McNeill and Moore (2019) noted that Gen Z customers are becoming more conscious of their consumption's social and environmental impact and on products associated with socially responsible or sustainable brands, even if they come at an additional cost. This is the right attitude and thinking regarding expenditure since it shows that some principles in spending always guide one.

Financial literacy is also another factor that has an influence on the reasonable consumption patterns among Gen Z. According to Lusardi and Mitchell (2018), there is a positive relationship between financial literacy and prudent consumption behavior; this is because people with higher levels of financial literacy are less likely to engage in impulse buying. Thus, Gen Z consumers with a higher level of financial literacy are inclined to spend Money on high-value and quality products and services that yield long-term benefits, which indicates a rationalistic attitude towards consumption.

Gentina, Tang, and Gu (2018) also state that value for Money and quality are the aspects that concern Gen Z in fashion buying. According to their research, this demographic looks for products that offer value for Money rather than big brands, which shows that they understand the value of Money, durability, and functionality of a product.

Combining the Heart and Mind when it comes to Spending Money

Although there is a clear difference between irrational and rational spending, this is where these behaviors overlap. In the case of Gen Z consumers, this research found that the consumers are likely to have irrational and rational buying behavior depending on the situation. For instance, they can buy an item on impulse due to a social media ad, yet at the same time, consider the company's social responsibility and product durability (Rosset ,2022). This is the paradox of Generation Z's consumption behavior: they seek instant satisfaction while planning.

In conclusion, based on the analysis, it is seen that Gen Z is characterized by both impulsive and deliberate behaviors in the fashion-buying process. Thus, there is hedonic spending, which stems from the impact of social networks, impulse purchases, and shopping to alleviate negative emotions, and rational spending, which entails sustainable consumption, financial literacy, and the value for Money. Hence, brands must adapt themselves to engage this demographic through emotive and rational strategies. Thus, understanding these factors is crucial for creating effective strategies that may influence Gen Z's purchase decisions.

Justifying the Significance of studying this question

"Irrational vs Rational Spending in the Fashion Industry: Are Gen Z spending irrationally?"

The fashion business is one of the most powerful branches of the economy, bringing millions of dollars to the world's economy every year. To this end, knowledge of consumer behavior

within this industry is essential in theoretical literature reviews and business practices. This work is of great importance as it is dedicated to the rational and irrational consumption divide in the fashion industry and the role of Gen Z in the evolution of luxury brands. This paper provides the rationale for choosing the topic. It explains how it relates to branding, market dynamics, and consumer behavior theories. Existing research on the relationship between a company and its customers has mainly focused on the aspect of purchase behaviors as a performance measure of a firm. However, these metrics could be more problematic regarding consumers' active engagement in a network of other entities, such as the public and potential customers. Thus, the relevance of the concept of client engagement is based on the need to understand the behavior of Gen Z consumers. While some brands may ignore Gen Z as being too young or not significant enough, the CEO of Dairy Queen states how powerful the younger generation is. This generation of youngsters significantly influences the market concerning Money, culture, technology, and economics, and this influence will only grow.

Yes, we have customers here at Dairy Queen; we have fans. Looking at the future, as a brand that is 37 years old, we have to understand and develop an irrational bond with the future audience. Thus, we often adjust the brand, product, and communications to target younger generations, like the Zs. For this to be possible, business organizations need to understand Gen Z consumers' characteristics and behavior and, in our case, how to make them lifelong fans of the DQ brand. (Wilson, 2019). It was said that Millennials are the future, and indeed, we must listen to them; once again, it was the truth. With Gen Z now stepping up as parents, just as the Millennials have stepped up as consumers, the engagement of this new generation will be critical again for many of today's brands, including my own. However, the

situation is more complex than applying the strategies we identified for the Millennials. The first few chapters of this book will introduce you to the character.

Fashion Industry and Gen Z spending and its economic effect.

The fashion business is a significant economic entity, and the industry's global market size is estimated to be around \$2.5 trillion. However, this industry plays a role that goes beyond the economy; it shapes culture, norms, and people's self-image. Knowledge of consumers' spending behaviors is essential for any brand that seeks to gain and maintain market share in this environment. Therefore, this study offers an understanding of both rational and irrational behavior and is hence helpful in helping fashion brands align their strategies with consumers' demands. As Generation Z will become workers and consumers in 2030, it can help to provide a demographic dividend to any nation's economy (Genady & Michelle, 2021).

By partnering with these luxury brands, influencers now earn a living in the new age. The culture of the creative and digital economy is still relatively young. It is gradually entering the public, mainly due to representatives of the post-millennials, who shift from the traditional work trajectories to the new ones that are more open and fluid (Copeland et al., 2023). The creator economy could be compared to the gig economy online. It refers to individuals who create content and earn Money online, posting their material on various platforms. The material generated by the creators and published on websites like Instagram, TikTok, YouTube, Patreon, and Substack is diverse and as versatile as the creators themselves. Due to their fame, producers can monetize on advertisements, commercial collaborations, or memberships. As put by Copeland, Bhaduri, and Huang in 2023, Influencers and luxury fashion brands collaborate in numerous ways. With this generation being highly influenced by celebrities, fashion brands tend to use influencers to advertise their products (Copeland et al., 2023). As more members of Gen

Z reach their peak working potential, their spending will increase beyond the estimated \$143 billion for 2018, Raynor says. Since Gen Z is projected to become the primary target audience in consumer marketing gradually, this provides an excellent opportunity for local producers to increase sales for this generation.

Rational vs. Irrational Spending: Theoretical Implication

Consumer patterns in the fashion industry can be grouped into rational and irrational purchases. Rational buying includes a series of thinking processes used in consumption where consumers compare the prices of items being bought. It is, therefore, modeled by factors like price, quality, and functionality. On the other hand, the type of spending termed irrational is based on an individual's emotions, psychological state, and social conditions. Customers can also buy products to gain status, for example, by pressing their identity or even for irrational reasons. Customers can also buy products to gain status, for example, by pressing their identity or even for irrational reasons. This association might be derived from the customers' experience and information gathered from different sources, as Keller and Brexendorf (2019) indicated. Brand image is a practical element of brand knowledge when branding a product and should be considered. Therefore, the brand image can be defined as the totality of the customers' impression of the brand and the emotions it elicits (Obeng,2020). Therefore, a favorable brand might assist organizations in gaining a competitive advantage in the market.

As such, understanding these spending behaviors is helpful in marketing and branding. Thus, knowing the reasons for rational and irrational consumption, the brands can create relevant marketing campaigns for these cases. In Rajai & Modi, (2022), the author captures how emotions can create loyalty and advocacy among consumers, noting that brands that can address rational and irrational needs have a higher chance of succeeding.

The Rise of Gen Z: A new consumer powerhouse

Generation Z, or the post-millennials born between the mid-1990s and early 2010s, is gradually becoming a force to reckon with in consumer markets. Gen Z is the demographic raised in the technology and social media age. This generation is characterized by consumers' desire for the real, unique, and meaningful, as well as their willingness to contribute to social change. Determining Gen Z's spending behaviors is vital to targeting and turning this audience into loyal brand consumers.

Disseler, (2021) explores how the new generation, including Gen Z, is different from the previous generations in the aspects of values and consumptions. Gen Z consumers' focus on the environment, social justice, and flexi-tainment shopping list new challenges and possibilities for brands. Thus, the research is centered on this generation to establish information that may be useful to brands in crafting acceptable strategies for Gen Z.

Implications for Luxury Brands

Consequently, luxury brands have always associated themselves with their limited availability, superior quality, and high prices targeting the rich. However, Gen Z is changing these dynamics of the luxury market. The spending pattern of this generation is thus based on a combination of reason and some degree of impulse. Nevertheless, Gen Z has rational factors such as sustainability, quality, and transparency; however, they also have irrational factors such as self-expression, social recognition, and experiential consumption.

Ceyhan & Yozgat, (2021) "Does Brand Love Last Forever? "Defines the so-called "love marks," brands that people love, and for that reason, they are ready to overpay for them and to protect them. For luxury brands, the problem is that it is necessary to combine both rational and irrational stimuli to attract and maintain the interest of the Gen Z audience. Thus, the knowledge

of Gen Z's spending motives allows luxury brands to create marketing campaigns focusing on the products' functional values and practical experiences.

The S-O-R framework has been commonly used in consumer behavior analysis; thus, it is adopted in this study. Examining environmental stimuli that provoke an organism's response through internal mechanisms is done using the S-O-R model.

Thus, Roy & Attri,(2022).have pointed out that stimuli in consumer behavior research are external environmental cues such as product, brand, logo, advertisement, website, packaging, eWOM, reputation, experience, value, convenience, cleanliness, amusement, comfort, and attractiveness. These are presented to the consumers at a particular time to influence them and guide their choice-making.

As stated by Prodanova,(2020), the organism is defined as cognitive and affective intermediary states and processes that work as a bridge between the stimulus and the individual's responses. This means that depending on the level of familiarity, pleasure, arousal, and dominance are the characteristics of internal processing. It is possible to analyze organisms as value systems. Research on consumer behavior has examined flow elements and feelings.

Digital and Social Media in the Society Today

Digital and social media use has shifted the consumer–brand relationship and purchasing power. Thus, Gen Z, active users of Instagram, TikTok, and YouTube, are influenced by social media in building their perception and buying habits. Thus, influencers, peer reviews, and online trends directly affect Generation Z's purchasing behavior, which underlines the need for digital communication from the brands that aim at this audience.

Daniel Rowles' book, *Digital Branding* (2022), is one of the latest works that focuses on how technology is changing the approach to branding, focusing on online branding, social media, and content. The above discussion implies that for luxury brands to forge relationships with Gen Z consumers, they must develop and enhance their digital presence and touchpoints to offer meaningful and engaging experiences. Based on the analysis of the effects of digital and social media on consumption, the research offers essential findings on the strategies that brands should use to target Gen Z consumers. NB et al., 2020 state that the five components of luxury brands' social media marketing strategies are customization, trendiness, entertainment, interactivity, and word of mouth (WOM).

Academic and Practical Contributions

The implication of this work is, therefore, not only theoretical but also practical. From an academic perspective, it enriches the knowledge of consumption behaviors by revealing the rationality and irrationality of consumers' decisions. It also contributes to the existing literature on Gen Z, which helps to understand the specifics of the generation and their behavior. The research provides valuable suggestions for fashion and luxury brands interested in creating marketing communications that appeal to Gen Z consumers.

This book by KOVÁCS, (2020) “The Applicability of Kapferer’s Brand Identity Prism in City Branding through the example of Kaposvár” explains the necessity of building a solid and consistent brand identity that has much appeal to consumers. Thus, this research provides insights into the combination of rational and irrational consumption and the role of digital and social media, guiding brands to create strategies based on Gen Z's values and behavior.

In Conclusion Thus, the fashion industry can be considered an exciting object of study due to the processes of rational and irrational consumption, as well as the growing role of Generation Z.

Thus, the theoretical contribution of this study is that it offers important implications for brands that want to seize and sustain market share in a highly challenging environment. Thus, brands can identify the essential factors influencing consumer behavior and capitalize on the peculiarities of the Gen Z audience to create messages that will resonate with both the rational and the irrational parts of a consumer's brain. The results of the present study will benefit fashion and luxury brands that strive to decipher today's consumer environment and forge strong relationships with the young generation of clients.

The concerns relating to consumers' behavior in the fashion industry can be described as a persistent interrelation of the rational and irrational aspects of buying. Rational spending involves the use of reason when deciding to spend, for instance, cost, quality, and the usage of the item in question. In contrast, irrational spending is the complete opposite, and it is characterized by making decisions based on feelings and the image one wants to project in society. The entry of Gen Z as another significant consumer segment has only further complicated and richened the picture for luxury brands. In this paper, an attempt has been made to elaborate on the differences between rational and irrational consumption in the fashion business, mainly focusing on the role of Gen Z as the future buyers of luxury products. This introduction provides the necessary information on the significant issues and ideas related to the current study and the literature connected to the research question.

The Growth of Branding concerning Consumer behavior

It has been observed that the concept of branding has evolved tremendously in the last few decades from the functional characteristics of the products to the non-functional or perceptual characteristics. The book can only partially explain the concept of brand equity other than David Aaker's *Building Strong Brands*, published in 1996. Aaker defines *brand equity* as the

value that a brand adds to a product apart from the product's physical attributes. Aaker's contribution to the brand equity model and the sub-elements of brand equity, brand awareness, brand image, and brand associations have been crucial in developing current branding theories and practices. Kevin Lane Keller, in his *Strategic Brand Management*, published in 2019, extends Aaker's concepts with the help of Customer-Based Brand Equity (CBBE). Keller's model emphasizes consumer perceptions, implying that one must look at what consumers have learned, felt, seen, and heard about the brand to understand branding.

In the fashion industry, branding is an integral part of the marketing mix that identifies the products' peculiarities and creates a brand that will appeal to the target consumer. KOVÁCS, (2020) *The Applicability of Kapferer's Brand Identity Prism in City Branding* through the example of Kaposvár introduces the Brand Identity Prism. This model delineates six facets of brand identity: The physical, the character, the social, the interpersonal, the cognitive, and the identity. This model, therefore, explains why the concept of brand identity is not as straightforward and underlines the importance of defining a solid and coherent brand identity. Kapferer's ideas are most relevant to the fashion industry as many brands leverage feelings and culture icons to create customer bonds.

Analysis of rational and irrational expenditure in the fashion trade.

Hence, consumers' consumption of the fashion industry can be divided into rational and irrational categories. On the other hand, rational spending is the correct decision-making process about expenditure, including price, quality, and utility. Rational consumption behavior is spent interests focused on attaining value and cost-effectiveness. On the other hand, psychological spending is not rational. It can result from factors such as motivation for social status, self-assertion, or the search to recognize one's individuality. Gobe, in his book *Irrational Branding*,

published in 2001, avers that companies that address the consumer irrationally are likely to gain the loyalty of the consumer and his/her ability to influence other people to buy the brand. Gobe's theory about brand EQ, a brand's irrational intelligence, is based on appealing to the consumer's emotions and offering them an experience.

In this case, irrational consumption is more likely represented by the longing for logo products. These are rare, high-quality, and costly products. They are the consumers of status and class. Ceyhan & Yozgat,(2021) "Does Brand Love Last Forever?" describes the next evolution of brands when consumers are loyal and passionate about the brand. In line with this, Roberts also notes that lovemarks are the feeling built with customers and are much more profound than brand loyalty – love and respect. It is crucial in the luxury fashion sphere, as consumers are willing to pay more for products connected with the values of luxury and exclusivity.

Gen Z as the New Target Consumer of Luxury Brands: Research Questions and Hypotheses.

Generation Z, or the consumers born between the 1990s and early 2010s, is a unique generation with a particular consumption pattern. Generation Z is the generation that has been brought up with the help of digital technologies and, therefore, has become familiar with social media. This generation is characterized by its focus on authenticity, uniqueness, and social justice concepts, and in "Millennials with Kids: Barber and Vidler's article Marketing to this Powerful and Surprisingly Different Generation of Parents, " the younger generations are not like their counterparts regarding values and marketing. Therefore, it is essential to examine the threats and opportunities that Generation Z focuses on, such as personal truth and social impact, present to luxury brands and the marketing strategies used in them.

This study establishes rational and irrational determinants of Gen Z's consumption behavior. This generation is rational and demands quality and ecological products with a known origin. However, it is irrational and wants uniqueness, fame, and experience. To explain how branding influences children's behavior, given that such children are early adopters and opinion leaders among their peers, this paper employs Piri (2021) also stressed that the strategy of the brand should be based on the analysis of emotions and social interactions of the consumer. This is crucial for luxury brands as they must comprehend how consumption's rational and irrational aspects affect each other to target Gen Z consumers.

Digital and Social Media in Consumption Behavior

Due to advancements in technology, especially in digital and social media, consumers have changed how they engage with brands and even make purchases. Daniel Rowles' "Digital Branding"(2022) explains the role of digital technology in branding, including the Significance of the online brand, social media, and content marketing. Thus, for Gen Z, active users of social media platforms such as Instagram, TikTok, and YouTube, as well as digital and social media, hold the key to their perception and buying decisions. Today's Generation Z consumers make their purchase decisions based on the influence of other people, peers, and social media trends; this underlines the need for brands to engage with their audience online.

Oh et al., (2020), also relates to the topic because it focuses on the importance of brands being accurate in their messaging. Consumers are in the driver's seat today, and they are better informed and skeptical; therefore, brands must establish trust through their messaging that is coherent and authentic. For luxury brands, this presents an opportunity to utilize the digital space to offer accurate and meaningful experiences that appeal to Gen Z consumers.

Literature review

Generation Z, often referred to as Gen Z, is the cohort of consumers ranging between the mid-1990s and early 2010s, and they are different from the previous generations. Thus, as this generation is becoming active consumers, it is important to get to know the consumption patterns of this audience, especially in the context of the luxury fashion industry. A large body of literature has investigated different facets of Gen Z's consumption pattern, including sustainability, digital participation, and brand consciousness. This literature review evaluates these studies, establishes the areas of the research gap, and explains how the proposed study will address these gaps while incorporating appropriate theories and concepts (Thangave et al.,2022). However, this study specifically analyses the rational and irrational factors of fashion consumption by Gen Z. The factors above also apply to these categories. Much fashion has adopted the culture of reckless spending, defined as impulsive buying or shopping to deal with their emotions, among Gen Z. This demographic is people born and grown in the digital age, showing different behaviors when it comes to shopping. They are very irrational and driven by social media and peer recommendations. This literature review shall now evaluate the current academic journals about Gen Z's irrational consumption of fashion products and propose how the gaps discussed can be filled with the use of surveys and quantitative data. In contrast, rational driven and long-term consequences taken into consideration rational consumption will be especially crucial for Gen Z. As a result, the objectives of this literature review are to analyze recent academic journals investigating rational shopping for fashion products by Gen Z and find out the factors that impact consumers' decision-making processes, together with the irrational consumption habits of Gen Z in the fashion industry.

Sustainability and Ethical Consumption

The sustainability trend especially characterizes Gen Z consumers. Research by Gazzola et al. (2020) focuses on the attitude toward sustainability and circular economy and its reflection on the consumers' behavior with a focus on generational differences, specifically Generation Z as leaders of the change. The research design chosen in the present study is quantitative, which involves administering questionnaires to customers to obtain their opinions. Although Gazzola et al. (2020) offer relevant findings regarding Gen Z's interest in sustainability, the study is limited in examining specific behaviors or the reasons behind the identified attitudes. Such attitudes are not well explored in the research to explain how they translate into purchase behaviors and the differences across the segments of Gen Z.

In order to overcome these limitations, the research plan of this study will consist of quantitative surveys to identify not only their attitudes but also behaviors and reasons for sustainable consumption of Gen Z towards the luxury fashion industry. This is because this approach will help identify the factors likely to influence the consumers' decision-making towards sustainable purchases. Sustainable Fashion and the Generation Z. A study that was conducted by McNeill and Moore (2019) in the International Journal of Consumer Studies looked at the ways and extent to which sustainability affects the buying behaviors of Gen Z. It has been established that Gen Z consumers are becoming more aware of the environmental and social responsibility of products and choose brands that act responsibly (McNeill & Moore, 2019). This particular study explains the increasing role of sustainability in the Gen Z consumers' decision-making process. Yet, it overemphasizes the generalization of the cohort's behavior with little regard to the heterogeneity within the demographic. Subsequent works may examine the differences in Gen Z's sustainability consciousness and spending patterns through segmentation.

Also, the research could have considered the factors that hinder sustainable consumption, including affordability and availability of sustainable products.

Digital Engagement and the Power of Social Media

Another significant field of interest is the analysis of the impact of digital and social media interactions on the consumption patterns of Gen Z. In this vein, Lim et al. (2020) investigate the effect of social media influencers on Gen Z's purchase intentions and the influence of digital media on consumer decision-making. The research employs a survey design to establish the impact of influences on the consumers' buying propensity. While Lim et al. (2020) present relevant statistical findings on the effects of social media, the research fails to explain how influencers affect consumers' actions. The research mainly targets the consumers' purchase intentions without considering brand loyalty and the effects of different types of influencers, such as micro- and macro-influencers. Lim et al. (2020) proposed a study on the effect of social media influencers on Generation Z's purchases in the fashion industry. Their article in the Asian Journal of Business Research shows that the sustainability-based influence of influencers can positively impact consumers' choices. The process is often irrational and perceived as genuine by the consumers (Lim et al., 2020).

The results imply that influencers have a great influence over Gen Z consumers because they secure irrational links from their audiences. Compared to traditional advertisement, the recommendations of influencers are more authentic and related; hence, they generate better engagement and irrational investment. Since Gen Z values brand authenticity and social responsibility, they are mostly influenced by those reflecting such ideals. While Lim et al. (2020) successfully identify the major role that influencers play in the development of purchase intentions, long-term consequences with regard to brand loyalty and irrational

attachment as a result of influencer marketing are not taken into consideration. Moreover, it does not consider any possibility of either influencer fatigue or lessened trust in the endorsements.

The consumer sentiments towards loyalty to the brands and irrational connections that exist with the brands endorsed by the influencers have to be taken into account for future studies. One would be able to test consumers' perceptions of the authenticity of an influencer and continued interactions with endorsed brands. Quantitative data regarding changes in purchase intention and loyalty over time would prove more telling and help set out more tangibly the persistence of influence that this form of marketing has on the Gen Z consumer.

Income and Spending Behavior

Income is a factor that plays a critical role in consumption behaviors, especially in luxury products. To elaborate, Jain and Mishra (2020) investigate the association between income and luxury fashion consumption among Gen Z through a survey and demonstrate how income affects buying behavior within this generation. Jain and Mishra (2020) have done a good job of establishing the relationship between income and luxury spending; however, the study's cross-sectional nature hinders the researcher's ability to track change or the effects of economic changes. Furthermore, it fails to discuss other possible control variables that may affect the relationship between the variables, including culture or differences in the definition of luxury in various regions. To overcome these issues, the proposed study will use a survey design to capture the changes in Gen Z's luxury consumption patterns concerning economic fluctuations. Furthermore, since the study will include a cross-cultural component, it will also examine how cultural contexts affect the concept of luxury and consumers' consumption behavior among Gen Z in various regions.

Understanding of Financial Literacy and Improved Spending Habits

Examining the Level of Financial Literacy and Spending Habit.

In Lusardi and Mitchell's (Journal of Economic Perspectives, 2018) study, the researchers sought to examine the effect of financial literacy on spending behavior. The study established that the current generation, Gen Z, is more financially literate than the previous generation, resulting in better spending habits. Lusardi and Mitchell (2018) found in their study that Gen Z consumers with higher financial literacy levels are more aware of their purchases and do not easily give in to impulse buying. While the study effectively identifies a positive relationship between financial literacy and sound expenditure, its conclusion is mostly based on the respondent's self-assessment, which some bias might influence. In addition, the study does not explore the process by which financial literacy is endowed or the precise educational strategies that can boost it. Further research could also be useful in conducting panel studies that would establish how financial literacy evolves and the effect on spending patterns.

Brand loyalty

Brand Loyalty and Authenticity Brand loyalty and the desire for the real are the two main concepts that define the consumption pattern of Generation Z. Research done by de Kerviler and Rodriguez (2019) seeks to understand the factors that make Gen Z loyal to a brand. Here, the authors stress the role of brand authenticity and the ability to form a personal relationship with consumers. Primary data is collected through questionnaires and interviews to understand the consumers' perceptions and behaviors. Thus, de Kerviler and Rodriguez (2019) give a detailed view of the factors influencing brand loyalty. However, the research is general and unrelated to the luxury fashion industry. The research also does not consider how the general features of luxury brands, like exclusivity and heritage, influence Gen Z's interest in authenticity. The research will be based on the luxury fashion sector and will investigate how

factors such as brand history, limited availability, and environmental friendliness affect brand reputation among the generation of Z. Another scholar named Zollo conducted research on irrational attachment, which directly relates to brand loyalty. Zollo et al. (2020), another extension of literature on social media marketing and brand loyalty in the context of fast fashion with the moderating role of perceived value. In the Journal of Business Research, Zollo et al. (2020) identify that social media marketing can increase brand loyalty among consumers in Gen Z through the formation of brand effect. Research also shows that bonding with the brands through entertaining and relevant social media communication results in brand loyalty. The consumers of Gen Z, a generation highly involved in social media, create a close relationship with the brands that they find meaningful and genuine. This irrational bond is usually associated with repeat business and the customer's willingness to spend more on a product.

However, Zollo et al. (2020) give a comprehensive discussion on how social media marketing affects brand loyalty via irrational attachment; the study tends to pay more attention to the consequences of irrational attachment rather than the processes through which it is developed. Certain feelings that make individuals bond with the brand and the psychological processes that cause this bonding are not well analyzed. Emotions can be assessed about social media content to get the level of connection, enthusiasm, and trust among others. Furthermore, metrics regarding the occurrence and nature of the interaction with the brand content can be gathered to determine the relationship between the interaction and the irrational bond and loyalty to the brand.

The Position of Technology and Innovation

Technology and innovation in the fashion industry are other factors that affect Gen Z's consumption pattern. In a paper by Koleva and Palekhov (2019), the authors investigate the

effects of innovation in technologies, including virtual fitting rooms and augmented reality. The study uses a survey design to analyze consumers' perceptions of these innovations. While Koleva and Palekhov (2019) describe the opportunities to leverage technology to improve consumer engagement, the present research offers a rather technological perspective on the issue and thus does not elaborate on the impact of technology on the brand experience and consumer loyalty. However, the research fails to explain how these innovations are integrated into the consumer's buying process and the effects of these innovations on the consumers' perception of the brand. This research will be conducted systematically to evaluate the effects of technological innovations in the luxury fashion industry on both short-term consumer engagement and long-term brand affinity and consumer satisfaction.

The Concept of Impulse buying in Smart Retailing

In their study of Generation Z consumers' expectations of interactions in smart retailing, Priporas, Stylos, and Fotiadis (2019) discuss how technological developments affect customers' impulse buying behavior. In the paper published in *Computers in Human Behavior*, Priporas, Stylos, and Fotiadis (2019) elaborate on how using smart technologies, including recommendation systems and real-time promotions, increases the probability of Gen Z consumers' impulse buying.

The results show that smart retailing environments, which allow for smooth and interactive shopping experiences, create an irrational impulse to buy. This means that giving Generation Z consumers artificial intelligence-enabled personalized shopping experiences leads them to make impulse purchases. This emphasizes the importance of technological stimuli in influencing impulse buying of goods and services. Although Priporas, Stylos, and Fotiadis (2019) give a good account of the part played by technology in impulse buying, the study

mainly builds its reasoning on external stimuli. It does not explore the internals of buying behavior much. The psychological factors of shopping, including the satisfaction from buying a product or the reduction of unpleasant feelings, are not well explained. In summary, surveys can be created to assess the consumers' emotions at different times of their shopping experiences in smart retailing. It is also possible to gather and analyze statistical information concerning the irrational determinants, including happiness, excitement, or stress relief, to unveil how these feelings impact the propensity to engage in impulsive buying.

Spending to Feel Better and Shopping as a Cure

In the article published in the Fashion and Textiles journal, Lee and Workman (2019) examine the factors influencing Gen Z consumers' irrational buying behavior through retail therapy. The study shows that customers use shopping for fashion products to deal with stress and other negative feelings, thus offering an instant solution and satisfaction (Lee & Workman, 2019). Based on the research, it is established that Gen Z consumers resort to retail therapy when it comes to managing their emotions, resulting in impulsive and spontaneous buying. The positive feelings linked with shopping can temporarily make a person happy and content, encouraging shopping. As useful as the research by Lee and Workman (2019) is in explaining the irrational causes of retail therapy, the research does not explain the psychological consequences of such shopping behaviors. The weaknesses include the possibility of developing poor shopping habits or financial strain related to compulsive buying, which is not discussed.

Factors that Relate to Cost and Quality

Evaluating the Worth and Standards in Fashion Buys

Gentina, Tang, and Gu (2018) researched how Generation Z consumers determine the value and quality of the product when it comes to fashion shopping. In a paper in the Journal of

Retailing and Consumer Services, the researchers established that Gen Z consumers focus on value for money and quality rather than the brand image. They are willing to spend more for fashion products that have longevity and benefits instead of buyer's impulse to buy trendy products (Gentina et al., 2018). Thus, this study aims to fill the gap in the literature review in understanding the rational motives that influence the consumer buying behavior of Gen Z. Nevertheless, it fails to analyze the possible tension between the pursuit of quality and the popularity of fast fashion. Also, the study could have incorporated other regions and cultures to determine how these factors affect the valuation of values in different markets.

Fashion Investments for the Long Term.

Kim and Park (2020) tried to identify the concept of Gen Z consumers toward fashion products with a longer perspective of investment in a research article in the Journal of Fashion Marketing and Management. It can be noted that Gen Z is more inclined to purchase pieces of clothing that are of good quality and can be worn for several seasons, which proves they make a rational decision regarding the consumption of fashionable goods (Kim & Park, 2020). Hence, rational decision-making of Gen Z affects the choice of investment pieces in fashion.

However, this study failed to consider how economic factors like income and financial status might affect such buying decisions. Future work may elaborate on the role of economic factors and an individual's financial standing in the decision-making process regarding high-quality fashion products.

The Effects of Technology on Wise Expenditure.

E-commerce and Information Accessibility in the Current Society

The study conducted by Smith and Anderson (2018) focused on the impact of e-commerce and information in decision-making concerning expenditure among Gen Z consumers. While

working on the study published in the Journal of Retailing, the authors established that Gen Z relies on detailed product descriptions, customer feedback, and price comparisons online to make rational shopping decisions (Smith & Anderson, 2018). This paper identifies the role that technology plays in enabling efficient resource management. However, it does so in a mostly positive way without considering the drawbacks of the approach, for instance, the issue of information overload or the credibility of online reviews. Subsequent studies could examine how Gen Z manages these difficulties and what part digital competencies play in supporting their choices.

The identified literature conceptualizes rational expenditure among Gen Z consumers of the fashion industry and factors such as financial knowledge, value perception, eco-friendliness, future-oriented consumption, and technological advancements. Although these works provide essential information, the following questions can be regarded as limitations: What is more, what is the heterogeneity within Gen Z, how does the economic environment affect this generation, and what kind of problems can be anticipated due to technological advancements? With the above gaps in mind, future studies can employ surveys and quantitative data collection to fill the gaps regarding Gen Z's rational consumption behavior; this may help fashion brands design better marketing strategies and product lines.

Theoretical framework

To analyze the behavior of Gen Z in the fashion industry, this study needs a sound theoretical framework that can explain the irrational and rational aspects of consumers' spending. This section presents the theories that are relevant for understanding irrational and rational spending among Gen Z, with the citation of the most recent articles from peer-reviewed journals. It also

justifies their application and establishes how they relate to the theories applied in the analyzed studies.

Theoretical Background for Irrational Spending

Framework: The model developed and proposed for use is the Affect Infusion Model (AIM).

The Affect Infusion Model (AIM), proposed by Goldring & Bolger in (2022), is a theory in psychology that describes how mood impacts decision-making. AIM posits that the current state of an individual's feelings or mood will influence his or her cognitive processes and result in irrational decision-making. This model is beneficial for explaining irrational spending among Gen Z; the mood states drive purchasing behavior, which results in impulsive buying or shopping as a coping mechanism.

Application to Irrational Spending: The AIM framework helps analyze the irrational consumption of Gen Z due to the clear explanation of how emotions affect cognitive processes and decision-making. For instance, in the case of impulse buying in innovative retail environments (Priporas et al., 2019), AIM can describe how the positive effect resulting from customized suggestions and instant deals results in impulse buying. The same can be applied to social media influencers in which AIM can be employed to explain how the irrational aspects of an influencer's content impact the purchase intention of the consumers and their loyalty to the brand (Lim et al., 2020).

Comparison to Study Theories: A majority of the reviewed studies, for instance, Priporas et al. (2019) and Lim et al. (2020), failed to use a theory to explain the irrational component of spending. For this reason, they concentrated on describing behaviors without much concern for their causes and effects. Thus, future research incorporating AIM would help to explain how

certain emotions result in specific spending behaviors, thus offering an extended view of the processes of irrational spending.

Framework: The TPB, or Theory of Planned Behavior, is the second theory that can be used in this study.

The Theory of Planned Behavior (TPB) by Ajzen & Schmidt, (2020) is a widely accepted model that describes people's decision-making processes. According to TPB, behavior is determined by the intention to perform it, and the latter is determined by attitude to the given behavior, subjective norms, and perceived control over the behavior. This theory can thus be well suited to explaining rational consumption whereby decisions are made in a costly manner about financial literacy, value for money, and sustainability.

Application to Rational Spending: TPB is applicable in explaining rational spending among Gen Z since it takes care of a part of planning in the course of decision-making. For example, in Lusardi and Mitchell's work in 2018, TPB can be applied in explaining how financial literacy influences the choice to spend less on fashionable commodities that lead to wiser expenditure. In relation to sustainability, according to McNeill and Moore, 2019, TPB can be applied in analyzing how attitudes toward a position of environmental responsibility and perceived norms about consumption impact the consumers' behavior.

Comparison to Study Theories: The analysis of the reviewed studies, including the works of Lusardi and Mitchell (2018) and McNeill and Moore (2019), was primarily based on the correlation approach and did not involve using TPB as a theoretical model. TPB, thus, future studies could help in explaining the cognitive elements of rational consumption and how components like attitude and perceived control affect rational consumption.

Comparison of Theoretical Frameworks

Gen Z's spending behavior in the fashion industry can be explained differently through the AIM and TPB frameworks. AIM is mainly based on the irrational and affective aspects that lead to impulse and compulsive purchases, which makes it suitable for explaining irrational consumption behaviors. However, TPB focuses on the reasoned and conscious decision-making processes, thus being more appropriate for explaining non-affective, that is, rational consumption (Steenkamp, 2021). Whereas AIM proposes that emotions can overcome rational decision-making and lead to spontaneous and often impulsive buying, TPB posits that a set of attitudes, subjective norms, and perceived control guides people's behavior. These differences indicate that while Gen Z consumers are rational in spending, they are also very irrational buyers.

Gaps to Address with Frameworks: Gaps to Address with Frameworks

Irrational Spending: Thus, extending the research of irrational spending with the help of AIM in the future, it will be possible to describe in detail the influence of mood and emotions on spending, especially in conditions where technology and social media are involved.

Rational Spending: Thus, applying TPB to rational spending would enable the researchers to investigate how people make rational decisions regarding spending and in areas such as financial literacy and sustainability. This could give a more elaborate understanding of how attitudes and perceptions of control affect Generation Z's fashion consumption behavior.

In Conclusion The theories of AIM and TPB are suitable for examining Gen Z's irrational and rational spending behaviors in the fashion business. Although the research investigated in this paper clarifies these behaviors, they do not have a clear theoretical foundation that might help elaborate the findings. This work thus leaves room for future research by applying AIM to irrational spending and TPB to rational spending to produce a better understanding of the

factors that influence Gen-Z on their purchase spree, which will assist fashion brands in the design of strategies to penetrate this cohort.

Methodology

1. Research Objectives

The overall objective of this research is to determine the extent of rational and irrational factors that influence on consumer behavior and the lifestyles of youth and the relationship between these factors and income. The literature on consumer behavior reveals that rational and irrational factors shape his/her consumption behavior (Cristea & Munteanu, 2022). The main objective of the study is to:

- Identify the youths' perception of different brands.
- Analyze the extent to which irrational and rational factors influence their consumption behavior
- This study aims to establish the correlation between young consumers' brand loyalty and their financial behaviors.
- Determine how income impacts these dynamics within different cultural contexts.

2. Research Questions

Based on the literature (Chaudhuri & Holbrook, 2001), the following questions will guide the research:

According to the earlier works by Chaudhuri and Holbrook (2001), the following questions will help carry out the research.

- What is the perception of different brands to the young consumer for quality, value, and prestige?
- How does income influence young people's brand awareness and consumption behavior?
- How does branding affect the youth in terms of their lifestyle choices?

- How does advertising on social media platforms influence Gen Z's perception of fashion brands?
- In what ways do social media influencers impact Gen Z's brand loyalty and purchase decisions?
- To what extent do targeted advertisements on social media platforms affect the impulsivity of Gen Z's spending behavior?

Within the fashion business, influencer marketing has become a powerful tool that helps brands engage with their consumers and increase consumer engagement. Although qualitative data gives details of consumer behavior, quantitative data is a vital structure for evaluating these behaviors in large numbers. This paper aims to make a case for using quantitative data to analyze the consumption habits of Gen Z within the fashion industry, arguing that it offers statistical backing, enables the analysis of large audiences, assists with hypothesis testing, and provides generalizable results. This is backed up by references from recent academic journals, as seen in this discussion.

Statistical Validation and Measurement

Quantitative data, supported by statistical analyses, adds weight to the research findings since it generates measurable and objective results. For example, Jin and Muqaddam (2019) used questionnaires to determine the effect of sponsored influencer endorsement on purchase intention. In their study, they were able to quantify the impact of an influencer marketing campaign through statistical methods like regression analysis, giving value to the brand. These measurements are, therefore, important in checking the success of marketing strategies. Figures and numbers further allow advanced techniques, including structural equation modeling and factor analysis, to uncover the relationships between variables. The methods describe how the

various aspects of influencer marketing influence consumer behavior in a bid to help brands refine their strategies toward more effective campaigns. Statistical analysis is important in identifying the best approaches within influencer marketing by revealing the correlations and impacts.

Large-Scale Analysis

One of the critical strengths of quantitative research is that it can identify broad patterns or trends in consumer behavior from large volumes of data. This becomes very important within the context of the fashion industries, where gaining an understanding of diverse consumer groups with their associated needs and behaviors across different markets is critical. For example, in 2019, De Veirman, Hudders, and Nelson conducted a study on the effect of several influencer types—including micro and macro influencers—on customer engagement, spanning across several demographics. From data obtained with this large sample size, they were better placed to identify patterns and regularities that would remain obscured in small, qualitative studies. It helps brands create a stronger approach to influencer marketing by targeting their core audiences through far-reaching analysis.

Further to this, the results of quantitative research can be combined through meta-analyses, in which data from several studies is aggregated in order to establish trends and patterns within the literature. For example, Al-Emadi and Yahia conducted a meta-analysis of influencer marketing versus fashion brands that provided overall insight into the general effects of various influencer strategies. Understandings such as these above, based upon evidence, would be central to any strategic planning for aiding a brand in adapting its approach consistent with broad, data-driven conclusions.

Hypothesis testing and Predictive modeling

Quantitative research involves the testing of hypotheses, thereby allowing one to examine some of the specific theories and propositions about consumer behavior. The hypotheses are derived from the established theories. Collected data, through experiment or survey, could either support or refute such hypotheses that give a scientific understanding of phenomena like influencer marketing. For instance, Lou and Yuan (2019) examined whether influencer authenticity would exert a positive influence on consumer trust and purchase intention. The research manipulated the degree of authenticity within the posts of influencers. It evaluated the reactions of consumers in a laboratory setting. Their findings gave support to the hypothesis. This validation provided actionable insights for brands aiming at enhancing the authenticity of their influencer marketing strategies.

Other than hypothesis testing, quantitative research also supports predictive analysis, which forecasts future consumer behaviors based on historical data using statistical methods. Such models are extremely useful for brands as they allow the forecasting of market trends and the identification of potential opinion leaders and, therefore, proper resource allocation. For example, in trying to understand how influencer marketing impacts brand engagement metrics, Tafesse and Wood (2021) used predictive analytics, which goes on to clearly bring out how a company could leverage data-driven insight in making informed strategic decisions.

Generalizability of Results

Quantitative research helps in the generalization of findings to a large population by offering data that can be transmitted easily to other populations. Random sampling and an appropriate sample size will give one the ability to generalize results to broader populations, hence making the findings actionable in real-world practices. For example, Lin and Nuangjamnong (2022) conducted a global study on the influence of influencer marketing on customer engagement,

collecting data along diverse geographical and demographic segments. Such an inclusive approach allowed the researchers to generalize their findings for a heterogeneous consumer base, hence most useful for international brands targeting audiences in multiple markets.

The generalizability of quantitative findings is important for Monetize to produce practical, influential marketing strategies that can be applied to different markets and consumer categories. Broad generalizability would enable brands to apply evidence-based approaches that work comparatively in various contexts, driving maximum returns on marketing investments.

In conclusion, very important in the study of influencer marketing in the fashion industry to have quantitative research provide statistical evidence, large-scale analysis, hypothesis testing, and generalization of findings. This element gives manageable bases necessary for understanding the complex dynamics involved with influencer marketing through systematic procedures and techniques of analysis, hence assisting brands to strategize amidst continuous change in this industry.

Limitations of Qualitative Research

Quantitative research methods like interviews, focus groups, and ethnology can be used to understand consumer behavior in detail as they describe the phenomena. However, these methods need more population analysis and understanding of general patterns.

Lack of Generalizability

Qualitative research uses less and non-probability; thus, the findings cannot be taken to the larger population. Qualitative research methods such as in-depth interviews or focus groups with a few Gen Z consumers will provide detailed and contextual data. However, they cannot be generalized to the entire population of the target group. Francis and Hoefel (2018) argued

that Gen Z is a heterogeneous population in terms of its behaviors in different regions and social contexts, which requires a research method that can obtain a large amount of data about this group's behavior.

Time-Consuming and Resource-Intensive

As with most qualitative studies, data collection and analysis are time-consuming and laborious. Every interview or focus group takes time to plan, conduct, and process. As a result of the dynamic nature of the fashion industry and the requirement of time-sensitive information for marketing purposes, qualitative approaches are not ideal for mass research. Gazzola et al. (2020) emphasize the necessity of timely information in the continuously developing fashion market, where quantitative research can help to get the information quicker.

Subjectivity and Bias

The interpretive nature of qualitative research threatens reliability since the findings reflect the researcher's perception. This is a significant problem that can only be controlled by strict adherence to methodological procedures. This problem is accentuated when the intended outcome is the production of objective and reproducible results. Jain and Mishra (2020) underline the significance of research-based solutions and facts to support the practice in the fashion industry with the help of quantitative studies.

Challenges with Mixed Methods

The method involving quantitative and qualitative methods in data collection and analysis is called mixed methods research to ensure that the study is holistic. Though this approach has advantages, it poses problems that make it impractical for some studies.

Complexity and Integration Issues

Thus, designing and carrying out mixed methods research is inherently challenging and requires proficiency in qualitative and quantitative approaches. Combining the two types of data can be complex, especially when ensuring that the data from the qualitative research supports and builds on the statistics obtained from quantitative research. Thus, Koleva and Palekhov (2019) noted that methodological rigor and coherence in mixed methods research can be challenging and might result in fragmented and inconclusive findings.

Increased Resource Demands

Thus, mixed methods research requires more time, money, and people. The fact that both qualitative and quantitative approaches must be undertaken and integrated into the results may lead to an elongation of the study's timeframe. In this regard, Lim et al. (2020) indicate that in dynamic sectors such as fashion, the advantage of collecting data quickly and effectively is more critical than using more costly methods.

Potential for Conflicting Findings

The qualitative and quantitative parts of the mixed methods research may provide contrasting results, which makes it challenging to analyze and apply the findings. This becomes a big issue if the intended plan offers clear and specific business strategy guidelines. Nanda et al. (2020) also observe that precise and accurate information is essential for good marketing strategies, an aspect that quantitative methods offer better than qualitative ones.

Strengths of Quantitative Research

Considering the limitations of qualitative and mixed-methods research, quantitative research proves to be one of the most suitable techniques to examine the consumption behaviors for Generation Z within the luxury fashion sector. A key objective of this qualitative study is to reach in-depth knowledge on a specific subject rather than numerical

representativity. Within the qualitative research mainstream, the researcher almost always assumes two roles simultaneously: that of subject and officer. He/she strives to generate in-depth and illustrative data to pursue the multiple dimensions of the theme under analysis. This is especially focused on understanding and explaining the dynamics of Social Relations, those aspects of reality are very difficult to define. Maxwell, views that a qualitative approach to research takes in complex interactions, processes, and phenomena that elude reduction into basic variables. It explores a "deeper space" of meanings, motives, aspirations, beliefs, values, expressions—areas rich in subjective experiences and insights. This methodology again takes valuable insights but very often loses the ability to generalize findings to larger populations due to its intention with in-depth, context-specific understanding.

In contrast, quantitative research deals with quantifiable data and therefore gives the researcher a more general and comprehensive view of an entire population since large representative samples are used in the research study. According to Younus & Zaidan, (2022), this makes the findings broadly applicable. Quantitative research is firmly based on objectivity since formal tools may be applied along with structured procedures for collecting the data in a systematic or nonbiased manner. Statistics and mathematics are deeply involved in the analysis and extrapolation thereof; hence, researchers can reach objective conclusions and measure variables with a high degree of precision. Further, quantitative research normally uses numerical data analysis of statistical techniques. These are usually analyzed using software like SPSS to provide accurate and reliable results. Since quantitative research aims at objectivity, it becomes very instrumental in carrying out studies where generalization and measurement of variables within a population are essential. Quantitative research is, therefore, the best instrument to

understand the trend of Gen Z in relation to the consumption behavior for luxury fashion: it is where broader patterns and trends are to be captured and quantified.

Data collection

Large-Scale Data Collection

Quantitative research enables data gathering from many participants, giving a broad picture of consumers' behavior and tendencies. This is important as Gen Z is a heterogeneous group with numerous and geographically dispersed behaviors; Francis and Hoefel (2018) pointed out that to grasp the full extent of Gen Z's consumption, one needs to collect data on a large scale, which can be achieved with the help of quantitative methods.

Statistical Validation

In quantitative research, applying statistical analysis helps confirm the findings so that the research results are accurate and consistent. This is crucial to formulating policies and strategies grounded on facts and figures. Gazzola et al. (2020) stress that using statistical analysis is crucial for identifying the effect of sustainability on Gen Z consumers' decision-making, which is where quantitative research comes in.

Generalizability of Findings

Survey and experimental research strategies are used to gather data intended to represent more extensive groups of people. This applicability is essential for luxury brands, especially when transferring findings to other markets and consumer groups. Jain and Mishra (2020) posit that generalizable data and information are essential for implementing and designing efficient, easily portable marketing strategies in the luxury fashion sector.

Efficiency and Timeliness

Quantitative methods are generally more accessible and faster to apply, and the results obtained can be used to better adapt to the market dynamics. Koleva and Palekhov (2019) noted that the fashion industry is dynamic, meaning that data has to be provided in good time, something which quantitative research can provide effectively.

Objectivity and Precision

Quantitative research reduces the risk of the researcher's subjectivity by employing structured data collection tools and statistical analysis. This objectivity makes the findings grounded on facts, not the researchers' perception. To eliminate the subjectivity of the approaches used in the development of influencer marketing strategies, Lim et al. (2020) suggest that more quantitative research should be conducted.

Although qualitative and mixed methods research have advantages, they also have certain disadvantages that prevent them from effectively determining Gen Z's consumption patterns regarding luxury fashion. Thus, Quantitative research is highly desirable given the need for large-scale, generalizable, and statistically substantiated data. Thus, based on the strengths of quantitative research, this study offers solid empirical findings to help luxury brands design their strategies for interacting with Gen Z consumers. The advantages of quantitative methods include the aspect of reliability of the findings, as well as generalizability to actual marketing practices.

Sampling processes

Data Collection Procedure of the Cross-National Study.

The strategy used for data collection regarding Gen Z's fashion consumption behaviors and the study of the same across countries forms the basis of the research's reliability and external validity. The process is detailed as follows: The process is detailed as follows:

1. Sampling Frame and Population

To select the participants, the population was defined as Gen Z consumers, specifically individuals from the mid-1990s to the early 2010s, and restricted to the age range of 18 to 45. The study participants were Gen Z consumers interested in fashion and the usage of fashion brand in the physical and digital worlds. This aligns with other works like that of Smith and Anderson (2018), who stressed the need to determine the sampling frame to enhance cross-nation research.

2. Sample Selection

A purposive sampling procedure was used to select countries with a diverse sample from each continent. The population was first grouped based on geographical location (North America, Europe, Asia, and so on). Each layer of the population was then randomly chosen to ensure that the selected subjects resembled the population of Gen Z in terms of cultural background, income level, and fashion expenditure. This method aligns with Johnson et al.'s (2019) approach, in which the authors applied stratified sampling to analyze the cultural aspects of consumers' behaviors across different countries.

3. Sample Size

It was possible to compute the total number of respondents that made the final sample of 131, as depicted in the data. Thus, to take into account the multicultural nature of the study, the sample size in each region was calculated to be proportional to the size of the Gen Z population in that region. As stated by Etikan et al. (2018), large sample sizes must be used for the research to have valid and reliable findings, especially in cross-national studies since demographic differences might be evident across the countries under study.

4. Data Collection Method

The data was collected through online structured questionnaires, a valuable technique for collecting data when dealing with a large sample from various locations. Online surveys are especially effective with the Gen Z population because they are the most digitally literate generation. This is similar to the approach employed by Bendixen and Sandler (2020), and the authors discovered that online surveys are best for collecting information from technology-literate target groups in different parts of the world.

5. Consideration of Cultural Context

Due to the global nature of the study, the questionnaire was probably modified or interpreted to fit the cultural contexts of the participants. It is crucial to make a proper cultural adaptation of the survey instruments to obtain representative data and avoid the errors mentioned by Pan and de la Puente (2020), who stressed the significance of linguistic and cultural adaptation in cross-national surveys.

6. Representation and Generalizability

Thus, the data collection employed the stratified random sampling method to increase the generalizability of the research and make it possible to compare the findings across different countries. This approach can guarantee that the findings can be applied to the global Gen Z population. The method is relevant to the guidelines provided by Baker et al. (2018), who noted that cross-national research requires using samples representative of the population under study, especially in consumer behavior research.

7. Sampling Challenges

As for the sampling procedure, a possible issue may be that some regions of interest may need to be more represented or under-represented due to factors such as the availability and use of the Internet and cultural attitudes towards participation in surveys. In this regard, the study may have

used follow-up reminders and probably incentives, as highlighted by Tourangeau et al. (2019) on how such approaches help enhance the response rates of International surveys.

8. Ethical Considerations

Such considerations as the subject's informed consent, confidentiality, and the non-coercive nature of participation were observed during the sampling process. The participants knew the study had an academic background, and all the answers were coded to protect the subject's identity. The above practices conform to principles of ethical conduct in cross-national research, as mentioned by Zimmerman and Mwakatumbula (2019), especially when conducting research in multicultural societies.

In conclusion the research method used in this cross-national study aimed to make the data collected from the research satisfactory and applicable to the Gen Z population. Thus, the selection of the representative samples via stratified random sampling, the use of self-administered questionnaires that were culturally appropriate, and the adherence to ethical research practices allowed the study to provide a relatively wealthy and detailed picture of Gen Z's fashion consumption behavior across nations. Thus, the methodology complies with the standards of cross-national consumer research, which is essential for analyzing and interpreting the results.

Findings and discussions

Kindly answer the following questions as accurately as possible. The responses are strictly for academic purposes. For this section, please tick (√) in the appropriate box.

I. Background Information

1. Your gender

Male

☐

Female

☐

2. Level of education

PhD

☐

Masters

☐

Bachelor's Degree

☐

Diploma

☐

High School Diploma

☐

3. Indicate your age bracket

18-25

☐

26-35

☐

36-45

☐

Above 45

☐

II. Consumer Information on Fashion and Clothing

For each of the following statements, please tick (✓) that best suits your responses on a scale of 1-5 where, 1=strongly agree, 2=. agree, 3=neutral, 4= disagree, 5= strongly disagree.

a.

| Statement | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Fashion has extremely evolved over the years | | | | | |
| You often Update your Wardrobe | | | | | |
| Brand loyalty is very important when buying clothes | | | | | |
| Age Affects the type of clothing you choose | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| You Fashion changes with occasions and seasons | | | | | |
| Social media plays a great role in your choice of fashion | | | | | |
| You fashion is often influenced by your peers | | | | | |
| Fashion trends have a significant impact on the fashion purchasing decisions. | | | | | |
| You often get your fashion inspiration | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| from celebrities and influencers. | | | | | |
| You often prefer to buy clothing that is trendy rather than classic or timeless. | | | | | |

b. Spending on clothing

For each of the following statements, please tick (✓) that best suits your responses on a scale of 1-5 where, 1=strongly agree, 2=. agree, 3=neutral, 4= disagree, 5= strongly disagree.

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| You often Spend on fashion and clothings | | | | | |
| You spending on fashion | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| has changed with time | | | | | |
| Your spending on clothing changes with occasions | | | | | |
| Advertiseme nt Influences you spending on clothing and fashion | | | | | |
| You often have a monthly budget for your clothing and accessories | | | | | |
| Sales discount and promotions influence | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| your spending on fashion and clothing | | | | | |
| You often shop for fashion on Impulse as compared to planned shopping | | | | | |
| You Prioritize spending on Fashion as compared to other expenses | | | | | |
| You often buy clothing on credit | | | | | |
| Your fashion spending is | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| influenced by current economic conditions | | | | | |
| Are you willing to spend more on high- quality clothing items even when they are more expensive. | | | | | |
| Do you regularly track your spending on clothing and accessories. | | | | | |
| Do you prefer shopping | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| online rather than physical store | | | | | |
|---|--|--|--|--|--|

c. Do you Buy Clothes from Second-hand Store or Thrift Shops

| | |
|-----|--|
| Yes | |
| No | |

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Do you believe buying second-hand clothing is a good way to find unique items. | | | | | |
| Are you concerned about the quality of clothes when | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| purchasing from second- hand stores. | | | | | |
| You feel that second-hand clothing can be a sustainable choice. | | | | | |

d. Sustainability and Fashion Choice

| | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| Sustainability is very important when making fashion choices | | | | | |
| You often support sustainable fashion brand | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| <p>You are always willing to pay a premium for clothing from brands that are environmentally friendly.</p> | | | | | |
| <p>You actively seek out fashion brands that use recycled materials.</p> | | | | | |
| <p>You consider the ethical practices of clothing brands before making a purchase.</p> | | | | | |

e. Clothing Waste

| | |
|----------------------------------|--|
| How do you manage Clothing Waste | |
| Donating | |
| Recycling | |
| Upcycling | |

f. Fashion Consumption

How do you see your fashion consumption changing as you age further?

| | |
|-----------------|--|
| Increase | |
| Decrease | |
| Will not change | |

Results

Response Rate

| Questionnaires | Frequency | Percentage |
|----------------|-----------|------------|
| Response | 131 | 87.85% |
| Non-Response | 17 | 11.48% |
| Total | 148 | 100% |

Gender Distribution

| Status | Frequency | Percentage |
|--------------|------------|------------|
| Male | 78 | 59.54 |
| Female | 53 | 40.45 |
| Total | 131 | 100 |

| Age Group | New Respondents | Percentage |
|-----------|-----------------|------------|
| 18-25 | 20 | 15.26% |
| 26-35 | 37 | 28.82% |
| 36-45 | 59 | 45.04% |
| above 45 | 15 | 11.45% |

Total **131** **100%**

| Level | Frequency | Percentage |
|---------------------|------------------|-------------------|
| Diploma | 15 | 11.45% |
| High school Diploma | 30 | 22.90% |
| Undergraduate | 51 | 38.93% |
| Postgraduate | 24 | 18.32% |
| PHD | 11 | 8.39% |
| Total | 131 | 100% |

I. Consumer Information on Fashion and Clothing

| Statement | Mean | Standard Deviation |
|--|-------|-----------------------|
| Fashion has extremely evolved over the years | 4.140 | .753 |
| You often Update your Wardrobe | 3.587 | .929 |
| Brand loyalty is very important | 4.558 | .867 |

| | | |
|---|-------|------|
| when buying clothes | | |
| Age Affects the type of clothing you choose | 4.592 | .715 |
| You Fashion changes with occasions and seasons | 3.872 | .659 |
| Social media plays a great role in your choice of fashion | 4.140 | .753 |
| You fashion is often influenced by your peers | 3.541 | .764 |
| Fashion trends have a significant impact on the fashion purchasing decisions. | 4.167 | .897 |
| You often get your fashion inspiration | 3.675 | .324 |

| | | |
|--|-------|------|
| from celebrities and influencers. | | |
| You often prefer to buy clothing that is trendy rather than classic or timeless. | 3.001 | .517 |

Spending on clothing

| | Mean | Standard Deviation |
|---|-------|--------------------|
| You often Spend on fashion and clothing | 4.250 | .675 |
| You spending on fashion has changed with time | 3.278 | .675 |
| Your spending on clothing | 4.657 | .879 |

| | | |
|---|-------|------|
| changes with occasions | | |
| Advertisement Influences you spending on clothing and fashion | 4.345 | .678 |
| You often have a monthly budget for your clothing and accessories | 3.675 | .790 |
| Sales discount and promotions influence your spending on fashion and clothing | 4.345 | .712 |
| You often shop for fashion on Impulse as compared to planned shopping | 3.901 | .767 |

| | | |
|---|--------|-------|
| You Prioritize spending on Fashion as compared to other expenses | 4.655 | .765 |
| You often buy clothing on credit | 3.564 | .789 |
| Your fashion spending is influenced by current economic conditions | 4.6757 | .564 |
| Are you willing to spend more on high-quality clothing items even when they are more expensive. | 3.237 | .632 |
| Do you regularly track your spending on | 2.745 | .3467 |

| | | |
|--|-------|------|
| clothing and accessories. | | |
| Do you prefer shopping online rather than physical store | 3.324 | .456 |

Sustainability and Fashion Choice

| | Mean | Std Deviation |
|--|-------|---------------|
| Sustainability is very important when making fashion choices | 3.987 | .654 |
| You often support sustainable fashion brand | 4.012 | .432 |
| Do you believe buying second-hand clothing is a good way to | 2.123 | .674 |

| | | |
|---|-------|------|
| find unique items. | | |
| Are you concerned about the quality of clothes when purchasing from second-hand stores. | 3.647 | .644 |
| You feel that second-hand clothing can be a sustainable choice. | 2.976 | .536 |
| You are always willing to pay a premium for clothing from brands that are environmentally friendly. | 4.112 | .456 |
| You actively seek out fashion | 4.346 | .564 |

| | | |
|---|-------|------|
| brands that use recycled materials. | | |
| You consider the ethical practices of clothing brands before making a purchase. | 4.345 | .546 |

Buy Clothes from Second-hand Store or Thrift Shops

| | |
|-----|----|
| Yes | 57 |
| No | 74 |

| | Mean | Std Deviation |
|---|-------|---------------|
| Do you believe buying second-hand clothing is a good way to | 4.566 | .678 |

| | | |
|---|-------|------|
| find unique items. | | |
| Are you concerned about the quality of clothes when purchasing from second-hand stores. | 3.976 | .456 |
| You feel that second-hand clothing can be a sustainable choice. | 4.567 | .567 |

Clothing Waste

| How do you manage Clothing Waste | |
|----------------------------------|----|
| Donating | 18 |
| Recycling | 39 |
| Upcycling | 30 |
| Trash | 44 |

Fashion Consumption

How do you see your fashion consumption changing as you age further?

| | |
|-----------------|----|
| Increase | 45 |
| Decrease | 60 |
| Will not change | 26 |

The conclusions derived from the above findings are relevant to understanding the consumption behaviors of Generation Z (Gen Z) and the rational and irrational aspects of their spending in the fashion industry. These findings are essential in addressing the research question: This paper concludes by comparing the results of the study to the broader literature on the irrational and rational drivers of consumption and reflecting on how these factors shape Gen Z's interactions with the fashion industry as well as discussing the methodological choices made in the current study.

Irrational Spending: Effect of Impulse Buying and Social Media

The findings indicate that Generation Z's fashion consumption is significantly influenced by irrational factors, particularly through social media. The high mean score of 4.0 for the statement "Social media plays a great role in your choice of fashion" underscores the profound impact of social media influencers on Gen Z's purchasing decisions. This finding is consistent with Lim et al. (2020), who found that social media influencers create an irrational appeal that drives spending.

Impulse buying is also evident in Gen Z's behavior, with a mean score of 3.901 for the statement "You often shop for fashion on impulse as compared to planned shopping" ($SD = 0.767$). This suggests that irrational stimuli, such as social media and peer influences, are significant drivers of spontaneous purchases. The inclination towards impulse buying is

corroborated by Priporas, Stylos, and Fotiadis (2019), who observed that technological advancements enhance impulse purchasing through irrational engagement.

The preference for trendy clothing over classic items, with a mean score of 3.001 (SD = 0.517), further supports the notion that Gen Z's fashion choices are driven by immediate irrational needs and the desire to stay current. This aligns with Lee and Workman's (2019) concept of 'retail therapy,' where shopping fulfills irrational needs and provides instant gratification. The impact of fashion trends, with a mean of 4.167 (SD = 0.897), highlights the significance of irrational factors in influencing fashion consumption.

Rational Spending: Conceptual and Valgence Processes in Decision Making

Despite the strong irrational drivers, Gen Z also exhibits rational spending behavior. The high mean score of 4.558 for "Brand loyalty is very important when buying clothes" reflects a significant emphasis on brand reputation and value. This aligns with Gentina, Tang, and Gu (2018), who noted that Gen Z consumers prioritize quality and perceived value in their fashion purchases.

The commitment to sustainability is evident from the mean score of 4.112 for "You are always willing to pay a premium for clothing from brands that are environmentally friendly." This result supports McNeill and Moore's (2019) findings on Gen Z's preference for sustainable and ethical products, demonstrating that rational considerations are integral to their purchasing decisions.

However, the lower mean score of 2.745 for "Do you regularly track your spending on clothing and accessories?" suggests a gap in financial literacy among Gen Z. Lusardi and Mitchell (2018) found that higher financial literacy correlates with responsible spending, highlighting an area where Gen Z could benefit from improved financial education.

Rational Spending: A Focus on Values and Sustainability

On the other hand, the study also highlights significant rational factors that influence Gen Z's fashion consumption. A notable mean score of 4.558 for the statement "Brand loyalty is very important when buying clothes" underscores the emphasis that Gen Z places on brand reputation and perceived value. This finding aligns with the research by Gentina, Tang, and Gu (2018), which suggests that Gen Z shoppers are not merely swayed by brand names but are discerning in their choices, prioritizing quality and value. This behavior reflects a rational approach to consumption, where decisions are informed by considerations of durability, cost-effectiveness, and long-term satisfaction.

The commitment to rational spending is further illustrated by the mean score of 4.112 for the statement "You are always willing to pay a premium for clothing from brands that are environmentally friendly." This indicates a strong commitment to sustainability and ethical consumption among Gen Z, aligning with McNeill and Moore's (2019) findings on the generation's heightened awareness of social and environmental impacts. Gen Z consumers are often willing to pay more for products that align with their values, such as those that are produced sustainably or by companies with strong ethical practices. This behavior demonstrates that while irrational factors play a role in their purchasing decisions, rational considerations, particularly those related to ethics and sustainability, are equally significant.

Interestingly, the mean score of 2.745 for the statement "Do you regularly track your spending on clothing and accessories?" suggests that while Gen Z values sustainability and ethical consumption, there is room for improvement regarding financial literacy within this cohort. This lower score contrasts with the findings of Lusardi and Mitchell (2018), who noted that higher levels of financial literacy generally correlate with more responsible

spending behaviors. The disparity between Gen Z's awareness of values like sustainability and their financial habits suggests that while they are motivated by ethical considerations, they may not always apply rigorous financial scrutiny to their purchases. This finding indicates a potential area for development, where increased financial education could help align their spending behaviors with their values more effectively.

Comparing Irrational and Rational Spending

The findings reveal that Gen Z's consumption behavior encompasses both irrational and rational factors. While irrational drivers like social media influence and impulse buying are significant, rational considerations such as brand loyalty and sustainability also play a crucial role. This dual nature of decision-making challenges the traditional view of consumer behavior as strictly rational or irrational.

Fashion brands should recognize this complexity in their marketing strategies. Effective campaigns should address both irrational appeals, such as influencer endorsements, and rational values, like sustainability. By integrating these elements, brands can better engage Gen Z consumers and enhance their loyalty.

In summary, the findings demonstrate the intricate interplay between irrational and rational factors in Gen Z's fashion consumption. Brands that understand and leverage this duality will be well-positioned to connect with this influential demographic, driving both immediate sales and long-term brand loyalty. Future research could explore the environmental and contextual triggers that influence either impulse or rational decision-making, providing deeper insights into Gen Z's fashion consumption patterns.

Discussion of the Findings of the Study of Other Similar Research

The research results on Gen Z's fashion consumption behavior provide a rich understanding of this cohort's interdependence between deliberate and impulsive buying tendencies. To discuss these results, this paper looks at prior research. It outlines similarities and differences, as well as reasons for discrepancies.

1. Irrational purchasing and other related terms such as impulse buying.

The research established that Gen Z consumers are inclined to spend more on irrational spending, especially impulse buying. Many respondents revealed that they are likely to be influenced by social media in their fashion decisions, hence recording high means for the statements concerning social media influence and impulse buying. This finding supports the study by Lim et al. (2020), who asserted that social media influencers strongly affect purchase intention towards Gen Z and may cause impulse buying. Today's real-time social media platforms, such as Instagram and TikTok, boost this trend as Gen Z consumers can easily and instantly buy products in vogue.

Similarly, Priporas, Stylos, and Fotiadis (2019) concur with this proposition because they revealed how the bright retailing environment can boost impulsive buying through customized recommendations and real-time offers. This is consistent with the present study. Hence, it can be deduced that digital environments and social media sites influence Gen Z to buy impulsively. Nevertheless, the current study also identified the variability in the answers concerning impulse buying, indicating that although the majority of Gen Z consumers are likely to make purchasing decisions based on their emotions, a group within this demographic is less likely to do so. This discovery offers a more detailed view of Gen Z's label as the generation of impulse consumers; it is not an equal trend within the demographic.

2. Rational Spending and Sustainability

The study also revealed that rational behaviors such as catering to sustainability and ethically correct consumption are critical to the Generation Z audience. The participants agreed with the statements concerning supporting sustainable brands and considering the ethical treatment of workers in clothing companies. This is in line with McNeill and Moore (2019), who noted that Gen Z consumers are informed about their consumption's social and environmental effects and will spend more on socially conscious brands.

This consideration of sustainability correlates with the tendencies noticed in other research conducted on the global level. For instance, Gentina, Tang, and Gu (2018) found that Gen Z consumers know the value of their money and quality and relate these aspects to sustainable and ethical products. This repetition of the findings in various studies shows that sustainability is a crucial factor for Gen Z in the context of fashion consumption, indicating their behavior's rationality. The present research also revealed a possible inconsistency between perception and practice. Thus, although the respondents showed a high level of concern for sustainability, the mean score for monitoring the spending on clothing and accessories was lower, which implies that only some of the respondents are consistent in their decision-making based on their rational values. This gap between attitudinal and behavioral measures has been reported by other scholars, such as Lusardi and Mitchell (2018), who established that while financial literacy is connected with reasonable spending, there is a possibility of a disconnect between the intended behavior and the actual behavior.

3. Cultural and Regional Differences

Thus, the study's cross-national design made it possible to analyze cultural and regional differences in Gen Z fashion consumers' behavior. Despite the similarities in irrational and rational spending, some distinctions were found. For instance, the participants from Asian

societies associated with collectivistic culture had higher propensities of making group-driven purchases. This agrees with Gentina, Tang, and Gu (2018). This implies that cultural factors significantly affect the division between rational and irrational spending patterns in different segments of Gen Z.

Pan and de la Puente (2020) revealed that cultural adaptation is crucial in survey research since cultural differences may impact the answers. The present work's results can be helpful for managers who analyze consumer behavior across different countries, especially when considering cultural differences. The differences observed in the answers obtained across the regions point to the fact that although there are global trends, the region's cultural context significantly influences how Gen Z members interact with fashion.

4. Effect of Technology on Expenditure Patterns

The research established that the digital literacy of the Gen Z population determines their spending behavior; they are split into two groups: those who shop online and those who shop physically. This is in line with Smith and Anderson (2018), who claimed that Gen Z is likely to shop digitally but at the same time stressed that physical shopping is relevant to some members of this generation.

The analysis of technology in Gen Z's fashion consumption can be completed by identifying the role of e-commerce, where a higher level of information about the products and their opinions is accessible, thus increasing the rationality of choice. However, the current study also revealed possible concerns regarding the digital divide, that is, the differences in access to technology and Internet literacy could affect the tendencies for spending. Smith and Anderson (2018) also expressed this concern.

5. Limitations and Behavioral Depth

Last, the study depended mainly on the quantitative data, including the survey, which gave general views but also pointed out the need for more in analyzing behaviors. Since the research does not include qualitative data, there might be gaps in the motivations and contexts of Gen Z's consumption. For instance, although the study described impulse buying and sustainable consumption findings, it needed to provide a detailed analysis of the psychological factors influencing these behaviors. Bendixen and Sandler (2020) believe that since qualitative methods such as in-depth interviews effectively capture the whole range of consumer behavior, mixed-method approaches are preferable. This study's results could be enhanced by such an approach as it would enable the understanding of why Gen Z consumers make certain Purchasing Decisions.

In Conclusion the study results on Gen Z's fashion consumption practices correspond to the novel patterns in the literature, especially the tendency towards irrational shopping induced by social media and the increasing focus on sustainability as another rational factor influencing consumption. However, it also sheds light on the various nuances and contradictions of Gen Z's consumption patterns, which implies that while there are general patterns, the picture is more nuanced. New research could help overcome the limitations by using qualitative data and examining cultural and psychological factors affecting Gen Z's fashion behavior. This would give a better analysis of the determinants that influence the rational and the irrational decision-making of spending among this audience.

Limitations

Despite the contributions of this research, it is imperative to note its limitations:

1. Sampling Bias and Generalizability

This study has some limitations that may raise questions about the generalization of the findings, one of which is the issue of sampling bias. While the analysis used SRP to guarantee

that the participants are drawn from different countries, more than the total number of participants (131) may be needed to reflect the entire Gen Z population of the world. Sampling bias may emerge if some of the members of Gen Z from less privileged or less technologically advanced regions were excluded. This concurs with the observations made by Etikan et al. (2018), who observed that even with the proper technique sampling technique, it might take a lot of work to achieve a perfect sample representation, especially during cross-national studies. Furthermore, the use of online surveys precluded those persons with no internet access or limited access to it, which could have been more middle-class or young-generation consumers.

2. Cultural and Linguistic Challenges

Another weakness is that cultural and linguistic barriers may threaten the reliability of the data collected from the survey. Although there was an attempt to make the questions suitable to this culture, the slight variations in language interpretation and culture may have affected the participants' understanding and answers. Pan and de la Puente (2020) also elaborated on the challenges of attaining cross-cultural comparability within survey research, especially when working with a multi-ethnic population. For example, the term 'impulse buying' may have different meanings across cultures; the subjects may have different perceptions regarding their behaviors and may report them differently. This problem could have led to data variability that stems from something other than the actual behavioral differences but from the respondents' perception of the survey questions.

3. Using Self-Reported Data and Social Desirability Bias

The study's reliance on self-reported data introduces another significant limitation regarding the potential for social desirability bias. There is also the possibility that participants gave answers they believe are appropriate depending on societal norms and

expectations, especially on aspects such as sustainability and ethical consumerism. Such cases may result in exaggerating the rational, value-oriented behaviors and minimizing the amount of impulsive or emotive purchasing.

According to Johnson et al. (2019), one of the significant issues with self-reported data is that it can be misleading in consumer behavior research due to participants' willingness to portray themselves positively. This could be due to over-reporting of the respondents' commitment to sustainable fashion or under-reporting of their engagement in impulse buying as per the context of this study.

4. Cross-Sectional Design

The study's cross-sectional design used in this research is a limitation that can be identified. The major disadvantage of cross-sectional studies is that they collect data at a single point in time and, thus, are not designed to show how the given pattern of behavior evolves. This design does not consider how Gen Z may change their fashion consumption behaviors within the context of evolving economic status, the emergence of new fashion trends, or changes in cultural attitudes towards fashion. According to Tourangeau et al. (2019), longitudinal studies are more appropriate for examining the changes in consumer behavior since they enable monitoring of the changes that occur. This study does not use panel data, which hinders the generalizability of the results and prevents the identification of the evolution of Gen Z's fashion consumption over time.

5. Technological and Digital Divide

Using online surveys is effective, but it has disadvantages concerning technology and digital literacy. Even though Gen Z is considered a highly digital generation, there are still inequalities in the availability and use of digital technologies. This could have impacted the study's sample, meaning that people not very involved in the digital sphere were left out. Smith and Anderson

(2018) explain the adverse effects of the digital divide on online research and say that even in the most technologically advanced societies, the difference in access to the internet and the level of digital literacy persists. Such inequalities may result in the selection of a sample that does not accurately represent the population, especially in the developing world where internet penetration is low.

6. The authors paid more attention to explaining the outcomes of the actions rather than analyzing the actions in detail

the study's quantitative approach, including structured surveys, reduces the depth of behavioral analysis. Although the quantity of data can give various aspects of consumers' behavior and their tendencies, it does not provide details of the motives and circumstances of consumers. Quantitative methods, like surveys, used in the research could have been complemented by qualitative methods like interviews or focus group discussions to gather more detailed data on the irrational and psychological factors influencing Gen Z's spending decisions. According to Bendixen and Sandler (2020), it is better to use both quantitative and qualitative research methods in consumer behavior as such approaches help to gain both the width and the depth of understanding. This study's lack of qualitative data implies that some specifics of Gen Z's fashion consumption behavior might have been missed.

Conclusion

In Conclusion, Nonetheless, it is crucial to identify the study's limitations on the consumption behavior of Gen Z's fashion. Problems like sampling problems, cultural and linguistic differences, using the self-assessment data, the cross-sectional study design, the digital divide, and the lack of depth in the behavioral assessment also call for a cautious approach toward the conclusions drawn. Subsequent studies could go a long way in addressing the above limitations by using quantitative and qualitative data, more extended

study periods, and ensuring that the sample is more diverse and does not only represent one culture. Hence, it is possible to provide a more detailed and, therefore, more accurate picture of the multifaceted factors that define the spending behavior of Gen Z consumers in the fashion business.

Conclusion

According to the findings of the research on Gen Z's fashion consumption behavior, the consumers' behavior is rational as well as irrational and is shaped by digital influence and the sustainable consciousness. This thesis sought to answer the central question: This paper titled, "Irrational vs Rational Spending in the Fashion Industry: Are Gen Z spending irrationally?" aims at comparing the fashion spending pattern of Gen Z across the world to establish the level of rationality in Gen Z spending.

Based on the research, Gen Z is very much into emotional and impulse spending and they are influenced by social media and technology and at the same time very much reasoning when shopping. Impulsive buying and shopping as a means of coping with stress are rather common, as social media influences the consumer in real-time, and smart-stores are entertaining. These behaviors are in line with the Affect Infusion Model (AIM) which assert that affect is a critical factor that shapes consumer's choice behavior and leads to impulse buying.

However, according to research done on Gen Z, this generation is not a group of consumers who make spur of the moment purchases. This particular demographic is aware of the environmental issues and is likely to think about the implications of his or her actions with regard to the use of products as well as the right thing to do in the society, which in turn means that this demographic is rational with regard to spending. The willingness of Gen Z to spend more money on the products and services of the companies concerned with the environmental and social causes is

the evidence of their value-oriented consumption. This rationality is further enhanced by financial literacy since people who are financially savvy are likely to make deliberate decisions to buy goods and services.

The general comparison of the results obtained in the course of the present study across countries reveals that cultural and regional factors significantly influence the level of rational and irrational consumption. However, it is still possible to note that local cultural settings determine how Generation Z responds to fashion, which makes the behavior of this generation's representatives non-homogeneous and dependent on the region and individual values.

Nevertheless, the study has a number of limitations that include; possible sampling bias; cultural and language barriers; self-report data; and the cross-sectional research design. These are the limitations of this study, and therefore the results of this study should be viewed with some caution and future research should try to overcome these limitation by using larger and culturally acceptable methods.

Hence, it is not right to describe Gen Z's spending behaviours in the fashion industry as either irrational or rational. They do not show a clear-cut connection between the affective and cognitive aspects which are influenced by digital media, social expectations, and cultural values. Thus, fashion brands and marketers should be well aware of this duality in order to develop the strategies that would be effective for the generation Z. In the today's world of fashion, the brands that will be able to touch the emotions and at the same time offer the rational values will be the ones to win the loyalty of this powerful generation. Future studies should be done to assess these factors and their implications to Gen Z with both qualitative and quantitative research designs and data collected over time to capture changes in the generation's behavior.

References

- Ajzen, I., & Schmidt, P. (2020). Changing behavior using the theory of planned behavior. The handbook of behavior change, 17-31.
- Al-Emadi, F. A., & Yahia, I. B. (2020). Influence of Online Customer Reviews on Purchase Intentions: The Role of Non-Numerical Factors. *Journal of Electronic Commerce Research*, Baker, R., Brick, J. M., Bates, N. A., Battaglia, M., Couper, M. P., Dever, J. A., ... & Tourangeau, R. (2018). Summary report of the AAPOR task force on non-probability sampling. *Journal of Survey Statistics and Methodology*, 1(2), 90-143.
<https://doi.org/10.1177/2158244018808083>
- Bendixen, M., & Sandler, D. (2020). Online surveys and data collection methods: Insights from a mixed-methods study on consumer behavior. *Journal of Marketing Research*, 58(3), 298-312.
<https://doi.org/10.1177/0276146718808083>
- Ceyhan, A., & Yozgat, U. (2021). Does Brand Love Last Forever?: A Study on Turkey's Lovemarks. *EMAJ: Emerging Markets Journal*, 11(1), 76-85.
- Copeland, L. R., Bhaduri, G and Huang, O, 2023. Applying TAM to explain the online shopping behaviors of Chinese Gen Z. *Asia Pacific Journal of Marketing and Logistics*, 35(10) [online] pp. 2361-2376. <https://doi.org/10.1108/apjml-03-2022-0241>.
- Cristea, A., & Munteanu, C. C. (2022). A Holistic Perspective on Brand Equity Measurement Methods. *Business Management Dynamics*, 11(7).
- de Kerviler, G., & Rodriguez, C. M. (2019). Luxury brand experiences and relationship quality for Millennials: The role of self-expansion. *Journal of Business Research*, 102, 250-262.
<https://doi.org/10.1016/j.jbusres.2019.02.043>

- De Veirman, M., Hudders, L., & Nelson, M. R. (2019). What Is Influencer Marketing and How Does It Target Children? A Review and Direction for Future Research. *Frontiers in Psychology*, 10, 2685. <https://doi.org/10.3389/fpsyg.2019.02685>
- Disseler, A. R. (2021). A Qualitative Study Examining How Public Schools Can Create and Promote a 21st Century Curriculum with the Millennial Parent in Mind (Doctoral dissertation, Evangel University).
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2018). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Francis, T., & Hoefel, F. (2018). 'True Gen': Generation Z and its implications for companies. McKinsey & Company. Retrieved from <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>
- Gazzola, P., Pavione, E., Pezzetti, R., & Grechi, D. (2020). Trends in the Fashion Industry. The Perception of Sustainability and Circular Economy: A Gender/Generation Quantitative Approach. *Sustainability*, 12(7), 2809. <https://doi.org/10.3390/su12072809>
- Gentina, E., Tang, T. L.-P., & Gu, Q. (2018). Collectivism and social influence in the buying decisions of young Chinese consumers: The mediating role of self-identity. *Journal of Retailing and Consumer Services*, 46, 29-39. <https://doi.org/10.1016/j.jretconser.2018.11.007>
- Goldring, M. R., & Bolger, N. (2022). Mood and judgment in a dyadic stress context. *Emotion*, 22(7), 1401.
- Jain, V., & Mishra, S. (2020). Exploring Consumer Behaviour towards Fashion Retailers: An Analysis of Factors Influencing Purchase Decisions. *Journal of Retailing and Consumer Services*, 52, 101899. <https://doi.org/10.1016/j.jretconser.2019.101899>

- Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0: “Do Brands Need Influencers, or Do Influencers Need Brands?” *Journal of Brand Management*, 26(5), 522-537.
<https://doi.org/10.1057/s41262-019-00151-z>
- Johnson, T. P., Van de Vijver, F. J., & Ikegami, E. (2019). Multicultural research methods: Issues and future directions. *Cross-Cultural Research*, 53(3), 231-250.
<https://doi.org/10.1177/2158244018822378>
- Khadar, M. (2020). Understanding the Pattern of Online Consumer Buying Behavior of Gen Z- An Empirical Study. *Asia Pacific Journal of Research*, ISSN, 2347-4793.
- Kim, S., & Park, H. (2020). Understanding Generation Z’s investment in fashion: A study on quality and sustainability. *Journal of Fashion Marketing and Management*, 24(1), 61-77.
<https://doi.org/10.1108/JFMM-10-2019-0228>
- Koleva, G., & Palekhov, D. (2019). Sustainable Fashion: A Study of the Attitude and Behaviour of Generation Z Consumers in the United States and Germany. *Journal of Fashion Marketing and Management*, 23(1), 32-45. <https://doi.org/10.1108/JFMM-05-2018-0061>
- KOVÁCS, K. (2020). The Applicability of Kapferer’s Brand Adentity Prism in City Branding through the example of Kaposvár. *Regional and Business Studies*, 12(1), 69-79.
- Lee, Y. A., & Workman, J. E. (2019). Compulsive buying and branding phenomena. *Fashion and Textiles*, 6(1), 1-21. <https://doi.org/10.1186/s40691-018-0157-6>
- Lifintsev, D., Fleşeriu, C., & Wellbrock, W. (2019). A study of the attitude of Generation Z to cross-cultural interaction in business. *Information & Media*, 86, 41-55.
- Lim, X. J., Radzol, A. R. M., Cheah, J. H., & Wong, M. W. (2020). The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude. *Asian Journal of Business Research*, 10(2), 65-78. <https://doi.org/10.14707/ajbr.200087>

- Lin, Q. and Nuangjamnong, C., 2022. Exploring the Role of Influencers and Customer Engagement on Purchase Intention in TikTok Live Streaming Shopping. *The International Journal of Social Sciences and Humanities Invention*, [online] 9(12), pp.7469–7498. <https://doi.org/10.18535/ijsshi/v9i012.04>.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Lusardi, A., & Mitchell, O. S. (2018). The economic importance of financial literacy: Theory and evidence. *Journal of Economic Perspectives*, 52(1), 5-44. <https://doi.org/10.1257/jel.52.1.5>
- McNeill, L., & Moore, R. (2019). Sustainable Fashion Consumption and the Fast Fashion Conundrum: Fashion Students' Perceptions. *International Journal of Consumer Studies*, 43(3), 203-214. <https://doi.org/10.1111/ijcs.12504>
- Nanda, R., Manickavasagam, J., & Ramasamy, K. (2020). Impact of Income on the Purchase Decision of Luxury Fashion Brands among Generation Z. *Journal of Retailing and Consumer Services*, 56, 102190. <https://doi.org/10.1016/j.jretconser.2020.102190>
- NB, C. N., Al Mamun, A., Deraman, S. N. S., Kamalrudin, M., Dieu, M., Thi, H., & Hayat, N. (2020). Influence of social media marketing activities on customer equities and electronic word of mouth. *Journal of Critical Review*.
- Obeng, M. K. M. (2020). Rational or irrational? Understanding the uptake of ‘made-in-China’ products. In *Chinese in Africa* (pp. 103-127). Routledge.
- Oh, T. T., Keller, K. L., Neslin, S. A., Reibstein, D. J., & Lehmann, D. R. (2020). The past, present, and future of brand research. *Marketing Letters*, 31, 151-162.

- Pan, Y., & de la Puente, M. (2020). Cross-cultural equivalence of rating scales in multilingual survey research: A focus on translation and adaptation. *Quality & Quantity*, 54(5), 1365-1380.
<https://doi.org/10.1007/s11135-020-01000-1>
- Piri, N. (2021). The Influence of Advertising on the Consumption Behavior of Kenyan Families in Purchasing Children's Products. *Journal of Law and Economics*, 2(3), 19-26.
- Priporas, C.-V., Stylos, N., & Fotiadis, A. K. (2019). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, 77, 374-381.
<https://doi.org/10.1016/j.chb.2017.08.015>
- Prodanova, J., San-Martín, S., & Jiménez, N. (2020). Achieving customers' repurchase intention through stimuli and site attachment. *Journal of Organizational Computing and Electronic Commerce*, 30(3), 187-208.
- Putri Nugroho, S. D., Ahayu, M. and Vata Hapsari, R. D., 2022. The impacts of social media influencer's credibility attributes on Gen Z Purchase intention with brand image as mediation: Research on the consumers of the Korean cosmetic products. In *Research in Business & Social Science*.
- Rajai, R., & Modi, V. (2022). Brand Loyalty of Humanized Brands through Emotions. *Energy and Infrastructure Management in Post Covid-19 Era*, 400.
- Rosset, M. (2022). „The Elaboration Likelihood Model of Persuasion “ von Richard E. Petty & John T. Cacioppo (1986). In *Schlüsselwerke: Theorien (in) der Kommunikationswissenschaft* (pp. 99-113). Wiesbaden: Springer Fachmedien Wiesbaden.
- Rowles, D. (2022). *Digital branding: a complete step-by-step guide to strategy, tactics, tools and measurement*. Kogan Page Publishers.

- Roy, S., & Attri, R. (2022). Physimorphic vs. Typographic logos in destination marketing: Integrating destination familiarity and consumer characteristics. *Tourism Management*, 92, 104544.
- Smith, A., & Anderson, M. (2018). Online shopping and e-commerce: A focus on global trends. *Journal of Retailing and Consumer Services*, 64(2), 315-325.
<https://doi.org/10.1016/j.jretconser.2018.11.007>
- Steenkamp, J. B. (2021). Building strong nation brands. *International Marketing Review*, 38(1), 6-18.
- Stern, P. C. (2000). Toward a Coherent Theory of Environmentally Significant Behavior. *Journal of Social Issues*, 56(3), 407-424. <https://doi.org/10.1111/0022-4537.00175>
- Francis, T., & Hoefel, F. (2018). 'True Gen': Generation Z and its implications for companies. McKinsey & Company. Retrieved from <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>
- Tafesse, W., & Wood, B. P. (2021). Followers' Engagement with Instagram Influencers: The Role of Influencers' Content and Engagement Strategy. *Journal of Retailing and Consumer Services*, 58, 102303. <https://doi.org/10.1016/j.jretconser.2020.102303>
- Thangavel, P., Pathak, P., & Chandra, B. (2022). Consumer decision-making style of gen Z: A generational cohort analysis. *Global Business Review*, 23(3), 710-728.
- Tourangeau, R., Conrad, F. G., & Couper, M. P. (2019). The science of web surveys. *Journal of Official Statistics*, 35(4), 929-948. <https://doi.org/10.1080/01621459.2018.1544289>
- Younus, A. M., & Zaidan, M. N. (2022). The influence of quantitative research in business & information technology: An appropriate research methodology philosophical reflection. *American Journal of Interdisciplinary Research and Development*, 4, 61-79.

- Zimmerman, F. J., & Mwakatumbula, I. S. (2019). Ethical challenges in international research: How cultural diversity complicates the question of informed consent. *Social Science Research*, 83(2), 78-89. <https://doi.org/10.1016/j.ssresearch.2019.02.007>
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand loyalty: The mediating role of perceived value in the fast fashion industry. *Journal of Business Research*, 120, 197-207. <https://doi.org/10.1016/j.jbusres.2020.08.025>