The Effect of Influencer Marketing on Consumer Behavior of Fashion Style in the Age of Social Media

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ARTICLE INFORMATION

ABSTRACT

This study aims to explore the effect of influencer marketing on consumer behavior regarding fashion styles in the age of social media. It employs a quantitative research approach utilizing simple linear regression analysis conducted with SPSS. The data for this study were collected through primary sources via questionnaires distributed in two countries, Indonesia and India, to ensure a comprehensive understanding of the phenomenon. A total of 55 respondents from Indonesia and 50 respondents from India participated in the study. The results indicate that influencer marketing has a significant positive effect on consumer behavior. The benefits of this study are expected to assist the fashion industry in understanding consumer behavior and the role of influencers, ultimately improving their marketing strategies. However, the findings do not lead to general conclusions due to the limited number of respondents and other factors that can influence consumer behavior. For future research, it is recommended to increase the sample size and expand the scope of the discussion by incorporating additional aspects such as pricing and the aesthetics of content.

Keywords: Age of Social Media; Consumer Behavior; Fashion Style; Influencer; Marketing

INTRODUCTION

Social media is a communication tool that enables people to connect and socialize virtually. Its usage has become so deeply embedded in daily life that it is now an inseparable part of modern existence. Hermawan (2020) states that social media has become an integral component of contemporary lifestyles, a sentiment echoed by Adhikari (2022) and Kyrpa (2013). Social media provides a platform for individuals to interact freely with others (Appel et al., 2020). According to an analysis conducted by the Kepios team, the number of social media users worldwide has reached 5.04 billion, representing 62.3% of the global population (Kemp, 2024). This statistic underscores the pervasive nature of social media, which has become an essential tool for communication, social interaction, and information sharing, accessible to everyone. The rise of social media has also introduced new phenomena in the business world, particularly in marketing strategies, with influencer marketing being one of the most notable.

Influencer marketing involves promoting products through individuals who create and share content or reviews on social media, thereby sparking consumer interest. Influencers are often described as individuals who leverage online media and social platforms to shape opinions, introduce products, and influence consumer behavior (Kiatkawsin & Lee, 2022; Yefanov, 2022). Companies have increasingly adopted influencer marketing strategies because influencers have the ability to enhance a brand's image, alter customer behavior, and accelerate the purchasing decision process through sponsored content and tutorial reviews. De Veirman et al. (2017) argue that influencers can significantly impact brand attitudes, especially when they have a large following and when the products they promote align with their personal brand. However, influencers' ability to shape consumer behavior is fundamentally tied to the power of social media.

Research by The CMO Survey (2023) found that 45% of Chief Marketing Officers (CMOs) believe that social media positively impacts consumer purchasing behavior. This highlights the role of social media as a critical marketing tool that allows businesses to engage with customers and influence their purchase decisions. Appel et al. (2020) also emphasize that social media offers various tools enabling marketers to connect with consumers. The broad reach of social media ensures that influencers' messages spread rapidly, aided by platform algorithms designed to maximize visibility. Customers further engage with influencers by liking, sharing, or commenting on their posts, which enhances the credibility of their endorsements (Hwang & Jeong, 2016). Social proof also plays a crucial role; when consumers see others endorsing a product, it can create a bandwagon effect, encouraging further purchases.

The rise of social media and influencers has significantly reshaped how modern consumers interact with products and brands, especially in areas like fashion. Fashion trends—whether minimalist, boho, sporty, or vintage—are increasingly shaped by influencers, who act as trendsetters in industries such as beauty, fashion, and technology. Followers often emulate these trends to remain current (Jin et al., 2019). Since consumers are more likely to engage with information that resonates with their values and interests, the personal connection and authenticity influencers offer are vital. For instance, a McKinsey study revealed that 40% of respondents purchased products based on social media recommendations, underscoring the substantial influence of influencer marketing on consumer behavior.

Influencer marketing and its effect on consumer purchasing decisions have become a critical area of research, particularly in the context of social media-driven commerce. Pinto and Paramita (2021) explored the impact of influencer marketing on consumer purchasing decisions, emphasizing factors such as attractiveness, credibility, product

match-up, and meaning transfer. Their research revealed that influencers' appeal and perceived authenticity generate significant consumer interest, ultimately shaping purchasing behavior. This is further supported by studies from Belanche et al. (2021), Chavda & Chauhan (2024), Gerlich (2023), Hermanda et al. (2019), and Pramesti & Rubiyanti (2023), which collectively acknowledge the pivotal role of influencer marketing plays in guiding consumer decisions, particularly in the fashion industry.

The objective of this study is to extend the understanding of how influencer marketing affects consumer behavior concerning fashion trends in the age of social media. The rise of influencer marketing in the fashion industry, fueled by social platforms, presents a unique opportunity to analyze how these interactions influence purchasing decisions, trend adoption, and brand loyalty. By focusing specifically on fashion, this study aims to fill the gap in existing literature that often treats influencer marketing in broad terms, without deep-diving into specific sectors like fashion where personal style and visual appeal are of paramount importance.

The significance of this research lies in its potential to provide businesses and marketers with actionable insights into how influencer-driven content can be leveraged for strategic marketing. Understanding the specific factors—such as the influencer's credibility, product match-up, and the emotional connection facilitated through meaning transfer—that shape consumer behavior will enable fashion brands to design more effective campaigns that resonate with their target audience. As influencer marketing continues to grow in importance, businesses can use these insights to build stronger, more authentic relationships with consumers, ultimately increasing brand engagement and sales.

The implications of this study are far-reaching, impacting not only marketing strategies but also consumer education and behavior. On the consumer side, this research highlights the need for greater awareness of how influencers shape perceptions and decisions, especially in an era where social media can blur the lines between genuine recommendations and paid promotions. On the business side, it underscores the importance of selecting influencers who align with brand values and the lifestyle of their target market, ensuring that the marketing message is credible and resonates with the audience.

This study makes a key contribution by providing a nuanced understanding of influencer marketing's specific effects on fashion consumer behavior. While many studies have generalized influencer marketing's impact across industries, this research adds depth by concentrating on fashion—a highly visual, trend-driven sector. By dissecting the factors of attractiveness, credibility, product match-up, and meaning transfer, this study offers a refined framework for analyzing influencer effectiveness, contributing to the broader discourse on social media marketing. Moreover, it provides a foundation for future research to explore how these dynamics might evolve as social media platforms and influencer roles continue to change.

LITERATURE REVIEW

Influencer Marketing
Influencer marketing is a product promotion strategy carried out by individuals who upload content showcasing product usage or reviewing products on social media, generating consumer interest. Influencers are often described as individuals who use online platforms and social media to shape opinions, introduce products, and influence consumer behavior (Kiatkawsin & Lee, 2022; Yefanov, 2022). Companies have implemented marketing techniques through influencers as part of their marketing

strategies (Hanindharputri & Putra, 2019). Influencers have the power to enhance a company's image or branding, change customer behavior, and expedite the purchasing decision process through sponsored content and tutorial reviews. Their role in marketing has significantly grown in recent years, as they have emerged as influential agents in shaping consumer behavior. According to De Veirman et al. (2017), these social media personalities profoundly affect brand attitudes, particularly when they possess a large following and when the products they endorse align with their personal brand. The strength of an influencer's following is a critical factor; a larger audience implies greater exposure and reach for the promoted product. This broad reach allows brands to leverage the influencer's established credibility and trust with their followers, leading to increased brand visibility and potentially a more favorable consumer perception.

De Veirman et al. (2017) highlight that the impact of an influencer extends beyond numbers; it also depends on how well the product fits into the influencer's personal brand and lifestyle. When there is a clear alignment between the influencer's identity and the brand they promote, the endorsement appears more authentic and genuine, increasing the likelihood that followers will view the product positively. Consumers today are highly attuned to authenticity and are more likely to engage with content that feels natural and aligns with their values. This sense of authenticity builds trust, which is crucial for shaping positive brand attitudes. Conversely, if the product seems out of place or inauthentic to the influencer's established image, followers may perceive the endorsement as insincere, potentially harming both the influencer's credibility and the brand's reputation.

Furthermore, the relationship between influencers and their followers is often perceived as more personal than traditional celebrity endorsements, making influencer marketing particularly effective. Followers feel a connection to influencers because of the everyday, relatable nature of the content they share. This perceived closeness allows influencers to sway opinions and drive consumer behavior in ways that feel more organic compared to traditional advertising. When influencers recommend a product that naturally fits their lifestyle, their followers are more likely to trust that recommendation and adopt a favorable view of the brand. This is especially true for micro-influencers, who, despite having smaller followings, often have highly engaged audiences that deeply trust their recommendations.

However, De Veirman et al. (2017) also caution that there is a fine balance between authenticity and commercialization. Over-commercialization can damage the influencer's relationship with their followers, making endorsements less effective. If followers feel that an influencer is promoting too many products or endorsing products that do not align with their brand, it could erode trust and diminish the influencer's impact. Therefore, brands need to carefully consider which influencers they partner with and ensure that the collaboration feels authentic to both the influencer's personal brand and the product being promoted.

In conclusion, the study by De Veirman et al. (2017) emphasizes the importance of alignment between influencers and brands for successful marketing outcomes. Influencers with large, engaged followings who maintain authenticity in their endorsements can significantly shape consumer attitudes toward a brand, making them invaluable assets in modern marketing strategies.

Influencer Marketing and Social Media
Social media platforms like Instagram, YouTube, and TikTok have facilitated the growth of influencer marketing, enabling individuals known as influencers to amass a significant following by creating and sharing content related to their interests and expertise (Vaidya

& Karnawat, 2023). These influencers can significantly shape consumer attitudes and desires to purchase products (Casaló et al., 2020).

Influencer Marketing in the Fashion Industry
The fashion industry has been quick to recognize the potential of influencer marketing. Fashion influencers, ranging from celebrities to micro-influencers, have become instrumental in promoting fashion brands, trends, and styles (Sudha & Sheena, 2017). By partnering with influencers, fashion brands can leverage their influence to increase brand awareness, drive sales, and create a sense of aspiration among consumers (Childers et al., 2019).

Consumer Behavior
Consumer behavior refers to the actions of individuals or groups regarding how they respond to, purchase, and use products (Aryani et al., 2021; Gelbrich et al., 2023; Satoto & Putra, 2021). This comprehensive field involves understanding the decision-making processes and the factors that influence these processes. It includes the emotional, mental, and behavioral responses that precede, determine, or follow purchasing activities. Influences on consumer behavior can be personal, such as demographics and lifestyle, as well as psychological. Understanding these factors helps businesses design better products, create effective marketing strategies, and enhance customer satisfaction, thereby gaining a competitive edge in the market.

Consumer Behavior and Fashion Style
Various factors influence consumer behavior in the fashion industry, including social trends, peer influence, and self-expression (Workman & Kidd, 2000). Influencer marketing taps into these factors by leveraging the persuasive power of influencers and their ability to shape consumer perceptions and desires (Chae, 2018). In the world of fashion, influencers have become essential sources of inspiration, guidance, and validation for consumers looking to stay updated on the latest trends. Audrezet et al. (2020) highlight the pivotal role influencers play in shaping fashion choices and attitudes. For many consumers, influencers serve as a bridge between high fashion and everyday wear, making trends more accessible and easier to integrate into personal styles. Social media platforms, particularly Instagram and TikTok, have revolutionized the way fashion is consumed, with influencers acting as curators of styles that resonate with their followers. These platforms provide influencers the space to showcase their fashion choices in real time, allowing consumers to view, engage with, and potentially adopt the latest trends.

One of the key reasons consumers turn to influencers for fashion advice is the sense of relatability they offer. Unlike traditional fashion models or celebrities who often seem distant, influencers share everyday moments, styling tips, and fashion hauls, creating a sense of authenticity and approachability. Their personal style and ability to mix high-end pieces with affordable items make fashion more accessible to a wider audience. This authenticity is essential in fostering trust between influencers and their followers, as consumers feel they are receiving genuine advice from someone they admire and relate to. As a result, influencers are not only trendsetters but also guides, helping consumers navigate the overwhelming array of choices in the fashion industry.

Moreover, influencers provide a form of social validation that is increasingly important in fashion. When an influencer endorses a particular style or brand, it signals to their followers that the item is fashionable and worth considering. This validation process is especially relevant in the digital age, where consumers are constantly exposed to new fashion products and trends. By showcasing their own experiences with different brands or styles, influencers help reduce the uncertainty consumers might feel when making

purchasing decisions. They act as fashion authorities, and their approval often gives consumers the confidence to try new trends or step outside their fashion comfort zones.

Audrezet et al. (2020) also note that influencers' ability to offer guidance extends beyond just showcasing trends; they provide practical advice on how to incorporate those trends into everyday life. Whether it's offering tips on how to style a particular piece or showing multiple ways to wear an outfit, influencers offer their audience more than just inspiration—they provide solutions. This practical guidance is especially useful for consumers who want to experiment with fashion but may not have the confidence or knowledge to do so on their own. Influencers help bridge that gap by offering a form of mentorship in a fashion that makes trends more accessible and wearable.

In conclusion, the study by Audrezet et al. (2020) underscores the multifaceted role that influencers play in the world of fashion. They are not only trendsetters but also provide inspiration, guidance, and validation to consumers looking to keep up with the latest styles. By offering authentic, practical fashion advice, influencers help shape consumer decisions, making them indispensable in the modern fashion landscape.

Influencer Marketing, Consumer Behavior, and Social Media
Customer behavior is notably susceptible to change due to the influence of social media influencers and the expansive reach of social media platforms. Influencers command significant trust and loyalty from their followers. According to De Veirman et al. (2017), influencers can significantly affect brand attitudes, especially when they have a large following and when the product aligns well with their personal brand. The extensive reach of social media ensures that influencers' messages can quickly spread to a large audience, amplified by platform algorithms designed to maximize visibility. Customers can interact with influencers on social media by leaving comments, liking, and sharing their content, which enhances the credibility and trustworthiness of their endorsements (Hwang & Jeong, 2016).

Social proof is another powerful factor influencing consumer behavior; seeing others endorse or use a product can create a bandwagon effect, encouraging more people to follow suit. Influencers are often trendsetters in various fields such as fashion, beauty, and technology, and their followers tend to emulate these trends to remain current (Jin et al., 2019).

Social media and influencers impact consumer behavior in multiple ways. Firstly, they significantly increase awareness and information about products and services. Platforms like Instagram and YouTube provide vast amounts of information, shaping consumer perceptions and attitudes toward brands (Lou & Yuan, 2019). Influencers foster emotional connections by sharing personal stories and experiences, which can profoundly impact purchase decisions, as people are more inclined to trust recommendations from individuals they relate to (Casaló et al., 2020). Many influencers are perceived as experts in their fields, and their endorsements are often regarded as credible recommendations that heavily influence consumer choices.

Furthermore, social media enables immediate feedback and interaction, allowing consumers to see real-time comments and reviews about products, thereby influencing their decisions positively or negatively based on peer feedback (Erkan & Evans, 2016). Peer influence is particularly significant, as seeing friends and family endorse or use a product on social media can sway individual purchasing decisions due to the trust and relatability factor (Chu & Kim, 2011). Lastly, the visual nature of platforms like Instagram and YouTube, which emphasize visual content, can be more persuasive than text-based

information. Observing a product in use or showcased attractively can capture consumers' attention and drive behavioral change (Godey et al., 2016).

Thus, it is evident that influencer marketing has a substantial effect on consumer behavior, a claim supported by various studies (Belanche et al., 2021; Chavda & Chauhan, 2024; Gerlich, 2023; Hermanda et al., 2019; Pinto & Paramita, 2021; Pramesti & Rubiyanti, 2023). This leads to the hypothesis:

H1: Influencer marketing has a positive effect on consumer behavior.

The implications of this relationship highlight the necessity for brands to integrate influencer marketing into their strategies. As consumer behavior continues to evolve in the digital age, understanding these dynamics will be crucial for businesses aiming to effectively engage with their target audience and drive sales.

Figure 1 represents the model of this research.

Figure 1. Research Model
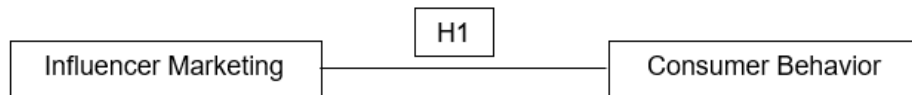
RESEARCH METHOD

This study uses a cross-sectional survey approach and is quantitative research. It explores the effect of influencer marketing on consumer behavior using a causal approach. The primary data for this study were collected in May 2024 through questionnaires distributed in two countries: Indonesia and India. The study participants include social media users from Indonesia and India, and the data collection technique used was random sampling. The selected sample consisted of social media users aged 17 years and older, up to over 40 years.

This research involved social media users aged 17 years and above in Indonesia and India. Four types of social media platforms were used as research subjects: Instagram, Facebook, YouTube, and TikTok. According to the Digital 2024: India report, there were 362.9 million Instagram users, 369.9 million Facebook users, and 462 million YouTube users in India (Kemp, 2024). Meanwhile, in Indonesia, the Digital 2024: Indonesia report revealed that there were 100.9 million Instagram users, 117.8 million Facebook users, 126.8 million TikTok users, and 139 million YouTube users (Kemp, 2024).

Table 1. Measurements

Variable	Dimensions	Operational Definition Measurements	
Influencer Marketing	Attractiveness	1.	Have a good personality.
		2.	Have good intellectual abilities.
		3.	Have an attractive physical appearance.
		4.	Have good behavior.
		5.	Have a stylish dressing style.
	Credibility	1.	Can be trusted.
		2.	Know the product being reviewed.
		3.	Expert in making a good impression.
		4.	The similarity of personality that the followers want.
		5.	Be honest when conveying information.

	Product Match-Up	1.	There is a connection between the influencer and the product being reviewed.
		2.	Products that are reviewed by influencers can be trusted.
		3.	Influencers actually use the products they review.
		4.	The product being promoted represents them.
		5.	The image of the influencer matches the endorsed product.
	Transfer Meaning	1.	Have the ability to communicate in order to attract consumers.
		2.	Use body language when describing the endorsed product.
		3.	The delivery of the meaning of the product is well-converged.
		4.	Have good pronunciation.
Consumer Behavior	Attitude Towards the Product	1.	Consumers plan to purchase after seeing a review of influencers.
		2.	Consumers are looking for information about products that are reviewed by influencers.
		3.	Consumers feel proud to use products that are reviewed by influencers.
		4.	Willingness to buy products that are reviewed by influencers.
		5.	Have confidence in a clothing brand after seeing an influencer review.

Source: Pinto & Paramita (2021)

A questionnaire was used as the research tool in this study, containing the aspects to be studied (Table 1), and created using Google Forms. The research instrument consisted of 14 questions related to influencer marketing and 5 questions related to consumer behavior, for a total of 19 questions. The formulation of the aspects being studied was adapted from indicators and operational dimensions by Pinto and Paramita (2021). The respondents' answers were evaluated using a 4-point Likert scale, with scores of 4 for strongly agree, 3 for agree, 2 for disagree, and 1 for strongly disagree. Before being used as a research instrument, the questions were tested using Pearson's Product-Moment Correlation to determine validity and Cronbach's alpha test to assess reliability. If Pearson's Product-Moment Correlation shows r count > r table and a significance value < 0.05, the item is considered valid, while a Cronbach's alpha score > 0.60 indicates reliability.

The research data collected through Google Forms were downloaded in Excel format and analyzed using SPSS software. The frequency of respondent profile data was calculated and presented in tables. The respondents' data regarding the studied aspects were first converted into scores and then processed using simple regression analysis. This simple linear regression analysis consisted of two tests: first, a t-test was conducted to determine whether influencer marketing significantly affects consumer behavior. If a significant effect was found, the second test—the coefficient of determination test—was carried out to determine the percentage of influencer marketing's effect on consumer behavior.

RESULTS

Table 2. Respondent Characteristics

Category	Frequency	Percentage
Gender		
Male	27	26%
Female	78	74%
Age		
17-24 years old	93	88%
25-32 years old	7	7%
33-40 years old	3	3%
> 40 years old	2	2%
Country		
Indonesia	55	52%
India	50	48%
Occupation		
Student	90	86%
Lecturer	3	3%
Private Employee	4	4%
Countries Employee	6	5%
Entrepreneur	1	1%
House Wife	1	1%
Social Media Types		
Instagram	99	38%
Facebook	30	12%
Youtube	72	28%
TikTok	57	22%
Do you often watch influencers on social media?		
Ya	94	90%
Tidak	11	10%
How often do you watch influencers on social media?		
1-5 times a week	65	62%
5-10 times a week	21	20%
More than 10 times a week	19	18%
Do you like shopping for clothes?		
Yes	89	85%
No	16	15%
How often do you shop for clothes?		
1-5 times a month	94	89%
5-10 times a month	8	8%
More than 10 times a month	3	3%

As shown in Table 2, the respondents in this study consisted of 55 Indonesians and 50 Indians, with 74% predominantly female. This indicates that women are more interested in influencers and enjoy shopping more than men. Respondents aged 17-24 years made up 88% of the sample, with the majority being students, accounting for 86%.

Social media has become a dominant platform in the lives of students, serving not only as a space for communication and entertainment but also as a powerful tool for shaping consumer behavior. Instagram, with 38% of students using it regularly, stands out as the most popular social media platform among this demographic. The platform's visual and interactive nature makes it particularly suited for engaging with influencers, who have become central figures in digital marketing, especially within the fashion industry. The

prevalence of influencer culture on platforms like Instagram reflects a broader shift in how students and young consumers interact with brands and products. It is no longer just about advertisements; it's about the personalities they trust endorsing products in an authentic and relatable manner.

According to recent studies, an overwhelming 90% of student respondents admitted to frequently watching influencers on social media. This high level of engagement underscores the growing influence these digital personalities have on students' opinions, tastes, and purchasing decisions. Influencers, particularly in the fashion sector, play a significant role in shaping trends and introducing new products to their followers. With 62% of students watching influencers at least 1-5 times a week, it is clear that influencer content has become a regular part of students' online routines. These interactions go beyond passive viewership; influencers provide product reviews, offer styling advice, and give followers a firsthand look at the products they use or wear. This creates a strong connection between influencers and their followers, where the latter trust their recommendations and emulate their fashion choices.

One of the most powerful aspects of influencer marketing is its ability to indirectly drive product marketing, particularly in the fashion industry. Influencers act as intermediaries between brands and consumers, creating a sense of familiarity and trust around the products they promote. Students, who are highly engaged with social media and influencer culture, often look to these personalities for guidance on what to wear and where to shop. This influence is further demonstrated by the fact that 85% of respondents expressed a clear interest in shopping for clothes, a strong indicator that fashion plays an important role in their lives. These students are not only influenced by fashion trends but are actively seeking to incorporate these styles into their own wardrobes.

Interestingly, the study shows that 89% of students shop for clothes between 1-5 times a month, highlighting the regularity of their fashion-related purchases. This frequent shopping behavior suggests that students are not just passive consumers of fashion content but are actively participating in the fashion market, often driven by the recommendations and styles they see from influencers. Influencers are able to introduce new brands and products in a way that feels organic and relatable to their followers. For students, seeing influencers wear certain outfits or talk about specific brands often leads to a desire to replicate those looks, thus contributing to increased sales and brand awareness.

In conclusion, the data reflect the significant role that influencer marketing plays in shaping consumer behavior, especially in the fashion industry among students. The high engagement with influencers and the regularity of fashion purchases suggest that social media influencers are more than just content creators—they are trendsetters and trusted sources of product information. By providing reviews, styling tips, and direct connections to brands, influencers have the power to affect not only what students buy but how they see themselves in the ever-evolving world of fashion. Their impact is profound, as they blend entertainment, authenticity, and marketing in a way that traditional advertising struggles to replicate.

Table 3. Validity Test Result

Variable	Indicator	Statement	r Count	r Table	Significance	α	Result
Influencer Marketing (X)	Attractiveness	Influencers have good personalities	0.781	0.1614	<0.001	0.05	Valid

		Influencers have good intellect	0.827	0.1614	<0.001	0.05	Valid
		Influencers have an attractive appearance	0.841	0.1614	<0.001	0.05	Valid
		Influencers have good behavior	0.847	0.1614	<0.001	0.05	Valid
		Influencers have a stylish dressing style	0.836	0.1614	<0.001	0.05	Valid
	Credibility	Influencers make me a believer	0.781	0.1614	<0.001	0.05	Valid
		Influencers know the product being reviewed well	0.735	0.1614	<0.001	0.05	Valid
		Influencers give a good impression of the product	0.769	0.1614	<0.001	0.05	Valid
		Influencers have similar personalities to me	0.769	0.1614	<0.001	0.05	Valid
		Influencers are honest in providing product-related information	0.858	0.1614	<0.001	0.05	Valid
	Product Match-Up	The product quality match influencer reviews	0.826	0.1614	<0.001	0.05	Valid
		Products reviewed by influencers are trustworthy	0.799	0.1614	<0.001	0.05	Valid
		Products reviewed by influencers are actually used by influencers	0.807	0.1614	<0.001	0.05	Valid
		The products promoted by influencers represent the influencers themselves	0.777	0.1614	<0.001	0.05	Valid
		Endorsed products match the influencer's image	0.700	0.1614	<0.001	0.05	Valid
	Transfer Meaning	Influencers have	0.840	0.1614	<0.001	0.05	Valid

		communication skills that attract my attention					
		Influencers use body language when reviewing products	0.838	0.1614	<0.001	0.05	Valid
		Influencers are able to convey the meaning of the product well	0.821	0.1614	<0.001	0.05	Valid
Consumer Behavior (Y)		Influencers have good pronunciation	0.863	0.1614	<0.001	0.05	Valid
		I plan to buy after seeing the reviews	0.779	0.1614	<0.001	0.05	Valid
		I am looking for information about existing products reviewed by influencers	0.586	0.1614	<0.001	0.05	Valid
		I feel proud to use products reviewed by influencers	0.846	0.1614	<0.001	0.05	Valid
		I am willing to buy products reviewed by influencers	0.813	0.1614	<0.001	0.05	Valid
		I am confident in a clothing brand after seeing an influencer's review	0.745	0.1614	<0.001	0.05	Valid

Table 4. Reliability Test Result

Variable	Cronbach's Alpha	Standard	Result
Influencer Marketing (X)	0.946	0.60	Reliable
Consumer Behavior (Y)	0.821	0.60	Reliable

Before further testing was carried out, the question items underwent validity and reliability tests. The validity test results, as shown in Table 3, indicate that the calculated r-value is greater than the r-table and the significance value is above 0.05, so it can be concluded that the data is valid. Meanwhile, Table 4 presents the reliability test results, showing that Cronbach's alpha value is <0.001, which is below 0.05, leading to the conclusion that the data is reliable.

Table 5. t-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		

(Constant)	1.268	1.046		1.213	0.228
Influencer Marketing	0.234	0.018	0.790	13.068	< 0.001
Dependent Variable: Consumer Behavior					
Y = 1.268 + 0.234X					

Table 6. Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.790	0.624	0.620	1.430
a. Predictors (Constant), Influencer Marketing				
b. Dependent Variable: Consumer Behavior				

The study employed simple linear regression analysis to test the hypothesis. The hypothesis is accepted if the significance value is below 0.05. As shown in Table 5, the t-test (partial) results indicate a significance value of <0.001, which is below 0.05, allowing the conclusion that influencer marketing has a significant influence on consumer behavior. The coefficient of determination test was then used to assess the percentage of influence that influencer marketing has on consumer behavior. Table 6 demonstrates that the adjusted R-squared value is 0.620, meaning that 62% of consumer behavior is influenced by influencer marketing. Based on the results of the simple linear regression analysis, it can be concluded that H1 is supported.

DISCUSSION

The results show that influencer marketing has a significant positive effect on consumer behavior. The coefficient of determination test revealed an adjusted R-square of 62%, indicating that 62% of the variation in consumer behavior is attributed to influencer marketing, while the remaining 38% is influenced by other variables. In other words, a majority of consumers are inclined to purchase clothes recommended by influencers. Social media has become a pivotal platform for influencers to market products, as evidenced by the fact that 90% of respondents frequently watch influencers on social media, and 62% watch them 1 to 5 times a week. This highlights the influence of social media in shaping consumer behavior related to fashion. Influencers and social media are thus inseparable in the role of channeling product-related information to consumers. However, in the process of conveying this information, several factors affect how consumers perceive and respond to influencer marketing.

Based on survey results, the influencer marketing variable was represented by four indicators: attractiveness, credibility, product match-up, and transfer of meaning. In terms of attractiveness, the survey indicated that 18% of respondents strongly agreed and 70% agreed that influencers have good personalities, while 21% strongly agreed and 66% agreed that influencers have good intellectual qualities. Moreover, 26% strongly agreed and 70% agreed that influencers have an attractive appearance. A similar response was observed for good behavior, with 19% strongly agreeing and 65% agreeing. Additionally, 33% strongly agreed and 61% agreed that influencers have a stylish dressing style. Overall, 90% of respondents agreed that the attractiveness of influencers significantly influences consumer behavior.

Regarding credibility, 16% of respondents strongly agreed and 66% agreed that influencers make them believe in the products being promoted. Furthermore, 13% strongly agreed and 74% agreed that influencers have sufficient knowledge of the products they review. The impression of the product given by influencers was also positively received, with 21% strongly agreeing and 71% agreeing. However, when it

came to the similarity of personalities between consumers and influencers, 13% strongly agreed, 60% agreed, 26% disagreed, and 1% strongly disagreed. On honesty in providing product-related information, 19% strongly agreed and 59% agreed. These findings suggest that 82% of respondents believe influencer credibility impacts their behavior.

For product match-up, 18% strongly agreed and 66% agreed that the quality of products matched the influencer's reviews. Trust in the products reviewed was also evident, with 15% strongly agreeing and 63% agreeing. Additionally, 10% strongly agreed and 67% agreed that the products reviewed were actually used by influencers, and 18% strongly agreed and 72% agreed that endorsed products aligned with the influencer's image. This indicates that 82% of respondents agreed that the match between the product and the influencer's image influences consumer behavior.

Lastly, regarding the transfer of meaning, 27% strongly agreed and 70% agreed that influencers' communication skills attracted their attention, while 17% strongly agreed and 76% agreed that influencers effectively used body language when reviewing products. Furthermore, 22% strongly agreed and 76% agreed that influencers conveyed the product's meaning well. The survey also found that 22% strongly agreed and 72% agreed that influencers had good pronunciation. These results show that 77% of respondents believe that influencers successfully transfer the meaning of the products to consumers.

In terms of overall consumer behavior, the survey revealed that 19% of respondents strongly agreed and 66% agreed that influencers made them plan to buy products after viewing the reviews. Similarly, 19% strongly agreed and 71% agreed that they sought information about products reviewed by influencers. A sense of pride in using products reviewed by influencers was also noted, with 14% strongly agreeing and 61% agreeing. Willingness to buy products reviewed by influencers was high, with 10% strongly agreeing and 70% agreeing. Lastly, 13% of respondents strongly agreed and 69% agreed that they felt confident in a clothing brand after seeing an influencer's review. These findings align with previous studies by Belanche et al. (2021), Gerlich (2023), Hermanda et al. (2019), Pinto & Paramita (2021), and Pramesti & Rubiyanti (2023), which also demonstrate the strong influence of influencer marketing on consumer behavior in the fashion industry.

CONCLUSION

Influencer marketing has a significant positive effect on consumer behavior in the fashion industry in the age of social media. This effect stems from the influence of factors such as attractiveness, credibility, product match-up, and the ability to transfer meaning, all of which shape consumers' acceptance and preferences for fashion styles promoted by influencers. The study's findings offer strong evidence that influencer marketing is an essential strategy for fashion brands seeking to influence consumer behavior. The significant positive impact shown by the statistical analysis emphasizes the importance of integrating influencer marketing into fashion brands' marketing strategies. By leveraging influencers' reach and credibility, brands can effectively engage their target audience within the dynamic and ever-evolving social media landscape.

The implications of this research extend beyond marketing tactics. For practitioners, this study underscores the need for fashion brands to carefully select influencers whose persona aligns with their brand values and image. Doing so will maximize the effectiveness of influencer campaigns, particularly in driving purchase intentions. The findings suggest that influencer marketing not only enhances brand visibility but also fosters deeper consumer engagement, leading to stronger brand loyalty and trust.

Moreover, the ability of influencers to communicate product benefits and create meaningful connections with audiences plays a crucial role in shaping consumer behavior, making this approach a key component of digital marketing strategies.

For future studies, several suggestions could enhance the scope of the research. Firstly, increasing the sample size is necessary, as the current findings may not represent all social media users in Indonesia and India. Expanding the research sample will ensure more generalizable results that reflect broader consumer trends. Secondly, future research could incorporate additional variables related to influencers, such as brand awareness, brand reputation, and brand image. This would provide a more comprehensive understanding of how influencer marketing affects consumer perceptions, particularly in cases where brands gain popularity even though their products may not always meet consumer expectations. Such variables would also offer valuable insights into the relationship between influencer marketing and long-term brand equity, enabling marketers to refine their strategies further.

LIMITATIONS
While the study offers valuable insights into how influencer marketing affects consumer behavior in the fashion industry, several limitations must be acknowledged. Relying on a specific demographic or geographic sample may restrict the generalizability of the results. Consumer behavior can vary significantly across cultures and regions, and the influence of social media may not be uniform globally. Thus, the findings may not be applicable to all consumer segments or markets. Furthermore, focusing on the fashion industry does not capture the full spectrum of how different types of influencers or varying levels of influencer engagement might affect consumer behavior.

The study design also does not account for other variables that influence consumer behavior, such as economic factors, personal preferences, and social influences beyond social media. These factors can confound the results, making it challenging to isolate the specific effect of influencer marketing. Additionally, the rapidly evolving nature of social media platforms and influencer marketing trends poses another challenge. What is effective today may not have the same impact tomorrow. Longitudinal research is needed to fully understand the long-term effects of influencer marketing on consumer behavior. Furthermore, potential biases in self-reported data could affect the accuracy of the findings, as respondents may overestimate or underestimate their behaviors and attitudes toward influencer marketing, leading to ambiguous results. While the research underscores the significant influence of influencer marketing on consumer behavior in fashion, these limitations should be carefully considered.

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DECLARATION OF CONFLICTING INTEREST
The authors declare that there is no conflict of interest.

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