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The Impact of - Influencers on Fast Fashion Shopping Behaviour among UiTM Students

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Structured Abstract

Background: The fast fashion industry has experienced substantial expansion, propelled by social media platforms and the proliferation of digital content creators. Among Generation Z demographics, social media influencers significantly shape fashion preferences, purchase intentions, and consumption behaviour, as they are often viewed as trusted opinion leaders. However, influencer-driven marketing have generated concerns regarding impulsive buying, post-purchase dissatisfaction, and ethical consumption in fast fashion. Therefore, this study examines the impact of social media influencers on fast fashion shopping behaviour among Universiti Teknologi MARA (UiTM) students, focusing on consumer trust, brand perception, loyalty, and post-purchase satisfaction.

Methods: A quantitative research approach was employed using a structured online questionnaire administered to UiTM students. A total of 151 valid responses were collected for analysis. The questionnaire consisted of sections measuring demographic information, social media usage, frequency of influencer engagement, perceived influencer credibility, trust factors, shopping behaviour, and post-purchase satisfaction pertaining to fast fashion products. Data obtained were analysed using descriptive statistical methods to identify trends and relationships between influencer trust and consumer behaviour.

Results: The findings revealed that TikTok and Instagram emerge as the most influential platforms for fast fashion-related content among UiTM students. Influencer credibility, authenticity, and perceived expertise were found to have a significant impact on students' trust in influencer recommendations. Elevated trust levels were positively associated with heightened purchase intention, enhanced post-purchase satisfaction, and a stronger willingness to recommend fast fashion brands to others. However, the influence of social media influencers on long-term brand loyalty was found to be moderate. Some respondents also reported experiencing regret or dissatisfaction following the acquisition of influencer-endorsed products, suggesting that trust in influencers does not always guarantee satisfaction.

Conclusion: In conclusion, social media influencers significantly shape fast fashion shopping behaviour among UiTM students through trust-based influence. While influencer marketing positively affects purchase decisions and brand perception, its impact on long-term brand loyalty is limited. These findings offer useful insights for brands and marketers in developing more responsible and ethical influencer strategies, while also contributing to the literature on influencer trust and consumer behaviour in the Malaysian fast fashion context.

Keywords: Social media influencers, Fast fashion, Consumer trust

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