

Fashion Influencers and Affect on Consumers' Purchase Intention

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ABSTRACT

With social media influencers increasing and having more followers and clout, there is a need to understand the impact of this group. This study aims to examine how influencer characteristics, posted content, and trustworthiness can affect consumers' intention to purchase. The study focused on fashion influences as this group seem to have increasingly more followers, however, with limited studies examining the link between these influencers and purchase intention. Additionally, as few studies focused on fashion influencers in developing countries, this study examines two developing countries –Saudi Arabia and Malaysia. The results show that for one country, influencer characteristics and posted content positively affect consumers' purchase intention, while trustworthiness does not affect consumers' purchase intention. The findings can assist the marketers for fashion brands in selecting the most suitable influencers to promote their brands.

Keywords: Social media influencer, Purchase intention, Fashion sector

