



Impact of Instagram on Generation Z Consumer Buying Behavior within the Fashion Industry

**Qualitative Survey in form of Questionnaire among (Generation Z)
French Consumers**

Elise Guisard & Victoire Barbe

Bachelor's thesis

December 2023

International Business

Double degree in International Business

Guisard, Elise & Barbe, Victoire

**Impact of Instagram on Generation Z Consumer Buying Behavior within the Fashion Industry
Qualitative Survey in form of Questionnaire among (Generation Z) French Consumers**

Jyväskylä: JAMK University of Applied Sciences, January 2022, 88 pages.

International Business. Double degree in International Business. Bachelor's thesis

Permission for web publication: Yes

Language of publication: English

Abstract

This thesis investigates Instagram's significant impact on Generation Z's fashion sector (especially fast fashion and luxury) buying behavior. Instagram, a Social Media (SM) platform that has permeated every aspect of daily life, is crucial in determining the preferences, fashions, and choices made by consumers—especially the Generation Z. The research explores how Instagram influences fashion consumption by examining how the platform affects the spread of trends, brand interaction, and the development of consumer expectations. This thesis explores the processes by which Instagram content, including influencers, brand campaigns, and user-generated posts, influences the attitudes and behaviors of Generation Z consumers through an extensive study of the literature and empirical research approaches. In addition, the thesis looks at how social validation, visual storytelling, and the buying process interact in the Instagram setting to reveal what influences customer trust, brand loyalty, and, ultimately, buying behavior. It also assesses the benefits and drawbacks that Instagram presents, including familiarity, entertainment, social imaging and advertisement spending. The research findings offer insights and implications for fashion brands, marketers, and businesses looking to effectively navigate and leverage the power of SM in engaging this influential consumer segment, in addition to deepening our understanding of the relationship between Instagram and Generation Z consumer buying behavior (CBB) in the fashion industry.

Keywords/tags (subjects)

Instagram, Fashion Industry, Entertainment, Familiarity, Social Imaging, Advertisement Spending, Consumer Buying Behavior.

Miscellaneous (Confidential information)

No confidential information was disclosed in the thesis.

Contents

1	Introduction	5
1.1	Background, motivation, and purpose	5
1.2	Research objectives, questions and approach	7
1.3	Thesis structure	8
2	Literature review	9
2.1	Introduction	9
2.2	Social Media Marketing	9
2.2.1	The case of Instagram	11
2.2.2	Instagram Marketing	11
2.3	Fashion Industry	11
2.4	Instagram Marketing in the fashion industry	13
2.5	Social Media Advertising	13
2.5.1	Entertainment	13
2.5.2	Familiarity	14
2.5.3	Social Imaging	14
2.5.4	Advertisement Spending	15
2.6	Consumer Buying Behavior	15
2.7	Research gap	21
2.8	Research framework	23
3	Research methods and implementation	23
3.1	Research context	23
3.2	Research design	24
3.2.1	Research purpose	24
3.2.2	Research approach	25
3.2.3	Philosophy stance	25
3.2.4	Research strategy/method/s	25
3.2.5	Methodological choice	26
3.2.6	Time horizon	26
3.3	Data analysis	26
3.4	Data analysis	27
3.4.1	Qualitative data analysis	27
3.5	Ethical considerations	28

4	Research Results	29
4.1	The Impact of Instagram on the Fashion Industry	29
4.1.1	Benetifs	30
4.1.2	Drawbacks	32
4.1.3	CSR	33
4.1.4	Visibility	33
4.2	Entertainment	34
4.2.1	Persuasion Mechanism	35
4.2.2	Publicity	36
4.3	Familiarity	37
4.3.1	Persuasion Mechanism	37
4.3.2	Indirect Persuasion	38
4.3.3	Direct Persuasion	39
4.4	Social Imaging	41
4.4.1	Influencer Persuasion	41
4.4.2	Social Imaging Persuasion	43
4.5	Advertisement Spending	44
4.5.1	Advertisement Spending Persuasion	45
4.5.2	Quality	46
4.6	Consumer Buying Behavior	48
4.6.1	Influencer	48
4.6.2	Publicity	50
5	Discussion	52
5.1	Limitations, reliability and validity	52
5.2	Answering the research questions	53
5.3	Dialogue between key results and knowledge base	55
5.4	Compliance with research ethics guidelines	57
6	Conclusions	58
6.1	Key Findings	58
6.2	Managerial implications	59
6.3	Recommendations for future research	60
	References	62
	Appendix	73
	Appendix 1. Survey	73

Appendix 2. A screenshot showing the questionnaire answers uploaded as secondary data from the NVivo 12 program.	76
Appendix 3. A screenshot showing the nodes created during data analysing phase (from NVivo 12 program).	76
Appendix 4. Quotes from relevant publications to highlight the evidence of Figure 2	76
Appendix 5. Quotes from relevant publications to highlight the evidence of Figure 3	78
Appendix 6. Quotes from relevant publications to highlight the evidence of Figure 4	79
Appendix 7. Quotes from relevant publications to highlight the evidence of Figure 5	80
Appendix 8. Quotes from relevant publications to highlight the evidence of Figure 6	81
Appendix 9. Quotes from relevant publications to highlight the evidence of Figure 7	82

Figures

Figure 1 Conceptual Framework about Impact of SM on CBB. Source: Haider & Shakib, 2018	23
Figure 2 Mind map generated from NVivo 12 illustrating The Impact of Instagram on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool	29
Figure 3 Pie chart generated from Google Forms which answers the question: Which SM do you use to inform/influence your fashion preferences? - Creating Online Forms and Surveys Tool	30
Figure 4 Pie chart generated from Google Forms which answers the question: In your opinion, is Instagram more beneficial or more damaging to the Fashion Industry? - Creating Online Forms and Surveys Tool.....	30
Figure 5 Mind map generated from NVivo 12 illustrating The Impact of Entertainment on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool	34
Figure 6 Pie chart generated from Google Forms which answers the question: Do you think entertaining would be an effective persuasion mechanism on Instagram that could impact your purchasing intention regarding fashion products? - Creating Online Forms and Surveys Tool	35
Figure 7 Mind map generated from NVivo 12 illustrating The Impact of Familiarity on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool	37
Figure 8 Pie chart generated from Google Forms which answers the question: Do you think indirect familiarity can be an effective persuasion mechanism that could impact your buying intention regarding fashion products? - Creating Online Forms and Surveys Tool.....	38
Figure 9 Pie chart generated from Google Forms which answers the question: Do you think direct familiarity can be an effective persuasion mechanism that could impact your buying intention regarding fashion products? - Creating Online Forms and Surveys Tool.....	40
Figure 10 Mind map generated from NVivo 12 illustrating The Impact of Social Imaging on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool	41
Figure 11 Pie chart generated from Google Forms which answers the question: How important are Instagram influencers in persuading you in buying a fashion product? - Creating Online Forms and Surveys Tool.....	42

Figure 12 Pie chart generated from Google Forms which answers the question: How important is social imaging in relation to others using this fashion product? - Creating Online Forms and Surveys Tool.....	43
Figure 13 Mind map generated from NVivo 12 illustrating The Impact of Advertisement Spending on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool.....	44
Figure 14 Pie chart generated from Google Forms which answers the question: How important is advertising spending on Instagram in persuading you to buy a fashion product? - Creating Online Forms and Surveys Tool.....	45
Figure 15 Pie chart generated from Google Forms which answers the question: Have you ever been persuaded by a massive campaign in media like Instagram, where millions or tens of millions of euros were spent to advertise particular product just because of the amount of money spent and a huge scale of promotion of this product? - Creating Online Forms and Surveys Tool	45
Figure 16 Pie chart generated from Google Forms which answers the question: Do you think that there is a relationship between large scale advertising campaigns on Instagram and the quality of products that they promote? - Creating Online Forms and Surveys Tool.....	47
Figure 17 Mind map generated from NVivo 12 illustrating The Impact of CBB on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool	48
Figure 18 Pie chart generated from Google Forms which answers the question: Have you ever bought a fashion product directly as a result of influencers persuasions on Instagram? - Creating Online Forms and Surveys Tool	49
Figure 19 Pie chart generated from Google Forms which answers the question: Have you ever bought a fashion product directly as a result of influencers persuasions on Instagram? - Creating Online Forms and Surveys Tool	49
Figure 20 Pie chart generated from Google Forms which answers the question: Have you ever changed your opinion about a particular product as a result of advertising campaign on Instagram? - Creating Online Forms and Surveys Tool.....	51
Figure 21 Pie chart generated from Google Forms which answers the question: Have you ever bought a fashion product directly as a result of advertisement on Instagram? - Creating Online Forms and Surveys Tool.....	51

Tables

Taulukko 1 Codebook for data analysis based on the research framework.....	27
--	----

1 Introduction

1.1 Background, motivation, and purpose

Background:

For all market players, Social Media (SM) is a significant source of information (Panahi et al., 2012). For consumers, it is a trustworthy source of reviews and suggestions regarding products, and for businesses, it offers insight into market offers, consumer requirements and expectations, and market communication channels (Sook Huey et al., n.d.).

A variety of SM is important for creating and sharing content. People may locate organizations that are appropriate for their age, gender, interests, and beliefs thanks to SM's various categories. In light of the fact that people frequently contact with those who share specific features, this is particularly relevant (Knoke, 2013).

Instagram is a variety of SM. Is a relatively new communication tool that allows users to instantly make updates by taking pictures and editing them with filters. Since its debut in October 2010, both the number of users and submissions have experienced massive development (Hu et al., 2014).

According to Get Started on Instagram for Businesses (n.d) cited by Hu et al. (2014), Instagram, a mobile photo (and video) capturing and sharing service, has quickly emerged as a new medium in the spotlight in recent years. By compiling a collection of filter-edited images and videos, it provides users with a quick and simple way to capture and share memorable moments in their life with friends. Since the platform's launch in October 2010, there have been over 150 million active users, a daily average of 55 million photographs are posted on Instagram, and over 16 billion photos have been shared.

Fashion, over the seasons but also over time, explores the way of dressing. It is an inter-generational movement that has always existed. One of the most significant sectors in the international economy is fashion. Fashion industry is composed of two types; fast fashion, and luxury. This ephemeral phenomenon imposes codes and tastes on society in continuous change.

The development of Instagram has allowed this SM to reach companies that saw a real opportunity, an incredible chance to advertise for free. It is at this precise moment, in a world where the consumer has become ultra-connected, that the fashion industry has taken a turn by gradually starting to use Instagram as a real

sales showcase. In direct contact with its potential customers, fashion brands have trained themselves over time in network marketing. Today, the fashion industry knows all the tricks, and nothing has any secret for it.

Motivation

SM has become an indispensable means of communication for companies. Thanks to SM, companies can promote a product, distribute content or create a new customer relationship more intimate than on the website. The buying behaviors of customers will then change. Indeed, consumers tend to consult SM to find out whether they wish to purchase the aforementioned item.

As a member of Generation Z, the authors were born in the 2000s, they are open to the world and very connected to technology. They grew up with the perpetual development of SM. Their constant growth is an integral part of their daily life. SM have become a big part of their lives, they use them every day to share with their friends, exchange or get inspired.

The closet door opened and revealed a multitude of clothes of all kinds. The authors were staying with one of their grandmothers, and she had just given them access to her sublime wardrobe for the first time. In their heads as little girls, she had just opened the doors of paradise, they no longer knew where to turn. It was a dream come true and this wonder gave them and forged in them this taste for fashion so pronounced. They never got tired of it and 15 years later, still driven by this common passion, they want to make it their job.

As you can see, the authors have known each other for many years, they grew up, discovered and understood the world together. They grew up in remarkably similar families, always interested in fashion, beautiful things and design. This strong cultural universe in which they grew up pushed them to develop a real attraction for the fashion industry. Fashion has a central place in their lives, within their family or in their discussion with their friends.

Both students in international business at Kedge Business School, authors had the opportunity to discover the associative world that our school provides us. Since September 2020, it was obvious for them to get involved in strong projects that drive them. Their school offers associations of all kinds and for all tastes. The authors immediately felt concerned and attracted by one of them. Elise through SM and communication and Victoire through art and fashion.

To have more information about the SM impact on the Fashion Industry, the transformative role of SM in the fashion industry is both culturally and financially significant, particularly for Generation Z consumers. Digital marketing efforts on platforms like Instagram can be directly correlated to increased brand engagement and revenue, with fashion industry digital ad spend expected to reach €676.8bn 2024 (Digital Advertising - Worldwide | Statista Market Forecast, n.d.). This economic impact, combined with the authors' personal passion for fashion, underlines the relevance of studying the influence of SM on fashion trends and buying behavior, highlighting the mix of personal interest and substantial market dynamics.

They have therefore naturally combined their two passions, the subjects that drive them: SM and fashion, in a single research work.

Purpose

The purpose of this research is to determine the degree to which SM, especially Instagram, impact the Generation Z CBB within the fashion industry.

1.2 Research objectives, questions and approach

Research objectives

The authors identified one objective. The objective is to gather the most relevant publications in order to bring together the existing knowledge of our subject and not have research gaps. Subsequently, the body of knowledge will be collected and will allow the authors to create new knowledge and flesh out their research work.

In short, the general research objective of this thesis is:

RO1 To find out what is the impact of Instagram on generation Z Consumer Buying Behavior within the Fashion Industry based on qualitative survey in form of questionnaire.

Research Questions

The main research question and sub-questions are the following:

RQ1. What is the impact of Instagram on generation Z Consumer Buying Behavior within the Fashion Industry?

RQ1.1 What are the benefits that Instagram brings to the Fashion Industry?

RQ1.1.1 What are the benefits of Instagram **Entertainment** factor on the buying behavior of Generation Z consumers in the fashion industry?

RQ1.1.2 What are the benefits of Instagram **Familiarity** factor on the buying behavior of Generation Z consumers in the fashion industry?

RQ1.1.3 What are the positive of Instagram **Social Imaging** factor on the buying behavior of Generation Z consumers in the fashion industry?

RQ1.1.4 What are the positive of Instagram **Advertisement Spending** factor on the buying behavior of Generation Z consumers in the fashion industry?

RQ1.2 What are the drawbacks that Instagram brings to the Fashion Industry?

RQ1.2.1 What are the drawbacks of Instagram **Entertainment** factor on the buying behavior of Generation Z consumers in the fashion industry?

RQ1.2.2 What are the drawbacks of Instagram **Familiarity** factor on the buying behavior of Generation Z consumers in the fashion industry?

RQ1.2.3 What are the drawbacks of Instagram **Social Imaging** factor on the buying behavior of Generation Z consumers in the fashion industry?

RQ1.2.4 What are the drawbacks of Instagram **Advertisement Spending** factor on the buying behavior of Generation Z consumers in the fashion industry?

Approach:

The authors chose the deductive approach. According to Walk Like a Giant et al. (n.d.) The deductive approach focuses on identifying theories and concepts that the researcher will test with evidence by consulting the literature.

1.3 Thesis structure

There are six chapters in all in this thesis. The backdrop, motivation, and purpose are presented in this introductory chapter along with the goals, questions, and methodology of the research. The purpose of the second chapter is to present the key ideas from earlier research as well as current theories in order to gather and analyze existing knowledge that will aid in the development of the research framework. The research design is explained in depth in the third chapter, and the data gathered via a qualitative survey is presented by the authors in the fourth chapter. The authors draw conclusions in the fifth chapter based on the data they col-

lected throughout the results analysis and how it relates to the original goals and research questions. Ultimately, the authors address the limitations of this empirical study, the extent to which they address the research questions, and their plans for further research to go deeper into the topic in chapter 6.

2 Literature review

2.1 Introduction

To find pertinent earlier research and publications regarding the impact of Instagram on the Fashion Industry, Google Scholar offers a variety of search options.

Start by using keywords related to your area of interest for a targeted search. Keywords like "Instagram," "Generation Z," "fashion industry," and "consumer buying behavior" are excellent starting points. By combining these terms, you can refine your search to yield more specific results, such as "Instagram's impact on Generation Z in the fashion industry" or "Instagram's influence on the buying behavior of Generation Z consumers."

A different approach is to use Google Scholar and Google to identify articles that reference key publications in the topic. This method can assist in locating current research on the subject and offer insights on the evolution of the field. As an illustration, a citation search for publications that have cited a seminal work on the impact of Instagram on the Fashion Industry could reveal current trends and areas of interest.

2.2 Social Media Marketing

SM has evolved to be one of the most essential instruments for marketing and communication during the past ten years. As stated by a recent Intelligence (n.d.) survey, 70% of customers use SM to hear about and understand other consumers' experiences; 65% of these consumers use SM to research brands, products, and services, and 53% of consumers compliment brands. These figures demonstrate that rather than merely being information consumers, customers are actively sharing their opinions about products, services, and brands. Through SM, they share opinions about products, boost brand awareness, trade all kinds of information, and discover the experiences of online celebrities. SM is used by almost everyone, and even businesses, regardless of size, have started to use it for advertising and self-promotion (Saravanakumar & Suganthalakshmi, 2012). According to Bampo et al. (2008), a viral approach to online advertising allows for more targeted communication to a brand's intended consumers. Big brands utilize SM to show off their active online presence and friendly customer connections. Large corporations, such as IBM, Dell, and Burger King,

have employed SM more frequently. IBM owns almost 100 distinct blogs, 12 virtual islands, numerous official Twitter accounts, and a forum known as Developer Works. A series about machines is released on YouTube, and several employees provide presentations to the SlideShare website. Dell has leveraged SM through its widely used Idea Storm website, which lets users submit ideas for new product lines and enhancements, vote them up or down, and comment on contributions. Dell has kept shipping machines with Linux preinstalled and added community carry as a result of the website. Starbucks has also started using this representation, but with mixed results, with its MyStarbucks Idea Site. Because of volume, implementation issues, communication gaps, expectation management, and platform engagement issues, Starbucks' MyStarbucks Idea site received mixed results. Burger King has gained notoriety for its innovative and well-known SM marketing techniques. In exchange for "unfriending" 10 of their Facebook friends, the fast-food restaurant company provided complimentary Whopper coupons to Facebook members (Saravanakumar & Suganthalakshmi, 2012).

There is still insufficient empirical data to support the notion that SM marketing actually boosts product sales or improves brand benefits, despite the fact that academics and marketers are well aware of its significance. Furthermore, most studies in the past have focused on proving a causal relationship between combining desire, participation, and benefits for a single SM channel. Talks about brand and the relationship between user types and advantages are rare in SM marketing research. The advantages of SM marketing were explored in this study by taking into consideration two types of brands and seven different types of SM users in order to identify the critical success variables impacting SM marketing (Chiang et al., 2019).

To elaborate, marketing is a well-developed methodical science that continuously adjusts its standards to suit consumer needs and environmental shifts. In an attempt to establish itself in the new era, it has begun modifying the new virtuous procedures to meet the new business paradigms. Even if marketing is still crucial to a business's ability to grow, the methods used to carry it out are drastically altering as a result of the advances made possible by highly advanced scientific equipment and satellite connection. The best way to define SM is to compare it to the earlier industrial media paradigm. Conventional media, such as radio, newspapers, television, and magazines, are heading in the opposite direction from static exhibition technology. Thanks to new web technologies, anyone may now readily create and, most importantly, disseminate their own stuff. A YouTube video, a tweet, or a blog post can be seen by millions of people nearly entirely. Advertisers can create their own engaging content that viewers will flock to without having to pay publishers or distributors significant sums of money to embed their messages (Saravanakumar & Suganthalakshmi, 2012).

2.2.1 The case of Instagram

In 2010, Mike Krieger and Kevin Systrom developed Instagram (Roy, n.d.). Users of the mobile application can share their photos and videos with their followers (Ukrainian Marketing Association, 2013). According to Djelic and Ainamos (1999) as cited in Sook Huey et al. (n.d.) Instagram initially offered tools for altering and sharing images, and later added tools for sharing videos and sending direct photo messages to other users. Users of Instagram can take pictures or videos at anytime, anyplace, and share them with their followers both nationally and internationally (Jadhav et al., n.d.). Instagram is a widely used SM in which a lot of information and data circulate. According to Sook Huey et al. (n.d.) Instagram had 100 million monthly active users in 2013, 40 million photographs published daily, 8,500 likes every second, and 1,000 comments per second.

According to Hansson et al. (2016), the main reason for the use of Instagram is the possibility to have social interactions with other users, archiving memorable moments through pictures, express yourself, escape the reality for a while, or take a look at what other people are posting. But today, in 2024, all these exchanges are disrupted by advertisements.

2.2.2 Instagram Marketing

Instagram is transforming the way that companies and consumers interact in the twenty-first century. A business can use Instagram to promote its goods or services (Bevins, n.d.). As a result, in 2014 the SM Instagram managed to attract 40% of top brands in the world and in 2015 the statistics of the world-renowned brands that use Instagram for their marketing increased drastically until reaching 71% (Scissons et al., 2015). According to Darel and Anak Agam (2017), 92% of well-known firms have accounts on the well-liked app. Brands whose target audience use digital channels often cannot overlook SM platforms (SM sites) as they greatly impact consumers' behavior and decision-making. A very large part of the major brands in the world use Instagram as their showcase. Indeed, the SM is part of their marketing strategy.

2.3 Fashion Industry

Numerous marketing characteristics, including low predictability, a high impulsive buy rate, a shorter life cycle, and significant market demand volatility, define fashion. Fashion is described as an expression that is widely accepted by a group of people throughout time (Ferne, 2010). Therefore, in order to succeed in the industry, merchants of fashion apparel must implement a "speed to market" strategy to profit from fashion that isn't carried by their competitors' stores. Further emphasis has been placed on the fact that retailers' profit margins grow due to the market reactivity and agility that come from quickly incorporating consumer preferences into the design process of new product development (Christopher et al., 2004).

The fashion apparel sector has seen substantial change, especially in the last 20 years as the industry's limits have started to widen (Djelic & Ainamo, 1999). Since then, the dynamics of the fashion industry have evolved, putting pressure on retailers to expect flexibility in terms of design, quality, delivery, and speed to market in addition to cheap costs. These changes include the fading of mass production, an increase in the number of fashion seasons, and modified structural characteristics in the supply chain (Doyle et al., 2006).

In recent years, fashion stores have been competing with one another by promising speedy time to market and the ability to swiftly the trends that are displayed in fashion shows and on runways. The acceptance of "fast fashion" is the result of a spontaneous process based on a shorter time between conception and consumption on a seasonal basis. But what about the fashion system?

According to Stark (2018), the fashion system is about recognized practices in the design, production, consumption and disposal of fashion. It is about the business, marketing, and sales of fashion as well as the art of making it. It focuses on the interaction between consumers and fashion, as well as how fashion functions in modern society. The fashion system has its own language and tempo. Its nature is based on change, and it has an annual calendar.

The beginnings of the modern fashion system can be seen around the middle of the nineteenth century. Different cities came to be known for having the best apparel. Paris' couture and London's Savile Row's men's tailoring both achieved global reputation. The craftsmanship of dressmakers like Worth and Patou, as well as their inventiveness and originality, which they used to advertise their collections, led to their international recognition (Stark, 2018). The same author claims that these companies developed into fashion houses and that a pattern of producing collections twice a year and having both domestic and foreign clients visit the designers twice a year led to the establishment of the two "seasons" of 11 autumn/winter and spring/summer, which are the foundation of the fashion calendar. Guilds have been around since the late Middle Ages, giving artisans who made cloth, shoes, and clothes more control over the creation and marketing of their goods. These medieval guilds were replaced in Paris in 1868 through an organization called the *Chambre Syndicale de la Haute Couture*. In the 1900s, this organization established regulations to control the couture industry, including the minimum number of outfits to be shown, the number of staff to be employed to create the collections, the requirement that there be two collections per year, and the requirement that they be shown on live models (Stark, 2018).

Finally, it's critical to clarify what the term "fashion" actually means. This phrase describes the types of clothing and accessories worn by a particular sort of person, such as a group or an individual, at any given moment. The phrase "fashion industry," on the other hand, refers to a variety of activities, including the creation, production, distribution, marketing, and sale of all kinds of apparel, whether for adults, children, or both.

This word also includes clothing that is worn on a daily basis, regardless of its cost, provenance, or other characteristics, from haute couture to more or less exclusive luxury clothes (Steele & Major, 2018).

2.4 Instagram Marketing in the fashion industry

The fashion industry encompasses the field of clothing and accessories (Hill et al, 2006). This context it is one of the most prosperous and noticeable regions of digital production (Duffy & Ney, 2015) and therefore conducive to a study focusing on SM, specifically Instagram. According to Scissons et al. (2015) and cited by Lichy (2021), Instagram content can be associated with hedonistically motivated speeches, as they correspond to voluntarily pleasing exposed audiences by inspiring positive feelings, such as inciting them to buy, for example. The obvious way that incitement by purchase and projection presents itself is by creating the impression in the minds of the exposed audience that they may either attain the same physical look or the same social status by dressing like the influencers on the network. From an alternative angle, Wolfe and Horowitz (2004) cited by Lichy (2021), defines fashion as a powerful social symbol used to create and communicate personal and group identities that can easily be expanded in a digital environment. The majority of fashion products spread like an epidemic through imitation and endorsement, which is how they most often become trends. Therefore, SM diffusion is beneficial for this industry in particular. Fashion is also a concept that reflects style and material wealth (O'Cass, 2004). Consequently, images and symbols that support identity and social affiliation have an impact on how people dress Lichy (2021). These ideas are pervasive on SM and prioritize the consumption and sharing of visual content, which is now normal.

2.5 Social Media Advertising

2.5.1 Entertainment

Mandan et al. (2012) and La Monica (2007) underline the importance of entertainment in advertising, and Instagram provides a novel implementation of this concept. This platform, known for its emphasis on visually appealing and immersive content, exemplifies the shift toward entertainment-focused advertising. The level of fun provided by advertising messages on Instagram has a significant impact on their effectiveness. The platform's unique formats, such as stories and short films, encourage innovative and compelling storytelling, which captures the audience's attention in profound ways. These techniques, which are consistent with the findings of Mandan et al. (2012) on the impact of entertaining commercials, demonstrate how entertainment on SM can increase viewer engagement. In the fashion industry, where visual appeal and brand image are critical, brands who expertly include fun elements into their Instagram campaigns not only adhere to current advertising trends, but also greatly increase their exposure and appeal. As a result, the

relationship between SM advertising and entertainment, notably on Instagram, is a refined version of classic advertising effectiveness, suited to the visual and interactive aspect of today's digital platforms.

2.5.2 Familiarity

Alba and Hutchinson (1987) define familiarity as the frequency of a consumer's interactions with items or services, which include both direct and indirect experiences such as commercials, conversations, word-of-mouth, and personal use. This core notion lays the groundwork for investigating the role of familiarity in SM advertising. On platforms such as Instagram, where visual content dominates, the principles of visual searching and the impact of repeated exposure to brand-related information play a role in increasing consumers' sense of familiarity. In the digital context, familiarity is fostered by the consistent and deliberate presentation of brand imagery and messaging across SM platforms. In the words of Wolfe and Horowitz (2004), frequent exposure can lead to a more favorable image of a brand, as familiarity influences the ease with which customers recognize and feel strongly about a product in the face of a sea of alternatives. The interactive aspect of SM platforms makes it easier to create brand familiarity. Users not only read material, but also interact with it via likes, comments, and shares, increasing familiarity through interactive encounters. This connection can imitate the indirect experiences stated by Alba and Hutchinson, such as word-of-mouth, while also permitting user-generated content, so increasing the reach and effect of the brand's message.

2.5.3 Social Imaging

Haider and Shakib (2018) deal with the concept of "social imaging" in marketing, which includes presenting an idealized or average consumer within commercials, capturing the lifestyle, attitudes, and social standing associated with the use of a product. This term takes on new meaning in the context of SM advertising, when the visual and narrative elements of marketing campaigns are intended to resonate with the perceived identity of potential customers. SM platforms, with their extensive multimedia capabilities, provide an ideal setting for implementing social imaging methods. Advertisements on these platforms do more than just promote a product; they create a story about the ideal user's lifestyle, values, and SM. According to Newberry (2022), the usage of SM influencers amplifies this tactic even more. Influencers, by their relatability and perceived authenticity, become live manifestations of the social imaging notions that companies want to portray.

When influencers are used in advertising campaigns, they bring with them their personal brand, lifestyle, and social position, making the social imagery depicted in the advertisements more tangible and relatable to the audience. The involvement aspect of these platforms increases the effectiveness of social imagery in SM advertising. Users can interact with information by liking, commenting, and sharing, further embedding the product in the appropriate social context. This engagement not only makes the commercial more visible, but it also helps with the social image process by linking the product with the influencer's and followers' social identities.

2.5.4 Advertisement Spending

The relationship between advertisement spending and SM advertising can be understood through the lens of brand investment and perceived product quality, as discussed by Boulding & Kirmani (1993) and Haider & Shakib (2018). High advertising spending is frequently interpreted as an indication of a brand's dedication to its products and services, implying a comparable degree of quality that customers can expect. This notion is especially important in the context of SM advertising, where brand perception and customer engagement are heavily influenced by the exposure and quality of advertising content. In the realm of SM, advertisement spending does not merely translate to a higher frequency of ads but also to the quality and creativity of the content being produced. Brands that devote large resources to their SM campaigns are more likely to spend in high-quality imagery, engaging storylines, and creative formats such as interactive advertisements, stories, and influencer partnerships. This amount of investment not only increases the perceived value of the brand, but it also promotes deeper interaction with the target demographic.

2.6 Consumer Buying Behavior

According to Comment les influenceurs influencent les décisions d'achat? [How do influencers influence buying decisions?] (n.d.), CBB refers to the actions taken (both online and offline) by consumers before buying a product or service. This method may involve engaging in SM conversations, conducting search engine research, and engaging in a variety of other activities. Understanding this process is beneficial for organizations, enabling them to better match their marketing attempts with those that have previously been successful in persuading customers to make purchases (Ehrlich, 2020).

In the article "How to understand and influence consumer purchasing decisions" (*Comportement d'achat : Comment comprendre et influencer les décisions d'achat des consommateurs ?* [Buying behaviour: How can we understand and influence consumers' buying decisions?]) (n.d.), the Datashake platform explains how CBB

can be divided into several stages, each of which has an influence on the final purchase decision. The stages are as follows:

- Need recognition: In this initial stage, the customer acknowledges the existence of an unmet need.
- Information search: The consumer looks for information on the many needs-satisfying solutions.
- Evaluation of alternatives: To decide which option best satisfies his or her demands, the customer weighs and compares the available choices.
- Purchase decision: The customer chooses whether or not to buy the product or service they have selected.

Post-purchase evaluation: Customers judge if a good or service meets their expectations by evaluating its quality.

However, the article (*Comportement d'achat : Comment comprendre et influencer les décisions d'achat des consommateurs ?* [Buying behaviour: How can we understand and influence consumers' buying decisions?]) (n.d.) highlights many factors that influence CBB:

The extensive web of factors influencing CBB includes **personal, social, psychological, and cultural** elements, all of which interact to determine how and why consumers choose to spend their money. Personal elements such as an individual's wants, values, beliefs, and attitudes form the basis of their buying decisions. These personal tendencies are not isolated; they are constantly impacted by social forces. The ideas, attitudes, and behaviors of family, friends, and coworkers can have a substantial impact on consumer decisions, emphasizing the importance of the social environment in decision-making. Psychological variables look into the internal dynamics that influence buying decisions. Motivation, perception, learning, personality, and lifestyle all play important roles in how consumers approach the market, influencing not just what they buy but also how they react to marketing messages. Cultural factors embody the broader norms, attitudes, beliefs, and behaviors prevalent in a consumer's surrounding culture. These cultural influences can deeply affect consumer behavior, shaping buying patterns in ways that align with societal expectations and norms.

Companies can affect customers' buying decisions in a variety of ways (*Comportement d'achat : Comment comprendre et influencer les décisions d'achat des consommateurs ?* [Buying behaviour: How can we understand and influence consumers' buying decisions?]) (n.d.):

Advertising is a key factor in influencing consumer purchase behavior because of its ability to showcase the benefits of a product or service, resulting in demand. This method is complemented by promotions, which, through price reductions, coupons, and special offers, not only incentivize consumers by offering financial savings or exclusive deals but also create a sense of urgency, prompting quicker buying decisions. However, the effectiveness of promotions hinges on their strategic planning and execution, as excessive or ill-conceived offers can inadvertently diminish the perceived value of the product or service in question. Content marketing emerges as a subtle but effective method for educating people and offering relevant information that

explains the benefits of a product or service. This strategy not only informs but also connects with customers, influencing their buying decisions by demonstrating the utility and benefits of services in a less direct but significant way. The customer experience, which includes every interaction a consumer has with a company, has a significant impact on purchase behavior. Positive experiences can increase loyalty, drive repeat business, and generate word-of-mouth recommendations, so multiplying the impact of other marketing initiatives. Engagement in social networks provides a unique opportunity to influence consumer behavior. Businesses may develop trust and long-term connections by communicating directly with customers, responding to their questions, and providing timely customer service. This participation not only improves the customer experience, but it also boosts the effectiveness of advertising, promotions, and content marketing by adding a layer of personalization and responsiveness.

In addition, Study.com (2021) defines CBB as the sum total of a consumer's attitudes, preferences, intentions and decisions regarding his or her behavior in the marketplace when buying a product or service. Consumer psychology, defined as "a branch of social psychology that studies consumer behavior" (Guéguen, 2016), is the foundation of research into consumer behavior. As a result, the theory of reasoned action (TRA), which was adapted from social psychology, has slowly gained hold in studies of consumer behavior. Indeed, using a person's motivation and behavioral purpose, this theory, created by Ajzen in 1980, is utilized to anticipate their behavior. In other words, the model contends that an individual's actions are impacted by the intention behind that behavior. The attitude toward the activity and the subjective standard in relation to the behavior in issue both influence behavioral intention (see figure 1).

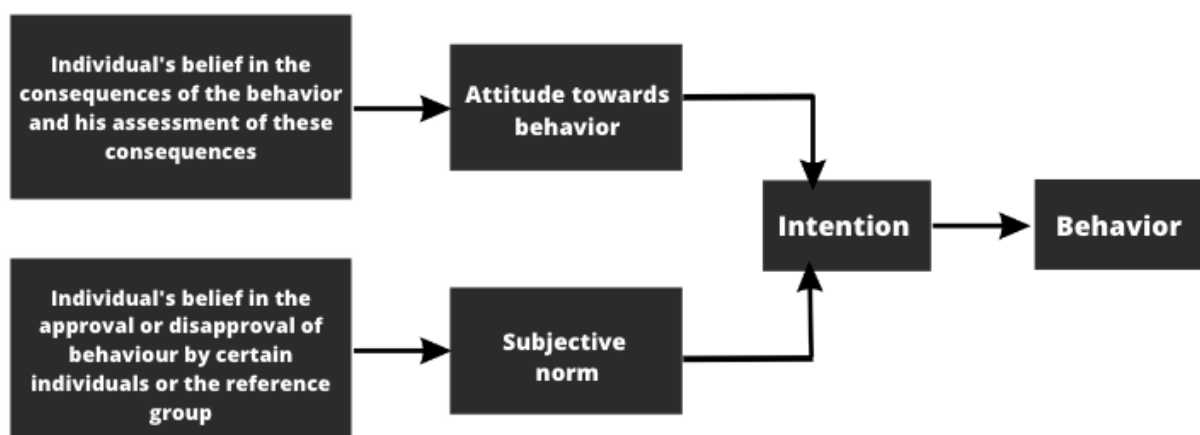


Figure 1: Fishbein and Ajzen I (1980)

Beliefs about behavior and the assessment of consequences are the sources of attitudes toward behavior. The urge to follow standards and normative beliefs determine the subjective norm. The TRA can be used to

analyze any voluntary human behavior, according to Ajzen I (1980), and Sheppard, et al. (1988) demonstrated that the TRA's validity is still strong.

Understanding a person's voluntary conduct by looking into the underlying, fundamental motivation for performing a behavior is the main objective of theory of planned behavior (TRA). According to TRA, a person's desire to engage in an action is the main indicator of whether or not they will do so. Furthermore, the normative component—that is, the social standards associated with the act—determines whether or not the person would participate in the action. According to the theory, behavior actually precedes its intention to be carried out. This goal, also known as a behavioral intention, stems from the belief that engaging in the activity will lead to a specific outcome. Behavioral intention is emphasized by the theory because, according to the theory, intentions "are influenced by attitudes toward behavior and subjective norms." Stronger intentions lead to more determined efforts to carry out the action, which also increases the likelihood that it will be carried out, according to TRA.

Impact of SM on CBB

The research paper by Kumar et al. titled "The Role of Advertising in Consumer Decision Making" was published in 2013. They discovered in their research that commercials had the power to alter consumer perceptions of specific products (Kumar et al., 2013). Moreover, one may argue that the primary objective of advertising is to influence the buying behavior of consumers. Most of the time, a customer's decision to buy is influenced by their perception of the product's advertisement (Smit et al., 2006). Consequently, one may argue that advertising is the only factor influencing consumer behavior and that attributes of the product are unimportant. In 2018, Haider & Shakib discovered how SM advertising affects CBB. Their study indicated that four independent SM advertising variables—entertainment, familiarity, social imaging, and advertisement budget—have an effect on CBB (Haider & Shakib, 2018). This model operated as the conceptual foundation for the study for the researchers.

Instagram and purchase behaviors

The study of consumer behavior before a purchase is known as buying behavior (Kahawandala & Peter, 2020). The adoption of new technologies in the twenty-first century gave rise to the "always-on" and "constantly connected" consumer (Lamberton & Stephen, 2016). Consumers now devote a significant amount of their day on Instagram: On average, Generation Z (Gen Z) spends three hours each day on Instagram, an hour longer than Millennials (Viens, 2019). Due to the widespread use of Instagram by consumers, innovative innovations have been made possible, such as the capacity to communicate information rapidly and internationally, which has a big impact on consumers' buying decisions (Nosita & Lestari, 2019).

Social networks serve as venues for people to create public profiles, discuss their experiences, publish information, and establish ties with people who have similar interests. To this aim, social networks have an impact on how customers and businesses engage (Darban & Li, 2012). Understanding what drives retail consumers to shop has become a key component for researchers, which will improve customer satisfaction and retail success (Puccinelli et al., 2009). Web and virtual SM have revolutionized CBB with global connections through information by superior social networking and intensified communication capacity (Ioană & Stoica, 2014). Moreover, Instagram, personal trust, online communication, and consumer attitudes toward internet searches were all discovered to have a significant impact on consumer behavior and purchase decisions in every recent study. Additionally, the International Conference on Business and Information states that Facebook and Instagram have a big influence on consumer behavior since they allow users to interact (Bandara, 2020).

Instagram is used by consumers to discuss brands and exchange opinions. Three processes have an impact on the consumer's choice: internalization, which emerges when the consumer's values are altered, identification, or the extension of complacency in the absence of the source (social networks in this case), and complacency (Kelman, 1958). As a result, Instagram have developed into information-sharing groups. When it comes to valuing brands, people view these groups as reliable information sources. An individual who has purchased a product, for instance, may publish his or her opinion on the product—whether favorable or unfavorable—on SM. This affects another consumer's choice for the same goods in the same neighborhood.

Generation Z

Gen Z is the age cohort of those born between 1995 and 2015 (Betz, 2019). This generation was born during a century that saw revolutionary technical advancements like the development of the internet and smartphones (Dolot, 2018). According to Du Toit (n.d.), this generation has also been termed the C Generation. The letter "C" stands for "connected," suggesting that they have an internet connection., cellphones, and WiFi. Because consumers have access to a wealth of information before making a purchase—such as reviews, websites, SM, and so on—this also contributes to the phrase "connected consumer." Since Gen Z is the research's unit of analysis, an investigation into their purchase intentions will take place.

Generation Z and Instagram

These SM generations, who ideally fall into the category of high school to college students or are relatively new to the workforce, are frequently characterized as being the most technically savvy and fashion-conscious

of all earlier generations (PrakashYadav & Rai, 2017). Gen Z uses online socializing primarily because they feel compelled to interact with and learn from others. Between the ages of 14 and 25, these Gen Z members are more likely than members of previous generations to favor Instagram for communication and engagement with acquaintances. They also feel happy and vital to actively provide feedback and comments about the brands, services, and issues in which they are either directly or indirectly involved, and they value the opinions of others (Intelligence, n.d.). Studies have been done on Gen Z's increasing usage of Instagram, but more is necessary to comprehend how their usage of these platforms influences their behavior. According to PrakashYadav and Rai (2017), this generation is a vigorous contributor, high consumer of online content, creative and mash-up experts; they have a strong gravitational bond for online communication that they prefer to participate in and remain connected via technology available at fingertips. According to Wicknertz (2022), generation Z was more or less born with a handheld phone and has an entirely different methodology to Instagram and digitization overall. They utilize SM to interact with their favorite brands, look for products, and get inspiration. Moreover, 48% of Americans between the ages of 18 and 34 have purchased items on SM, and In the US, Instagram is used by 60% of Gen Z to discover new products, services, and companies.

Generation Z Purchase Behaviors

This access to Instagram exposes this generation to digital marketing on a scale never experienced by the previous generation (Bassiouni & Hackley, 2014). They use technology heavily as an instrument (Priporas et al., 2017). For them, it makes sense to have the choice to shop online. The trend of online shopping is blooming across the globe (Jackson & Ahuja, 2016; Vieira et al., 2018). The expanding market puts pressure on owners of online stores and brands to increase their appeal to consumers.

Gen Z is attracted to innovation as an online shopper. They foresee a wide range of instruments and protocols that will expedite and mechanize the buying process. For them, information is crucial (Priporas et al., 2017). They are quick in making educated online shopping decisions (Lauring & Van Steenburg, 2019). Different from previous generations, generation Z is known as a non-impulsive-buyers (Rani Thomas & Matthew, 2018). When Gen Z shops online, they search for the best deals, product visibility, and reviews. Moreover, they are less brand loyal than in previous generations (Eom & Seock, 2017; Thangavel et al., n.d.). Previous studies have demonstrated how generation Z differs from previous generations in a number of key ways. Meanwhile, research-based on generational theory or cohort analysis has to consider also that there are variations within the group (Okros, 2019).

Generation Z controls future buying power. Because of their brand loyalty and buying power, the generation has developed enormous commercial opportunities. Generation Z, the most influential consumer demographic to date, views consuming and buying differently from earlier generations. Their arrival in the work

market is recent and are well off economically. Brands need to earn their place in the wallets of Generation Z thanks to a growing demand for higher-quality products and closer monitoring of their spending (Wicknertz, 2022).

SM is where Generation Z spends a lot of time. Instagram continues to be an image SM where implicit rules still apply, especially in the fashion world. There is no concern about uploading the same outfit more than once in the same week because looks are shared in stories or on the feed. This doesn't seem innovative, yet social networks, which continue this never-ending pursuit, are based on this idea. Members of Gen Z have stated in a number of testimonials that they experience intense societal pressure to be trendy (De Visscher, 2016). Influencers are very familiar with this occurrence. They have been able to steadily grow their following and forge close ties with their community thanks to the social networks where they are active. Internet users who follow Instagram influencers consider them to be a vital part of their lives. Consequently, their followers will trust their opinions when they discuss things they've tried. The decision to purchase is influenced by their expert knowledge of their community and their capacity to produce pertinent material (*Comment les influenceurs influencent les décisions d'achat?* [How do influencers influence buying decisions?], n.d.). According to FitzGerald, 47% of the purchases are influenced by the Instagram advertising (FitzGerald, 2019). At the same time FitzGerald identified that the 71% of the SM users prefer to make purchases based on Instagram accounts, and he also found that the generation Z are considered to be the generation that spends most of their time online, with SM influencing 47 % of their purchases. (FitzGerald, 2019) The influence of Instagram advertising on the buying habits of consumers is becoming more and more evident.

2.7 Research gap

There has been much research on the topic of the Impact of Instagram on the CBB on the Fashion Industry:

1. "The Role of Advertising in Consumer Decision Making" published by Kumar et al.'s (2013) explores the crucial role of advertising in the consumer decision-making process. The aim of the study is to analyze the relationship between independent variables, such as emotional response, and the attitudinal and behavioral aspects of CBB. The analysis is based on the responses of 110 respondents and aims to assess the influence of advertising on CBB, as well as gender differences in this influence.
2. "Impact of Social Network Advertising on Consumer Buying Behavior: With Special Reference to the Fast Fashion Industry" by Bandara, D. M. D. (2020, November 19) explores the growing influence of social network advertising in the marketing strategies of fashion brands, particularly in the fast fashion sector. The study aims to assess the impact of social network advertising on CBB, focusing

on different aspects of the consumer purchase decision process within the fast fashion industry. Using a descriptive quantitative research design, the study collects data through self-administered questionnaires from active social network users in the Western Province, with a sample of 300 consumers selected by convenience sampling.

3. "Fashion brands and engagement on Instagram: How can fashion brands apply content marketing on Instagram to engage Millennials and enhance brand value?" by Hansson, C., Eriksson, E., & 15 Hp, M. (2016) examines how fashion brands can use content marketing on Instagram to engage Millennials and enhance brand value. This re-research combines primary and secondary data collection to examine content marketing practices on Instagram in pro-foundation. Secondary data was obtained primarily from scientific articles in academically approved journals, while primary data was collected through qualitative interviews with content marketing experts.
4. "Impulsive Buying Behavior in Online Fashion Apparel Shopping: An Investigation of the Influence of Internal and External Factors among Indian Shoppers" by Wadera, D. (2019) explores the complex dynamics of impulsive buying behavior in the context of online fashion apparel purchases among Indian consumers. With a sample of 122 online shoppers from India, aged 18-45, the study focuses on online store environmental variables, which are then examined in the Stimulus-Organism-Response (S-O-R) framework to determine their influence on browsing activity and subsequent impulse buying tendencies.
5. The study "A Study on the Influences of Advertisement on Consumer Buying Behavior" conducted by Haider, T., & Shakib, S. (2018) from Independent University Dhaka examines the impact of advertising on CBB. The objective of this research is to analyze the real-time effects of entertainment, familiarity, advertising expenditure and social imagery in advertising on consumer purchase behavior. This study proposes a conceptual model with four independent variables and their relationship to CBB. Primary data from adult consumers and secondary data from books and magazines were used for the analysis. The results show significant relationships between entertainment, familiarity, advertising expenditure and social imagery in advertising and CBB.

The lack of an in-depth study on Generation Z, as well as the focus on certain types of fashion, may constitute the shortcomings of this thesis with regard to the impact of Instagram on the purchasing behavior of Generation Z consumers in the fashion industry. Another gap could be the fact that SM are cited in a general way without necessarily referring specifically to Instagram.

2.8 Research framework

This thesis's research framework was founded on Haider and Shakib (2018) "Impact of SM on consumer buying behaviour". All the concepts of the framework have been introduced in the previous subsections of this chapter. This framework explores in detail how social networks influence the different stages of the consumer purchase decision process, from awareness through consideration and preference to actual purchase.

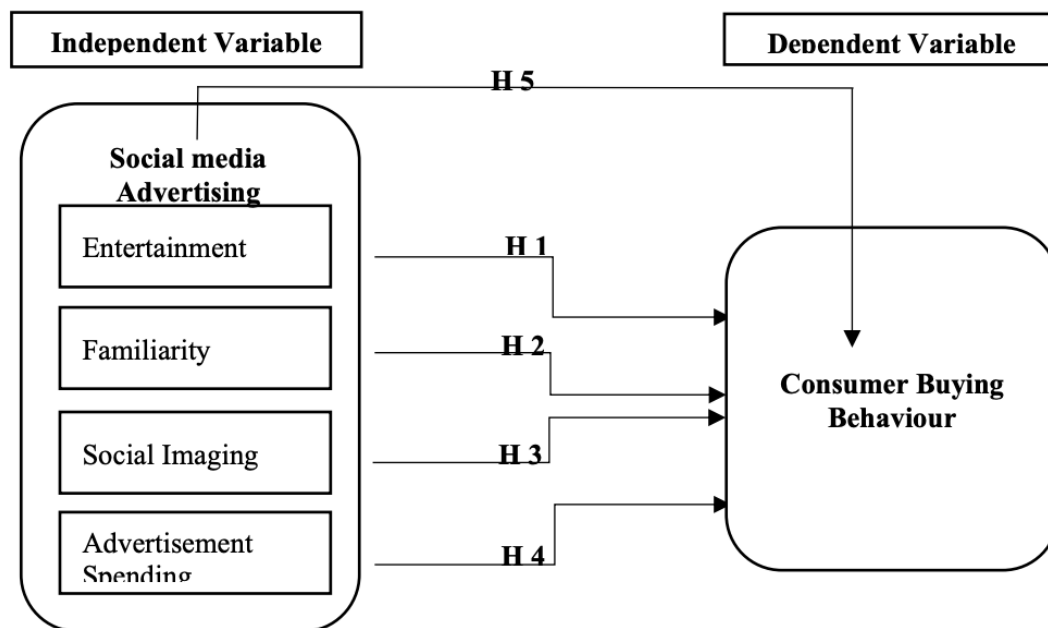


Figure 1 Conceptual Framework about Impact of SM on CBB. Source: Haider & Shakib, 2018

3 Research methods and implementation

The chapter on methodology and its implementation focuses on how the research is to be conducted and was conducted in order to answer the research questions. This includes the theoretical and philosophical assumptions and implications of the method used (Saunders et al., 2009).

3.1 Research context

This empirical study was conducted as part of the Research and Development course that the authors are taking as part of their Bachelor's degree. During this module, they learned all the techniques related to research and development.

The authors learned how to use Google Scholar, an essential tool for the completion of this research work. In addition, the authors were able to adopt a critical perspective in reading documents. The authors experienced the relevance of philosophical perspectives such as positivism, realism, pragmatism, and interpretivism, and they also experienced deductive and inductive research approaches. Secondly, qualitative and quantitative data are elements that were seen in class as well as the concepts of validity and reliability. Understanding the need for sampling in business and management research as well as the use of primary and secondary data was studied in class. In the collection of primary data, the authors were taught to encourage the use of semi-structured and in-depth interviews. The authors were informed about the advantages and disadvantages of questionnaires for data collection. Finally, the authors learned how to conduct a research work and how to adopt the right habits.

The authors think that the subject of Instagram is very interesting and that it is timely to learn more about this theme to really understand its impact and thus raise awareness. Today, social networks are used on a daily basis by Generation Z, particularly in France. That's why the authors wanted to focus on this sample. The concrete goal of this research work is to understand the impact that the most influential SM: Instagram, has on the fashion industry.

The authors decided to conduct a survey that can be found in **Appendix 1**. The authors believe that these questions are complete and well-defined, and that the data collected in their survey will be timely.

3.2 Research design

The research design used for the research work is the design structure modeling of Saunders and al. (2009).

3.2.1 Research purpose

It is important to know that three types of research objectives exist: exploratory, descriptive and explanatory

The goal of exploratory research is to learn more about a subject by observing what is happening. Before gathering data, descriptive studies seek to have a firm understanding of a phenomenon, an event, or a person's profile. Following collection, the data will be examined and combined. Lastly, investigations into the links between variables in a particular context are done by explanatory studies (Saunders et al., 2009).

This study intends to provide exploratory data. The results of an exploratory study are usually used to guide further research, select methods for further study, or to be confirmed (or contradicted). Here, the data was collected via a survey on the impact of Instagram on the fashion industry.

3.2.2 Research approach

It concerns the application of the theory in relation to the research methodology. Three distinct methods exist: deductive, inductive, and abductive.

Creating a theory and then planning the research to test it are the steps in the deductive method. The inductive method gathers information, analyzes it, and then develops a theory based on the findings. Lastly, the abductive approach combines the two earlier methods (Saunders et al., 2009).

The purpose of this research is abductive. The inductive method is an explanation based on a fact. Indeed, our data collection and its analysis allowed us to understand and develop theories on the impact of Instagram on the fashion industry thanks to the opinion of a part of the French generation.

3.2.3 Philosophy stance

The writers' specific viewpoint of the relationship between knowledge and the method by which it is created is reflected in the research philosophy (Saunders et al., 2009, p. 108).

Although different philosophies exist, the interpretivism philosophy has been chosen especially for this research work. Interpretivism research is a philosophical approach to social science study that aims to comprehend the importance and meaning of human experience and behavior, according to Saunders et al. (2009). In order to uncover the hidden motivations, beliefs, ethics, and attitudes that underlie human actions, its goal prioritizes subjectivity over objectivity. As part of an interpretive inquiry method, researchers seek to examine the perspectives of individuals within different groups that comprise a range of societal interactions or establishments, as well as how those perspectives influence individuals' individual decisions and collective behavior. This approach generally rejects positivism, which attempts to explain social processes by factual methods free of judgmental conceptions.

3.2.4 Research strategy/method/s

There are a variety of research methodologies available, including survey, action research, grounded theory, ethnography, case studies, experimental, and archival research (Saunders et al., 2009).

A questionnaire-based qualitative survey was employed in this investigation. Open and closed questions were integrated to conduct a survey on the experience of Instagram users and to collect their opinion on the impact of this SM in the fashion industry. The responses of the various interviewees are used to refute hypotheses.

3.2.5 Methodological choice

In this research work, the mono-method is used. It entails the application of qualitative data collection methods. Qualitative data are analyzed qualitatively (Saunders et al., 2009).

Qualitative data explain why the authors get these quantitative results. Qualitative studies help determine expectations, barriers, and motivations. They are essential to guide research. Therefore, the questionnaire selection is acceptable; the data gathered allows for the observation, analysis, and understanding of a trend, general behavior, or phenomenon.

Having an outside opinion on a large sample of the population is a remarkable asset for the continuity of their research. This survey is submitted collectively to be representative and to obtain usable figures.

3.2.6 Time horizon

There are two types of research studies: the cross-sectional study and the longitudinal study. The authors chose the cross-sectional study.

The time frame for which data collection is necessary is the predefined cross-sectional time horizon. This approach is employed when the inquiry pertains to examining a specific phenomenon during a given timeframe. (Saunders et al., 2009)

3.3 Data analysis

The primary data was collected with the use of qualitative survey in form of questionnaire.

Qualitative data is more concerned with the behaviors and motivations of the individuals under investigation. It seeks to comprehend the fundamental causes of action. It is important to carefully evaluate the questions

to ask and their arrangement. Open-ended questions are an effective way to gain insight into a closed question, for example. This allows researchers to better understand the answers given.

The online survey was created in October 2023 via Google Forms which provides flexibility in question design and ease of sharing with a clickable link for respondents. The authors opened the survey to their circle of students, pupils, employees, teachers, executives, and directors. The authors were looking for responses from Gen Z in particular, as they were the first people concerned and the most relevant for analyzing the results. The authors received a total of 20 responses.

3.4 Data analysis

3.4.1 Qualitative data analysis

During the collection and analysis phase, the author used software called NVivo12 to facilitate the analysis of qualitative data. With this software, the authors can efficiently organize, analyze and extract data from a variety of sources, including books, research papers, focus groups, interviews, questionnaires and publications. It makes it easy to store, organize and query data, enabling authors to solve their problems efficiently. In addition, the authors skillfully collected relevant responses from the people who answered their survey and correctly coded them by assigning the appropriate references to the designated nodes. The purpose of these nodes was to systematically organize the various concepts and ensure a comprehensive review of the information. Several nodes were divided into smaller sub-nodes to facilitate future searches. This is a very useful tool to illustrate the author's concept of simple data collection.

Taulukko 1 Codebook for data analysis based on the research framework

Code	Definition	When to use	When to not use
Entertainment in the context of the impact of Instagram on generation Z CBB within the fashion industry.	Entertainment ads aim at captivating consumers, increasing memorability and effectiveness. Companies invest in fun ads to stimulate interest and purchase intent.	Use the code in relation to any content (passages of text) that relates to Entertainment in the context of the impact of Instagram on generation Z CBB within the fashion industry.	Do not use it when the content is not related to Entertainment in the context of the impact of Instagram on generation Z CBB within the fashion industry.
Familiarity in the context of the impact of Instagram on generation Z CBB the fashion industry.	Familiarity is the result of accumulated experience of products or services, shaping brand familiarity.	Use the code in relation to any content (passages of text) that relates to Familiarity in the context of the	Do not use it when the content is not related to Familiarity in the context of the impact

		impact of Instagram on generation Z CBB within the fashion industry.	of Instagram on generation Z CBB within the fashion industry.
Social Imaging in the context of the impact of Instagram on generation Z CBB within the fashion industry.	Social Imaging is addressing perceptions by presenting the ideal user, thereby influencing attitudes, behaviors and potentially intention to purchase a fashion product.	Use the code in relation to any content (passages of text) that relates to Social Imaging in the context of the impact of Instagram on generation Z CBB within the fashion industry.	Do not use it when the content is not related to Social Imaging in the context of the impact of Instagram on generation Z CBB within the fashion industry.
Advertisement Spending in the context of the impact of Instagram on generation Z CBB within the fashion industry.	High advertisement spending suggests significant investment in the brand, creating a perception of superior product quality among consumers.	Use the code in relation to any content (passages of text) that relates to Advertisement Spending in the context of the impact of Instagram on generation Z CBB within the fashion industry.	Do not use it when the content is not related to Advertisement Spending in the context of the impact of Instagram on generation Z CBB within the fashion industry.
CBB in the context of the impact of Instagram on generation Z CBB within the fashion industry.	CBB concerns the actions and decisions taken when acquiring goods, influenced by advertising, changing, perceptions including but not limit to: Entertainment, Familiarity, Social Imaging, Advertisement Spending.	Use the code in relation to any content (passages of text) that relates to CBB in the context of the impact of Instagram on generation Z CBB within the fashion industry.	Do not use it when the content is not related to CBB in the context of the impact of Instagram on generation Z CBB within the fashion industry.

3.5 Ethical considerations

The ethical considerations for this inquiry include protecting data secrecy and confidentiality while making sure that any secondary knowledge employed was obtained morally and lawfully. In addition, all limitations and possible biases in the data and analysis are acknowledged and thoroughly examined. In the pursuit of knowledge, it is imperative to ensure that research findings are communicated fairly and honestly while also minimizing unfavorable effects on individuals or groups. This inquiry generates accurate and dependable results and upholds the social duty and accountability of the investigative processes by adhering to the defined moral criteria.

4 Research Results

This study looked at the relationship between the Impact of Instagram on the Fashion Industry and the CBB. The objective is to answer these main questions: “What is the impact of Instagram on generation Z CBB within the fashion industry?”, “What is the impact of Entertainment on generation Z CBB within the fashion industry?”, “What is the impact of Familiarity on generation Z CBB within the fashion industry?”, “What is the impact of Social Imaging on generation Z CBB within the fashion industry?”, “What is the impact of Advertisement Spending on generation Z CBB within the fashion industry?”. Data from pertinent articles on Nvivo12 (*See Appendix 2*) were collected and analyzed by the author using NVivo 12, and the results were coded into the relevant nodes (*See Appendix 3*).

4.1 The Impact of Instagram on the Fashion Industry

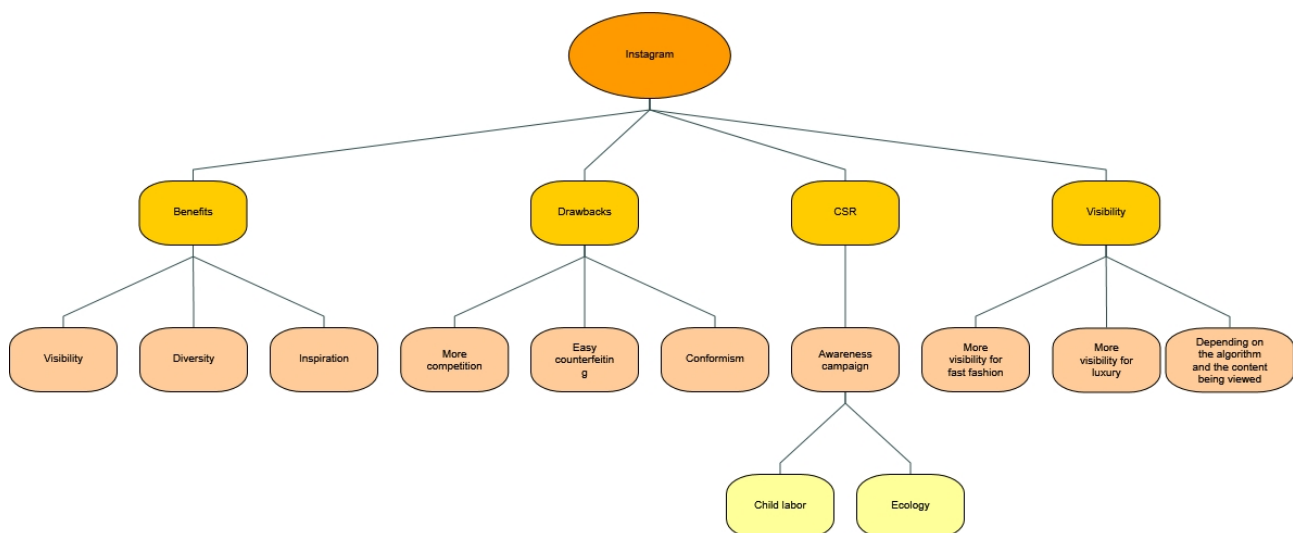


Figure 2 Mind map generated from NVivo 12 illustrating The Impact of Instagram on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool

The mind map above shows the impact of Instagram on the Fashion Industry based on respondents' answers.

Which social media do you use to inform/influence your fashion preferences?

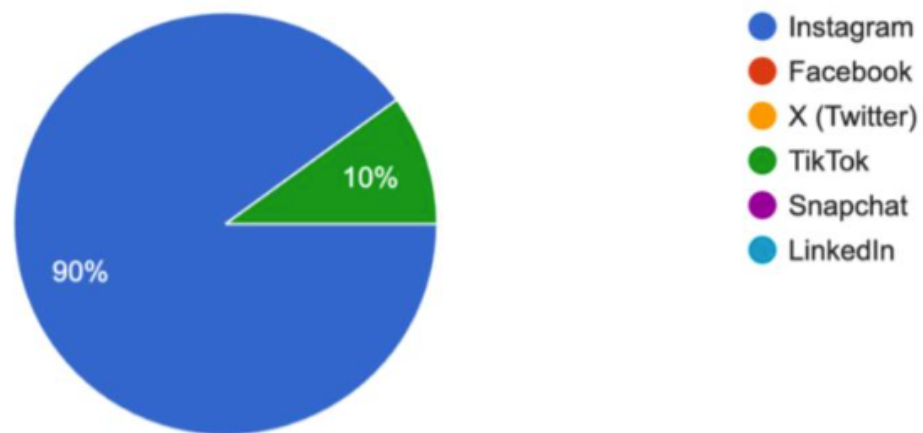


Figure 3 Pie chart generated from Google Forms which answers the question: Which SM do you use to inform/influence your fashion preferences? - Creating Online Forms and Surveys Tool

4.1.1 Benetifs

In your opinion, is Instagram more beneficial or more damaging to the Fashion Industry?

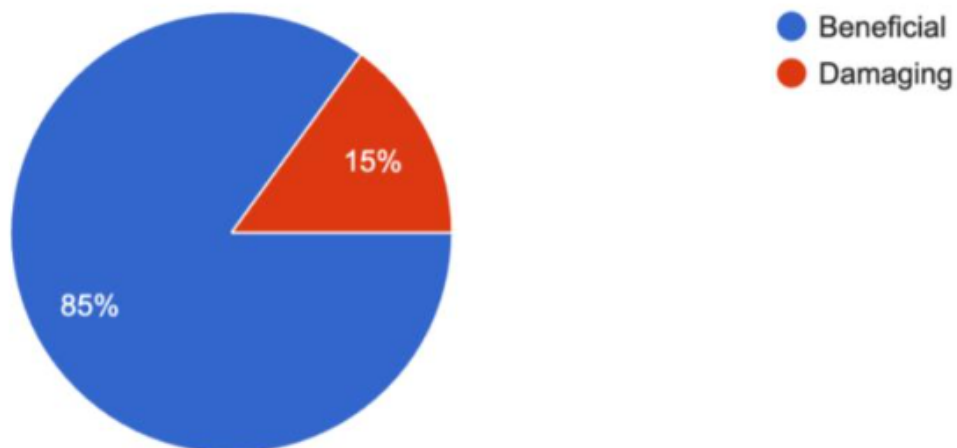


Figure 4 Pie chart generated from Google Forms which answers the question: In your opinion, is Instagram more beneficial or more damaging to the Fashion Industry? - Creating Online Forms and Surveys Tool

Visibility:

The fashion industry's presence on Instagram is an irrefutable testament to its pervasive influence, fostering a dynamic and ever-evolving digital environment. Within this vast virtual realm, the platform has transcended

its role to become a veritable epicenter, bringing together an eclectic mix of trends, visionary designers and esteemed brands, all vying for the attention of a vast global audience. Reflecting on this, respondent 7 eloquently highlights Instagram's central role in the democratization of fashion, emphasizing its ability to act as a platform to "showcase vintage and second-hand products, as well as lesser-known brands and small local artisans, democratizing many different ways of dressing, among other things." (**Appendix 4.1**) This democratizing philosophy contributes to the diversity of fashion, allowing a plethora of styles and expressions to flourish, democratizing the very essence of fashion choices and preferences. Respondent 1 points out that: "Instagram serves as a platform for showcasing the diverse facets of fashion, offering a unique insight into the inner workings of the industry and unveiling numerous career opportunities. In addition, it plays a crucial role in highlighting the intricacies of the fashion industry, including raising awareness of the positive effects of sustainable fashion practices and ethical choices, thereby educating and empowering consumers." (**Appendix 4.2**)

Diversity:

On Instagram, the fashion industry thrives in a vibrant atmosphere of diverse styles, cultures and creative expressions, fostering a rich mosaic where an infinite number of voices and points of view converge, nurturing the flourishing of fashion in its varied plurality. Respondent 6 eloquently highlights Instagram's role in promoting content that represents inclusivity within the fashion industry. He points out that: "Instagram champions fashion industry content representing inclusivity, for example by sharing different styles of clothing, body types and cultures." (**Appendix 4.3**) This emphasis on diverse representation serves as a cornerstone for shaping a more inclusive narrative within the fashion sphere. For its part, respondent 12 highlights the positive impact of the platform on emerging brands: "Instagram is beneficial for the visibility that this social network offers to small brands that are just starting out. In effect, it drives people to buy by sharing content and advertising." (**Appendix 4.4**)

Inspiration:

Instagram serves as a vast wellspring of fashion inspiration, where trends, styles, and innovative concepts converge, offering users an immersive experience into the ever-evolving world of style and creativity. Respondent 10 suggests that: "Constant exposure to the latest trends through following designer, brand, and influencer accounts on Instagram sparks a continuous flow of fresh ideas and serves as a catalyst for generating new looks and pioneering concepts." (**Appendix 4.5**) This immediate accessibility to diverse content fosters an environment where creativity thrives and fashion inspiration abounds. For respondent 13, direct access to trends plays a pivotal role. He emphasizes: "Thanks to Instagram, I'm aware of the latest trends and I can use them as inspiration to buy clothes. It also gives me inspiration for my next looks." (**Appendix 4.6**)

4.1.2 Drawbacks

More competition:

The fierce competition within the fashion industry on Instagram is palpable, with brands, designers and influencers vying for the attention of a global audience, shaping a highly competitive landscape. Respondent 7 raises an intriguing point about Instagram potentially standardizing fashion by emphasizing specific trends or styles. He notes: "Instagram can lead to a standardization of fashion. Users may be encouraged to follow popular trends rather than explore their own style, limiting diversity and originality." (**Appendix 4.7**) This observation underscores the platform's influence in steering fashion choices, potentially nudging users towards conformity rather than self-expression, which could inadvertently constrain the diversity and uniqueness of personal styles. Additionally, respondent 15 sheds light on the challenges faced by emerging brands in the fiercely competitive Instagram landscape. "The fierce competition poses challenges for emerging brands to gain recognition. Established accounts often receive preferential treatment from algorithms, creating hurdles for new entrants in terms of growth and visibility." (**Appendix 4.8**)

Easy counterfeiting:

On Instagram, counterfeiting in the fashion industry is a persistent challenge, where the proliferation of counterfeit products can blur the authenticity of brands and lead consumers astray in a labyrinth of dubious products. Respondent 10's perspective underscores this complexity: "Sometimes you get lost in all the content on Instagram, especially as there's so much fast fashion hiding the real creations and artists, you don't know who to trust." (**Appendix 4.9**)

Conformism:

Instagram, as a major fashion platform, plays an influential role in promoting standards of beauty and style, but this influence can also lead to conformist effects that shape users' clothing choices. Respondent 1 elucidates the impact of Instagram on younger individuals, noting: "Instagram can put pressure on younger people to adapt to the standards of beauty and style that are in vogue. Content highlighting specific looks or standard bodies can lead to social pressure." (**Appendix 4.10**) This highlights how the platform's portrayal of certain beauty ideals and standardized body types may intensify societal expectations, particularly affecting younger users who might feel compelled to conform to these norms. Echoing this sentiment, respondent 2 underscores the sway of Instagram's content, stating, "Users can be influenced to follow popular trends instead of exploring their own style, limiting diversity and originality." (**Appendix 4.11**)

4.1.3 CSR

Awareness campaign:

Instagram plays a crucial role in raising awareness of social issues such as child labor and environmental concerns, providing a platform where discussion and awareness of these issues are actively encouraged.

Child labor:

Like respondent 4 said: “Instagram raises problems like child labor or child abuse”. **(Appendix 4.12)** In fact, Instagram allows us to raise CSR issues, but also to disseminate campaigns that will give all generations an insight into reality. It is through social networks (and Instagram in particular) that things will change.

Ecology:

Respondent 4 also talked about “the environmental issues involved in producing jeans”. **(Appendix 4.13)** In fact, “On average, it takes around 7,000 to 10,000 liters of water to produce a pair of jeans”. **(Appendix 4.14)**

4.1.4 Visibility

More visibility for fast fashion:

Instagram, as the dominant SM platform, amplifies the visibility of fast fashion far more than that of luxury, offering a dynamic showcase where fast trends capture the attention and preference of users. Respondent 5 insists: “Fast fashion is more accessible because people turn to it more quickly, whereas luxury remains rather discreet, whether in terms of post or story, so people are less interested in it because there is less communication. In any case, people today prefer quantity to quality”. **(Appendix 4.15)** Also, respondent 9 said: “I would say more Fast Fashion as it is more available for customer's revenues”. **(Appendix 4.16)**

More visibility for luxury:

Instagram, as an influential SM platform, amplifies the visibility of luxury far more than that of fast fashion, offering a virtual stage where high-end brands capture the attention and embody the aspirations of many

users. Like respondent 12 said: “Luxury brands often have more targeted, image-focused marketing strategies. They invest in elaborate campaigns, collaborations with influencers and high-quality visual content, which strengthens their presence and appeal on Instagram”. **(Appendix 4.17)**

Depending on the algorithm and the content being viewed:

But some of our respondents feel that it is the algorithm and the content that users view that will determine whether luxury or fast fashion gets more visibility. For example, respondent 1 said: “I think it simply depends on the influencers you follow, and therefore how the algorithm adapts to that. Personally, I prefer clothes of a certain quality, so I follow influencers who dress in brands other than those labelled 'fast fashion'. It's difficult to answer this question because we don't all follow the same people. I have no idea how representative the segment I follow is of the total population of Instagram influencers”. **(Appendix 4.18)**

4.2 Entertainment

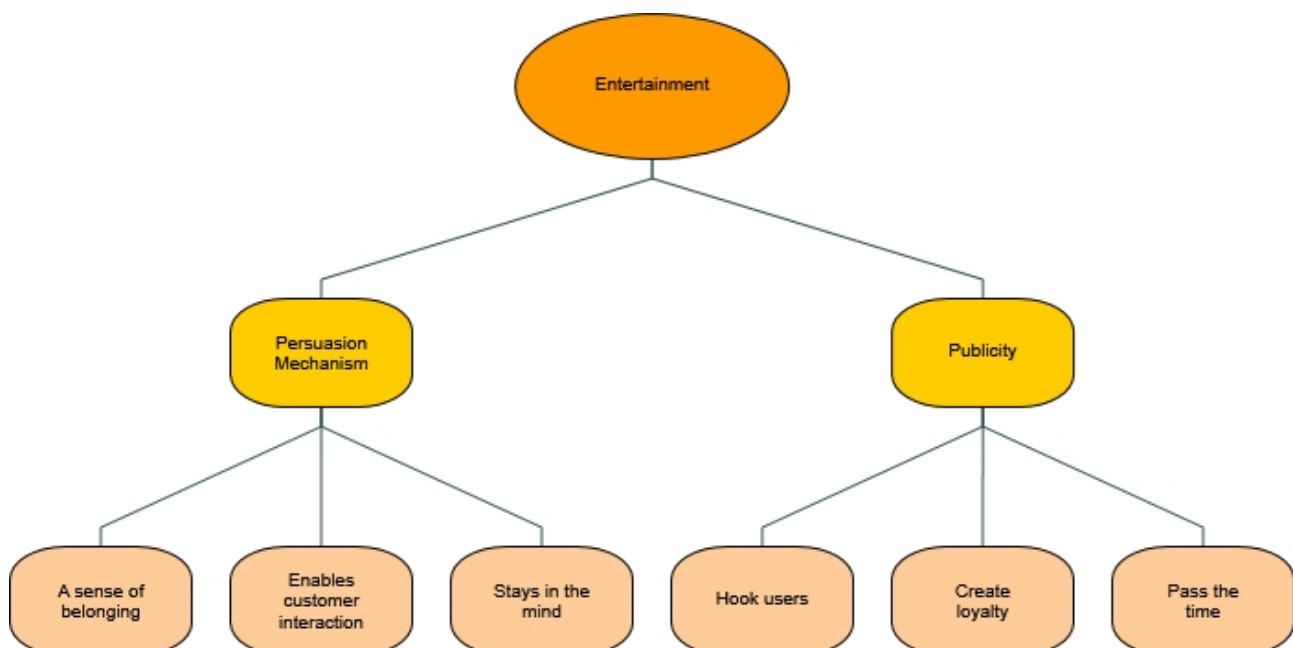


Figure 5 Mind map generated from NVivo 12 illustrating The Impact of Entertainment on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool

The mind map above shows the impact of Entertainment on the Fashion Industry based on respondents' answers.

Do you think entertaining (humorous/interesting/intriguing/controversial/exciting story and/or nice music...) would be an effective persuasion mechanism on Instagram that could impact your buying intention regarding fashion products?

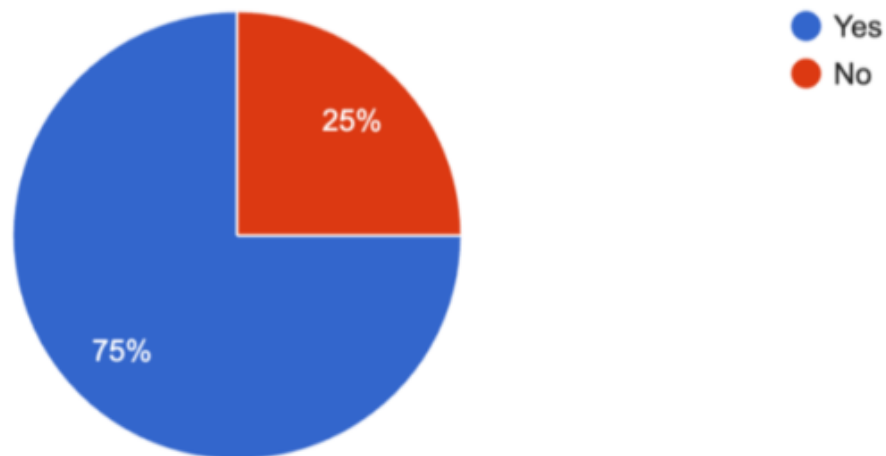


Figure 6 Pie chart generated from Google Forms which answers the question: Do you think entertaining would be an effective persuasion mechanism on Instagram that could impact your purchasing intention regarding fashion products? - Creating Online Forms and Surveys Tool

4.2.1 Persuasion Mechanism

A sense of belonging:

Ads on Instagram go far beyond simply selling products. They forge an emotional bond with users, creating a powerful sense of belonging to the lifestyles, communities or values represented in this promotional content. Respondent 14 said: "Fashion advertising is often designed to create compelling stories. These stories can reflect lifestyles, values or aspirations that users can identify with, fostering a sense of belonging to the brand". (**Appendix 5.1**)

Like respondent 20 evokes in this answer: "Clothes ads can really make you feel socially recognized. It's like when a brand shows you style, beauty or even status, you can feel super valued by adopting those values. It reinforces your feeling of being part of a group or a specific aesthetic". (**Appendix 5.2**)

Enables customer interaction:

Instagram is revolutionizing the way brands interact with their customers. The platform offers a dynamic space where direct interactions, comments and shares create a unique and immediate link between users and brands. Instagram allows customer to interact like respondent 17 said: “You can swipe, click or even comment directly under the ad. You can give your opinion, ask questions or even buy the product with just one click. It's like having a direct link with the brand, without leaving the app. It makes the whole experience that much closer and more personalized”. **(Appendix 5.3)**

Stays in the mind:

Instagram ads have an amazing ability to leave a memorable mark on users' minds. Their visibility, relevance and ability to capture attention all contribute to making them remarkably memorable. Respondent 18 insists: “Ads for fashion products on Instagram can make a lasting impression on users' minds for a number of reasons. Firstly, they feature eye-catching visuals and attractive styles that capture immediate attention. If they feature items that relate to the preferences and trends already enjoyed by the user, this reinforces their memorability”. **(Appendix 5.4)**

4.2.2 Publicity

Hook users:

Ads on Instagram are carefully designed to capture users' attention as soon as they appear in their feed. Their engaging content and precise targeting encourage users to stay on the app longer, encouraging them to explore more of the content on offer. According to respondent 1: “It hooks the consumer and gives them the opportunity to talk about it or remember the brand”. **(Appendix 5.5)**. Also, respondent 11 said: “It hooks me, and people stays on the app longer” **(Appendix 5.6)**

Create loyalty:

Ads on Instagram play a crucial role in building user loyalty, creating engaging and personalized experiences that strengthen the bond between consumers and brands. Respondent 13 states: “When ads are targeted in a relevant way, they show products or services that respond specifically to the needs or interests of users, boosting their satisfaction. In addition, regular advertising highlighting a brand's quality or values can help to build a relationship of trust with consumers, encouraging them to remain loyal to that brand over time”. **(Appendix 5.7)**

Pass the time:

According to respondent 18: “Advertisements can serve as a source of entertainment during breaks or while waiting online. They offer engaging stories, compelling promotions or captivating content, providing entertaining interludes within users' online experience”. (**Appendix 5.8**) Respondent 10 adds: “They capture users' attention and allow them to discover new products, services or interesting content, helping to enhance their experience on the platform”. (**Appendix 5.9**)

4.3 Familiarity

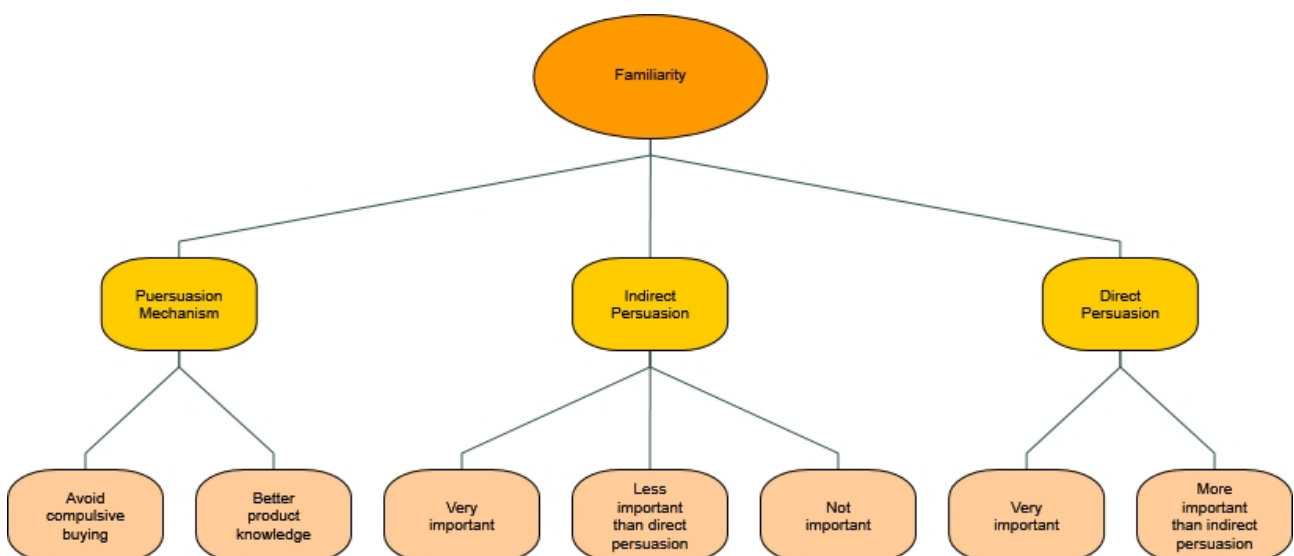


Figure 7 Mind map generated from NVivo 12 illustrating The Impact of Familiarity on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool

The mind map above shows the impact of Familiarity on the Fashion Industry based on respondents' answers.

4.3.1 Persuasion Mechanism

Avoid compulsive buying:

The Familiarity factor has an important impact on the persuasion mechanism of consumers' fashion buying behavior. As respondent 17 puts it: "Familiarizing myself with the product I want to buy is an increasingly important criterion for me, as I try to make well-considered purchases and reduce my compulsive buying. By

familiarizing myself with the product, I can be sure of its quality and keep it in my head to think about. I can then buy it later with a good knowledge of the product and a good reflection". (**Appendix 6.1**)

Better product knowledge:

Also, respondent 3 adds: "It's important for me to familiarize myself with the brand so I know I'm not coming across a scam, and make sure it's good quality. Knowing the different options, I'm offered for a product or the different prices." (**Appendix 6.2**) Respondent 4 supports this statement: "Familiarizing myself with the product allows me to see it in situation, on what occasions I'll be able to wear it, with what etc...". (**Appendix 6.3**)

4.3.2 Indirect Persuasion

Do you think indirect familiarity (such as exposure to Instagram based advertisement or any type of content, interactions with influencers and the followers, word-of-mouth...) can be an effective persuasion mechanism that could impact your buying intention regarding fashion products?

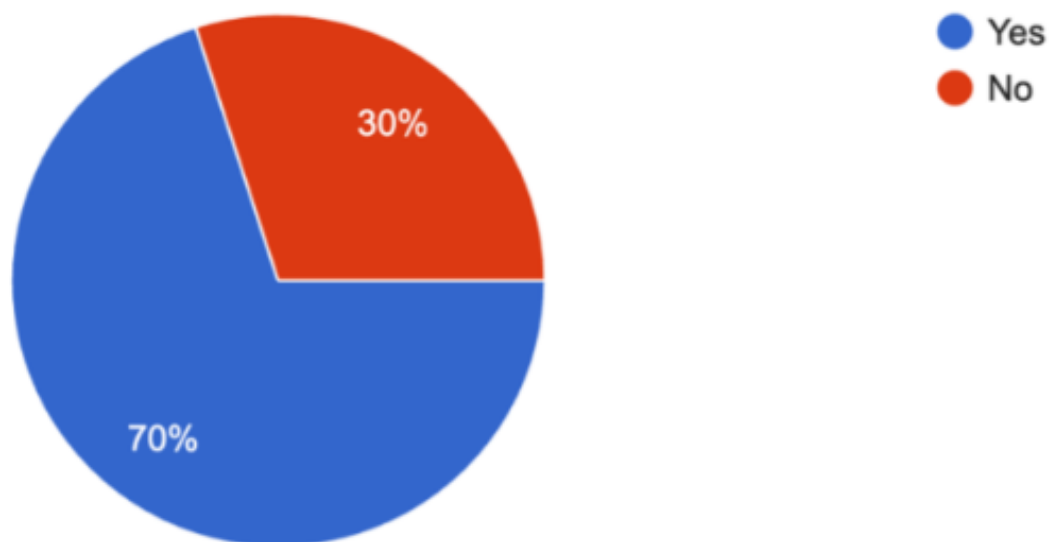


Figure 8 Pie chart generated from Google Forms which answers the question: Do you think indirect familiarity can be an effective persuasion mechanism that could impact your buying intention regarding fashion products? - Creating Online Forms and Surveys Tool

Very important:

Indirect familiarization with a product has different impacts on consumers' fashion buying behavior. This is sometimes very important, as in the case of respondent 11: "In my opinion, becoming indirectly familiar with the product is a major step in my buying process, because it gives me a first opinion. It's very important for my final decision". (**Appendix 6.4**) Respondent 7 adds: "It's important. If I get positive feedback on a product from a friend, I'll find out more about the brand and have more confidence in the product". (**Appendix 6.5**)

Less important than direct persuasion:

According to respondent 2: "It's important in the first instance to consider the purchase, but it rarely enables me to buy it. I need to be in contact with the product before making a decision". (**Appendix 6.6**)

Not important:

However, some consumers are not sensitive to indirect familiarization when it comes to fashion products. Respondent 6 insists: "This is of little importance. It allows me to get to know the products, but it won't play a part in my buying decision". (**Appendix 6.7**)

Finally, to get an overall idea, to the question: "Do you think indirect familiarity (such as exposure to ads on Instagram or any type of content, interactions with influencers and followers, word-of-mouth...) can be an effective persuasion mechanism that could have an impact on your purchase intention regarding fashion products?", 70% of respondents answered yes.

4.3.3 Direct Persuasion

Do you think direct familiarity (such as trying, measuring, smelling...) can be an effective persuasion mechanism that could impact your buying intention regarding fashion products?

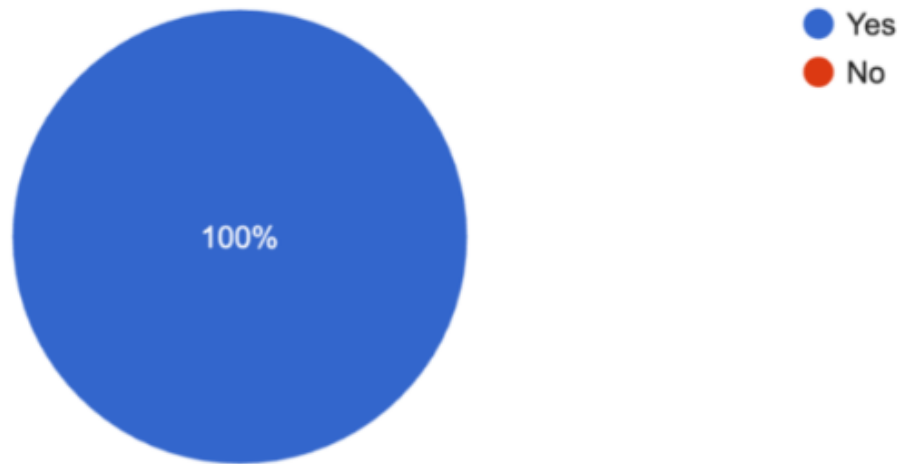


Figure 9 Pie chart generated from Google Forms which answers the question: Do you think direct familiarity can be an effective persuasion mechanism that could impact your buying intention regarding fashion products? - Creating Online Forms and Surveys Tool

Very important:

Direct familiarity with a product is an effective persuasion mechanism that influences consumers' intention to buy fashion products. Indeed, respondent 19 states: "Trying on or physically engaging with a fashion product creates an emotional bond. This personal interaction increases the perceived value of the item, makes it more attractive and increases the likelihood of my purchase. **(Appendix 6.8)** Respondent 8 adds: "Familiarizing myself directly with the product allows me to project myself better. It's more concrete" **(Appendix 6.9)** and respondent 11 confirms: "It allows me to take ownership of the product". **(Appendix 6.10)**

More important than indirect persuasion:

In general, direct familiarity was compared with indirect familiarity. Respondent 16 says: "Unlike indirect familiarity, you can see the product. So, it's easier to project yourself". **(Appendix 6.11)** Also, respondent 3 adds: "Direct familiarity is more likely to influence my purchase intention because I can see the garment in situation, if it fits well, really corresponds to my style, if the color suits my complexion, etc...". **(Appendix 6.12)**

To get a clearer idea of the general opinion of respondents, to the question: "Do you think that direct familiarity (such as exposure to ads on Instagram or any type of content, interactions with influencers and followers, word-of-mouth...) can be an effective persuasion mechanism that could have an impact on your purchase intention regarding fashion products?", 100% of respondents answered Yes.

4.4 Social Imaging

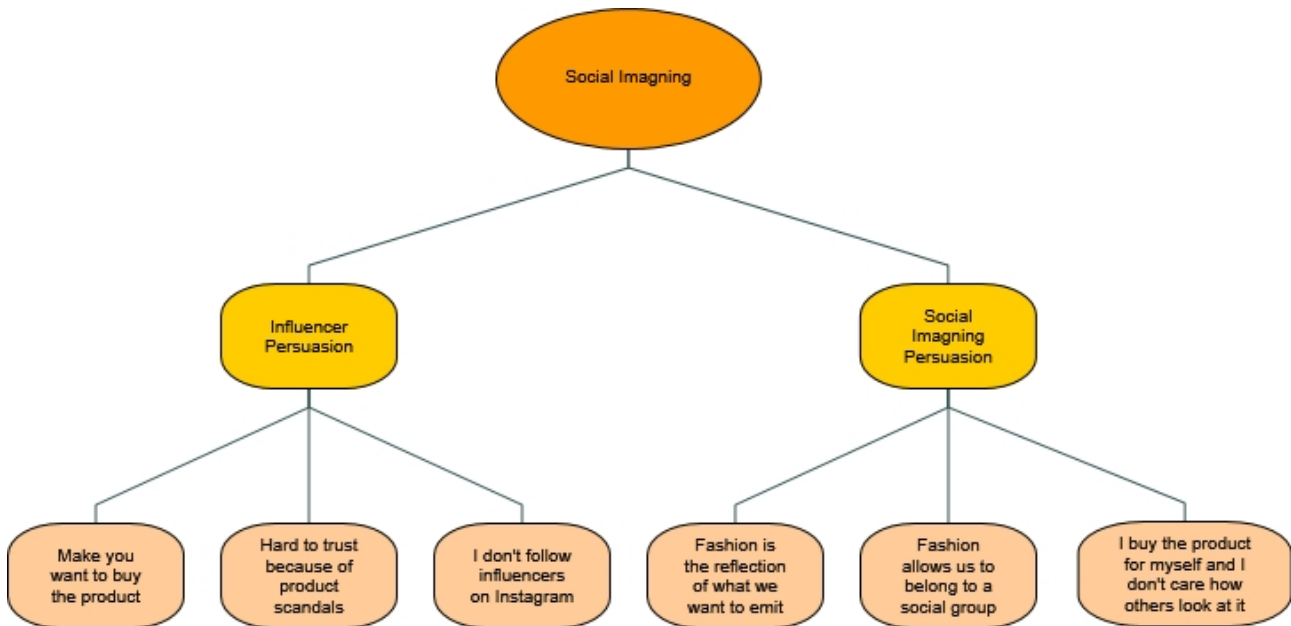


Figure 10 Mind map generated from NVivo 12 illustrating The Impact of Social Imaging on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool

The mind map above shows the impact of Social Imaging on the Fashion Industry based on respondents' answers.

4.4.1 Influencer Persuasion

How important are Instagram influencers in persuading you in buying a fashion product?

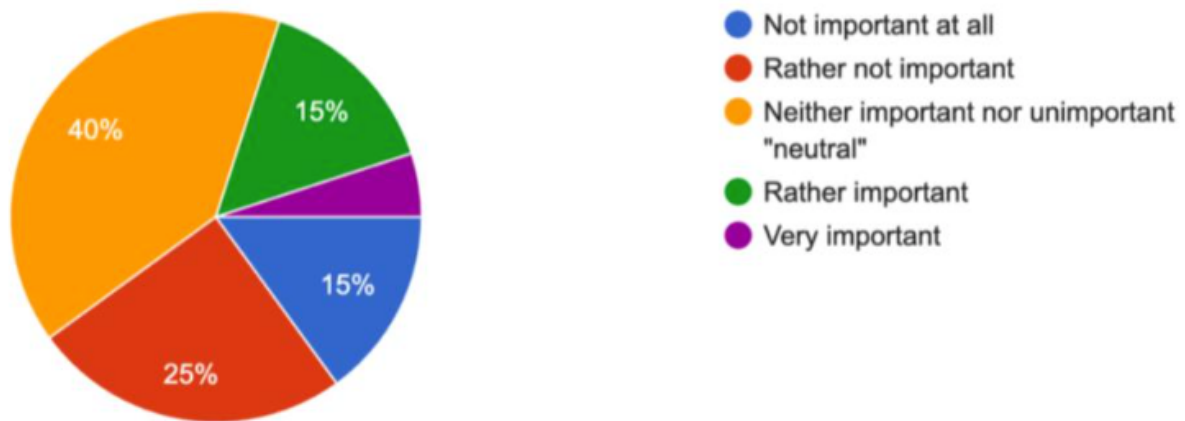


Figure 11 Pie chart generated from Google Forms which answers the question: How important are Instagram influencers in persuading you in buying a fashion product? - Creating Online Forms and Surveys Tool

Make you want to buy the product:

Influencers persuade you to buy a product. You need to know which products are good and which are bad. However, more and more laws are starting to be put in place to control influencers who try to sell anything and everything. Respondent 2 tries Mango products (he had seen an advert on an influencer's account) and gives his opinion: "I didn't want to try this product when I was in the shop but when I saw an influencer talked about this product, I had to test it and I'm delighted". **(Appendix 7.1)**

Hard to trust because of products scandals:

Trust in influencers becomes complex when the products they promote are associated with scandals. These situations call into question the credibility and integrity of the recommendations, creating uncertainty among consumers as to the reliability of these celebrities' partnerships. According to respondent 6: "The promotion of controversial products may appear to be motivated by financial interests rather than genuine recommendations or personal experience". **(Appendix 7.2)** Respondent 9 adds: "Users may be reluctant to believe in the sincerity of promotional partnerships, fearing that they will be misled or misinformed about controversial products. Ultimately, the trust between the influencer and their audience can be seriously compromised when scandals taint the products they promote". **(Appendix 7.3)**

I don't follow influencers on Instagram:

Sometimes, respondents do not follow any influencers on Instagram. Like respondent 19: “I don't see the point in following influencers, I want to make decisions on my own and I prefer to go to the shops to buy my fashion products”. (**Appendix 7.4**)

4.4.2 Social Imaging Persuasion

How important is social imaging (the way you as a consumer of a fashion product perceive your-self) in relation to others (their gender, social class, status, lifestyle, attitudes...) using this fashion product?

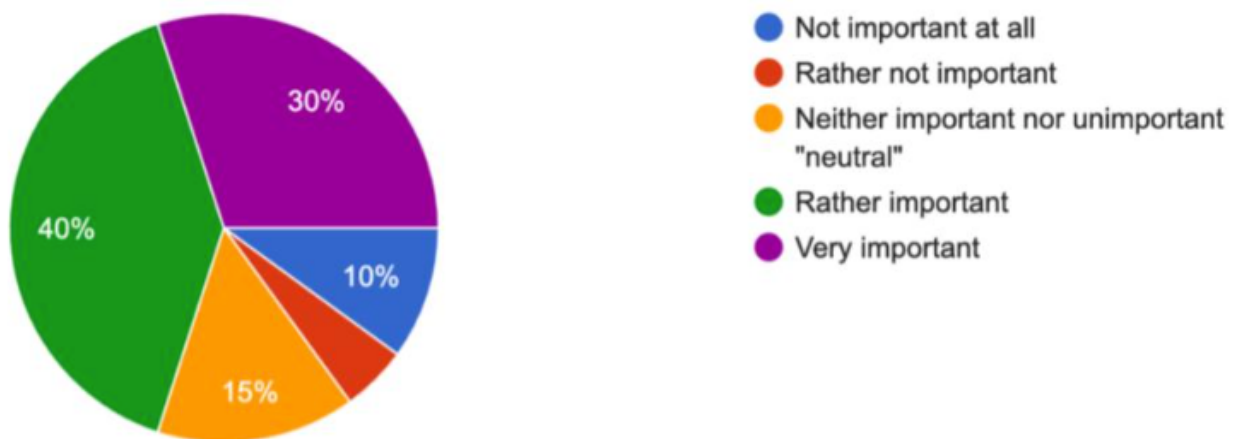


Figure 12 Pie chart generated from Google Forms which answers the question: How important is social imaging in relation to others using this fashion product? - Creating Online Forms and Sur-veys Tool

Fashion is the reflection of what we want to emit:

Fashion often serves as a mirror reflecting the image we want to project. It's a powerful tool allowing us to express our personalities, values, and aspirations without words. It's a canvas where we paint our individuality, aspirations, and even our mood, transmitting messages about our identity and desires to the world around us. Like respondent 5 said: “Fashion showcasing our desires, personalities, and aspirations through the clothing choices we make. It's the reflection of the image we aim to project to the world around us”. (**Appendix 7.5**)

Fashion allows us to belong to a social group:

Fashion acts as a code that helps us belong to specific social groups or communities. It's a visual language, signaling shared interests, values, or affiliations. By adopting particular styles or trends associated with certain groups—be it subcultures, professions, or societal movements—fashion enables us to showcase our

membership or alignment with these communities. It creates a sense of belonging and unity, allowing us to identify and connect with others who share similar fashion preferences or ideologies. According to respondent 3: “My friends and I all have the same style of clothes, but it's true that we're not very original”. (**Appendix 7.6**)

I buy the product for myself, and I don't care how other looks at it:

Dressing without worrying about external judgment provides invaluable freedom in choosing our outfits. This approach allows us to express our individuality without being influenced by social norms or others' expectations. Like respondent 18 said: “I like to dress in the clothes I like, without worrying about what people around me think”. (**Appendix 7.7**)

4.5 Advertisement Spending

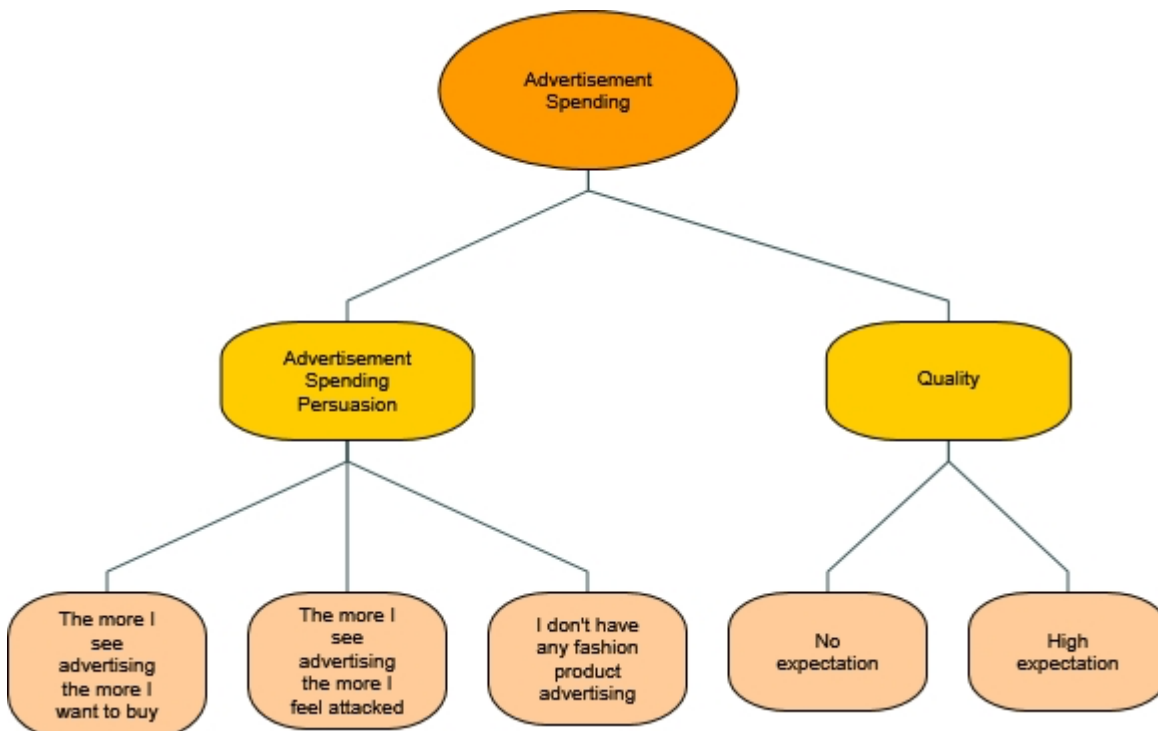


Figure 13 Mind map generated from NVivo 12 illustrating The Impact of Advertisement Spending on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool

The mind map above shows the impact of Advertisement Spending on the Fashion Industry based on respondents' answers.

4.5.1 Advertisement Spending Persuasion

How important is advertising spending on Instagram in persuading you to buy a fashion product?

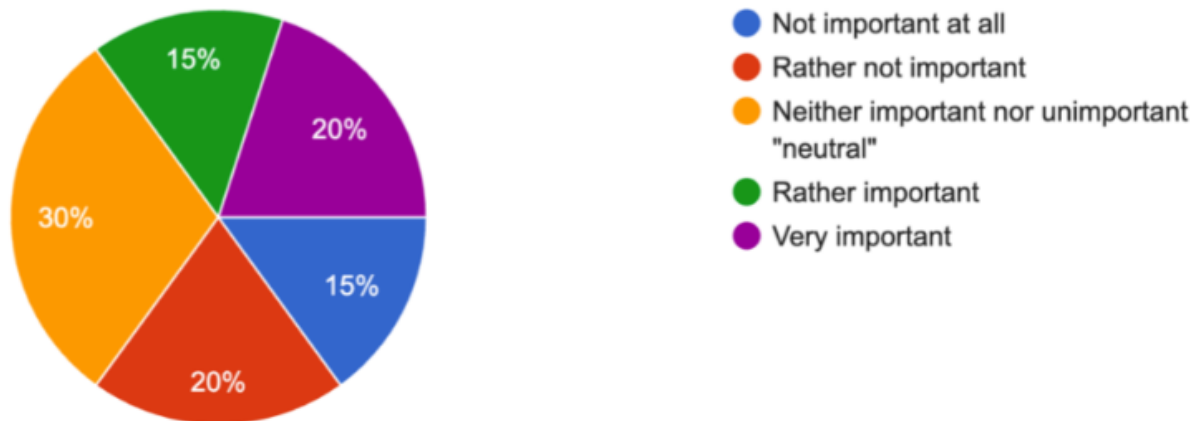


Figure 14 Pie chart generated from Google Forms which answers the question: How important is advertising spending on Instagram in persuading you to buy a fashion product? - Creating Online Forms and Surveys Tool

Have you ever been persuaded by a massive campaign in media like Instagram, where millions or tens of millions of euros were spent to advertise particular product just because of the amount of money spent and a huge scale of promotion of this product?

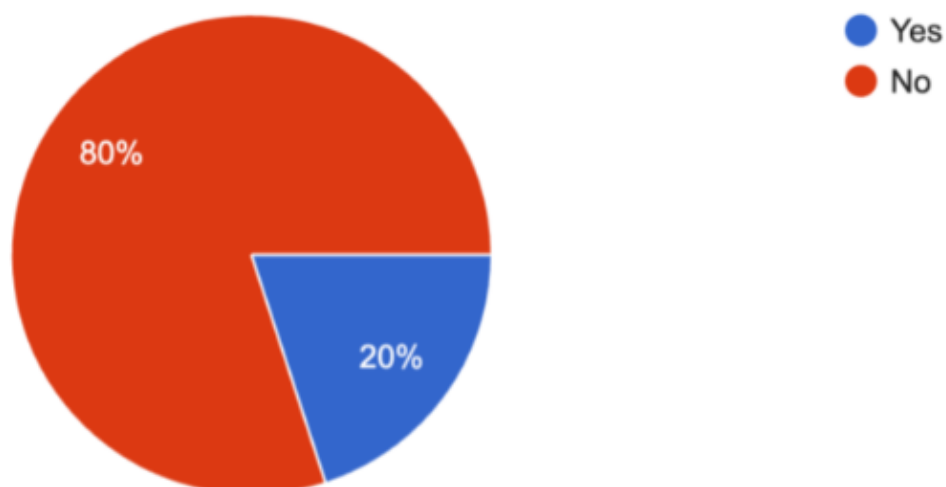


Figure 15 Pie chart generated from Google Forms which answers the question: Have you ever been persuaded by a massive campaign in media like Instagram, where millions or tens of millions of euros were

spent to advertise particular product just because of the amount of money spent and a huge scale of promotion of this product? - Creating Online Forms and Surveys Tool

The more I see advertising, the more I want to buy:

Advertising expenses are plentiful on Instagram, and reviews controversial. Some consumers have a buying behavior linked to advertising expenses. Indeed, respondent 5 says: "When a product ad comes up several times on my feed, it makes me want to buy it" (**Appendix 8.1**) and respondent 20 confirms: "By seeing the same ads over and over again, it creates needs that were non-existent in the first place". (**Appendix 8.2**) Respondent 7 adds: "A high-budget ad is bound to be more appealing than a low-cost one". (**Appendix 8.3**)

The more I see advertising, the more I feel attacked:

On the other hand, some consumers feel aggressed by the constant appearance of ads. Respondent 4 explains: "Advertising spending have no impact on my purchase intentions, because I don't watch ads or watch them very little. I consider them just para-sites". (**Appendix 8.4**) Respondent 18 agrees: "I often have the impression of being bombarded by ads that have been boosted by the brand, and this tends to irritate me". (**Appendix 8.5**)

I don't have any fashion product advertising:

It's also important to note that ads reach accounts likely to be interested according to an algorithm. Some of our respondents therefore don't have many ads related to fashion products on their Instagram. Respondent 19 shares, "I don't have any ads related to fashion products on Instagram." (**Appendix 8.6**)

To get an overall idea, to the question: "Have you ever been convinced by a massive campaign in a medium like Instagram, where millions or tens of millions of euros have been spent to advertise a particular product, simply because of the amount of money spent and the scale of the promotion of that product?", 80% of respondents re-answered *No*.

4.5.2 Quality

Do you think that there is a relationship between large scale (millions of euros or more) advertising campaigns on Instagram and the quality of products that they promote?

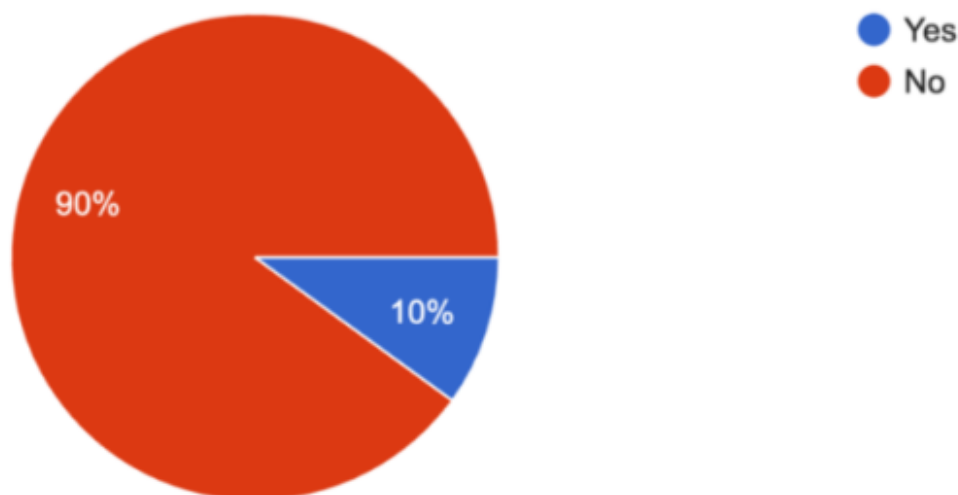


Figure 16 Pie chart generated from Google Forms which answers the question: Do you think that there is a relationship between large scale advertising campaigns on Instagram and the quality of products that they promote? - Creating Online Forms and Surveys Tool

No expectation:

The authors asked respondents about the link between advertising expenditure and the quality of products promoted. According to respondent 11: "Just because a brand puts a big budget into an advertising campaign doesn't mean the product is better, and vice versa. Just because an advertising campaign is inexpensive doesn't mean that the product promoted is of poor quality". (**Appendix 8.7**) Respondent 12 adds: "A big budget makes for more sophisticated and spectacular advertising, but it's by no means a guarantee of quality". (**Appendix 8.8**) Respondent 17 gives an example: "I don't think large-scale advertising is synonymous with quality. That's why luxury brands don't invade our Instagram pages to promote their pieces. They don't need to prove anything." (**Appendix 8.9**)

High expectation:

As for respondent 8: "We expect a higher product quality when we see an expensive ad. So we're attracted to the product". (**Appendix 8.10**) Respondent 3 agrees: "When a brand makes consumers dream with its advertising, I think it's normal to have high expectations of the quality of the products it promotes". (**Appendix 8.11**)

To get a clearer idea of the general opinion of respondents, to the question: "Do you think there is a relationship between large-scale advertising campaigns (millions of euros or more) on Instagram and the quality of the products they promote?", 90% of respondents answered *No*.

4.6 Consumer Buying Behavior

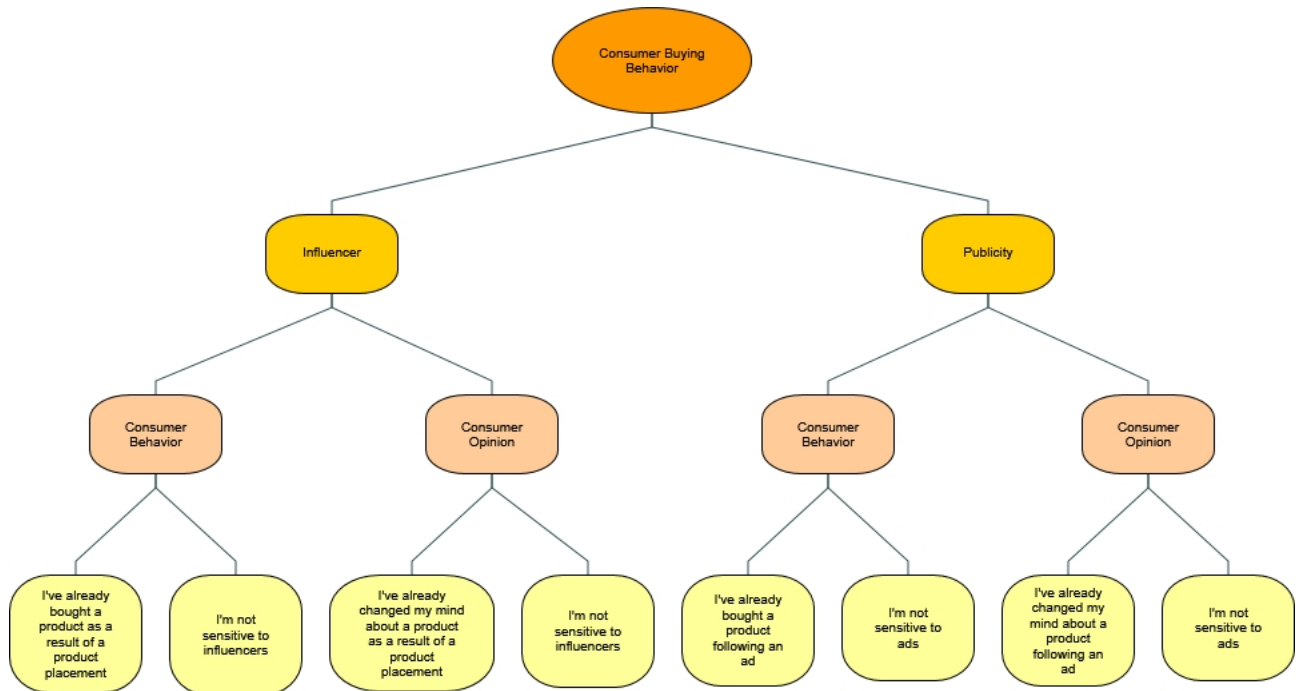


Figure 17 Mind map generated from NVivo 12 illustrating The Impact of CBB on the Fashion Industry - Computer Assisted Qualitative Data Analysis Tool

The mind map above shows the impact of CBB on the Fashion Industry based on respondents' answers.

4.6.1 Influencer

Have you ever changed your opinion about a particular product based on information provided by influencers on Instagram?

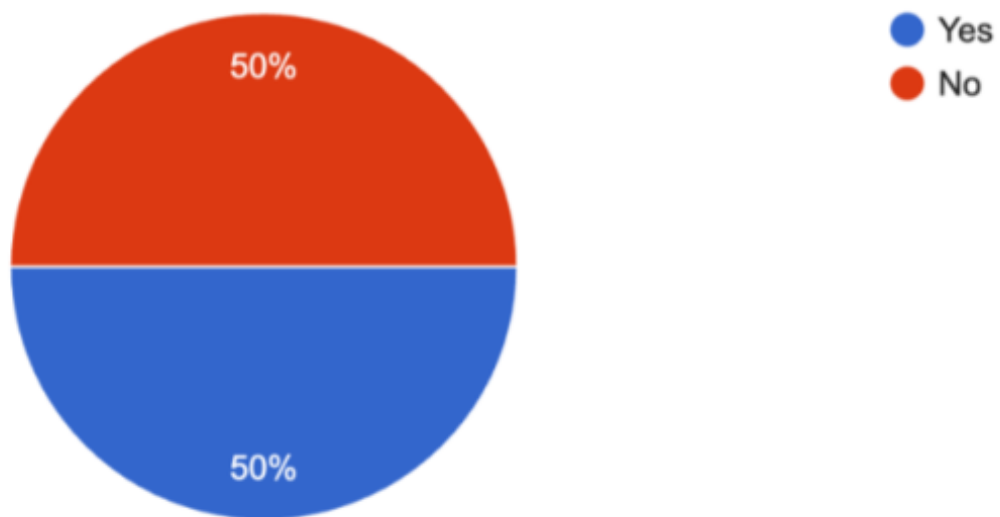


Figure 18 Pie chart generated from Google Forms which answers the question: Have you ever bought a fashion product directly as a result of influencers persuasions on Instagram? - Creating Online Forms and Surveys Tool

Have you ever bought a fashion product directly as a result of influencers persuasions on Instagram?

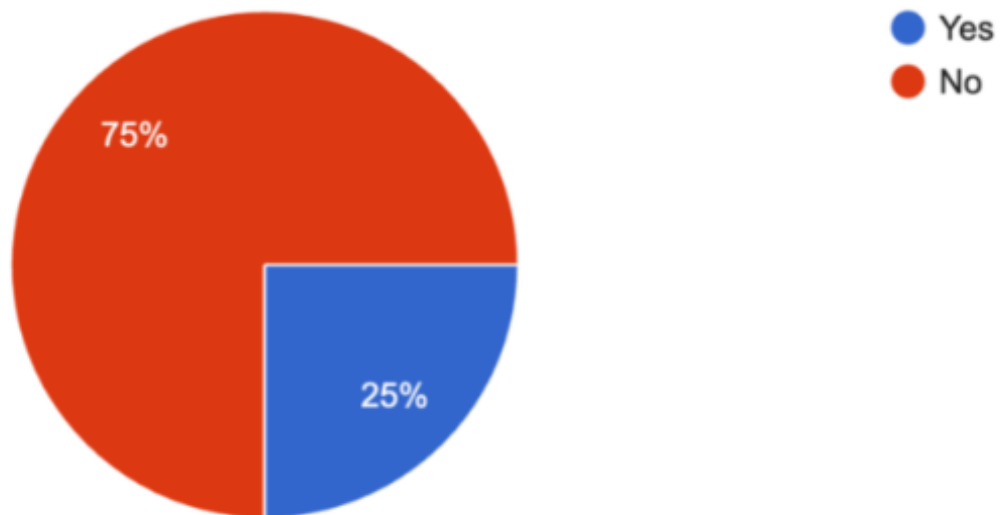


Figure 19 Pie chart generated from Google Forms which answers the question: Have you ever bought a fashion product directly as a result of influencers persuasions on Instagram? - Creating Online Forms and Surveys Tool

Consumer opinion:

Influencer product placements on Instagram can change consumers' opinions of fashion products. Respondent 7 talks about his experience: "I had a bad image of a brand following a previous Instagram post, but in the end an influencer gave me other elements that convinced me". (**Appendix 9.1**) Respondent 9 gives an example: "I didn't want to test a brand and when I saw an influencer talking about it, I wanted to test their products too". (**Appendix 9.2**)

Consumer behavior:

On the other hand, influencers' product placements on Instagram can change consumers' buying behavior towards fashion products. Respondent 6 says: "The very definition of an influencer is to influence us, and it works. I saw an influencer talking about a scarf and I wanted to buy it too". (**Appendix 9.3**) Respondent 13 adds a nuance: "I can say that influencers change my buying behavior, but only indirectly. I've never bought exactly the same product I've seen on an influencer, but I've been inspired to be like them". (**Appendix 9.4**)

However, the majority of consumers are not sensitive to product placements by influencers on Instagram. 50% of respondents answered *No* to the question: "Have you ever changed your mind about a particular product based on information provided by influencers on Instagram?" and 75% answered *No* to the question: "Have you ever bought a fashion product directly as a result of influencer persuasion on Instagram?".

4.6.2 Publicity

Have you ever changed your opinion about a particular product as a result of advertising campaign on Instagram?

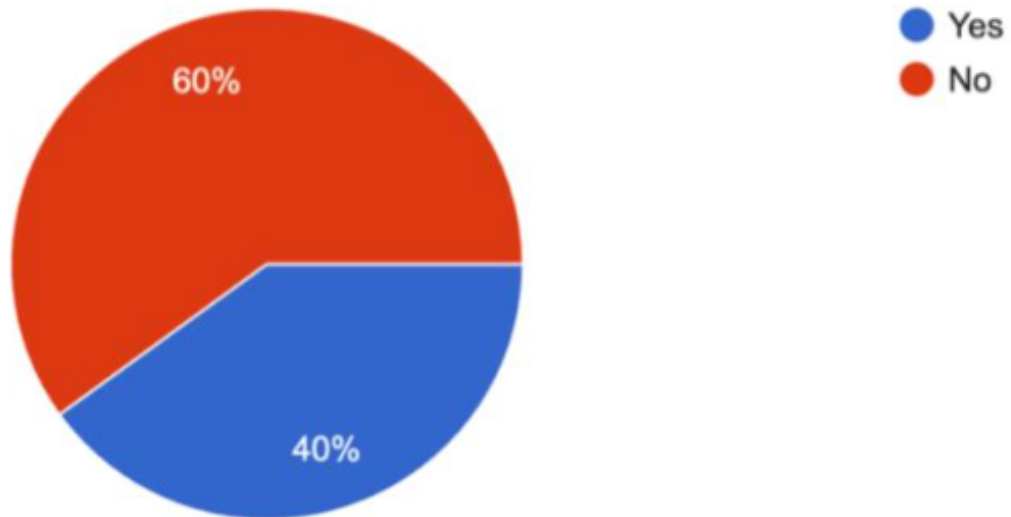


Figure 20 Pie chart generated from Google Forms which answers the question: Have you ever changed your opinion about a particular product as a result of advertising campaign on Instagram? - Creating Online Forms and Surveys Tool

Have you ever bought a fashion product directly as a result of advertisement on Instagram?

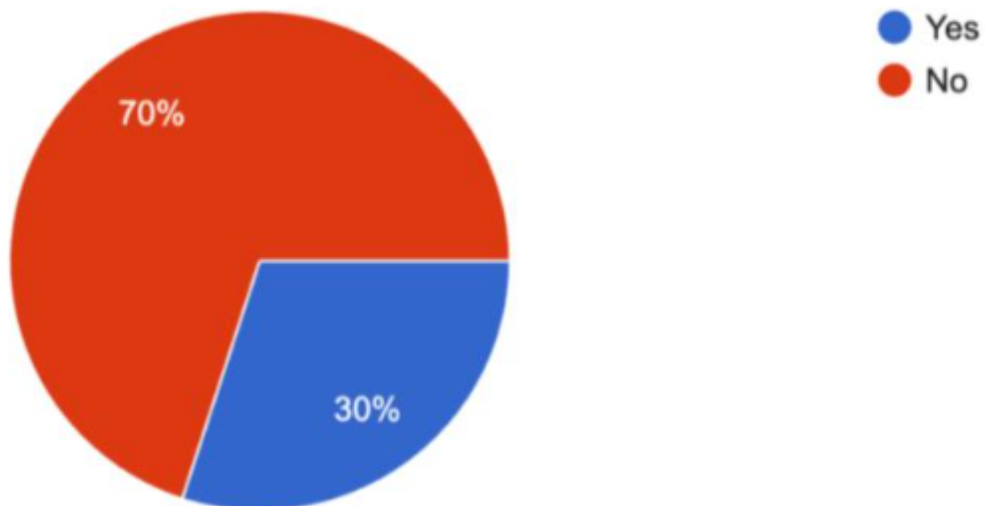


Figure 21 Pie chart generated from Google Forms which answers the question: Have you ever bought a fashion product directly as a result of advertisement on Instagram? - Creating Online Forms and Surveys Tool

Consumer opinion:

Ads on Instagram can change consumers' opinions of fashion products. Indeed, respondent 3 expresses, "By dint of seeing the item advertised the consumer begins to register the product as an everyday item and may for example begin to like it for that reason." (**Appendix 9.5**) Respondent 16 adds "Ads on Instagram can change a consumer's opinion especially for fashion products that follow trends. It's possible, for example, that I'll change my mind about a product because it's become trendy". (**Appendix 9.6**)

Consumer behavior:

On the other hand, ads on Instagram can change consumers' buying behavior towards fashion products. Here, respondent 20 explains: "Following an advert for a brand I didn't know and after researching it, I've already bought the product online" (**Appendix 9.7**) and respondent 2 gives an example: "I was looking for shoes and after an Instagram advert promoting a promotion, I ordered them directly". (**Appendix .8**)

However, the majority of consumers are not sensitive to ads on Instagram. 60% of respondents answered *No* to the question: "Have you ever changed your mind about a particular product as a result of an advertising campaign on Instagram?" and 70% answered *No* to the question: "Have you ever bought a fashion product directly as a result of an Instagram ad?".

5 Discussion

5.1 Limitations, reliability and validity

Accurately gathering data on Instagram's impact on the French Generation Z fashion industry can be challenging, especially in real time. Speed and accuracy in data collection are crucial to assessing this impact. Trends on Instagram evolve rapidly, making it difficult to acquire comprehensive real-time data on the platform's influence.

One of the major challenges of this study specifically concerns the impact of the behavior of French Generation Z consumers in relation to Instagram. The results may not be generalizable to other generations or countries. In addition, some brands may be reluctant to divulge information about their presence on Instagram, especially if it could have a negative impact on their image.

Another challenge lies in the speed with which trends on Instagram evolve, and all the implications may not have been revealed until now. Consumer behaviors on Instagram are constantly evolving, making it difficult

to acquire comprehensive and accurate data in real time. The results may not reflect the current state of Instagram's influence on the fashion industry.

To ensure the reliability of the research, the authors have adopted rigorous approaches to the collection and analysis of secondary data from Instagram. To ensure consistency, the author assessed the credibility of sources and cross-referenced information from diversified Instagram sources. In addition, to validate the results, a systematic approach was used in the selection of relevant Instagram publications, prioritizing the most recent and relevant information.

Despite these challenges, the study offers a comprehensive view of Instagram's influence on the fashion industry among French Generation Z and highlights the new trends emerging in response.

5.2 Answering the research questions

Throughout this research, these main questions were asked by the author:

RQ1. What is the impact of Instagram on generation Z Consumer Buying Behavior within the Fashion Industry? Instagram has a big impact on Generation Z's buying behavior in the fashion industry by defining trends, increasing brand engagement through influencer collaborations, and facilitating direct sales via shoppable posts, resulting in fashion choices and purchases.

RQ1.1 What are the benefits that Instagram brings to the Fashion Industry?

RQ1.1.1 What are the benefits of Instagram Entertainment factor on the buying behavior of Generation Z consumers in the fashion industry? The entertainment factor on Instagram has a big impact on Generation Z's buying behavior in the fashion industry by increasing engagement through visually appealing material and creative storytelling, resulting in increased brand exposure and influence on fashion choices.

RQ1.1.2 What are the benefits of Instagram Familiarity factor on the buying behavior of Generation Z consumers in the fashion industry? The Instagram familiarity factor influences Generation Z's buying behavior in the fashion industry by improving brand identification and loyalty through frequent exposure and interactive engagement, resulting in higher trust and likelihood of purchase.

RQ1.1.3 What are the positive of Instagram Social Imaging factor on the buying behavior of Generation Z consumers in the fashion industry? The Instagram Social Imaging factor benefits Generation Z fashion consumers by allowing influencers to depict relatable lifestyles and values, making brands more appealing and relatable, and increasing user engagement through likes, comments, and shares, influencing buying behavior.

RQ1.1.4 What are the positive of Instagram Advertisement Spending factor on the buying behavior of Generation Z consumers in the fashion industry? The Instagram Advertisement Spending factor benefits Generation Z consumers in the fashion industry by signaling high brand quality through significant investment in creative and high-quality SM campaigns, improving brand perception, and encouraging deeper engagement with the intended audience.

RQ1.2 What are the drawbacks that Instagram brings to the Fashion Industry?

RQ1.2.1 What are the drawbacks of Instagram Entertainment factor on the buying behavior of Generation Z consumers in the fashion industry? The drawbacks of Instagram's Entertainment factor on the buying behavior of Generation Z consumers in the fashion industry include potential content saturation, which can lead to consumer desensitization, and the risk of prioritizing entertainment over product quality or relevance, which might damage the brand's credibility and distract from the actual value of the products.

RQ1.2.2 What are the drawbacks of Instagram Familiarity factor on the buying behavior of Generation Z consumers in the fashion industry? The drawback of Instagram's Familiarity factor on the buying behavior of Generation Z consumers in the fashion industry is the possibility of consumer tiredness, which occurs when repeated exposure to the same brand imagery and messaging leads to disinterest or discomfort. Excessive familiarity may dilute the brand's perceived distinctiveness, making it more difficult to differentiate from competitors and consequently lowering the brand's perceived value among consumers looking for novelty and innovation.

RQ1.2.3 What are the drawbacks of Instagram Social Imaging factor on the buying behavior of Generation Z consumers in the fashion industry? The drawbacks of Instagram's Social Imaging a factor on Generation Z CBB in the fashion sector include the potential of setting unreasonable expectations, as the idealized lifestyles and photographs portrayed may not be feasible or relatable to all viewers. This might cause frustration or disillusionment among consumers who are unable to reproduce the portrayed lifestyle or appearance. Furthermore, relying too much on influencers and crafted social photos may damage the brand's legitimacy, making it appear inauthentic or superficial to discriminating consumers. Furthermore, an

intensive focus on idealized social imaging can contribute to negative self-perception and body image difficulties in vulnerable customers, particularly if they compare themselves negatively to the polished images offered.

RQ1.2.4 What are the drawbacks of Instagram Advertisement Spending factor on the buying behavior of Generation Z consumers in the fashion industry? The drawbacks of rising Instagram advertisement spending for Generation Z's buying behavior in the fashion sector include the possibility of setting unreasonable expectations about product quality, which may differ from perceptions established by pricey campaigns. Furthermore, large advertising spending can lead to market saturation, in which consumers get desensitized to commercials as a result of their pervasiveness, lowering campaign efficacy.

The research focuses on these questions to understand Instagram's influence on the CBB of Generation Z within the fashion industry.

Secondary data were used to answer these research questions. The results indicate that the Instagram platform has a significant influence on the buying behavior of Generation Z consumers in the fashion industry. Instagram is having a major influence on the buying behavior of Generation Z in the fashion industry, mainly through influencer marketing, where young people follow trends set by celebrities and influencers. The platform facilitates the discovery of new brands and trends, making the buying process almost instantaneous thanks to its integrated shopping features. User-generated content provides authentic social proof, further encouraging purchases. Interactive features and personalized content strengthen brand loyalty, while the focus on sustainable and ethical practices appeals to Generation Z consumers who value corporate social responsibility.

5.3 Dialogue between key results and knowledge base

The results of this study provide an overview of Instagram's impact on the buying behavior of Generation Z consumers. The research conducted in Section 4 highlighted several factors that influence CBB, including entertainment, familiarity, social imaging and advertisement spending.

Section 2.2 shows that Instagram has a significant influence on CBB. This platform plays a major role in guiding buying decisions by shaping users' preferences and perceptions. The visual and immersive nature of content on Instagram is helping to create more engaging and personalized shopping experiences for Generation Z consumers. Expanding on this perspective, section 2.4 highlights that content shared on Instagram is often

associated with hedonistically motivated discourses. This content is carefully crafted to evoke positive emotions in users, encouraging them to engage in buying behaviors. The study specifically mentions that this content deliberately aims to appeal to audiences by providing them with attractive visual experiences, likely to favorably influence their buying decision (Lichy, 2021). The results in section 4.2.1 significantly highlight the influence of Instagram ads on consumer perception and buying behavior. The comments of respondent 18, in particular, provide essential insights into the underlying mechanisms of this influence. He says: "Fashion product ads on Instagram can make a lasting impression on users' minds for a number of reasons. Firstly, they feature eye-catching visuals and appealing styles that capture immediate attention. If they include elements that relate to the preferences and trends already enjoyed by the user, this reinforces their memory". His response sheds light on how ads on Instagram are not simply perceived, but leave lasting traces in the minds of consumers. Respondent 18's explanation highlights the power of visual appeal, aesthetic appeal, and personalization in creating an advertising experience that goes beyond immediacy to create a memorable and influential impression. This understanding can guide advertisers' strategies on Instagram towards more targeted and engaging approaches, maximizing their impact on user perception and buying behavior. The results of this study are consistent with several previous research studies that have also highlighted the significant impact of Instagram ads on CBB (Bakkour et al., 2022; Johnson et al., 2019; Lee & Kim, 2020). These studies have shown that ads on Instagram are particularly effective in influencing the purchasing preferences of Generation Z consumers due to their visual nature and ability to drive engagement.

In the literature review, section 2.4 discusses fashion as a powerful social symbol, highlighting its role in creating and communicating personal and collective identities. This definition takes on a particular dimension in a digital environment, where platforms such as Instagram amplify the influence of fashion as a means of symbolizing identities. Instagram's influence on fashion is described as a viral force, where the majority of fashion products spread almost like an epidemic. This spread is fueled by mechanisms of imitation and approval, illustrating how products often become trends. The study thus highlights the crucial role of Instagram as a catalyst for the rapid spread of fashion trends, where social approval and emulation play a central role in the formation of these trends (Lichy, 2021). Section 4.4.2 reveals different perspectives on the relationship between fashion, individuality, and the perceived impact on personal image. Respondent 18 expresses an attitude of independence from social norms when it comes to fashion. By stating "I like to dress the way I like, without worrying about what other people think", he underlines his desire to assert himself through his clothing choices, highlighting a preference for personal authenticity rather than conforming to external expectations. Conversely, respondent 3, by sharing that "My friends and I all have the same style of dress, but it's true that we're not very original", reveals an inclination towards social conformity. This perspective suggests that respondent 3 values harmony and belonging to a group rather than individual originality in the way he dresses. As for respondent 5, his statement "Fashion shows our desires, personalities and aspirations through the clothing choices we make. It's a reflection of the image we want to project to the world around

us" suggests a deeper vision of fashion. For respondent 5, fashion is a form of personal expression that transcends pure aesthetics. It becomes a means of projecting aspirations, desires and an identity through the clothing chosen. As such, these responses illustrate the diversity of attitudes towards fashion, ranging from assertive individualism to social conformity, to a deeper understanding of fashion as a means of communicating identity and aspirations. These varied perspectives enrich our understanding of the motivations and values associated with clothing choices. Previous studies have also explored the link between Instagram and fashion as a means of communicating personal and collective identities (Jones & Brown, 2019; Wang & Zhang, 2021). This research has shown how Instagram users use the platform to express their individual style and membership of social groups, highlighting fashion's role as a visual language on SM.

Section 2.4.1 highlights the emergence of Corporate Social Responsibility (CSR) awareness through Instagram. This platform plays a major role in raising awareness of the negative aspects of the fashion industry. Instagram raises awareness by highlighting environmental impacts and CSR issues. Visual campaigns and collaborations with committed influencers help to create a space where discussion and action in favor of more responsible fashion are encouraged (Pookulangara & Shephard, 2013). The results in section 4.1.3 highlight telling examples of the societal concerns raised by respondents on Instagram. Notably, respondent 4 drew attention to major ethical issues by mentioning "child labor or child abuse". This observation points to critical ethical issues within the fashion industry. In addition, respondent 4 also addressed the 'environmental issues associated with the production of jeans'. This reveals a sensitivity to the specific ecological impacts of the industry, highlighting the environmental challenges associated with the manufacture of jeans, such as excessive water consumption and the use of chemicals. The results of this study concur with the findings of previous research that has highlighted Instagram's role in raising awareness of corporate social responsibility (CSR) issues in the fashion industry (López & Rodríguez, 2019; Park & Lee, 2020). These studies have shown how visual campaigns on Instagram and collaborations with engaged influencers help promote discussion and action in favor of more responsible fashion.

Overall, the results of this study contribute to research by examining the impact of Instagram on the buying behavior of Generation Z consumers. The findings offer useful insights for brands looking to refine their digital communications on this platform. In short, this study offers concrete avenues for improving digital communication strategy on Instagram, while highlighting the growing importance of this platform for brands targeting generation Z.

5.4 Compliance with research ethics guidelines

The impact of Instagram on the fashion industry was investigated in this study using secondary data from pertinent publications. The authors made considerable efforts to ensure that our research complied with

ethical standards when conducting this study. The privacy and confidentiality of the data were the main ethical concerns because this study required the examination of secondary data.

Firstly, the authors used data that was gathered from dependable sources, such as news articles, scholarly publications, and official reports. We made sure that all sources were appropriately cited in our work to adhere to copyright laws. It is also crucial to note that no information that is protected by copyright or intellectual property was included in this written work.

After that, the authors were aware of the potential harm that could result from using deceptive information, particularly when it came to people's private information. To minimize the risks associated with this procedure, only widely available and published data were accessed, making sure that no human subjects took part. The author exercised great caution to avoid using statistics related to individual identify or certain groupings in order to completely mitigate risk.

Thirdly, by keeping all of the data in a secure area with restricted access, the authors took precautions to ensure data confidentiality. Additionally, the author made sure that any data that may be linked to particular people or organizations was anonymized and that no data was shared with third parties without the necessary authorizations.

Lastly, the writers reduced the risks by cross-checking the data from several sources and conducting an objective, critical examination of the data. They were aware of the potential drawbacks and difficulties associated with employing secondary data analysis.

6 Conclusions

6.1 Key Findings

The study found that Instagram have an important impact on various aspects of the fashion industry and on the CBB. The study's findings provide light on the impact of Instagram on Generation Z CBB within the Fashion Industry. The following key findings were identified:

- They are benefits and drawbacks by using Instagram like raise awareness on CSR but also give more visibility for fast fashion

- On Instagram, brands want to entertain users and leave a memorable mark on user's minds and that is the way of interacting with users. Ads are playing a crucial role in building user loyalty, creating engaging and personalized experiences between users and brands.
- Instagram can increase the compulsive buying but by familiarizing yourself with the product it can be avoided. This SM allows to know better the product even if direct persuasion is more important than indirect persuasion.
- Social imaging is really important for the Generation Z and influencers contribute to that. They make you want to buy a product that you don't need. For some people it is hard to trust influencers because of product scandals revealed in recent years.
- Brands allocate sometimes a lot of money for the advertisement. The more people see the product the more they want to buy it. Is it possible to change its mind on a product thanks to a product placement.

6.2 Managerial implications

The study's findings have major consequences for the fashion industry on Instagram, particularly for the Gen Z. The following recommendations are offered based on the key findings of this study:

Development of SM Strategies: Suggest that fashion brands and companies take advantage of Instagram's capacity to boost exposure, encourage brand-consumer engagement, and produce interesting, customized experiences. Emphasize how crucial it is to use ads wisely and integrate Instagram into their SM strategy.

Guidelines for Influencer Collaborations: Provide standards or recommendations for identifying reliable influencers and forming alliances. In order to gain the trust of consumers, brands should push for transparency and genuineness while working with influencers.

Brand-Customer Engagement: Stress the value of using Instagram to actively engage with customers. To create a feeling of community and belonging among followers, encourage brands to reply to messages, comments, and feedback as soon as possible.

Ethical and CSR Communication: Promote the use of Instagram by brands to openly share their CSR programs and moral standards. Urge them to share behind-the-scenes photos and anecdotes that demonstrate their dedication to social responsibility.

Creating Authentic Advertising Campaigns: Encourage firms to concentrate on producing eye-catching and memorable Instagram advertisements. Stress how crucial it is to grab users' attention right away and convey important information that speak to Generation Z.

Maintaining a Balanced Approach to Product Exposure on Instagram and Preventing Compulsive Buying: Encourage companies to highlight their goods without encouraging obsessive buying habits; this could be done by offering limited-time deals or educational content.

Product Details and Education: Promote firms to use Instagram as a resource to inform customers about their goods. To assist customers in making knowledgeable buying decisions, concentrate on offering precise and comprehensive information.

Monitoring and Adapting Strategies: Emphasize the value of consistently keeping an eye on Instagram trends and user feedback. Urge brands to modify their tactics in response to changing customer tastes and habits.

Establishing Credibility and Trust: Highlight the significance of gradually establishing credibility by keeping your word, being open and honest, and quickly resolving any problems that may emerge.

6.3 Recommendations for future research

In light of our topic, the study's findings suggest the need for further exploration into the impact of Instagram on the buying behavior of the Generation Z in the Fast Fashion and Luxury segments of the fashion industry. The following proposals aim to enhance existing knowledge while opening avenues for new research in this domain.

A series of longitudinal studies could shed light on the enduring effects of Instagram on the buying behavior of Generation Z in both the Fast Fashion and Luxury segments. While the current study offers valuable insights into the immediate impact of Instagram, there is a keen interest in delving deeper into its evolving influence and its implications on consumer behavior in these distinct fashion segments.

Our examination has uncovered various novel practices, including influencer collaborations, virtual fashion shows, and augmented reality try-on experiences. Subsequent research endeavors could evaluate the effectiveness of these strategies in shaping consumer buying decisions and identify best practices for their implementation.

Moreover, exploring how Instagram has prompted technological advancements and automation in the marketing and sales processes brands is essential. This exploration might encompass the integration of technologies like augmented reality filters, virtual showrooms, and interactive content creation tools. Additionally, evaluating the role of automation in enhancing brand engagement and customer interactions could provide valuable insights.

An intriguing avenue for exploration lies in understanding how Instagram has influenced the perception and consumption patterns of sustainable and ethical practices in the fashion industry segments. This investigation could delve into consumer attitudes towards eco-friendly initiatives promoted through Instagram and assess their impact on buying decisions.

To further enrich our understanding, it would be worthwhile to examine the role of Instagram in shaping brand loyalty among Generation Z consumers in the fashion industry realms. This exploration could encompass the influence of Instagram aesthetics, storytelling, and community engagement on consumer allegiance to specific brands.

In conclusion, these proposed research directions aim to deepen our comprehension of the multifaceted impact of Instagram on the buying behavior of Generation Z in the fashion industry segments. By delving into these aspects, we can gain valuable insights that will not only contribute to academic knowledge but also provide practical implications for marketers and brands operating in these dynamic fashion sectors.

References

Ajzen I. (1980). Understanding Attitudes and Predicting Social Behavior. *Englewood Cliffs*.

<https://cir.nii.ac.jp/crid/1571980074848299136>

Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13(4), 411–454. <https://doi.org/10.1086/209080>

Bakkour, A., Youbi Idrissi, Z., Qmichchou, M., Lkhoumsi, S. (2022). View of Role of Instagram on the purchasing behavior of Moroccan consumers during the COVID-19. <https://www.ijafame.org/index.php/ijafame/article/view/564/536>

Bampo, Mauro, Michael T. Ewing, Dineli R. Mather, David Stewart, and Mark Wallace. 2008. “The Effects of the Social Structure of Digital Networks on Viral Marketing Performance.”

Information Systems Research 19: 273-290 https://www.researchgate.net/profile/Mark-Wallace-12/publication/220079653_The_Effects_of_the_Social_Structure_of_Digital_Networks_on_Viral_Marketing_Performance/links/0912f510858d6a1b97000000/The-Effects-of-the-Social-Structure-of-Digital-Networks-on-Viral-Marketing-Performance.pdf

Bandara, D. M. D. (2020, November 19). *Impact of Social Media Advertising on Consumer Buying Behavior: With Special Reference to Fast Fashion Industry*. Papers.ssrn.com. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3862941

Bassiouni, D. H., & Hackley, C. (2014). “Generation Z” children’s adaptation to digital consumer culture: A critical literature review. https://www.researchgate.net/publication/265390475_'Generation_Z'_children's_adaptation_to_digital_consumer_culture_A_critical_literature_review

Bevins, C. (n.d.). *Running head: A VISUAL SOCIAL SEMIOTIC ANALYSIS OF TARGET’S BRAND 1 Get Schooled: A Visual Social Semiotic Analysis of Target’s Branding using Instagram In Partial Fulfillment of the Requirements for the Master of Arts In Communication Studies*. <https://digitalcommons.liberty.edu/cgi/viewcontent.cgi?article=1329&context=masters>

- Betz, C. (2019, January). *Generations X, Y, and Z*. Journal of Pediatric Nursing. [https://www.pediatricnursing.org/article/S0882-5963\(18\)30631-6/fulltext#%20](https://www.pediatricnursing.org/article/S0882-5963(18)30631-6/fulltext#%20)
- Boulding, W., & Kirmani, A. (1993). A Consumer-Side Experimental Examination of Signaling Theory: Do Consumers Perceive Warranties as Signals of Quality? *Journal of Consumer Research*, 20(1), 111. <https://doi.org/10.1086/209337>
- Chiang, I-Ping., Wong, R., & Huang, C. (2019). Exploring the Benefits of Social Media Marketing for Brands and Communities. *International Journal of Electronic Commerce Studies*, 10(2), 113–140. <https://doi.org/10.7903/ijecs.1547>
- Christopher, M., Lawson, R., & Peck, H. (2004). Creating agile supply chains in the fashion industry. *International Journal of Retail & Distribution Management*, 32(8), 367–376. <https://doi.org/10.1108/09590550410546188>
- Comment les influenceurs influencent les décisions d'achat ?* [How do influencers influence buying decisions?] (n.d.). Wwww.woo.paris. <https://www.woo.paris/blog/influenceurs-et-decision-dachat>
- Darel, N., & Anak Agam, L. (2017). *The Impact of Viral Marketing Through Instagram*. https://d1wqtxts1xzle7.cloudfront.net/54526766/The_Impact_of_Viral_Marketing_Through_Instagram-libre.pdf?1506322719=&response-content-disposition=inline%3B+filename%3DThe_Impact_of_Viral_Marketing_Through_In.pdf&Expires=1705060541&Signature=HWDV-GP90C-Te0l2Ui3VPAaEbldD00tu~tu8XW9ucy7lpeKaATjaVBSZow-1lDeOhDEoPtyri-dld1c8rECX2yqgbWe1fAZn5Y5NxicvCEsZXiindG2JykqQklyQqZdFa5M42GQwi9kRyTmq00sZl5hjsuYAxeYohRdWWSg~hw4VIXfR0Xlie~J7mn9CCOlipUYsq3fkDbAN0vnBENBBPjafNacnY-tdh4z3ArdtJ-SARWjMEweYqI510c0e0-0cl4iN5RWmgcJ4ceUxJfd-UmxVzUyCHTB3l2D2leLPESc55xlq~S-w7hQPAdMp-4uyJFXqzXs~Yd3yj3-OhGudQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA
- Darban, A., Li, W. (2012). *The impact of online social networks on consumers' purchasing decision - The study of food retailers*. <https://www.diva-portal.org/smash/get/diva2:532049/FULLTEXT01.pdf>

Delgado-Ballester, E., Navarro, A., & Sicilia, M. (2012). *Revitalising brands through communication messages: The role of brand familiarity*. https://www.researchgate.net/profile/Elena-Ballester/publication/242347895_Revitalising_brands_through_communication_messages_The_role_of_brand_familiarity/links/541316cb0cf2fa878ad3d302/Revitalising-brands-through-communication-messages-The-role-of-brand-familiarity.pdf

De Visscher, H. (2016). La pression sociale. [Social pressure.] *Les Cahiers Internationaux de Psychologie Sociale*, 112(4), 505–527. <https://www.cairn.info/revue-les-cahiers-internationaux-de-psychologie-sociale-2016-4-page-505.html>

Digital Advertising - Worldwide | Statista Market Forecast. (n.d.). Statista. Retrieved February 23, 2024, <https://es.statista.com/outlook/dmo/digital-advertising/worldwide>

Djelic, M.-L., & Ainamo, A. (1999). The Coevolution of New Organizational Forms in the Fashion Industry: A Historical and Comparative Study of France, Italy, and the United States. *Organization Science*, 10(5), 622–637. <https://doi.org/10.1287/orsc.10.5.622>

Dolot, A. (2018). The Characteristics of Generation Z. *E-Mentor*, 74(2), 44–50. <https://www.ceeol.com/search/article-detail?id=737237>

Doyle, S. A., Moore, C. M., & Morgan, L. (2006). Supplier management in fast moving fashion retailing. *Journal of Fashion Marketing and Management: An International Journal*, 10(3), 272–281. <https://doi.org/10.1108/13612020610679268>

Duffy, K., & Ney, J. (2015). Exploring the Divides Among Students, Educators, and Practitioners in the Use of Digital Media as a Pedagogical Tool. *Journal of Marketing Education*, 37(2), 104–113. <https://doi.org/10.1177/0273475315585826>

Du Toit, Z., (n.d.). *An Exploration of the Influence that User-Generated Content (UGC) on Instagram has on the Purchase Intention amongst South Africa's Generation Z*. <https://iiespace.iie.ac.za/bitstream/handle/11622/699/Du%20Toit%2C%20Zoe.pdf?sequence=1&isAllowed=y>

Ehrlich, J. (2020, January 24). *What Is Consumer Buying Behavior?* DemandJump. <https://www.demandjump.com/blog/what-is-consumer-buying-behavior>

Eom, H. J., & Seock, Y.-K. (2017). Purchase Intention Toward Luxury Fashion Brands from the Social Comparison Perspective: An Extended Abstract. *Marketing at the Confluence between Entertainment and Analytics*, 1277–1280. https://doi.org/10.1007/978-3-319-47331-4_247

Fernie, J. (2010). *Logistics and retail management: emerging issues and new challenges in the retail supply chain* (J. Fernie, Ed.; Kogan Page, p. 284). <https://iimsedu.com/wp-content/uploads/2019/08/Logistics-and-Retail.pdf>

FitzGerald, R. (2019, November 29). *How Does Social Media Impact Consumer Buying Behavior?* Connex Digital. <https://connexdigital.com/how-social-media-impact-consumer-buying-behavior/>

Get Started on Instagram for Businesses. (n.d.). Instagram for Business. <https://business.instagram.com/getting-started/#why-instagram>

Guéguen, N. (2016). *Psychologie du consommateur*. [Consumer psychology] - 3e éd. In *Google Books*. Dunod. https://books.google.fr/books?id=48njCwAAQBAJ&printsec=frontcover&hl=fr&source=qbs_qe_summary_r&cad=0#v=onepage&q&f=false

Haider, T., & Shakib, S. (2018). A STUDY ON THE INFLUENCES OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR. *Business Studies Journal*, 9(1). <https://www.abacademies.org/articles/A-study-on-the-influences-of-advertisement-on-consumer-buying-behavior-1944-6578-9-1-105.pdf>

Hansson, C., Eriksson, E., & 15 Hp, M. (2016). *KANDIDATUPPSATS Internationella marknadsföringsprogrammet 180 hp Fashion Brands and Engagement on Instagram How can fashion brands apply content marketing on Instagram to engage Millennials and increase brand equity?* <https://www.diva-portal.org/smash/get/diva2:943429/FULLTEXT02>

Helal, G., Ozuem, W., & Lancaster, G. (2018). Social media brand perceptions of millennials. *International Journal of Retail & Distribution Management*, 46(10), 977–998.

<https://doi.org/10.1108/ijrdm-03-2018-0066>

Hill, S., Provost, F., & Volinsky, C. (2006, May). *Network-Based Marketing: Identifying Likely Adopters via Consumer Networks* [Review of *Network-Based Marketing: Identifying Likely Adopters via Consumer Networks*]. [https://projecteuclid.org/journals/statistical-science/volume-21/issue-2/Network-Based-Marketing-Identifying-Likely-Adopters-via-Consumer-Net-](https://projecteuclid.org/journals/statistical-science/volume-21/issue-2/Network-Based-Marketing-Identifying-Likely-Adopters-via-Consumer-Net-works/10.1214/088342306000000222.full)

[works/10.1214/088342306000000222.full](https://projecteuclid.org/journals/statistical-science/volume-21/issue-2/Network-Based-Marketing-Identifying-Likely-Adopters-via-Consumer-Net-works/10.1214/088342306000000222.full)

[works/10.1214/088342306000000222.full](https://projecteuclid.org/journals/statistical-science/volume-21/issue-2/Network-Based-Marketing-Identifying-Likely-Adopters-via-Consumer-Net-works/10.1214/088342306000000222.full)

Hu, Y., Manikonda, L., & Kambhampati, S. (2014). What We Instagram: A First Analysis of Instagram Photo Content and User Types. *Proceedings of the International AAAI Conference on Web and Social Media*, 8(1). <https://ojs.aaai.org/index.php/ICWSM/article/view/14578>

Intelligence, I. (n.d.). *Empower yourself with the data, insights, and analysis you need to make strategic business decisions in a digital world*. Insider Intelligence. <https://www.insiderintelligence.com/>

Ioană, E., & Stoica, I. (2014). *Social Media and its Impact on Consumers Behavior*.

https://d1wqtxts1xzle7.cloudfront.net/47104684/Social_Media_and_impact_on_Consumer_Behaviour-libre.pdf?1467980002=&response-content-disposition=inline%3B+filename%3DSocial_Media_and_its_Impact_on_Consumers.pdf&Expires=1705056841&Signature=RADG-X5fBtiAEKAnNBBFM1HvP6yXbd3GXquK7pUap4zW3qtGWbm~U~LaS60nrhQfkv8bB0XIThjnIcQ--rvgQbjhiS9-21vm7e-MPBjlaI8t4jnW8cExG10MtInjw1qjvUP09rQXpsbcNzWMsgLtmExJCMou-cAQsfCpltSF-lwliUYVINfgv5FQ~kfNCmWdC~8x96wsybskwMKKpg4~FNzYL~TvJGEWRfMF~G3eRL1y-l47-0nt-

[gRO~ptfm13w4qN42t21OJIAWYhpSB1WXkA2zr1LWhtE293PxVLA820ErdRbWWfeYNN4TQ~VWa5L5Ep3e8ZKVq3z70clg~jDwjQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA](https://d1wqtxts1xzle7.cloudfront.net/47104684/Social_Media_and_impact_on_Consumer_Behaviour-libre.pdf?1467980002=&response-content-disposition=inline%3B+filename%3DSocial_Media_and_its_Impact_on_Consumers.pdf&Expires=1705056841&Signature=RADG-X5fBtiAEKAnNBBFM1HvP6yXbd3GXquK7pUap4zW3qtGWbm~U~LaS60nrhQfkv8bB0XIThjnIcQ--rvgQbjhiS9-21vm7e-MPBjlaI8t4jnW8cExG10MtInjw1qjvUP09rQXpsbcNzWMsgLtmExJCMou-cAQsfCpltSF-lwliUYVINfgv5FQ~kfNCmWdC~8x96wsybskwMKKpg4~FNzYL~TvJGEWRfMF~G3eRL1y-l47-0nt-gRO~ptfm13w4qN42t21OJIAWYhpSB1WXkA2zr1LWhtE293PxVLA820ErdRbWWfeYNN4TQ~VWa5L5Ep3e8ZKVq3z70clg~jDwjQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA)

Jackson, G., & Ahuja, V. (2016). Dawn of the digital age and the evolution of the marketing mix. *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 170–186. Springer.

<https://doi.org/10.1057/dddmp.2016.3>

Jadhav, M., Kamble, M., & Patil, B. (n.d.). *Social Media Marketing: The Next Generation of Business Trends*. <https://www.iosrjournals.org/iosr-jce/papers/sicete-volume2/21.pdf>

Johnson, B. K., Potocki, B., & Veldhuis, J. (2019). Is that my friend or an advert? The effectiveness of Instagram native advertisements posing as social posts. *Journal of Computer-Mediated Communication*, 24(3), 108–125. <https://doi.org/10.1093/jcmc/zmz003>

Jones, E., & Brown, K. (2019). "Instagram and Fashion: Exploring the Role of Social Media in Identity Formation among Millennials." *Journal of Fashion Marketing and Management*, 23(4), 501-516.

Kahawandala, N., & Peter, S. (2020). *Factors affecting Purchasing Behaviour of Generation Z Keywords*. <https://www.ieomsociety.org/ieom2020/papers/179.pdf>

Kelman, H. C. (1958). Compliance, identification, and internalization three processes of attitude change. In *Journal of conflict resolution* (pp. 51–60).

https://www.basicknowledge101.com/pdf/Compliance_identification_and_internalization.pdf

Knoke, D. (2013). Understanding Social Networks: Theories, Concepts, and Findings. *Contemporary Sociology: A Journal of Reviews*, 42(2), 249–251. <https://doi.org/10.1177/0094306113477381y>

Kumar, Dr. D. Prasanna., & Raju, K. V. (2013). The Role of Advertising in Consumer Decision Making. *IOSR Journal of Business and Management*, 14(4), 37–45. <https://doi.org/10.9790/487x-1443745>

Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 80(6), 146–172. <https://doi.org/10.1509/jm.15.0415>

La Monica, P. R. (2007). The problem with TV ads Too many commercials attempt to be funny or entertaining. But aren't ads supposed to tell you something about a product?. *CNN Money*. <https://money.cnn.com/2007/03/21/commentary/mediabiz/index.htm>

Lauring, K., & Van Steenburg, E. (2019). *What Drives Young Shoppers? Comparing Millennial and Generation Z Online Consumer Behavior* [Review of *What Drives Young Shoppers? Comparing Millennial and Generation Z Online Consumer Behavior*]. https://www.researchgate.net/publication/333999262_What_Drives_Young_Shoppers_Comparing_Millennial_and_Generation_Z_Online_Consumer_Behavior?enrichId=rgreq-af5762a75cc8fa421adf5199ec3634b7-XXX&enrichSource=Y292ZXJQYWdlOzMzMzk5OTI2MjtBUzo3ODkwMzgzODY2NTEzMzIAMTU2NTEzMjgxOTQ2Mg%3D%3D&el=1_x_3&esc=publicationCoverPdf

Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. *Journal of Global Fashion Marketing*, 11(3), 232–249.
<https://doi.org/10.1080/20932685.2020.1752766>

Lichy, J. (2021). *Post-COVID-19 Perspectives on International Business*. In *Google Books*. Cambridge Scholars Publishing. https://books.google.fi/books?id=xXo-wEAAAQBAJ&printsec=frontcover&hl=fr&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

Liversedge, S., Gilchrist, I., & Everling, S. (2011). *The Oxford Handbook of Eye Movements*. In *Google Books*. OUP Oxford.
https://books.google.fr/books?hl=fr&lr=&id=GctzmDb3xmMC&oi=fnd&pg=PA439&dq=Models+of+overt+attention.&ots=bc-GyPzvBT&sig=e8MmuzSDHYW9dFbLROadOu6tK2U&redir_esc=y#v=onepage&q=Models%20of%20overt%20attention.&f=false

Lopez, R., & Rodriguez, M. (2019). "Instagram as a Catalyst for Social Responsibility in the Fashion Industry." *Journal of Fashion Marketing and Management*, 23(1), 88-104.

Mandan, M., Hossein, S., & Furuzandeh, A. (2012). *Investigating the Impact of Advertising on Customers' Behavioral Intentions: A Case of Agriculture Bank*.
https://d1wqtxts1xzle7.cloudfront.net/38029225/BER-V3N1-2013-libre.pdf?1435617687=&response-content-disposition=inline%3B+filename%3DBER_Vol_3_No_1_June_2013_published.pdf&Expires=1705314326&Signature=FAUbfBeymYSJnDezcJ~suZMGWATP-

[7aevJX5iT~kha5daKB~JvDby6RL12AjDqEghVwMOI4mBPe3XcJZhBUvLuKVtgy5RYr4x0tmL7eWEq4dZ5cGue65vDVIXGKy9Y57cmyvISAe0-noZuvGbjNq3VC7AcYnhFsLGFNBWoztpIFh26WeKClInjbTnML9R5Q46MjUHWwLIqnv~bA1ePW~UtGWFWoa9MBtTGSP1EUd5FQPrwXIM8sbLWHqWm9qY-kYUMR1fnEEeb2qSxW9n0vap~ILSwSL93UR0kXwijtTM7TMGPYOTMen~0y9~dYLQeOv3~PUNeJ6mGWFLMiYCcB0YLg](https://www.researchgate.net/publication/358123456) &Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=5

Newberry, C. (2022, September 14). *Influencer Marketing on Social Media: Everything You Need To Know*. Hootsuite Social Media Management. <https://blog.hootsuite.com/influencer-marketing/>

Nosita, F.; Lestari, T. (2019). The Influence of User Generated Content and Purchase Intention on Beauty Products, *J. Mgt. Mkt. Review*, 4 (3) 171 – 183. [https://doi.org/10.35609/jmmr.2019.4.3\(2\)](https://doi.org/10.35609/jmmr.2019.4.3(2))

O’Cass, A. (2004). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European Journal of Marketing*, 38(7), 869–882. <https://doi.org/10.1108/03090560410539294>

Okros, A. (2019). *Harnessing the Potential of Digital Post-Millennials in the Future Workplace*. In *Google Books*. Springer. https://www.google.fr/books/edition/Harnessing_the_Potential_of_Digital_Post/Gx2nDwAAQBAJ?hl=fr&gbpv=1&dq=inauthor:%22Alan+Okros%22&printsec=frontcover

Panahi, S., Watson, J. A., & Partridge, H. (2012). *Social Media and Tacit Knowledge Sharing: Developing a Conceptual Model*. https://www.researchgate.net/profile/Helen-Partridge-4/publication/264354686_Social_Media_and_Tacit_Knowledge_Sharing_Developing_a_Conceptual_Model/links/55daf3bf08aeb38e8a8a2f69/Social-Media-and-Tacit-Knowledge-Sharing-Developing-a-Conceptual-Model.pdf

Park, S., & Lee, J. (2020). "The Role of Instagram in Promoting Sustainable Fashion Consumption: A Study of Generation Z Consumers." *Sustainability*, 12(6), 2345.

PrakashYadav, G., & Rai, J. (2017). The Generation Z and Their Social Media Usage: a Review and a Research Outline. *Global Journal of Enterprise Information System*, 9(2), 110–116. <https://www.gjeis.com/index.php/GJEIS/article/view/222>

Priporas, C.-V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z Consumers' Expectations of Interactions in Smart Retailing: a Future Agenda. *Computers in Human Behavior*, 77(1), 374–381.

<https://doi.org/10.1016/j.chb.2017.01.058>

Pookulangara, S., & Shephard, A. (2013). Slow Fashion Movement: Understanding Consumer Perceptions—An Exploratory Study. *Journal of Retailing and Consumer Services*, 20(2), 200–206.

<https://www.sciencedirect.com/science/article/pii/S0969698912001506>

Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghurir, P., & Stewart, D. (2009). Customer Experience Management in Retailing: Understanding the Buying Process. *Journal of Retailing*, 85(1), 15–30. <https://doi.org/10.1016/j.jretai.2008.11.003>

Rani Thomas, M., & Matthew, J. (2018, January). *Online Merchandising Cues Influencing the Purchase Intention of Generation Z Mediated by Emotions Using-S-O-R Framework*. Asian Journal of Management. https://www.researchgate.net/profile/Mary-Thomas-6/publication/325536220_Online_Merchandising_Cues_Influencing_the_Purchase_Intention_of_Generation_Z_Mediated_by_Emotions_Using-S-O-R_Framework/links/5d416b61299bf1995b597e07/Online-Merchandising-Cues-Influencing-the-Purchase-Intention-of-Generation-Z-Mediated-by-Emotions-Using-S-O-R-Framework.pdf

Roy, J.-H. (n.d.). *Instagram : la une de l'ère mobile*. [Instagram: front page news for the mobile age.] [https://doi.org/10.31188/CaJsm.2\(6\).2021.R069](https://doi.org/10.31188/CaJsm.2(6).2021.R069)

Saravanakumar, M., & Suganthalakshmi, T. (2012). Social Media Marketing. *Life Science Journal*, 9(4), 1097–8135. https://www.lifesciencesite.com/ljsj/life0904/670_13061life0904_4444_4451.pdf

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.

Scissons, M., Vo, J., Sim, H. (2015). *Instagram Marketing Strategy e-Book*. Toronto: FlashStock Technology Inc.

Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research. *Journal of Consumer Research*, 15(3), 325–343. <https://doi.org/10.1086/209170>

Smit, E. G., van Meurs, L., & Neijens, P. C. (2006). Effects of Advertising Likeability: A 10-Year Perspective. *Journal of Advertising Research*, 46(1), 73–83.

<https://doi.org/10.2501/s0021849906060089>

Sook Huey, L., & Yazdanifard, Dr. R. (n.d.). *How Instagram Can Be Used as a Tool in Social Network Marketing* (pp. 1–7). https://d1wqtxts1xzle7.cloudfront.net/34766366/How_Instagram_can_be_used_as_a_tool_in_social_network_marketing-libre.pdf?1410952889=&response-content-disposition=inline%3B+filename%3DHow_Instagram_can_be_used_as_a_tool_in_s.pdf&Expires=1704992416&Signature=ALvcXi2NZE4cUDC38LA-cvdoKy0rax21wpB5Y8oUHfKYQN9j4J1Gavlqx7Et-MAoE~~igDXjmmWxeOs335I8TqL6OokEy9L~LIS04qgNWwgpWVbn3ovynVDox6RYo~7DvNip-KqqWdHa2TXKrG0d8iEw3pITkchz0KrF~F34p1XS1XyRrU7cxXu8Eqh~pxobmXxySV3y2zNg2~vOxHk-3jEeNcl5RxV0QoH~Se4sBUrPfqcYDjA6-M-gk0uN-ZoUFG9adFWDZZKbRVTO87hxrQ3NDXJm3KjqeC8o34JfTRMyHQR1fWQTjMcJbupRsNAy8C-y5pxXjy8ABPxAiWFaGQyMQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA

Stark, G. (2018). *The Fashion Show: History, theory and practice*. In *Google Books*. Bloomsbury Publishing. <https://books.google.fi/books?id=N9LsDwAAQBAJ>

Statista. (2019). *Global advertising spending 2019 | Statistic*. Statista; Statista. <https://www.statista.com/statistics/236943/global-advertising-spending/>

Steele, V., & Major, J. S. (2018). Fashion industry. In *Encyclopædia Britannica*. <https://www.britannica.com/art/fashion-industry>

Haider, T., & Shakib, S. (2018). A STUDY ON THE INFLUENCES OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR. *Business Studies Journal*, 9(1).

Thangavel, P., Pathak, P., & Chandra, B. (n.d.). *Consumer Decision-making Style of Gen Z: A Generational Cohort Analysis*. https://www.researchgate.net/profile/Packiaraj-Thangavel-2/publication/337098852_Consumer_Decision-making_Style_of_Gen_Z_A_Generational_Cohort_Analysis/links/606d2ecca6fdccf289fd578f/Consumer-Decision-making-Style-of-Gen-Z-A-Generational-Cohort-Analysis.pdf

Ukrainian Marketing Association. (2013). <http://mk.nmu.org.ua/ua/npd/majesty2013/majesty2013.pdf#page=39>

Viens, A. (2019, October 2). *Who uses social media the most?* World Economic Forum. <https://www.weforum.org/agenda/2019/10/social-media-use-by-generation/>

Vieira, V. A., Inácio Severo de Almeida², M., Agnihotri, R., Simões De Arruda Corrêa da Silva, N., & Arunachalam, S. (2018). *In pursuit of an effective B2B digital marketing strategy in an emerging market* [Review of *In pursuit of an effective B2B digital marketing strategy in an emerging market*]. https://www.researchgate.net/profile/Raj-Agnihotri/publication/335329701_In_pursuit_of_an_effective_B2B_digital_marketing_strategy_in_an_emerging_market/links/5fb54b41299bf1a57a44c018/In-pursuit-of-an-effective-B2B-digital-marketing-strategy-in-an-emerging-market.pdf

Walk Like a Giant, Sell Like a Madman: America's #1 Salesman Shows You How to Sell Anything Download (261 Pages | Free). (n.d.). [www.pdfdrive.com](https://www.pdfdrive.com/walk-like-a-giant-sell-like-a-madman-americas-1-salesman-shows-you-how-to-sell-anything-e157268770.html). Retrieved January 15, 2024, from <https://www.pdfdrive.com/walk-like-a-giant-sell-like-a-madman-americas-1-salesman-shows-you-how-to-sell-anything-e157268770.html>

Wicknertz, B. (2022, June 10). *How is Generation Z shopping?* Voyado. <https://voyado.com/resources/blog/generation-z-online-shopping-habits/>

Wolfe, J. M., & Horowitz, T. S. (2004). What attributes guide the deployment of visual attention and how do they do it? *Nature Reviews Neuroscience*, 5(6), 495–501. <https://doi.org/10.1038/nrn1411>

Appendix

Appendix 1. Survey

1. *What is your age?*
2. *How do you define yourself?*
3. *What is your nationality?*
4. *How much time do you spend on Instagram?*
5. *Which social media do you use to inform/influence your fashion preferences?*
6. *Please describe what are the benefits that Instagram brings to the Fashion Industry.*
7. *Please describe what are the drawbacks that Instagram brings to the Fashion Industry.*
8. *In your opinion, is Instagram more beneficial or more damaging to the Fashion Industry?*
9. *Could you explain why you think it is more damaging or beneficial to the Fashion Industry?*
10. *Could you give examples of benefits or drawbacks regarding the use of Instagram in the Fashion Industry?*
11. *In your opinion, in which way Instagram could be harmful for brands in the fashion industry?*
12. *In your opinion, in which way Instagram could raise awareness of corporate social responsibility (CSR) issues related to scandals in the fashion industry?*
13. *Please give the examples of Instagram raising awareness of corporate social responsibility (CSR) issues related to scandals in the fashion industry.*
14. *In your opinion, does Instagram give the same visibility to the different market segments (fast fashion/luxury)?*
15. *Regardless of your answer to the previous question, which type of fashion market segments do you think Instagram promotes?*
16. *Do you have any other comments to add related to Instagram's impact factors on the fashion industry?*

Entertainment

17. *Please describe how important it is for you that advertisement or any other type of content on social media like Instagram is entertaining?*
18. *Can you give examples of any Instagram based types of advertisement or other content that was entertaining enough to draw your attention to specific fashion products?*
19. *Can you name 3 advertisements or any other types of content related to fashion products placement on Instagram that you can still recall after a long time?*

20. *What are the oldest ads or other types of Instagram based content related to fashion product placement that you can still recall and why (what is humor, nice music, or creative story?)?*
21. *Do you think entertaining (humorous/interesting/intriguing/controversial/exciting story and/or nice music...) would be an effective persuasion mechanism on Instagram that could impact your buying intention regarding fashion products? If yes, why/how?*

Familiarity

22. *Could you describe how important it is for you to be able to familiarize yourself with the fashion products before you decide to purchase it?*
23. *Could you describe how important it is for you to be able to familiarize yourself indirectly (such as exposure to Instagram advertisement or any type of content, interactions with influencers and the followers, word-of-mouth...) with the fashion product before you decide to purchase it?*
24. *Could you describe how important it is for you to be able to familiarize yourself directly (such as trying, measuring, smelling...) with the fashion product before you decide to purchase it?*
25. *Can you describe what is more important direct or indirect experience (familiarity) for the fashion product before you buy it?*
26. *Can you describe what is more important direct or indirect experience (familiarity) for the fashion product before you buy it?*
27. *Do you think indirect familiarity (such as exposure to Instagram based advertisement or any type of content, interactions with influencers and the followers, word-of-mouth...) can be an effective persuasion mechanism that could impact your buying intention regarding fashion products? If yes, why/how?*
28. *Do you think direct familiarity (such as trying, measuring, smelling...) can be an effective persuasion mechanism that could impact your buying intention regarding fashion products? If yes, why/how?*

Social Imaging

29. *How important are Instagram influencers in persuading you in buying a fashion product? Why?*
30. *Can you give examples of Instagram influencers persuading you to buy fashion products? If yes, please describe the cases (Instagram influencers and the fashion products), and explain why and how they have managed to persuade you to buy the fashion product.*
31. *How important is social imaging (the way you as a consumer of a fashion product perceive yourself) in relation to others (their gender, social class, status, lifestyle, attitudes...) using this fashion product? If it is important, please explain why.*
32. *How effective is social imaging in persuading to buy a fashion product and why?*

33. Can you recall/remember and give examples of social imaging persuading you to buy a fashion product? If yes, please describe the case including the type of social imaging and the related fashion product.

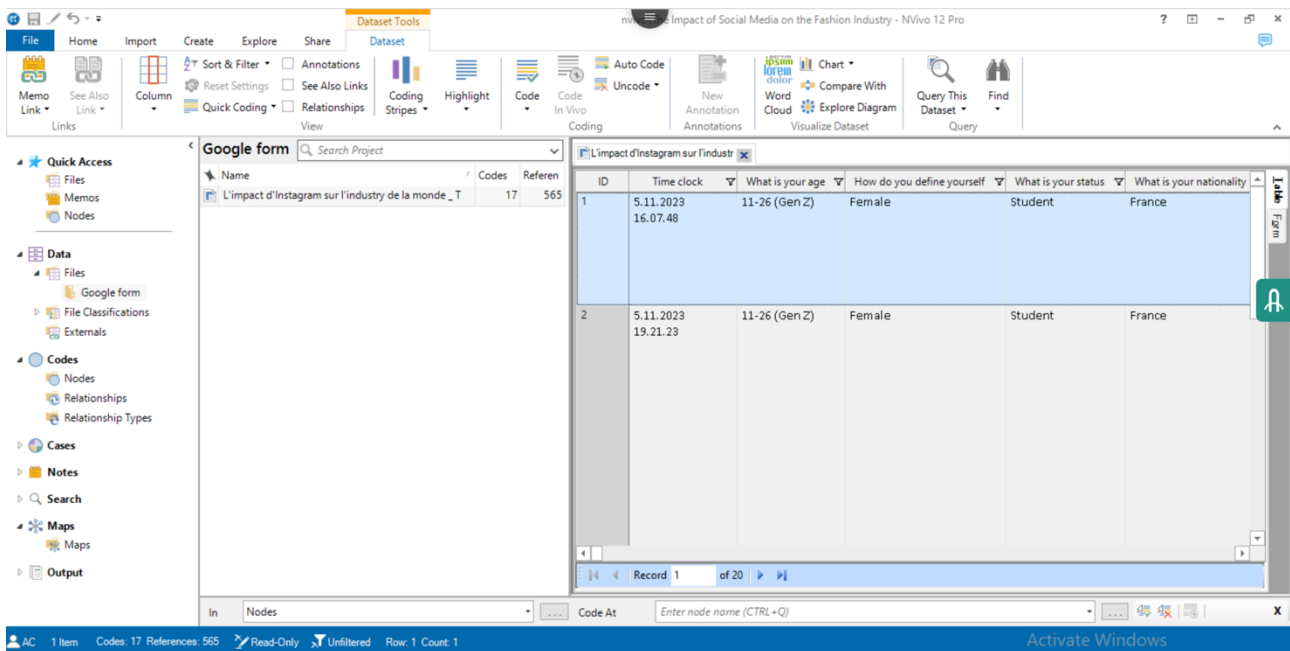
Advertisement Spending

34. How important is advertising spending on Instagram in persuading you to buy a fashion product? please explain why.
35. Can you recall/remember and give examples of any advertising campaign on Instagram that had direct impact on your decision to purchase/buy the product or service that was promoted?
36. Have you ever been persuaded by a massive campaign in media like Instagram, where millions or tens of millions of euros were spent to advertise particular product just because of the amount of money spent and a huge scale of promotion of this product? If yes, please explain why?
37. Do you think that there is a relationship between large scale (millions of euros or more) advertising campaigns on Instagram and the quality of products that they promote? If yes, could you give examples and explain why?
38. Do you expect more from a brand when a large sum is spent on advertising through Instagram?

Consumer buying behavior

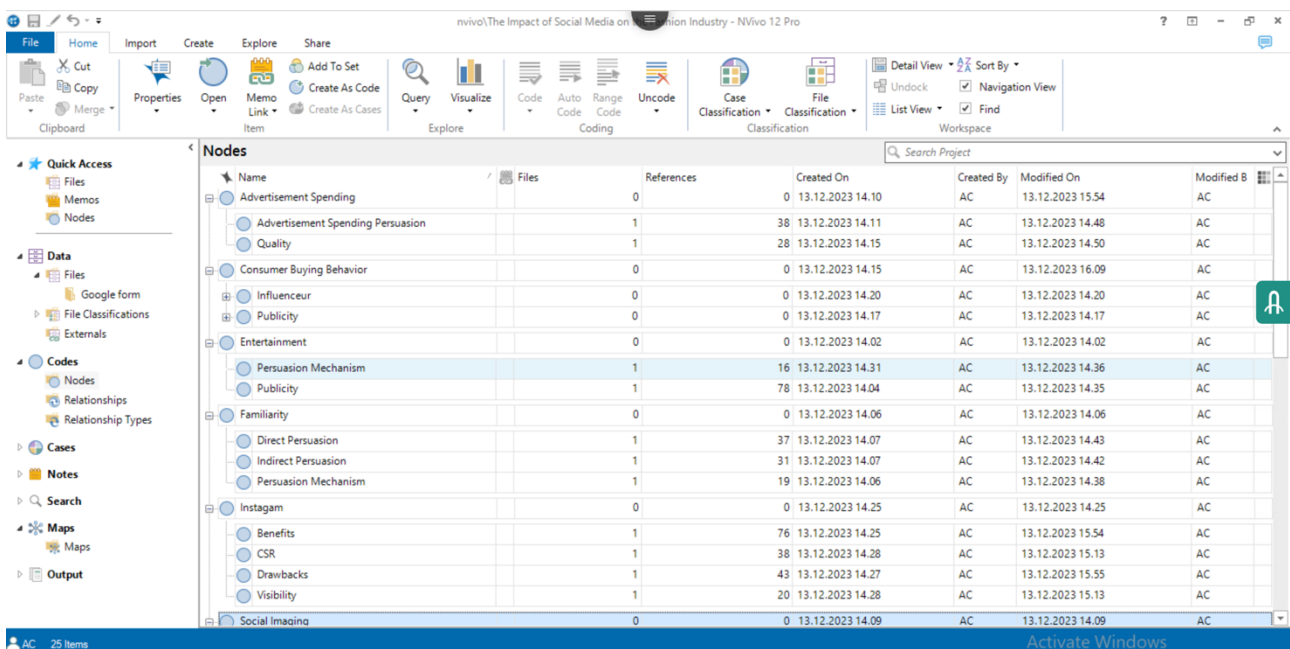
39. Do you think that advertisements on Instagram are capable of changing consumer opinion on fashion products?
40. Do you think that the consumer behavior towards a product is entirely depending on advertising on Instagram, without any consideration of the features of the product?
41. Have you ever changed your opinion about a particular product as a result of advertising campaign on Instagram? If yes, could you give examples and explain why?
42. Have you ever changed your opinion about a particular product based on information provided by influencers on Instagram? If yes, could you give examples and explain why?
43. Have you ever bought a fashion product directly as a result of advertisement on Instagram? If yes, could you give examples and explain why?
44. Have you ever bought a fashion product directly as a result of influencers persuasions on Instagram? If yes, could you give examples and explain why?

Appendix 2. A screenshot showing the questionnaire answers uploaded as secondary data from the NVivo 12 program.



ID	Time clock	What is your age	How do you define yourself	What is your status	What is your nationality
1	5.11.2023 16.07.48	11-26 (Gen Z)	Female	Student	France
2	5.11.2023 19.21.23	11-26 (Gen Z)	Female	Student	France

Appendix 3. A screenshot showing the nodes created during data analysing phase (from NVivo 12 program).



Name	Files	References	Created On	Created By	Modified On	Modified By
Advertisement Spending		0	13.12.2023 14.10	AC	13.12.2023 15.54	AC
Advertisement Spending Persuasion		1	38 13.12.2023 14.11	AC	13.12.2023 14.48	AC
Quality		1	28 13.12.2023 14.15	AC	13.12.2023 14.50	AC
Consumer Buying Behavior		0	13.12.2023 14.15	AC	13.12.2023 16.09	AC
Influenceur		0	13.12.2023 14.20	AC	13.12.2023 14.20	AC
Publicity		0	13.12.2023 14.17	AC	13.12.2023 14.17	AC
Entertainment		0	13.12.2023 14.02	AC	13.12.2023 14.02	AC
Persuasion Mechanism		1	16 13.12.2023 14.31	AC	13.12.2023 14.36	AC
Publicity		1	78 13.12.2023 14.04	AC	13.12.2023 14.35	AC
Family		0	13.12.2023 14.06	AC	13.12.2023 14.06	AC
Direct Persuasion		1	37 13.12.2023 14.07	AC	13.12.2023 14.43	AC
Indirect Persuasion		1	31 13.12.2023 14.07	AC	13.12.2023 14.42	AC
Persuasion Mechanism		1	19 13.12.2023 14.06	AC	13.12.2023 14.38	AC
Instagram		0	13.12.2023 14.25	AC	13.12.2023 14.25	AC
Benefits		1	76 13.12.2023 14.25	AC	13.12.2023 15.54	AC
CSR		1	38 13.12.2023 14.28	AC	13.12.2023 15.13	AC
Drawbacks		1	43 13.12.2023 14.27	AC	13.12.2023 15.55	AC
Visibility		1	20 13.12.2023 14.28	AC	13.12.2023 15.13	AC
Social Imagina		0	13.12.2023 14.09	AC	13.12.2023 14.09	AC

Appendix 4. Quotes from relevant publications to highlight the evidence of Figure 2

The Impact of Instagram on the Fashion Industry	
Appendix 4.1 - Benefits	"Showcase vintage and second-hand products, as well as lesser-known brands and small local artisans, democratising many different ways of dressing, among other things"
Appendix 4.2 - Benefits	"Instagram serves as a platform for showcasing the diverse facets of fashion, offering a unique insight into the inner workings of the industry and unveiling numerous career opportunities. In addition, it plays a crucial role in highlighting the intricacies of the fashion industry, including raising awareness of the positive effects of sustainable fashion practices and ethical choices, thereby educating and empowering consumers"
Appendix 4.3 - Benefits	"Instagram champions fashion industry content representing inclusivity, for example by sharing different styles of clothing, body types and cultures"
Appendix 4.4 - Benefits	"Instagram is beneficial for the visibility that this social network offers to small brands that are just starting out. In effect, it drives people to buy by sharing content and advertising"
Appendix 4.5 - Benefits	"Constant exposure to the latest trends through following designer, brand, and influencer accounts on Instagram sparks a continuous flow of fresh ideas and serves as a catalyst for generating new looks and pioneering concepts"
Appendix 4.6 - Benefits	"Thanks to Instagram, I'm aware of the latest trends and I can use them as inspiration to buy clothes. It also gives me inspiration for my next looks"
Appendix 4.7 - Drawbacks	"Instagram can lead to a standardization of fashion. Users may be encouraged to follow popular trends rather than explore their own style, limiting diversity and originality"
Appendix 4.8 - Drawbacks	"The fierce competition poses challenges for emerging brands to gain recognition. Established accounts often receive preferential treatment from algorithms, creating hurdles for new entrants in terms of growth and visibility"
Appendix 4.9 - Drawbacks	"Sometimes you get lost in all the content on Instagram, especially as there's so much fast fashion hiding the real creations and artists, you don't know who to trust"
Appendix 4.10 - Drawbacks	"Instagram can put pressure on younger people to adapt to the standards of beauty and style that are in vogue. Content highlighting

	specific looks or standard bodies can lead to social pressure"
Appendix 4.11 - Drawbacks	"Users can be influenced to follow popular trends instead of exploring their own style, limiting diversity and originality"
Appendix 4.12 - CSR	"Instagram raises problems like child labor or child abuse"
Appendix 4.13 - CSR	"The environmental issues involved in producing jeans"
Appendix 4.14 - CSR	"On average, it takes around 7,000 to 10,000 litres of water to produce a pair of jeans"
Appendix 4.15 - Visibility	"Fast fashion is more accessible because people turn to it more quickly, whereas luxury remains rather discreet, whether in terms of post or story, so people are less interested in it because there is less communication. In any case, people today prefer quantity to quality"
Appendix 4.16 - Visibility	"I would say more Fast Fashion as it is more available for customer's revenues"
Appendix 4.17 - Visibility	"Luxury brands often have more targeted, image-focused marketing strategies. They invest in elaborate campaigns, collaborations with influencers and high-quality visual content, which strengthens their presence and appeal on Instagram"
Appendix 4.18 - Visibility	"I think it simply depends on the influencers you follow, and therefore how the algorithm adapts to that. Personally, I prefer clothes of a certain quality, so I follow influencers who dress in brands other than those labelled 'fast fashion. It's difficult to answer this question because we don't all follow the same people. I have no idea how representative the segment I follow is of the total population of Instagram influencers"

Appendix 5. Quotes from relevant publications to highlight the evidence of Figure 3

Entertainment	
Appendix 5.1 – Persuasion Mechanism	"Fashion advertising is often designed to create compelling stories. These stories can reflect lifestyles, values or aspirations that users can identify with, fostering a sense of belonging to the brand"

Appendix 5.2 – Persuasion Mechanism	“Clothes ads can really make you feel socially recognised. It's like when a brand shows you style, beauty or even status, you can feel super valued by adopting those values. It reinforces your feeling of being part of a group or a specific aesthetic”
Appendix 5.3 – Persuasion Mechanism	“You can swipe, click or even comment directly under the ad. You can give your opinion, ask questions or even buy the product with just one click. It's like having a direct link with the brand, without leaving the app. It makes the whole experience that much closer and more personalized”
Appendix 5.4 – Persuasion Mechanism	“Ads for fashion products on Instagram can make a lasting impression on users' minds for a number of reasons. Firstly, they feature eye-catching visuals and attractive styles that capture immediate attention. If they feature items that relate to the preferences and trends already enjoyed by the user, this reinforces their memorability”
Appendix 5.5 - Publicity	“It hooks the consumer and gives them the opportunity to talk about it or remember the brand”
Appendix 5.6 - Publicity	“It hooks me and people stays on the app longer”
Appendix 5.7 - Publicity	“When ads are targeted in a relevant way, they show products or services that respond specifically to the needs or interests of users, boosting their satisfaction. In addition, regular advertising highlighting a brand's quality or values can help to build a relationship of trust with consumers, encouraging them to remain loyal to that brand over time”
Appendix 5.8 - Publicity	”Advertisements can serve as a source of entertainment during breaks or while waiting online. They offer engaging stories, compelling promotions or captivating content, providing entertaining interludes within users' online experience”
Appendix 5.9 - Publicity	“They capture users' attention and allow them to discover new products, services or interesting content, helping to enhance their experience on the platform”

Appendix 6. Quotes from relevant publications to highlight the evidence of Figure 4

Familiarity

Appendix 6.1 – Persuasion Mechanism	"Familiarizing myself with the product I want to buy is an increasingly important criterion for me, as I try to make well-considered purchases and reduce my compulsive buying. By familiarizing myself with the product, I can be sure of its quality and keep it in my head to think about. I can then buy it later with a good knowledge of the product and a good reflection."
Appendix 6.2 – Persuasion Mechanism	"It's important for me to familiarize myself with the brand so I know I'm not coming across a scam, and make sure it's good quality. Knowing the different options, I'm offered for a product or the different prices."
Appendix 6.3 – Persuasion Mechanism	"Familiarizing myself with the product allows me to see it in situation, on what occasions I'll be able to wear it, with what etc..."
Appendix 6.4 – Indirect Persuasion	"In my opinion, becoming indirectly familiar with the product is a major step in my buying process, because it gives me a first opinion. It's very important for my final decision"
Appendix 6.5 – Indirect Persuasion	"It's important. If I get positive feedback on a product from a friend, I'll find out more about the brand and have more confidence in the product"
Appendix 6.6 – Indirect Persuasion	"It's important in the first instance to consider the purchase, but it rarely enables me to buy it. I need to be in contact with the product before making a decision"
Appendix 6.7 – Indirect Persuasion	"This is of little importance. It allows me to get to know the products, but it won't play a part in my buying decision"
Appendix 6.8 – Direct Persuasion	"Trying on or physically engaging with a fashion product creates an emotional bond. This personal interaction increases the perceived value of the item, makes it more attractive and increases the likelihood of my purchase"
Appendix 6.9 – Direct Persuasion	"Familiarizing myself directly with the product allows me to project myself better. It's more concrete"
Appendix 6.10 – Direct Persuasion	"It allows me to take ownership of the product"
Appendix 6.11 – Direct Persuasion	"Unlike indirect familiarity, you can see the product. So, it's easier to project yourself"
Appendix 6.12 – Direct Persuasion	"Direct familiarity is more likely to influence my purchase intention because I can see the garment in situation, if it fits well, really corresponds to my style, if the color suits my complexion, etc..."

Appendix 7. Quotes from relevant publications to highlight the evidence of Figure 5

Social Imaging	
Appendix 7.1 – Influencer Persuasion	“I didn’t want to try this product when I was in the shop but when I saw an influencer talked about this product, I had to test it and I'm delighted”
Appendix 7.2 – Influencer Persuasion	“The promotion of controversial products may appear to be motivated by financial interests rather than genuine recommendations or personal experience”
Appendix 7.3 – Influencer Persuasion	“Users may be reluctant to believe in the sincerity of promotional partnerships, fearing that they will be misled or misinformed about controversial products. Ultimately, the trust between the influencer and their audience can be seriously compromised when scandals taint the products they promote”
Appendix 7.4 – Influencer Persuasion	“I don't see the point in following influencers, I want to make decisions on my own and I prefer to go to the shops to buy my fashion products”
Appendix 7.5 – Social Imaging Persuasion	“Fashion showcasing our desires, personalities, and aspirations through the clothing choices we make. It's the reflection of the image we aim to project to the world around us”
Appendix 7.6 – Social Imaging Persuasion	“My friends and I all have the same style of clothes, but it's true that we're not very original”
Appendix 7.7 – Social Imaging Persuasion	“I like to dress in the clothes I like, without worrying about what people around me think”

Appendix 8. Quotes from relevant publications to highlight the evidence of Figure 6

Advertisement Spending	
Appendix 8.1 – Advertisement Spending persuasion	"When a product ad comes up several times on my feed, it makes me want to buy it"
Appendix 8.2 – Advertisement Spending persuasion	"By seeing the same ads over and over again, it creates needs that were non-existent in the first place"
Appendix 8.3 – Advertisement Spending persuasion	"A high-budget ad is bound to be more appealing than a low-cost one”
Appendix 8.4 – Advertisement Spending persuasion	"Advertising spending have no impact on my purchase intentions, because I don't watch ads or watch them very little. I consider them just para-sites"
Appendix 8.5 – Advertisement Spending persuasion	"I often have the impression of being bombarded by ads that have been boosted by the brand, and this tends to irritate me"

Appendix 8.6 – Advertisement Spending persuasion	"I don't have any ads related to fashion products on Instagram"
Appendix 8.7 - Quality	"Just because a brand puts a big budget into an advertising campaign doesn't mean the product is better, and vice versa. Just because an advertising campaign is inexpensive doesn't mean that the product promoted is of poor quality"
Appendix 8.8 - Quality	"A big budget makes for more sophisticated and spectacular advertising, but it's by no means a guarantee of quality"
Appendix 8.9 - Quality	"I don't think large-scale advertising is synonymous with quality. That's why luxury brands don't invade our Instagram pages to promote their pieces. They don't need to prove anything"
Appendix 8.10 - Quality	"We expect a higher product quality when we see an expensive ad. So we're attracted to the product"
Appendix 8.11 - Quality	"When a brand makes consumers dream with its advertising, I think it's normal to have high expectations of the quality of the products it promotes"

Appendix 9. Quotes from relevant publications to highlight the evidence of Figure 7

Consumer Buying Behavior	
Appendix 9.1 - Influencer	"I had a bad image of a brand following a previous Instagram post, but in the end an influencer gave me other elements that convinced me"
Appendix 9.2 - Influencer	"I didn't want to test a brand and when I saw an influencer talking about it, I wanted to test their products too"
Appendix 9.3 - Influencer	"The very definition of an influencer is to influence us, and it works. I saw an influencer talking about a scarf and I wanted to buy it too"
Appendix 9.4 - Influencer	"I can say that influencers change my buying behavior, but only indirectly. I've never bought exactly the same product I've seen on an influencer, but I've been inspired to be like them"
Appendix 9.5 - Publicity	"By dint of seeing the item advertised the consumer begins to register the product as an everyday item and may for example begin to like it for that reason"
Appendix 9.6 - Publicity	"Ads on Instagram can change a consumer's opinion especially for fashion products that follow trends. It's possible, for example, that I'll change my mind about a product because it's become trendy"

Appendix 9.7 - Publicity	"Following an advert for a brand I didn't know and after researching it, I've already bought the product online"
Appendix 9.8 - Publicity	"I was looking for shoes and after an Instagram advert promoting a promotion, I ordered them directly"