

# Impact of Influencer Marketing on Woman Fashion Apparel Products

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**Abstract**—The study's goal is to determine how influencer marketing affects women's fashion apparel products. In this study, descriptive research was employed. In this study, Jinyan Ge's scale from 2024 was employed. The poll was carried out at Textiles and a fashion showroom in Chennai. Ultimately, 384 replies are suitable for additional examination. Thus, 384 respondents make up the study's sample. The questionnaire was gathered using the convenience sample approach. Additionally, regression, correlation, and mean and standard deviation were calculated. The study's primary conclusion is that purchase intention is significantly positively influenced by expertise, influencers' buying experiences, friends' opinions influenced by influencers, and attitudes towards fashion influencers.

**Index Terms**—Marketing, media influencers, fashion industry and Purchase intention

## I. INTRODUCTION

Fashion firms are increasingly using influencer marketing as a crucial tactic. In the past, the strategy was headed by celebrities. Yang et al. (2017); Gutowski et al. (2013); Liton Chandra et al. (2023). These days, social media influencers are more successful at reaching particular audiences because of their real relationships. They aid fashion brands in raising sales and visibility. By 2026, the Indian influencer industry is predicted to grow to a value of INR 28 billion. More than 55 million Indians already

base their purchases on the advice of influencers. Isenhour, C. (2011); Kumar & Yadav (2021); Zhang et al. (2021). Isenhour, C. (2011); Kumar & Yadav (2021); Zhang et al. (2021).

In the competitive e-commerce sector, this trend presents an opportunity for regional fashion companies to differentiate themselves and win customers' trust. Influencers on social media serve as reliable consultants, introducing new goods to prospective buyers. Leveraging the impact of social media celebrities with thousands or even millions of devoted followers has been pioneered by the fashion industry. These influencers have amazing control over their followers' purchasing habits. Influencers increase awareness and recognition of clothing brands by extending their marketing reach on social media.

Influencers, who frequently occupy a particular niche, assist fashion firms in building a following among interested consumers. As a result, their items are in higher demand. According to a poll conducted in 2019, 86% of participants purchased clothing and accessories as a result of seeing them worn or recommended by influencer. Influencer partnerships also help firms stand out in the fiercely competitive fashion sector. Pittman & Abell (2021); John Jacob (2023) for the trends and values that businesses want to leverage, they can make sure their message reaches the appropriate demographic. Kong and associates (2016) Clothing brands are better able to place their

products in front of prospective buyers who are more likely to become paying customers thanks to this focused strategy.

A. Objective of the study

- To investors' perceptions of the trendy apparel items worn by influencer women.
- To investigate the relationship between purchase intention and influencer marketing
- To examine how influencer marketing affects fashion apparel products for women.

B. Hypotheses of the study

Ho<sub>1</sub>: “There is no relationship between Influencer marketing on purchase intention”

Ho<sub>2</sub>: “There is no significant impact of Influencer marketing on woman fashion Apparel products”

C. Research methodology

Defining the methods and procedures for gathering data and information is part of the research design. In this study, descriptive research was employed. Jinyan Ge's study measurements from 2024 were used. The results of the Cronbach's reliability test fall between 0.759 and 0.974. Reliability is demonstrated since the value exceeds 0.70, as advised by Nunnally (1978). The Chennai Fashion Showroom and Textiles served as the study's location. Ultimately, 384 answers were appropriate for additional examination. As a result, 384 respondents make up the study's sample. The questionnaire was gathered using the convenient sampling approach. Additionally, the standard deviation and mean.

D. Analysis and discussion

Table 1-Influencers’ purchasing experiences

Particulars	Mean	Standard deviation
I'd like to follow the influencer's channel to see her experiences buying women's trendy clothing.	3.47	1.45
If I were in the influencer's group, I would like to behave similarly to her when it comes to women's fashion.	3.58	1.23
The influencer's purchasing habits help me form my own opinions about the industry.	3.53	1.17

The purchasing experiences of the influencers are further detailed in Table 1. We computed the mean and standard deviation. The observed mean values that observe the experiences of influencers (3.47), mimic their actions (3.58), and form my own opinion regarding the category (3.53). It has been discovered that the experiences of influencers mimic their actions and shape my own thoughts about the category, which is a moderate view of the influencers' shopping experiences.

Table 2-Expertise

Particulars	Mean	Standard deviation
I find the influencer expert in woman fashion.	3.61	1.12
This influencer, in my opinion, has extensive knowledge of women's fashion apparel.	3.18	1.41
This influencer, in my opinion, is the most knowledgeable about buying women's fashion apparel.	3.28	1.39
This influencer, in my opinion, is more knowledgeable than others regarding eco-friendly women's fashion apparel.	3.09	1.44

Table 2 outlines the level of knowledge regarding fashion influencers. The standard deviation and mean were computed. The average scores show that the influencer is an expert (3.61), has a great deal of experience (3.18), is the greatest at buying (3.28), and is more knowledgeable about products than others (3.09).

Finding the influencer expert is the outcome; the influencer has a great deal of experience, is the best at buying, and is more knowledgeable about items than others who only have a moderate opinion about the fashion influencers' competence.

Table 3-Attitudes towards fashion influencers

Particulars	Mean	Standard deviation
It is worth buying products promoted by influencers.	3.11	1.37

I would like to consider productsinfluencers' suggestions.	3.09	1.33
I would like to continue following the postings of fashion product influencers and subscribe to their accounts.	3.19	1.39

In Table 3, attitudes towards fashion influencers are discussed. The standard deviation and mean were computed. Influencers recommended considering products (3.09), promoted worth products (3.11), and subscribed to fashion product influencers' accounts (3.19), according to the observed mean values. It demonstrates how influencers' accounts are strongly viewed in terms of attitudes towards fashion influencers. They recommended products, subscribed to fashion products, and promoted valuable products.

Table 4-Friends' views influenced by influencers

Particulars	Mean	Standard deviation
I do consider my friends' opinions before purchasing products.	3.41	1.10
Friends think I should buy products recommended by influencers.	3.24	1.33
Friends buy productsrecommended by influencers	3.31	1.36
I have the sufficient affordability to buy most of the productsrecommended by influencers.	2.98	1.37

Table 4 describes how influencers shaped the friends' opinions. The standard deviation and mean were computed. The average values take into account the opinions of my friends before making a purchase (3.41), purchasing products that are suggested (3.24), purchasing products that are recommended by friends (3.31), and ensuring that the majority of the recommended products are reasonably priced (2.98).

It demonstrates that I should think about my friends' opinions before making purchases, buy products that

they recommend, and have medium-level opinions about the friends' views influenced by influencers. However, having enough money to purchase the majority of the recommended products is low-level.

Table 5-Purchase Intentions

Particulars	Mean	Standard deviation
In the future, I would buy women's fashion apparel items that this influencer promotes.	3.22	1.41
I will probably buy woman fashion Apparel productsafter viewing her posts.	2.94	1.35
If I were shopping for women's fashion apparel, I would be very willing to purchase it.	3.14	1.28
I would follow product recommendations from this influencer.	2.99	1.37
I would encourage people close to me to buy the woman fashion Apparel productspromoted by this digital influencer.	3.30	1.39

Table 5: Fashion goods buying intents in Chennai. We computed the mean and standard deviation. According to the analysed mean values, this influencer's fashion products are likely to be purchased in the future (3.22); after seeing her posts (2.94), people are likely to be willing to purchase these products (3.14), they are likely to follow the influencer's product recommendations (2.99), and they encourage those close to them to purchase the products (3.30).

The findings indicate that in the future, there would be a high willingness to purchase the fashion items promoted by this influencer, and encouraging those close to me to do so is associated with a medium level of purchase intention. However, following the influencer's product recommendations and buying the products she posts are associated with a low level of purchase intention.

Table 6-Relationship between Influencer marketing on purchase intention

Particulars	Purchase intentions	
	R-values	P-values
Influencers' purchasing experiences	0.438**	0.001
Expertise	0.530**	0.001
Attitudes towards fashion influencers	0.440**	0.001
Friends' views influenced by influencers	0.449**	0.001

Ho<sub>1</sub>: “There is no relationship between Influencer marketing on purchase intention”

The association between purchase intention and influencer marketing is explained in Table 6. The following are regarded as independent variables in this case: influencers' buying experiences, expertise, attitudes towards fashion influencers, and friends' opinions impacted by influencers. The dependent variable is thought to be the intention to purchase.

According to the correlation values, the intention to buy a fashion product is positively connected with the influencers' buying experiences (0.438), expertise (0.530), attitudes towards fashion influencers (0.440), and friends' opinions impacted by influencers (0.449). At the one percent level, P-values, or significant values, are 0.001. Because P-values are significant at the one percent level, the hypothesis is thus rejected. The study's buy intention is positively

impacted by the influencers' purchasing experiences, expertise, attitudes towards fashion influencers, and friends' opinions influenced by influencers.

Table 7-Impact of Influencer marketing on woman fashion Apparel products

R	R Square	Adjusted R Square	F	Sig.
0.870 <sup>a</sup>	0.757	0.753	177.392	0.001*

Ho<sub>2</sub>: “There is no significant impact of Influencer marketing on woman fashion Apparel products”

Table 7 talks about how influencer marketing affects women's fashion apparel. This study considers the following independent variables: friends' opinions impacted by influencers, influencers' purchase experiences, expertise, and attitudes towards fashion influencers. One dependent variable is purchase intention. The adjusted R-squared value is 0.753, which is equivalent to 75.3%. According to the findings, 75.3 percent of people's buy intentions are influenced by their friends' opinions inspired by influencers, their own purchasing experiences, their expertise, and their attitudes towards fashion influencers. The P-Values, or significant values, are 0.001 and the F-value is 177.392, making it significant at the one percent level. P-values at the one percent level are significant, so the hypothesis is rejected.

Table 8

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.865	0.143		-13.062	0.001*
Influencers' purchasing experiences	0.266	0.051	0.260	5.252	0.001*
Expertise	0.438	0.046	0.435	9.467	0.001*
Attitudes towards fashion influencers	0.116	0.052	0.110	2.241	0.026*
Friends' views influenced by influencers	0.233	0.052	0.227	4.456	0.001*

Purchase intention is equal to  $-1.865 + 0.438$  (expertise)  $+ 0.266$  (influencers' buying experiences)  $+ 0.233$  (friends' opinions influenced by influencers)  $+ 0.116$  (perceptions of fashion influencers). According to the formula, the buy intention is raised at the 0.226 level by the influencers' past purchases. The buying intention is rising at a level of 0.438 due to expertise. At the 0.233 level, friends' opinions impacted by influencers raise purchase intention. Purchase intention is raised by attitudes towards fashion influencers at a level of 0.116.

It is discovered that the following factors considerably increase the likelihood of making a purchase: expertise, friends' opinions influenced by influencers, influencers' shopping experiences, and attitudes towards fashion influencers.

#### E. Finding of the study

- It has been discovered that my own opinions on the category, imitation of the influencer's behaviors, and experiences with their purchases are mild. It results that find the influencer expert, influencer has a lot of experience, influencer knows best about purchasing and knows more about products than other people do are medium level opinion towards the expertise about the fashion influencers.
- It demonstrates that attitudes towards fashion influencers are strongly viewed by the influencers who recommended and subscribed to fashion products and promoted valuable products.
- It demonstrates that before making a purchase, I should take my friends' opinions into consideration. Friends' opinions about the products they recommend are moderately influenced by influencers, but having enough money to purchase the majority of the products they recommend is a low-level opinion.
- It was discovered that if this influencer continued to promote fashion items, people would be more inclined to buy them in the future. Additionally, encouraging those close to me to buy the products is a medium-level opinion regarding the purchase intention, but following the influencer's product recommendations and buying the products after seeing her posts are low-level opinions.

- The study's desire to buy is positively impacted by the purchasing experiences of influencers, their expertise, their attitudes towards fashion influencers, and their friends' opinions formed by influencers.
- It has been discovered that the buying intention is highly positively influenced by expertise, friends' opinions influenced by influencers, influencers' purchasing experiences, and attitudes towards fashion influencers.

#### F. Suggestion of the study

- Influencers assist fashion firms in expanding their reach, especially on social media sites like YouTube, Instagram, and TikTok. Their followers frequently have faith in their judgements and suggestions, which helps the products they endorse gain more awareness and notoriety.
- Influencers encourage their followers to participate and feel a part of the community. They frequently use direct messages, likes, and comments to engage their audience and establish a two-way dialogue. Increased client retention and loyalty may result from this interaction.
- Why Influencers Produce Top-Notch Content That Features Clothing Items in Authentic Environments Customers may find this kind of content more relatable and enticing than standard advertisements. Additionally, it offers brands useful content that they may use again for their own advertising campaigns.
- Influencers frequently offer thorough evaluations and comments on fashion items. Customers can use this to better comprehend the product's fit, quality, and style while making judgements about what to buy.

## II. CONCLUSION

By using social media celebrities' reach and reputation to promote businesses, influencer marketing has completely changed the women's fashion clothing sector. Brands may reach interested audiences who respect and trust the opinions of these style-forward people by working with influencers. This tactic uses relatable, real material to increase customer interaction while also increasing brand

visibility. Influencers present clothing in authentic environments, offering personal recommendations and styling tips that appeal to their audience. In a very competitive market, this boosts interest, sales, and brand loyalty.

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