# Social Media Fashion Influencers and Gen Z: Unraveling Purchase Intentions Through an Extended Theory of Planned Behavior (TPB) in Indonesia

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**Abstract.** This research examines the critical role of fashion influencers on social media in shaping Generation Z's buying intentions in Indonesia. It uses an extended TPB framework to fill a notable gap in existing studies. The study gathered responses from 400 participants through Google Forms, utilizing a convenient online approach. The research utilized PLS-SEM to examine the paths among the various variables involved in the study. The findings reveal that while PBC may not be an essential construct for purchase intention, it plays a vital role in shaping attitudes that ultimately guide those intentions. Subjective norms and credibility are critical components that profoundly influence attitudes and the drive to purchase. This research improves the understanding of how social media influencers affect Gen Z's buying decisions, offering valuable insights for marketers targeting this group online.
**Keywords:** Social Media Influencer, Credibility, TPB, Fashion, GenZ

## Introduction

The fashion industry is rapidly expanding globally, driven by increasing incomes, changing consumer preferences, and the strong influence of social media (Cabigiosu, 2020). Fashion has become an essential means of self-expression for Generation Z, who blend mainstream trends with personal styles. Social media has played a significant role in this shift by enabling fashion influencers to connect with consumers authentically and in a relatable way (De Veirman et al., 2017). Influencer marketing has become a vital tool in the fashion industry. Consumers tend to trust recommendations from influencers more than traditional ads (Lou & Yuan, 2019).

Social media influencers significantly influence Generation Z regarding fashion choices. This generation, raised in the era of social media, places a high value on authenticity and transparency. They tend to trust relatable and genuine influencers more than traditional celebrities (Choi, 2020). This generation often looks up to influencers who represent their self-image, and their buying choices are greatly swayed by their perceptions of these influencers. These views, in turn, affect their willingness to buy certain products (Huang & Benyoucef, 2017).

The Theory of Planned Behavior (TPB) (Ajzen, 1991) explains behaviors based on attitudes toward the behavior, subjective norms, and perceived behavioral control. In influencer marketing, attitudes reflect consumers' feelings about buying products influencers recommend. *Subjective norms* are the social pressures that influence behaviors, such as peer or online community influence. *Perceived behavioral* control refers to how easy or difficult consumers think it is to follow an influencer's advice (Ajzen, 1991).

While the Theory of Planned Behavior (TPB) gives valuable insights into consumers' decisions, we need to understand better how attitudes influence their buying intentions. This gap is evident in influencer marketing studies, which often explore how credibility, subjective norms, and perceived behavioral control

influence purchase intention. However, their indirect effects through attitudes still need to be understood. Influencer credibility is crucial in shaping how audiences view the influencer and the products they promote (Lou & Yuan, 2019). The influence of credibility on the buying intentions of Generation Z has yet to be wholly grasped.

This study examines how influencer credibility, subjective norms (SN), and perceived behavioral control (PBC) influence fashion purchase intentions, with attitudes acting as mediators. It provides a unique analysis of how attitudes connect PBC, SN, and influencer credibility in shaping fashion purchase intentions among Generation Z in Indonesia. Influencer marketing's impact on consumer behavior is well-studied (Jin et al., 2019). However, given the country's unique cultural and digital context, its specific effects on fashion purchases in Indonesia still need to be explored. This research looks at how different factors influence the attitudes of Indonesian Gen Z and their intention to buy fashion items.

More research is needed on how the theory of planned behavior (TPB), influencer credibility, and Generation Z's buying intentions relate to each other in Indonesia. Many studies have focused on Western markets or looked at influencer marketing without considering how attitudes play a role (De Veirman et al., 2017). Many studies have examined how credibility, perceived behavioral control (PBC), and subjective norms affect people's buying intentions. However, only some of these studies have combined these factors into a model that shows how they work together. Understanding consumer behavior is essential in this context. This research aims to fill a gap in understanding how certain factors affect Gen Z's buying choices in the fashion industry.

This study provides valuable insights for fashion marketers who want to reach Gen Z in Indonesia. This group is shopping online more and is heavily influenced by social media. This research shows how attitudes influence the relationship between influencer credibility, perceived behavioral control (PBC), and subjective norms (SN). Brands can create better strategies for influencer marketing by understanding this. It helps brands choose influencers who share the values of Indonesian youth. This alignment increases engagement and encourages people to make purchases. This study combines the Theory of Planned Behavior (TPB) with the credibility of influencers. It offers helpful tips to increase consumer interaction and reach the buying power of Gen Z in the Indonesian fashion market.

Subjective norms, often referred to as perceived social pressure (Chetioui et al., 2020), significantly influence individual behavior and decision-making. These norms are shaped by external sources, particularly by people within one's social environment (Park, 2000). The judgments of those close and essential to an individual continue to impact their choices, influencing whether or not an action is taken (Hegner et al., 2017). As a result, individuals are more likely to behave if they believe others approve of it and less likely if they sense disapproval (Ajzen, 2020). Studies in consumer behavior have highlighted a positive correlation between subjective norms and purchase intentions (Jain & Khan, 2017).

Subjective norms show how social pressure influences people's behavior. They help individuals decide if their actions are appropriate (Singh et al., 2022). (Tiwari et al., 2024) highlights the critical link between subjective norms and attitudes toward behavior. He explains that people's intentions to act are primarily influenced by their personal beliefs and the opinions of those around them.

**Hypothesis 1:** Subjective norms positively impact consumers' attitudes toward the influencer.
**Hypothesis 2:** Subjective norms positively impact consumers' intentions to purchase.

Perceived behavioral control reflects an individual's belief in their ability to perform and control a specific behavior (Ajzen, 1991). It is closely related to self-efficacy, which refers to confidence in completing tasks (Zimmerman, 2010). A study by (Al-Debei et al., 2013) shows that people are more likely to take action when they feel in control of their behavior. In the TPB, perceived behavioral control influences attitudes and intentions (Ajzen, 1991). Self-efficacy and perceived behavioral control are different ideas, even though they are sometimes used similarly. Perceived behavioral control is how easy or hard a person thinks it is to perform a behavior (Ajzen, 1991). Research shows that how much control people feel they have affect their attitudes, intentions, and actions, including their intentions (Ajzen, 2020; Jain & Khan, 2017; Jaiswal et al., 2022).

**Hypothesis 3:** Perceived behavioral control positively impacts consumers' attitudes toward the influencer.
**Hypothesis 4:** Perceived behavioral control positively impacts consumers' intentions to purchase.

Influencers on mobile social media help promote brands and products. They directly impact their followers' buying decisions. The success of these influencers depends on the trust their followers have in them. This

trust transfers to the products or brands they recommend (Hu et al., 2019). Studies show that entertainers, in particular, generate higher engagement—such as more views, likes, and comments—compared to other types of influencers, making them especially powerful in marketing (Ren et al., 2023). Social media users often perceive influencers as more authentic and trustworthy than traditional celebrities. Influencers are seen as more honest and knowledgeable, particularly in live streaming, while celebrities may appear to be fulfilling contractual obligations (Belanche et al., 2021). The key to building trust and influencing consumer behavior is an influencer's authenticity, demonstrated through consistency and genuineness (Zniva et al., 2023). Research shows that when influencers are regarded as credible, followers respond more positively, which strengthens the impact of influencer marketing (Belanche et al., 2021). Influencers play a significant role in shaping what consumers decide to buy. When people trust an influencer, they are likelier to trust the products and brands they promote (Leite & Baptista, 2022).

**Hypothesis 5:** Credibility positively impacts consumers' attitudes toward the influencer.
**Hypothesis 6:** Credibility positively impacts consumers' intentions to purchase.

Wang & Sun (2010) explained that how consumers feel about products affects whether they use them, either directly or indirectly. Gupta & Vohra (2019) explored how social media influences customers' thoughts and actions. Interactions between social media influencers and their followers can create strong connections. This condition can boost the credibility of brands and positively affect how people feel about those brands and their likelihood of purchasing. (Ong & Ong, 2015) found that how people feel about advertising affects their buying intention. Paul & Bhakar (2018) found that how people feel about a brand and its ads significantly affects their buying choices. Attitudes toward advertising on social media platforms are essential to consumer behavior, particularly regarding purchase intentions (Hamouda, 2018; Song & Kim, 2020). Attitude affects intention, and influencer marketing makes this connection even more substantial (Paul & Bhakar, 2018; Song & Kim, 2020). Influencers' traits and connections with followers positively affect people's buying intentions.

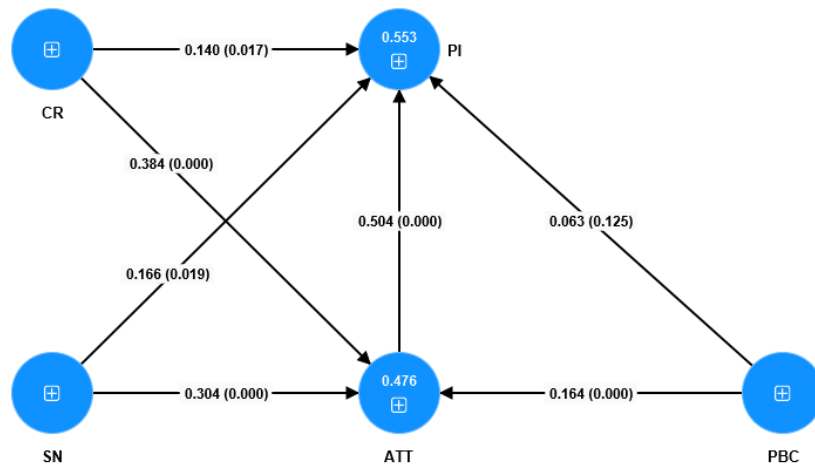**Hypothesis 7:** Attitudes toward the influencer positively impact purchase intention.



Figure 1. Structural Model
Notes: SN = Subjective Norm, PBC = Perceived Behavioral Control,
ATT = Attitude, CR = Credibility, PI = Purchase Intention

## Methods

A survey was conducted to analyze various phenomena and complex models that require high item and scale standards (Boateng et al., 2018). The questionnaire was adapted from previous research to suit the Indonesian context. Respondents' opinions were assessed using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." The survey focused on Indonesian consumers and was written in Indonesian for better understanding. We used an emic-epic approach to keep the meaning of survey items consistent in both languages. For a detailed breakdown of the questionnaire items, see Table 3. For a detailed breakdown of the questionnaire items, see Table 3 The survey used a convenience sampling method, which allowed us to reach participants through WhatsApp. This study gathered responses from 400 Gen Z

individuals in Indonesia. This number of responses supported the research and the statistical tests (Tabachnick & California, 2013). The data was analyzed through SEM-PLS to evaluate the theoretical model, exploring the connections between latent and observed variables to confirm causal relationships and assess the model's overall fit.

## Result and Discussion

**Table 1. Demographic Characteristics**

| Characteristics of Respondents | Frequency | Percentage |
|---|---|---|
| Gender | | |
| Male | 119 | 29,8% |
| Female | 281 | 70,3% |
| Education | | |
| High school or below | 202 | 50,5% |
| Bachelor | 122 | 30,5% |
| Master or above | 76 | 19,0% |
| Recidential | | |
| Java | 217 | 54,3% |
| Outside Java | 183 | 45,8% |

The results reveal that more participants are female, making up 70.3% of the total, while male participants account for 29.8%. Additionally, most respondents have achieved a high school or lower education level, representing 50.5%. A slightly higher percentage of participants live in Java, at 54.3%, compared to 45.8% who reside outside of Java.

**Table 2. Model Assesment**

| Contruct/Item | VIF | CA | CR | AVE |
|---|---|---|---|---|
| **Purchase Intention (**(Mainolfi & Vergura, 2022)**)** | 2.040 | 0.885 | 0.893 | 0.687 |
| In the future, I plan to purchase the products recommended by the influencer. | 3.089 | | | |
| I would be interested in buying one or more products that I've seen from the influencer. | 3.707 | | | |
| My future purchases will be influenced by the information I gather from the influencer. | 2.136 | | | |
| I buy fashion items featured by the influencer through the online store. | 1.770 | | | |
| I will keep following influencers in the future to make online purchases | | | | |
| **Attitude** (Chetioui et al., 2020) | | 0.914 | 0.915 | 0.796 |
| I believe that fashion influencers can serve as style role models for me. | 3.482 | | | |
| I feel that fashion influencers frequently share interesting content. | 3.279 | | | |
| I am confident that fashion influencers often provide updates on new deals for various products and services. | 2.368 | | | |
| I consider fashion influencers a reliable source of information | 3.250 | | | |
| **Subjective Norm** (Li et al., 2020; Zhang et al., 2022) | | 0.896 | 0.899 | 0.708 |

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| | VIF | CA | CR | AVE |
|---|---|---|---|---|
| Many important people in my life would approve if I bought products recommended by fashion influencers. | 2.245 | | | |
| Many important people in my life would want me to buy products promoted by fashion influencers | 3.145 | | | |
| My family's opinion strongly influences my decision to buy products recommended by fashion influencers. | 3.179 | | | |
| If someone around me buys a product recommended by a fashion influencer, their behavior will motivate me to buy it. | 2.304 | | | |
| Positive media coverage of products endorsed by fashion influencers will motivate me to buy them | 1.698 | | | |
| **Perceived Behavioral Control** (Chetioui et al., 2020; Zhang et al., 2022) | | 0.796 | 0.805 | 0.547 |
| Apart from fashion influencers, I also consider other personal and objective factors when deciding to make a purchase. | 1.430 | | | |
| I will only purchase a product if the fashion influencer promoting it has a strong reputation | 1.535 | | | |
| It's my choice whether to buy a particular fashion product or not. | 1.849 | | | |
| I have the financial means to purchase the fashion items I want. | 1.750 | | | |
| It's convenient to buy fashion products in my area. | 1.568 | | | |
| **Credibility** (Chetioui et al., 2020; Mainolfi & Vergura, 2022) | | 0.870 | 0.882 | 0.657 |
| I believe this fashion influencer is knowledgeable about the fashion industry. | 2.033 | | | |
| I feel that the influencer's passion for fashion is genuine. | 2.600 | | | |
| This fashion influencer values my opinions. | 2.289 | | | |
| I find the influencer to be reliable | 1.974 | | | |
| I believe that the advertising from fashion influencers serves as a reliable guide for buying products | 1.870 | | | |

The VIF values for all items and constructs are below 5, indicating that multicollinearity is not a significant concern in the model (J. Hair et al., 2017). Since the VIF values for all constructs, such as Purchase Intention (1.770 to 3.707), Attitude (2.368 to 3.482), Subjective Norm (1.698 to 3.179), Perceived Behavioral Control (1.430 to 1.849), and Credibility (1.870 to 2.600).

The SEM-PLS output results indicate that the model exhibits good reliability and validity across its constructs. First, the Composite Reliability (CR) values for all constructs exceed the recommended threshold of 0.70, demonstrating internal solid consistency, as suggested by (J. Hair et al., 2017). Specifically, the CR values are as follows: Purchase Intention (0.893), Attitude (0.915), Subjective Norm (0.899), Perceived Behavioral Control (0.805), and Credibility (0.882). In addition, the Cronbach's Alpha (CA) values for all constructs are above the minimum threshold of 0.70, further affirming the reliability of the constructs. The CA values range from 0.796 to 0.914. Furthermore, the Average Variance Extracted (AVE) values for all constructs exceed the threshold of 0.50, supporting convergent validity per (Fornell & Larcker, 1981). The

AVE values range from 0.547 to 0.796. These results confirm that the model is reliable and valid, as it meets the necessary CA, CR, and AVE thresholds.

**Table 3. Discriminant Validity and Model Fit Indicators**

|  | ATT | CR | PBC | PI | SN | SRMR |
|---|---|---|---|---|---|---|
| ATT |  |  |  |  |  |  |
| CR | 0.679 |  |  |  |  |  |
| PBC | 0.375 | 0.211 |  |  |  | 0.074 |
| PI | 0.790 | 0.633 | 0.363 |  |  |  |
| SN | 0.677 | 0.756 | 0.346 | 0.654 |  |  |

The provided table shows the results of the Heterotrait-Monotrait Ratio (HTMT) and Standardized Root Mean Square Residual (SRMR) values for various constructs. The HTMT values indicate discriminant validity between the constructs. All HTMT values (e.g., between Attitude (ATT) and Credibility (CR), 0.679) are below the recommended threshold of 0.85 (Henseler et al., 2015), suggesting that the constructs are distinct from one another. The SRMR value for the model is 0.074, which is under the acceptable limit of 0.08 (Sarstedt et al., 2020). This finding indicates that the model fits well. These results suggest that the concepts are clearly defined and the model's overall fit is appropriate.

**Table 4. Model Comparison and Predictive Performance Metrics**

|  | PLS loss | IA loss | Average loss difference | t value | p value | $Q^2$predict | RMSE | MAE |
|---|---|---|---|---|---|---|---|---|
| ATT | 0.312 | 0.487 | -0.175 | 5.683 | 0.000 | 0.456 | 0.742 | 0.552 |
| PI | 0.467 | 0.636 | -0.169 | 6.392 | 0.000 | 0.405 | 0.776 | 0.590 |
| Overall | 0.398 | 0.570 | -0.172 | 7.389 | 0.000 |  |  |  |

The results show that there are statistically significant differences between the Partial Least Squares (PLS) and Iterative Adjustment (IA) methods for both Attitude (ATT) and Purchase Intention (PI), as evidenced by the t-values exceeding 1.96 and p-values below 0.05. The average loss differences for ATT (-0.175) and PI (-0.169) indicate that PLS performs better than IA. Additionally, the $Q^2$predict values (0.456 for ATT and 0.405 for PI) suggest good predictive accuracy, while the RMSE and MAE values, which are relatively low, indicate minimal error in the predictions. These results show that PLS performs better than IA in how well the model fits and its ability to make accurate predictions (Hair et al., 2021).

**Table 5. Structural Model**

| Path | Original sample | T statistics | P values | Decision |
|---|---|---|---|---|
| SN -> Attitude | 0.304 | 4.776 | 0.000 | Support |
| SN -> Purchase Intention | 0.166 | 2.349 | 0.019 | Support |
| PBC -> Attitude | 0.164 | 4.137 | 0.000 | Support |
| PBC -> Purchase Intention | 0.063 | 1.533 | 0.125 | Not Support |
| Credibility -> Attitude | 0.384 | 6.379 | 0.000 | Support |
| Credibility -> Purchase Intention | 0.140 | 2.398 | 0.017 | Support |
| Attitude -> Purchase Intention | 0.504 | 7.921 | 0.000 | Support |

This study shows that subjective norms have a significant impact on both attitudes and purchase intentions. Subjective norms, or perceived social pressure, influence individual behavior and decision-making (Chetioui et al., 2020). In consumer behavior, these norms reflect the influence of people in an individual's social environment, whose judgments affect their choices (Hegner et al., 2017). The results support that people are likelier to adopt behaviors when they believe others approve. The strong relationship between subjective norms and attitudes, indicated by a T-statistic of

4.776 and a P-value of 0.000, shows how social pressures shape attitudes (Ajzen, 2020). Research confirms that the opinions of those close to an individual strongly influence their decisions, including purchasing behavior (Hegner et al., 2017; Park, 2000).

Additionally, the study found that subjective norms positively affect purchase intentions, with a T-statistic of 2.349 and a P-value of 0.019. This means that consumers are more likely to intend to buy products when they perceive social approval for those products (Jain & Khan, 2017). These findings are consistent with previous studies showing how social pressure affects consumer behavior (Singh et al., 2022). (Tiwari et al., 2024) also highlight subjective norms' vital role in shaping attitudes and intentions. People who sense social approval are more likely to form positive attitudes and purchase intentions. Thus, the results of this study support existing research on the importance of subjective norms in influencing consumer behavior.

This study indicates that PBC significantly impacts attitude, with a T-statistic value of 4.137 and a p-value of 0.000, suggesting strong support for this relationship. This finding supports Ajzen (1991) idea that PBC affects a person's attitude and intention to do a specific behavior. PBC is about how much someone believes they can control or do a specific behavior. This idea is closely connected to self-efficacy (Zimmerman, 2010). The study did not support the idea that PBC directly affects purchase intention. The results showed a T-statistic of 1.533 and a p-value of 0.125, meaning no significant relationship exists. These findings are consistent with (Tiwari et al., 2024), who argued that the effect of PBC on purchase intention occurs through attitude first. Even though people believe they control their choices, their decision to buy a product or service is mainly shaped by how they feel about it. In other words, while someone may believe they have control over their buying decision, they need to have a positive attitude toward the product for purchase intention to form (Al-Debei et al., 2013; Jain & Khan, 2017; Jaiswal et al., 2022). Therefore, attitude serves as a mediator linking PBC to purchase intention.

This study shows that people trust influencers. This trust affects how consumers feel and whether they buy a product. Specifically, credibility positively impacts attitude with strong statistical support (T-statistic = 6.379, p-value = 0.000), aligning with previous research highlighting the importance of trust in influencer marketing (Hu et al., 2019). Influencers on mobile social media platforms gain the trust of their followers. This trust extends to the products or brands they promote. As a result, influencers have a substantial impact on consumer behavior. Entertainers show a higher level of engagement than other influencers because their authenticity and relatability help build stronger connections with consumers (Ren et al., 2023). Credibility influencers can help increase consumer trust. When people trust these influencers, they are likelier to buy the products they suggest. Research shows that credibility significantly influences whether people decide to buy something. The T-statistic is 2.398, and the p-value is 0.017 (Leite & Baptista, 2022). The findings show that it is essential for influencers to be genuine and consistent, especially when they are live streaming. Influencers are seen as more authentic than traditional celebrities (Belanche et al., 2021). Influencers are essential because their trustworthiness affects consumers' feelings and choices in today's digital world.

This study shows a strong positive link between attitude and purchase intention. The original sample coefficient is 0.504, the T-statistic is 7.921, and the p-value is 0.000. This result confirms significant support for this relationship. This finding supports previous research by (Wang & Sun, 2010), which showed that how consumers feel about a product dramatically affects their chances of using or buying it. Gupta & Vohra (2019) studied how social media affects consumer behavior. They found that when influencers interact with their followers, it can create stronger emotional connections. This result boosts brand credibility and helps improve consumers' feelings about the brand. This positive attitude makes people more likely to buy, which supports the findings of Ong & Ong (2015). They stated that how consumers feel about ads is critical in shaping their buying intentions. Similarly, Paul & Bhakar (2018) found that consumers' perceptions of a brand and its advertisements significantly affect their purchasing decisions. This study demonstrates the critical role of attitudes toward influencer marketing, as highlighted by Hamouda (2018) and (Song & Kim, 2020). Influencers' traits and ability to connect with their audience are potent drivers of purchase intention. The study shows that having a positive attitude is essential for consumers who want to buy. Interactions with influencers encourage this positive attitude. This outcome demonstrates how effective influencer marketing is in shaping consumer behavior.

## Conclusion

This study shows that influencer marketing strongly affects Gen Z's buying choices in Indonesia, especially in the fashion sector. Factors like how credible an influencer is, social norms, and how much control people feel over their actions are essential in influencing buying behavior. Consumers are more likely to trust and buy products they see as accurate and that influencers recommend. The study shows that social pressures strongly affect how people feel and what they want to buy. This finding highlights how the views of others can have a substantial impact on how people feel and what they plan to do.

However, the study has some limitations. For instance, it focuses primarily on influencer credibility. It does not fully explore other potential psychological factors that might influence purchase decisions, such as self-concept or emotional connections with the brand. Additionally, the research does not distinguish between different types of influencers, such as micro and macro-influencers, and their varying impacts on consumer behavior. Despite these gaps, there are areas for future research. One potential direction is exploring how different influencer types affect consumer behavior. It would also be helpful to investigate how digital behaviors—such as social media engagement—affect trust and purchase intentions, drawing on theories like the Technology Acceptance Model (TAM) or Uses and Gratifications Theory. This suggestion offers valuable insights into how influencers are shaping consumer behavior..

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