The Influence of Social Commerce Features and Influencer Marketing on the Fashion Buying Behaviour of Gen Z Consumers in Tiruvallur District, Tamilnadu

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Abstract: This study looks at how social commerce features and influencer marketing influence the fashion buying habits of Gen Z consumers in Tiruvallur district. A quantitative research design collected data from 100 participants to examine the effect of digital tools like "Shop Now" buttons and human factors like influencer trust. The results, analysed using SPSS, show a strong positive correlation (r = 0.630) between influencer recommendations and impulsive buying behaviour. Regression analysis indicates that the research model accounts for about 46% of the differences in consumer purchases. Specifically, "Influencer Recommendations" and "Shop Now" buttons are the most important predictors of purchase intent. These findings suggest that Gen Z values a mix of social proof and convenience. The study concludes that while personalized feeds are useful, the direct encouragement from a trusted influencer, along with an easy checkout process, drives fashion sales in the digital age.

Keywords: Social Commerce, Influencer Marketing, Gen Z Buying Behaviour

1. Introduction

The rise of digital platforms has changed how young people shop for fashion products. For Gen Z, social media is no longer just for chatting; it has turned into a huge virtual mall where "Social Commerce Features," such as interactive buttons and personalized feeds, make shopping quick and easy. At the same time, "Influencer Marketing" has taken the place of traditional ads. Young consumers often trust a relatable content creator more than a large brand. This research looks at how these two forces, technology and social influence, work together to change buying habits. In areas like the Tiruvallur district, Gen Z consumers are increasingly using apps like Instagram and YouTube to find the latest fashion trends. Understanding this behaviour is crucial for businesses that want to remain relevant. By examining factors like "Live Reviews" and "Impulsive Buying," this study aims to show which features actually lead to a sale.

As digital natives, Gen Z's distinct buying style offers guidance for the future of the global fashion industry.

1.1 Research Problem

While online shopping is growing rapidly, brands often find it hard to understand why some Gen Z consumers spend hours browsing without making a purchase, while others buy on impulse. Traditional advertising is becoming less effective, and there is a gap in understanding which specific technical features, like shop buttons, or social factors, like trust in influencers, actually lead to a sale. This study focuses on identifying the most effective drivers of fashion buying behavior among young people in the Tiruvallur district to help businesses minimize marketing waste.

1.2 Objective:

- To study how the social commerce features and influencer marketing affect the fashion buying behaviour of Gen Z consumers
- To analyse the influence of different social media platforms and their influencers on Gen Z fashion purchases.

1.3 Significance of the Study

The significance of the study lies in the fact that the research serves as a guide for fashion businesses to effectively target the youth. For instance, the study is important because, through its finding that the major factors for the youth are "human trust" and "technical ease," businesses can effectively plan their budgets, focusing on influencer marketing rather than general advertising. Moreover, the study is important for academic studies because the research provides precise information regarding the online behavior of the youth in Tamil Nadu, which can be used for the better understanding of the online economy.

2. Review of Literature

Recent research from 2022 to 2026 shows a significant change in consumer behavior, especially among youth and millennials. This change is largely driven by the strong influence of social media and digital advertising in the fashion retail sector. Studies by Shettiyar et al. (2026) and Sasikala and Poongodi (2026) highlight how digital marketing strategies and social commerce features shape purchase decisions and buying behaviour for clothing, particularly in regions like Tamil Nadu. The work of Prakash (2025) and Joshi and Desai (2023) further documents the strong impact of social platforms on the clothing choices of young consumers in urban areas like Mumbai. Beyond basic advertising, social proof—including influencer marketing, online customer reviews, and brand reputation—plays a critical role in driving fashion purchases on e-commerce sites, as identified by Saputri and Huda (2025). Additionally, Darshan et al. (2024) and Panjabi et al. (2025) look at the wider effects of

these trends, noting shifts toward ethical consumption and the importance of perceived value in encouraging long-term repurchase intentions (Guo& Li, 2022). Together, these findings reveal a dynamic environment where social connection and digital engagement are key drivers of fashion consumption today.

3. Research Design

The research design is descriptive as it aims to gain a detailed understanding of how the social commerce features and influencer marketing affect the fashion buying behaviour of Gen Z consumers and their attitudes around social media marketing in fashion retail. The method is essentially quantitative, drawing on observable data collected from respondents to evaluate the effect of social commerce features and influencer marketing on their buying behaviour.

3.1 Sources of data:

- Primary Data**:** Data were collected by distributing an online questionnaire to Gen Z social media users.
- Secondary Data**:** Scholarly journals, books, research articles, digital reports, and online publications.

3.2 Sample size- There were 100 respondents. The majority of the Gen Z group is most influenced by online fashion content.

3.3 Hypothesis:

- **H_0:** There is no significant relationship between Influencer recommendation and Gen Z impulsive purchases.
  - **H_1:** There is significant relationship between Influencer recommendation and Gen Z impulsive purchase.
- **H_0:** That the Social commerce features and Influencer marketing do not influence Limited time deals (Buying satisfaction) of Gen Z buying fashion products in Tiruvallur District.
  - **H_1:** That the Social commerce features and Influencer marketing do influence Limited time deals (Buying satisfaction) of Gen Z buying fashion products in Tiruvallur District.
- **H_0:** There is no significant difference between the mean ranks of factors of Social commerce features and influencer marketing of Gen Z towards fashion products in the study area.
  - **H_1:** There is no significant difference between the mean ranks of factors of Social commerce features and influencer marketing of Gen Z towards fashion products in the study area.

4. Data Analysis and Interpretation

The following data was collected and interpreted from the questionnaire provided by the respondents. The major questions of this study

Social Media Platforms- Which platform do you use most for fashion inspiration?

Table 4.1: Social Media Platforms		
Social Media Platforms	**Frequency**	**Percentage**
Instagram	58	58%
Facebook	4	4%
YouTube	23	23%
WhatsApp	7	7%
Pinterest	8	8%
Total	100	100%

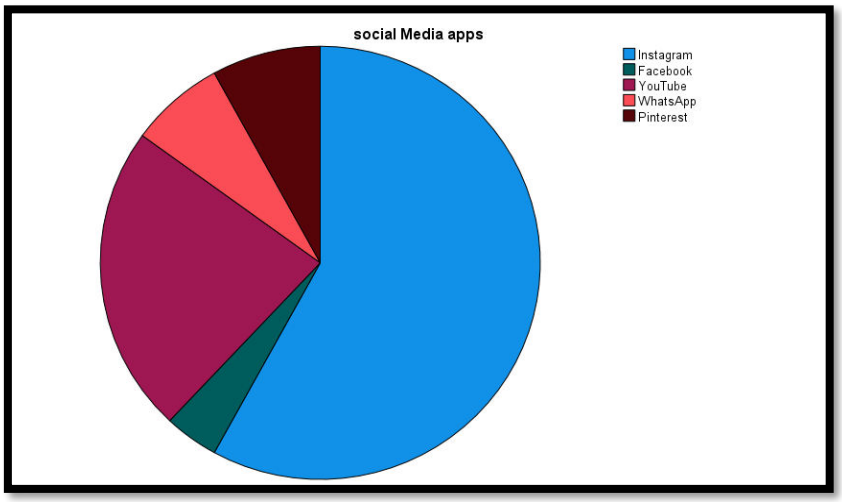

Fig 1: Social Media Platforms

Source: Computed

The majority of Gen Z respondents inspire from Instagram for fashion products. Followed by 23% of respondents inspire from YouTube.

Reliability Test:

The Cronbach's reliability coefficients of all variables should be higher than the minimum cut-off score of 0.70. This study has an acceptable reliability cut-off score.

Reliability Statistics	
Cronbach's Alpha	N of Items
0.757	9

S. No	Factor/ variable	No. of items	Cronbach's Alpha
1	Social Commerce	03	0.516
2	Influencer Marketing	03	0.879
3	Gen Z Buying Satisfaction	02	0.690

Source: Computed

From the above table, it is denoted that overall reliability is 0.757, which is considered as Good and acceptable for the study. The second table, denotes factor / variable Cronbach alpha value. The extreme reliable factor is Influencer marketing with 0.879, then the Buying satisfaction 0.690 which is close to threshold value 0.70 and the least Cronbach value is 0.516, which means that the respondents had more inconsistent views in technical application features.

Factor Analysis:

Factor 1: Social Commerce - Factor analysis was conducted to validate the Social Commerce Construct. The number of factors are unconstrained. For the sake of convergent validity, 0.40 was used as a factor loading cut-off point.

Table 4.2: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.580
Bartlett's Test of Sphericity	Approx. Chi-Square	15.494
	df	3
	Sig.	0.001

Source: Computed

The KMO value measures if the sample size is adequate. While the value is 0.580, which is nearly 0.60, it is considered as acceptable. The Significant value is less than 0.05, it proves that variables are related enough to be grouped into factors.

Table 4.3: Communalities		
	Initial	Extraction
I prefer using apps that have integrated 'Shop now button" on post	1.000	0.477
Personalised ads on my feed usually shows products that I actually want to buy	1.000	0.404
The ability to see Live reviews make me feel more confident in buying	1.000	0.586
Extraction Method: Principal Component Analysis		

Source: Computed

From the above table, it is understood that all values are between 0.404 to 0.586. This means that "social Commerce" factor explains about 40% to 58% of the information in each individual question, which is considered acceptable

Table 4.4:Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.467	48.895	48.895	1.467	48.895	48.895
2	0.847	28.218	77.113			
3	0.687	22.887	100.000			
Extraction Method: Principal Component Analysis.						

Source: Computed

The above table explains that nearly 49% of the variance, it is considered as very strong factor

Table 4.5: Component Matrix[a]	
	Component
	1
I prefer using apps that have integrated 'Shop now button" on post	0.690
Personalised ads on my feed usually shows products that I actually want to buy	0.636
The ability to see Live reviews make me feel more confident in buying	0.766
Extraction Method: Principal Component Analysis	
a. 1 components extracted	

Source: Computed

The above table shows that "Factor Loadings' which shows how strongly each question belongs to the group "Social Commerce". The ability to see Live reviews makes me feel more confident in buying is the strongest factor loading with 0.766. The second strongest loading is I prefer using apps that have an integrated 'Shop now button" on post with 0.690, and the last one is Personalised ads on my feed usually shows products that I actually want to buy with 0.636, which also gives a good connection to the overall group.

Factor 2: Influencer marketing- Factor analysis was conducted to validate the Social Commerce Construct. The number of factors is unconstrained. For the sake of convergent validity, 0.40 was used as a factor loading cut-off point

Table 4.6:KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.736
Bartlett's Test of Sphericity	Approx. Chi-Square	154.438
	df	3
	Sig.	0.000

The KMO value measures whether the sample size is adequate. While the value is 0.736, which is above 0.70, it is considered as good and acceptable. The Significant value is less than 0.05, which proves that the variables are related enough to be grouped into factors

Table 4.7: Communalities		
	Initial	Extraction
I trust fashion recommendations from influencers more than traditional brand ads	1.000	0.778
I am more likely to buy an item if I see an Influencer wearing it in a real life	1.000	0.836
When an Influencer interacts with a follower, I trust their fashion picks more.	1.000	0.796
Extraction Method: Principal Component Analysis.		

Source: Computed

From the above table, it is understood that all values are between 0.778 and 0.836. This means that "Influencer Marketing" factor explains about 78% to 84% of the information in each question, which is considered perfectly acceptable

Table 4.8: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.411	80.370	80.370	2.411	80.370	80.370
2	.340	11.332	91.702			
3	.249	8.298	100.000			
Extraction Method: Principal Component Analysis						

Source: Computed

The above table explains that nearly 80% of the variance, it is considered a very strong and dominant factor

Table 4.9: Component Matrix[a]

	Component
	1
I trust fashion Recommendation from influencers more than traditional brand ads	0.882
I am more likely to buy an item if I see an Influencer wearing it in a real life	0.914
When an Influencer interacts with follower, I trust their fashion picks more.	0.892
Extraction Method: Principal Component Analysis	
a. 1 components extracted	

Source: Computed

This above table shows that "Factor Loadings' which shows how strongly each question belong to the group "Influencer Marketing". I am more likely to buy an item if I see an Influencer wearing it in a real life is the strongest factor loading with 0.914. The second strongest loading is when an Influencer interacts with a follower, I trust their fashion picks more, with a correlation coefficient of 0.892. The last one is that I trust fashion recommendations from influencers more than traditional brand ads, with a correlation coefficient of 0.882, which also gives a strong connection to the overall group.

Factor3: Buying Satisfaction- Factor analysis was conducted to validate the Social Commerce Construct. The number of factors are unconstrained. For the sake of convergent validity, 0.40 was used as a factor loading cut-off point.

Table 4.10: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.500
Bartlett's Test of Sphericity	Approx. Chi-Square	31.762
	df	1
	Sig.	0.000

Source: Computed

The KMO value measures if the sample size is adequate. While the value is 0.736, which is above 0.70, it is considered as good and acceptable. The Significant value is less than 0.05, it proves that variables are related enough to be grouped into factors

Table 4.11: Communalities		
	Initial	Extraction
I often make unplanned fashion purchases because of Limited time deal shown by influencers	1.000	0.764
I am generally satisfied with the quality of products I buy through social media links	1.000	0.764
Extraction Method: Principal Component Analysis		

Source: Computed

From the table above, it is evident that all values are 0.764. This means that the "Buying Satisfaction" factor explains about 77% of the information in each question, which is considered perfectly acceptable

Table 4.12: Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.527	76.364	76.364	1.527	76.364	76.364
2	.473	23.636	100.000			
Extraction Method: Principal Component Analysis						

Source: Computed

The above table explains that nearly 76% of the variance, it is considered also as very strong and dominant factor

Table 4.13: Component Matrix[a]	
	Component
	1
I often make unplanned fashion purchases because of Limited time deal shown by influencers	0.874
I am generally satisfied with the quality of products I buy through social media links	0.874
Extraction Method: Principal Component Analysis	
a. 1 components extracted	

Source: Computed

This above table shows that "Factor Loadings' which shows how strongly each question belong to the group "Buying Satisfaction". I often make unplanned fashion purchases because of Limited time deal shown by influencers and I am generally satisfied with the quality of products I buy through social media links are 0.874 which also means the questions are valid and correctly focused on the study.

Correlation:

H_0: There is no significant relationship between Influencer recommendation and Gen Z impulsive purchases.

H_1: There is significant relationship between Influencer recommendation and Gen Z impulsive purchase.

Table 4.14: Descriptive Statistics

	Mean	Std. Deviation	N
Influencer Recommendation	3.76	0.830	100
Gen Z Impulsive Buying	3.91	0.866	100

Source: Computed

The above table denotes that the mean values of influencer recommendation and Gen Z Impulsive Buying are 3.76 and 3.91. Both values are nearly 4, which means the Gen Z respondents generally agree that they follow and value what influencers recommend, so their buying habit is impulsive.

Table 4.15: Correlations

		Influencer Recommendation	Gen Z Impulsive Buying
Influencer Recommendation	Pearson Correlation	1	.630**
	Sig. (2-tailed)		.000
	N	100	100
Gen Z Impulsive Buying	Pearson Correlation	.630**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Computed

The above table denotes that it has strong positive correlation with the value r=0.630. It means that as the influencer recommendation rises, then Gen Z impulsive buying also rises. The p-value is 0.000, which is less 0.05 level of significance. Hence, Null hypothesis is rejected. Which means, there is a highly significant relationship between Influencer recommendation and Gen Z impulsive buying. This suggests that the more Gen Z trust an influencer, the more likely they are to make an unplanned purchase.

Regression Analysis:

H_0: That the Social commerce features and Influencer marketing do not influence Limited time deals (Buying satisfaction) of Gen Z buying fashion products in Tiruvallur District.

H_1: That the Social commerce features and Influencer marketing do influence Limited time deals (Buying satisfaction) of Gen Z buying fashion products in Tiruvallur District.

Table 4.16: Model Summary

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	0.677[a]	0.459	0.436	0.593

a. Predictors: (Constant), Influencer wearing in real life, Personalised product feed, Shop now button, Influencer Recommendation

Source: Computed

From the above table, R=0.677, which indicates strong positive relationship between predictors and the limited-time deals (unplanned fashion purchases because of Limited time deal shown by influencers). R^2= 0.459, means that approximately 45.9% of the variance in Limited-time deals. Adjusted R^2 = 0.436 confirms that the model has not been over fitted and generalises reasonably well. Standard Error of Estimate = 0.593 shows the average deviation of observed values from predicted values.

Table 4.17: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.333	4	7.083	20.130	0.000[b]
	Residual	33.427	95	0.352		
	Total	61.760	99			

a. Dependent Variable: Limited-time deal

b. Predictors: (Constant), Influencer wearing in real life, Personalised product feed , Shop now button, Influencer Recommendation

Source: Computed

The F-value = 65.253 with a significance level (Sig.) = 0.000 shows the model is statistically significant overall. Since the p-value is less than 0.05, the null hypothesis (H_0) is rejected.

Table 4.18: Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.234	0.421		0.556	0.579
	Personalised product feed	0.122	0.069	0.137	1.773	0.079
	Shop now button	0.358	0.108	0.290	3.319	0.001
	Influencer Recommendation	0.282	0.106	0.300	2.660	0.009
	Influencer wearing in real life	0.153	0.098	0.173	1.564	0.121
a. Dependent Variable: Limited-time deal						

Source: Computed

The Coefficients table breaks down which specific factors have a real impact. The p-value for each factor. If it is less than 0.05, it is a "significant" driver. Shop Now Button standardized coefficient value 0.290, which is the Major Driver-Having a direct "Shop Now" button is a very effective way to push users toward these deals. Then, the Influencer Recommendation standardized coefficient value is 0.300, it is the Strongest Factor-When an influencer recommends a product, people are significantly more likely to engage with limited-time deals. The standardized coefficient value of Personalized Product Feed is 0.137, while it has a slight positive effect, it isn't strong enough to be considered statistically reliable in this specific model. And Influencer Wearing in Real Life standardized coefficient value is 0.173 which means Simply seeing an influencer wear the item "in real life" did not have a significant impact on limited-time deal decisions here.

Findings

The study shows that social commerce strongly affects the fashion choices of Gen Z. Data analysis indicates a solid positive connection between influencer recommendations and impulsive buying, with a correlation of 0.630. The research model accounts for nearly 46% of the reasons young consumers shop during limited-time sales. Among the different factors examined, "Influencer Recommendations" and the "Shop Now Button" stand out as the most important drivers of purchasing behaviour. Interestingly, while personalized feeds and seeing influencers in real-life settings are useful, they are not as influential as direct recommendations and easy checkout features. Reliability tests also confirmed that the influencer marketing section of the survey was very consistent, with a Cronbach's Alpha of 0.879.

Conclusion

In conclusion, the fashion buying behavior of Gen Z is shaped by a mix of human trust and technical convenience. Influencers act as the modern "social proof," where their endorsements create an immediate urge for youth to make unplanned purchases. However, for a sale to actually happen, the platform must provide seamless features

like the "Shop Now" button to make the process effortless. This study proves that while technology provides the tools, it is the social influence that provides the motivation for shopping. For fashion brands to succeed with Gen Z, they must combine authentic influencer partnerships with highly interactive and easy-to-use social commerce features.

Limitations of the Study

- The study primarily focuses on the Tiruvallur district in Tamil Nadu, meaning the results may not perfectly represent Gen Z consumers in other parts of the world or different cultural settings.
- With a sample of 100 participants, the data provides a strong result but may lack the breadth of a larger, nationwide survey involving thousands of respondents.
- While the study covers major apps like Instagram and YouTube, it may not capture emerging niche platforms or rapid changes in social media algorithms that happen after the data collection period.

Further Research

- This study can be done on the same topic, but with a larger sample size.
- Since this study focused heavily on general social commerce, a comparison between social media applications could reveal which platform is more accurate at driving fashion sales.
- This study has a quantitative approach, but to have qualitative depth use interviews or focus groups, which could help explain why certain features, like personalized feeds, were not statistically significant in this study despite being common in apps.

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