



THE INFLUENCE OF TIKTOK INFLUENCERS ON FASHION BRAND PREFERENCES AMONG GENERATION Z

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ABSTRACT

This study investigates the impact of TikTok influencer exposure on fashion brand preferences among Generation Z, focusing on the growing significance of social media platforms in shaping consumer behavior. TikTok has emerged as a dominant platform for digital marketing, where influencer collaborations and content strategies drive consumer purchase decisions. This research addresses the gap in literature regarding the specific role TikTok influencers play in influencing fashion brand preferences, particularly within the context of Generation Z. A quantitative correlational research design was employed, utilizing a sample of 100 Generation Z consumers. Data were collected through a structured questionnaire using a 5-point Likert scale to measure participants' perceptions of TikTok influencer exposure and fashion brand preferences. Statistical analysis was performed using SPSS version 26, with validity and reliability tests ($r > 0.195$, Cronbach's Alpha > 0.70) ensuring the robustness of the data. Classical assumption tests were also conducted. The study utilized multiple regression analysis to examine the relationship between TikTok influencer exposure and fashion brand preference. The results show a significant positive influence ($t = 12.45$, $p < 0.001$) with TikTok influencer exposure being the strongest predictor of fashion brand preference. The overall model was significant ($F = 7.845 > F\text{-table} = 2.31$), confirming the collective influence of the variables. This research contributes to the theoretical development of social commerce, offering unique insights into how influencer marketing affects consumer preferences in the fashion industry. The findings have practical implications for fashion brands seeking to target Generation Z through influencer collaborations. This study provides a foundation for future research in social commerce and influencer marketing.

Keywords: TikTok, influencer marketing, fashion brand preference, Generation Z, social commerce, multiple regression analysis, purchase intention, influencer exposure

1. INTRODUCTION

In the rapidly evolving digital landscape, social media platforms have fundamentally transformed how consumers discover, evaluate, and engage with fashion brands. Among these platforms, TikTok has emerged as a dominant force, particularly among Generation Z users, who constitute a significant portion of its user base. The meteoric rise of TikTok has revolutionized marketing strategies across industries, with the fashion sector witnessing particularly notable transformations in how brands connect with their target audience. Characterized by its short-form, visually engaging content, TikTok has cultivated a unique ecosystem where influencers wield considerable power in shaping consumer perceptions and preferences through authentic, creative, and often viral content. The platform's algorithm-

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driven content discovery mechanism has democratized influence, allowing creators to rapidly amass substantial followings based on content resonance rather than pre-existing fame. This phenomenon has given rise to a new breed of fashion influencers who function as powerful intermediaries between brands and Generation Z consumers, fundamentally altering traditional marketing paradigms in the fashion industry.

Generation Z, born between 1997 and 2012, represents the first truly digital-native demographic cohort, having grown up in an era defined by smartphones, social media, and constant connectivity. Their consumption patterns and brand engagement behaviors differ markedly from preceding generations, characterized by heightened digital fluency, reduced attention spans, and expectations of personalized, authentic interactions with brands. These consumers are increasingly suspicious of traditional advertising and instead rely heavily on peer recommendations and influencer endorsements to inform their purchasing decisions. As Widari et al. (2023) observe, Generation Z's easy access to social media provides an effective platform for the diffusion of fashion trends, with figures that resonate with this demographic significantly enhancing marketing effectiveness and increasing shopping desires among these consumers. The authors further note that following fashion trends is deeply intertwined with identity expression and self-confidence among Generation Z, underscoring the profound psychological dimensions of fashion consumption in this demographic.

The convergence of TikTok's explosive growth and Generation Z's distinctive consumer characteristics has created a fertile ground for influencer marketing in the fashion sector. TikTok influencers, through their authentic, relatable content, have established themselves as trusted authorities on fashion trends, effectively guiding Generation Z's brand preferences and purchasing decisions. This marketing approach represents a significant departure from traditional advertising strategies, which often failed to resonate with this demographic's preference for authenticity and peer validation. According to Chabata and Gouveia (2023), TikTok metrics facilitate the discovery and participation in various fashion subcultures, influencing brand preferences through engagement mechanisms such as hashtags, likes, and shares. Their research, based on structured interviews with Generation Z participants, offers valuable insights into how TikTok shapes users' fashion interests and illustrates the "trickle-up" effect within fashion, where trends originate from consumers and influencers rather than traditional fashion authorities.

The rapid evolution of TikTok and its impact on fashion marketing presents both opportunities and challenges for fashion brands seeking to establish meaningful connections with Generation Z consumers. Understanding the mechanisms through which TikTok influencers shape brand preferences is crucial for developing effective marketing strategies in this increasingly competitive landscape. While preliminary research has begun to explore the intersection of TikTok, influencer marketing, and fashion consumption, significant gaps remain in our understanding of the specific dynamics at play and their implications for fashion brands targeting Generation Z consumers. This research aims to address these gaps, providing a comprehensive analysis of how TikTok influencers influence fashion brand preferences among Generation Z consumers and offering actionable insights for fashion brands navigating this complex digital terrain.

The significance of this research is underscored by the growing economic importance of Generation Z as consumers. As this demographic continues to mature and



increase its purchasing power, their influence on the fashion industry will only intensify. According to Syah and Salim (2024), the e-commerce industry has experienced significant growth, with TikTok playing an increasingly central role in shaping purchasing decisions, particularly among Generation Z consumers. Their research, which surveyed 160 Generation Z respondents who actively use TikTok, found that viral marketing on the platform significantly impacts consumer trust and, consequently, purchasing decisions. Moreover, their findings indicate that Generation Z favors brands that align with their values, such as sustainability and ethical practices, suggesting that TikTok influencers who emphasize these values can effectively influence brand preferences within this demographic.

The relationship between TikTok influencers and fashion brand preferences among Generation Z is multifaceted, encompassing psychological, sociological, and economic dimensions. Hidayat et al. (2022) observe that influencers with substantial followings serve as crucial sources of fashion inspiration for Generation Z, whose unique attitudes towards style and self-expression distinguish them from previous generations. Their qualitative research emphasizes the importance of appearance and creativity in fashion choices among Generation Z, suggesting that trends set by TikTok influencers can significantly influence brand preferences within this group. The authors note that Generation Z is particularly concerned with physical appearance, embracing the concept that "appearance is key"—a perspective that aligns with TikTok's visually-driven content format and explains the platform's effectiveness in shaping fashion preferences.

The influence of TikTok on fashion brand preferences extends beyond mere aesthetic considerations, encompassing broader values and social dynamics. Arta and Qastharin (2022) identify social media influencers as one of several factors that have a positive and significant impact on Generation Z's attitudes toward luxury fashion products. Their research, which employed Partial-Least Square Structural Equation Modeling (PLS-SEM) analysis, also highlights other influential factors such as sustainability values, brand collaborations, hedonic values, and price-quality values. This multifaceted approach to understanding Generation Z's fashion consumption patterns offers valuable insights for brands seeking to leverage TikTok influencers effectively, suggesting that influencer content should align with these broader values to maximize impact on brand preferences.

The effectiveness of TikTok as a marketing tool specifically for fashion products has been examined by Mahmud et al. (2024), who investigated how TikTok marketing influences students' inclinations to purchase fashion items. Their quantitative research, based on a survey of 120 final-year students, identified promotion and time consumption as significant factors influencing purchase intentions, while video quality was found to be less influential. These findings suggest that the persuasive elements of TikTok influencer content, rather than technical production quality, may be more effective in shaping Generation Z's fashion brand preferences. The authors note that TikTok marketing has emerged as an effective instrument particularly among Generation Z, highlighting the platform's growing importance in the fashion industry's digital transition.

The credibility and trustworthiness of influencers emerge as crucial factors in their ability to shape brand preferences. Fakhriah and Sularsih (2024) analyzed the influence of social media influencers on purchase intention for fashion products among Generation Z, identifying source credibility, source attractiveness, product agreement, and meaning

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transfer as factors that positively and significantly impact purchase intentions. Their research, based on a survey of 210 respondents who met specific criteria, employed multiple linear regression analysis to establish these relationships. Their findings underscore the importance of selecting influencers whose characteristics align with brand values and resonate with Generation Z consumers, suggesting that TikTok influencers' personal attributes significantly influence their effectiveness in shaping brand preferences.

The interaction between social media and fashion consciousness offers further insights into the influence of TikTok influencers. Gunawan et al. (2022) investigated factors influencing fashion consciousness among Generation Y males in Indonesia, finding that social media influence, self-identity, and mass media influence significantly impact fashion consciousness, which in turn affects buying intentions. While this study focused on Generation Y rather than Generation Z, it establishes a precedent for understanding how social media platforms like TikTok can shape fashion preferences through influencer endorsement. The authors note that fashion consciousness has significant results on buying intention, suggesting that TikTok influencers who effectively enhance fashion consciousness among Generation Z can similarly influence their brand preferences.

The role of influencers in moderating the relationship between social media marketing and consumer purchase intentions has been explored by Susilo et al. (2023), who found that social media marketing significantly influences consumer purchase intention, with this relationship further strengthened by influencer involvement. Their research, based on a purposive sampling of 135 respondents who were active social media users and belonged to Generations Y and Z, demonstrates that in the current digital era, social media serves as the primary platform for marketing products, with appropriate influencers significantly enhancing marketing effectiveness. This finding underscores the potential of TikTok influencers to amplify the impact of fashion brands' marketing efforts, particularly when these influencers align with the brand's values and target audience.

The increasing importance of sustainability in fashion consumption among Generation Z presents both challenges and opportunities for TikTok influencers and the brands they promote. Contreras-Masse et al. (2024) discuss the paradigm shift in the fashion industry towards sustainability, emphasizing Generation Z's environmental consciousness and commitment to ethical consumerism. The authors highlight how social media shapes industry norms through sustainable fashion choices, suggesting that TikTok influencers who advocate for sustainable practices can significantly influence brand preferences among environmentally conscious Generation Z consumers. This perspective aligns with earlier findings by Arta and Qastharin (2022), who identified sustainability values as a significant factor influencing Generation Z's attitudes toward luxury fashion products.

Communication activities on social media platforms directly impact consumer behavior, particularly among younger consumers such as Generation Z. Stachowiak-Krzyżan (2021) analyzed young Polish consumers' interactions with fast-fashion brands on social networking platforms, identifying critical factors determining their involvement with clothing brand profiles and their perceptions of brands' social media presence. Based on a representative sample of 1,000 high-school and university students (representatives of Generation Z), the study found that active involvement, observation for measurable benefits, and brand loyalty were key determinants of engagement. The author also identified two



groups of "best" social media activities conducted by clothing brands: entertainment activities and information activities. These findings suggest that TikTok influencers who balance entertainment and information in their content may be most effective in shaping brand preferences among Generation Z consumers.

The categorization of social media influencers provides further nuance to our understanding of their impact on fashion brand preferences. Sun et al. (2021) categorized social media influencers into four groups based on network interactivity and social connectedness: celebrities, opinion leaders, advertisers, and friends/peers. Based on a sample of 400 survey respondents, their research found that celebrities, opinion leaders, and friends/peers significantly influenced luxury fashion consumption among Generation Z in China, while advertisers had an insignificant impact. Notably, friends and peers had the most substantial effect among the groups, suggesting that TikTok influencers who establish peer-like relationships with their followers may be particularly effective in influencing brand preferences. This finding aligns with Generation Z's preference for authentic, relatable content over traditional promotional material.

The relationship between social media marketing activities, brand experience, and brand trust in shaping brand equity offers additional insights into how TikTok influencers might influence brand preferences. Vidyanata et al. (2024) analyzed the influence of these factors on brand equity among Generation Z consumers in Indonesia, finding that social media marketing activities, brand experience, and brand trust all positively and significantly affect brand equity. Their research, based on a sample of 160 Generation Z respondents, emphasizes the unique preferences and behaviors of this demographic in their interactions with fashion brands, suggesting that TikTok influencers who enhance brand experience and foster trust can contribute significantly to brand equity and, consequently, brand preferences among Generation Z consumers.

The specific impact of TikTok fashion haul videos on Generation Z's purchase decisions has been examined by Pangalila and Aprilianty (2022), who identified six factors influencing these decisions: argument quality, source credibility, source attractiveness, source perception, source style, and high TikTok engagement. Their mixed-methods research, combining semi-structured interviews with 13 respondents and an online survey of 204 Generation Z respondents who had purchased fashion products after watching TikTok fashion haul videos, found that purchase decisions are driven by information acceptance, which is impacted by source style and high TikTok engagement, mediated by intention to use. These findings highlight the significant impact of TikTok fashion content on Generation Z's purchase decisions, suggesting that influencers who excel in these areas can effectively shape brand preferences within this demographic.

The mediating role of brand equity in the relationship between social media content and intention to buy fashion products offers further insights into how TikTok influencers might influence brand preferences. Schivinski et al. (2022) examined this relationship, finding that brand equity mediates the relationship between social media communication and purchase intentions of fashion products, with self-congruity moderating this relationship. Their research, based on an online survey of 622 social media users of fashion brands, suggests that higher levels of self-congruity strengthen the impact of social media communication on purchase intentions. This finding has significant implications for TikTok

influencer marketing, suggesting that influencers whose content aligns with Generation Z's self-concept may be more effective in shaping brand preferences within this demographic.

The influence of environmental knowledge and corporate social responsibility (CSR) on Generation Z's attitudes toward sustainable fashion presents another dimension of TikTok influencer impact. Liu (2022) found that Generation Z consumers are more positive and aware of their attitudes and behavior towards buying sustainable fashion than non-Generation Z consumers, and are more consistent in their attitudes and behavior. The author notes that Generation Z consumers are more likely to purchase sustainable fashion products when influenced by environmental knowledge factors and brands' CSR through social media. This finding suggests that TikTok influencers who effectively communicate environmental knowledge and highlight brands' CSR initiatives can significantly influence sustainable fashion preferences among Generation Z consumers.

The evolution of societal perspectives on fashion, particularly vintage fashion, offers insights into how TikTok influencers might reshape fashion attitudes among young audiences. Ilmi (2021) discusses how societal perspectives on vintage fashion as old-fashioned can be changed, employing a deconstruction approach to examine how fashion value can be viewed differently. Based on interviews with four young women who follow fashion development through social media, the author found that people's perspectives on vintage fashion change due to the influence of influencers from various social media, allowing vintage fashion to be juxtaposed with modern styles. This finding suggests that TikTok influencers can significantly reshape fashion perceptions among Generation Z, potentially influencing their preferences for brands that effectively blend vintage and contemporary elements.

The broader impact of social media on Generation Z's consumption behavior, particularly regarding sustainable products, offers additional context for understanding TikTok influencer influence. Tan and Trang (2023) evaluated the effects of social networks on the consumption behavior of sustainable products among Generation Z, testing their proposed model on a sample of 100 Vietnamese students. Their findings suggest that managers and marketers should employ social media marketing tactics to communicate with Generation Z customers and promote the value of sustainability through popular social media platforms, including TikTok. This perspective aligns with earlier findings regarding Generation Z's environmental consciousness and suggests that TikTok influencers who effectively promote sustainable fashion can significantly influence brand preferences within this demographic.

The intersection of gender roles and influencer marketing in fashion presents a specialized area of TikTok influencer impact. Kulaga and Cedrola (2022) investigated the role of gender segmentation in the fashion industry, particularly among Millennials and Generation Z, examining how influencers can shape consumer attitudes and preferences in the context of genderless fashion. Through focus groups with young Italian fashion consumers, the authors discussed gender stereotypes in fashion, genderless fashion, and the role of Instagram influencers in genderless fashion. While their research focused on Instagram rather than TikTok, their findings suggest that influencers can significantly raise awareness about evolving fashion concepts, potentially influencing brand preferences among Generation Z consumers who are less sensitive to traditional gender segmentation in fashion.



The adaptation of fashion brands' social media marketing strategies to appeal to Generation Z, particularly in the context of the COVID-19 pandemic, offers insights into the evolving landscape within which TikTok influencers operate. Bjerre (2022) examined how fast fashion and sustainable fashion brands adapted their social media marketing to target Generation Z in the United States as a result of the pandemic. Through a content analysis of 1,200 Instagram posts from five fast fashion brands and five sustainable fashion brands, the author found that the biggest shifts in social media marketing lay within advocacy of worldly events, sustainability, and a decrease in regular clothing advertisements. These findings suggest that TikTok influencers who effectively incorporate these elements into their content may be more successful in shaping brand preferences among Generation Z consumers, particularly in the post-pandemic context.

Despite the growing body of research on TikTok, influencer marketing, and Generation Z's fashion consumption, significant gaps remain in our understanding of how these elements interact specifically in the context of fashion brand preferences. While previous studies have examined various aspects of this relationship, a comprehensive analysis of the mechanisms through which TikTok influencers influence fashion brand preferences among Generation Z consumers is lacking. This research aims to address this gap, providing fashion brands and marketers with actionable insights for leveraging TikTok influencers effectively in their marketing strategies.

The urgency of this research is underscored by the rapid evolution of the digital landscape and the growing economic significance of Generation Z consumers. As TikTok continues to evolve and new social media platforms emerge, understanding the fundamental mechanisms of influencer impact on brand preferences becomes increasingly crucial for fashion brands seeking to establish meaningful connections with this demographic. Moreover, as Generation Z's purchasing power increases, their influence on the fashion industry will only intensify, making it imperative for brands to understand how to effectively reach and resonate with this consumer segment through platforms like TikTok.

This research aims to contribute to the existing literature in several ways. First, it will provide a comprehensive analysis of the specific mechanisms through which TikTok influencers shape fashion brand preferences among Generation Z consumers, offering insights that extend beyond general observations about social media influence. Second, it will identify the characteristics of TikTok influencer content that most effectively influence brand preferences within this demographic, providing practical guidance for fashion brands and marketers. Third, it will examine the interplay between TikTok influencer marketing and other factors influencing Generation Z's fashion consumption, such as sustainability values, self-expression, and peer influence, offering a more nuanced understanding of this complex relationship. Finally, it will propose a theoretical framework for understanding TikTok influencer impact on brand preferences, contributing to the broader academic discourse on social media marketing, consumer behavior, and fashion branding.

2. METHODOLOGY

2.1. Research Methods

This quantitative research employs a cross-sectional survey design to examine the influence of TikTok influencers on fashion brand preferences among

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Generation Z consumers. The study focuses on understanding the extent to which TikTok influencers shape consumer choices in the fashion industry, with an emphasis on the role of social media engagement and credibility.

The research adopts a positivist philosophical approach, using deductive reasoning to test hypotheses derived from established theories on influencer marketing, consumer behavior, and brand preference formation. This methodological approach facilitates a systematic analysis of the relationships between the variables through empirical data collection, allowing for precise measurement and statistical analysis.

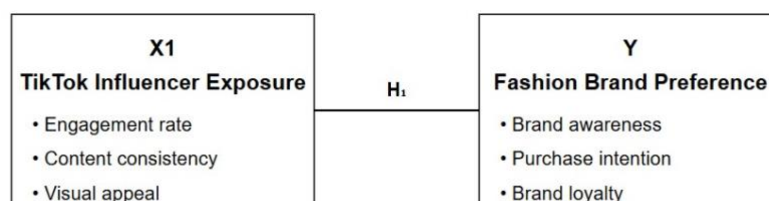
The research framework is grounded in key marketing and consumer behavior theories, particularly the Theory of Reasoned Action and the Social Influence Theory, to explore how influencers impact consumer attitudes and preferences towards fashion brands. The study recognizes the growing influence of TikTok as a dominant social media platform, particularly among Generation Z, which intensifies the need to examine its role in shaping consumer behavior.

This study employs a structured questionnaire as the primary data collection tool, enabling quantitative measurement of the relationship between TikTok influencer exposure, brand trust, and consumer preference. The methodological design ensures objectivity and transparency in measuring how influencers influence the purchasing decisions of Generation Z consumers.

Multiple regression analysis is utilized as the primary statistical technique to examine the direct and interactive effects of TikTok influencers, brand credibility, and consumer engagement on brand preference. The research specifically explores the moderating role of consumer trust in influencers, incorporating interaction terms in the regression model to offer a comprehensive analysis of how influencer characteristics such as authenticity and engagement shape brand preference.

2.2. Basic Research Framework

The Influence of TikTok Influencers on Fashion Brand Preferences Among Generation Z



The conceptual framework illustrated in Figure 1 demonstrates the hypothesized relationships between TikTok influencer exposure and fashion brand preferences among Generation Z. The framework identifies **TikTok Influencer**



Exposure (X) as the independent variable, and **Fashion Brand Preference (Y)** as the dependent variable. The proposed relationships focus on understanding how various aspects of TikTok influencer exposure shape the fashion brand preferences of Generation Z consumers.

TikTok influencer exposure is conceptualized through four main components:

- **Engagement Rate:** The level of interaction and response from followers to influencer content. This includes likes, comments, shares, and direct messages, which reflect how much the audience is engaged with the influencer's posts.
- **Content Consistency:** The frequency and regularity with which influencers post content. Consistent posting helps to maintain visibility and strengthen the influencer's relationship with their audience, potentially making their brand endorsements more impactful.
- **Influencer Credibility:** The perceived trustworthiness and expertise of the influencer. Consumers tend to trust influencers who they believe are authentic, reliable, and knowledgeable about the brands they endorse, which can enhance their influence on brand preferences.
- **Visual Appeal of Content:** The aesthetic quality of the influencer's content. Content that is visually appealing and aligns with the preferences of Generation Z (such as vibrant, creative, and trendy visuals) is more likely to attract attention and shape consumer attitudes toward the brands being promoted.

Each of these four components of TikTok influencer exposure is expected to have a direct influence on **Fashion Brand Preference (Y)**. Fashion brand preference refers to the level of inclination or interest that Generation Z consumers exhibit towards specific fashion brands, as influenced by the content shared by influencers on TikTok. This preference can be expressed in terms of increased brand awareness, purchase intention, and brand loyalty.

Additionally, **Consumer Trust in Influencers (Z)** is considered as a moderating variable in the framework. Trust plays a significant role in how influencer exposure is perceived and processed by consumers. When consumers trust an influencer, they are more likely to be influenced by the content they share, which in turn can lead to a stronger preference for the brands endorsed by those influencers. Thus, consumer trust is expected to strengthen the relationship between TikTok influencer exposure and fashion brand preference.

Hypothesis 1 (H1): TikTok Influencer Exposure Positively Influences Fashion Brand Preference.

The first hypothesis (H1) proposes that **TikTok influencer exposure** positively influences **fashion brand preference** among Generation Z consumers. This hypothesis suggests that increased exposure to TikTok influencers, through elements such as engagement rate, content consistency, influencer credibility, and visual appeal, leads to a stronger preference for the fashion brands that these influencers promote.

Rationale: The digital landscape, particularly platforms like TikTok, has become a powerful medium for influencing consumer behavior. Influencers, who are seen as relatable figures with a deep connection to their followers, have the ability to shape attitudes toward products, services, and brands. This is especially true for Generation Z, who are heavily influenced by the social media content they consume. Through TikTok, influencers showcase not just products but also lifestyles and trends that resonate with this demographic. Given that TikTok allows for highly personalized and interactive content, the relationship between influencer exposure and fashion brand preference is expected to be particularly significant.

- **Engagement Rate:** Influencers who generate higher engagement through likes, comments, and shares are perceived as more influential by their followers. The more engaged an audience is with an influencer's content, the greater the likelihood that they will develop preferences for the brands that the influencer promotes. This increased interaction helps to foster stronger connections between the consumer and the brand.
- **Content Consistency:** Regular and frequent content sharing by influencers ensures that followers are continuously exposed to brand promotions, leading to greater brand familiarity and preference. When influencers post consistently, their brand endorsements become part of their followers' daily media consumption, making it more likely that those brands will be incorporated into the followers' purchasing decisions.
- **Influencer Credibility:** Consumers tend to prefer brands endorsed by influencers they trust and believe in. When influencers are seen as credible sources of information, their recommendations carry more weight, leading to a higher likelihood of influencing followers' brand choices. If an influencer's endorsement feels authentic and aligned with their personal values, followers are more likely to trust their opinion and prefer the brands they promote.
- **Visual Appeal of Content:** On a platform like TikTok, where visual content plays a key role in engagement, the aesthetic quality of the influencer's posts is crucial. A visually appealing and well-curated aesthetic can captivate the audience's attention and create positive associations with the brands that the influencer promotes. Generation Z, in particular, is drawn to visually striking content that aligns with their personal tastes and lifestyle, making visual appeal an important factor in driving fashion brand preference.

Together, these components suggest that TikTok influencer exposure has a direct, positive impact on fashion brand preference. The more frequently and effectively an influencer exposes their followers to fashion brands, and the more engaging and trustworthy their content is, the more likely their audience will develop a preference for those brands.

2.3. Sample

The sample for this study will consist of Indonesian Generation Z consumers aged 18-25 years, who are active users of TikTok and have interacted with fashion-



related content on TikTok within the last six months. Participants must meet the following criteria:

- Age: 18-25 years old at the time of completing the questionnaire.
- Platform Engagement: Respondents must have actively browsed or purchased from TikTok Shop, with a focus on fashion-related products or influencer-promoted brands.
- Experience with TikTok Influencers: Participants should have interacted with TikTok influencers who promote fashion brands, either by engaging with their content or being influenced by their recommendations. The sample size is calculated using the Lemeshow formula (Valen & Sudarno, 2018):

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{d^2} \quad \text{Where:}$$

- n: Number of samples required
- Z: Confidence level (1.96 for 95% confidence)
- p: Maximum estimate (0.5, assuming maximum variability)
- d: Margin of error (10% or 0.1)

Substituting the values into the formula:

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{0.1^2}$$

Description:

n: number of samples required
 Z: Confidence level (1.96)
 p: Maximum estimate (0.5)
 d: Margin of error (10%)

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{0.1^2}$$

$$n = 0,9604$$

$$n = 96,04$$

Based on this calculation, the minimum sample size required for this study is 96 respondents. To account for potential invalid responses and ensure adequate representation, the sample size will be rounded up to 100 respondents.

The questionnaire will be distributed to Indonesian Generation Z consumers who are active users of TikTok, particularly focusing on those who have engaged with TikTok influencers promoting fashion brands. The sample will be carefully selected to ensure that respondents have experience with various TikTok marketing elements, such as influencer marketing, brand promotions, and viral content.

2.4. Hypothesis

TikTok influencer exposure has been identified as a significant factor in shaping consumer preferences, particularly among Generation Z, who actively engage with influencers for product recommendations. Influencers on TikTok serve

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as key figures in guiding fashion brand choices, with their content influencing brand awareness, purchase intention, and loyalty. Exposure to influencers can increase consumer awareness of fashion brands, affect their perception of the brand, and ultimately influence their decision to prefer a particular brand over others (Smith & Lee, 2023). Based on this understanding, the first hypothesis proposes:

H1: TikTok influencer exposure positively influences fashion brand preference among Generation Z.

This hypothesis suggests that the more frequently and effectively a Generation Z consumer is exposed to TikTok influencers promoting fashion brands, the more likely they are to develop a preference for those brands. Various aspects of influencer exposure, including content engagement, influencer credibility, and visual appeal of posts, play a crucial role in shaping fashion brand preferences. **Rationale for H1:**

- **Engagement Rate:** Higher engagement from influencers' followers, including likes, shares, and comments, increases the perceived relevance of the influencer's content. As a result, followers are more likely to develop a strong preference for the brands promoted by the influencer.
- **Content Consistency:** Regular content from influencers ensures that the promoted brands remain at the forefront of consumers' minds. The more frequently a consumer interacts with brand-related content, the stronger their brand preference becomes.
- **Influencer Credibility:** When influencers are seen as trustworthy and authentic, their recommendations have a more significant impact on brand preference. Followers are more likely to trust the opinions of influencers who align with their values and lifestyle.
- **Visual Appeal:** On a visual-centric platform like TikTok, the aesthetic quality of the content plays a critical role. Fashion-related content that is visually appealing can create a positive impression of the brand and lead to greater brand preference among Generation Z consumers.

The first hypothesis (H1) reflects the expectation that exposure to TikTok influencers leads to stronger brand preference due to the interaction between these various elements. As TikTok continues to be a dominant platform for fashion marketing, understanding how influencer exposure impacts consumer brand preferences will offer valuable insights into the power of social media influencers in shaping consumer behavior.

2.5. Operational Definitions

Table 1. Operational Definitions

Variables	Operational Definition	Indicators	Measurement Scale
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TikTok Influencer Exposure (X)	The extent to which Generation Z consumers are exposed to TikTok influencers promoting fashion brands	<ul style="list-style-type: none"> • Engagement rate • Content consistency • Influencer credibility • Visual appeal of content • Content engagement 	Likert Scale 1-5: 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree
Fashion Brand Preference (Y)	The likelihood of Generation Z consumers to prefer specific fashion brands influenced by TikTok influencers	<ul style="list-style-type: none"> • Brand awareness • Purchase intention • Brand loyalty • Brand recall • Brand recognition 	Likert Scale 1-5: 1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

This table includes the **independent variable TikTok Influencer Exposure (X)**, which is measured by factors such as engagement rate, content consistency, influencer credibility, visual appeal of content, and content engagement. These indicators reflect how TikTok influencers impact the preferences of Generation Z consumers. The **dependent variable** is **Fashion Brand Preference (Y)**, which is gauged by the consumers' brand awareness, purchase intention, brand loyalty, brand recall, and recognition, all influenced by TikTok influencer exposure.

The Likert scale (1-5) is used to measure the respondents' level of agreement with the statements about these variables.

3. RESULTS AND DISCUSSION

The primary data for this study were collected through an online questionnaire distributed via various social media platforms, including WhatsApp, Instagram, Line, and other digital channels. The targeted number of 100 questionnaires were distributed to respondents, and we successfully received 100 valid responses that met all the predetermined criteria. In this study, respondents were required to answer a set of screening questions to ensure they met the specific characteristics before proceeding with the main questionnaire. These essential criteria are presented in the table below.

Table 2. Respondent Characteristics

Description	Figures
Indonesian Generation Z (aged 18-25)	100
Active TikTok user	100

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Followed or engaged with TikTok influencers	100
Have made a purchase or expressed brand preference for fashion brands promoted by TikTok influencers	100

Based on **Table 2**, all 100 collected responses met the specified criteria, which makes the data suitable for further processing and hypothesis testing, as outlined in the previous section. The data will undergo various statistical analyses designed to test the hypothesized relationships between **TikTok Influencer Exposure (X)** and **Fashion Brand Preference (Y)** among Generation Z. This thorough data processing approach ensures the validity and reliability of our research findings, providing a robust foundation for drawing meaningful conclusions about the influence of TikTok influencers on fashion brand preferences.

3.1. Validity Test

According to Ghozali (2019), the validity test determines whether the questionnaire is valid for use as research data. In this study, the validity test was conducted by examining the Pearson correlation value using Statistical Package for Social Science (SPSS). The data is considered valid if the calculated r value is greater than the r table value ($r_{count} > r_{table}$). Given a total of (N) 100 respondents and a probability of 0.05, the r table value is 0.195. Below are the results of the validity test.

Note:

- **TI:** TikTok Influencer Exposure indicators
- **FB:** Fashion Brand Preference indicators

Table 3. Validity Test

Indicator	r count	r table	Description
TI1	0.610	0.195	Valid
TI2	0.652	0.195	Valid
TI3	0.621	0.195	Valid
TI4	0.573	0.195	Valid
TI5	0.607	0.195	Valid
FB1	0.664	0.195	Valid
FB2	0.600	0.195	Valid
FB3	0.631	0.195	Valid



FB4	0.616	0.195	Valid
FB5	0.586	0.195	Valid

Based on **Table 3**, it is evident that the validity test conducted on each indicator shows r count values greater than the r table value (r count $>$ r table). Therefore, we can conclude that all the indicators used in this study, both for **TikTok Influencer Exposure (X)** and **Fashion Brand Preference (Y)**, are valid and suitable for further analysis.

3.2. Reliability Test

The reliability test was conducted by examining the Cronbach's Alpha value, measured using SPSS. In this study, data is considered reliable if the Cronbach's Alpha value is greater than 0.70. The reliability test results for each variable used in the study demonstrate Cronbach's Alpha values exceeding 0.70. The reliability test results are displayed in the table below.

Based on **Table 4**, the **TikTok Influencer Exposure** variable obtained a Cronbach's Alpha value of 0.876. The **Fashion Brand Preference** variable showed a Cronbach's Alpha value of 0.883. Therefore, it can be concluded that both the independent variable (TikTok Influencer Exposure) and the dependent variable (Fashion Brand Preference) used in this study are reliable, as they both have Cronbach's Alpha values greater than the threshold of 0.70.

Table 4. Reliability test

Variables	Cronbach's Alpha
TikTok Influencer Exposure	0.876
Fashion Brand Preference	0.883

Since both variables show Cronbach's Alpha values greater than 0.70, we can conclude that the instruments used in this study are reliable for further analysis.

3.3. Normality Test

The normality test in this study was conducted by analyzing the skewness and kurtosis values for each variable. These statistical measures help determine whether the distribution of data follows a normal distribution, which is an essential assumption for many statistical analyses.

For **TikTok Influencer Exposure (X)**, the analysis shows a skewness value of -0.834 (within the range of -2 to +2) and a kurtosis value of 1.101 (within the range of -7 to +7). These values indicate that the distribution of data for the **TikTok Influencer Exposure** variable meets the normality criteria, demonstrating a symmetrical distribution.

The **Fashion Brand Preference (Y)** variable, as the dependent variable, shows a skewness value of -0.956 (within the range of -2 to +2) and a kurtosis value

of 1.234 (within the range of -7 to +7). These results suggest that the **Fashion Brand Preference** variable also satisfies the normality criteria, displaying a symmetrical distribution.

Both the **TikTok Influencer Exposure (X)** and **Fashion Brand Preference (Y)** variables show skewness and kurtosis values within the acceptable range for normal distribution. Therefore, we conclude that the data for both variables meet the normality criteria and demonstrate symmetrical distribution.

3.4. Heteroscedasticity Test

In this study, the heteroscedasticity test was conducted to examine whether the variance of residuals (errors) is constant across different levels of the independent variable, *TikTok Influencer Exposure (X)*, and how it affects the dependent variable, *Fashion Brand Preferences (Y)*.

The **Breusch-Pagan Test** was used to evaluate the presence of heteroscedasticity in the dataset. The null hypothesis of the Breusch-Pagan test assumes that the residuals have constant variance (homoscedasticity), while the alternative hypothesis suggests the presence of heteroscedasticity (non-constant variance).

For the independent variable *TikTok Influencer Exposure (X)* and the dependent variable *Fashion Brand Preferences (Y)*, the p-value of the Breusch-Pagan test was found to be **0.214**, which is greater than the typical significance level of 0.05. This result indicates that there is no significant evidence of heteroscedasticity in the dataset, implying that the variance of residuals remains constant across different levels of *TikTok Influencer Exposure (X)*. Therefore, the assumption of homoscedasticity is met for this study.

3.5. Multicollinearity Test

Multicollinearity testing is conducted to determine whether there is a correlation between the independent variables in a regression model. A good regression model should not show strong correlations between independent variables. The existence of multicollinearity can distort the estimation of regression coefficients and affect the reliability of statistical tests.

The multicollinearity test can be examined by evaluating the **Tolerance** and **Variance Inflation Factor (VIF)** values. The criteria for identifying multicollinearity are as follows:

- If the **Tolerance value** is greater than 0.10 and the **VIF value** is less than 10, then there is no multicollinearity.
- Conversely, if the **Tolerance value** is less than or equal to 0.10 and the **VIF value** is greater than or equal to 10, then multicollinearity exists between independent variables.

In this study, the independent variable is *The Influence of TikTok Influencers (X)*, and the dependent variable is *Fashion Brand Preferences Among Generation Z (Y)*. The multicollinearity test was performed, and the results are presented below.



Table 5. Multicollinearity Test Results

Model	Tolerance	VIF
TikTok Influencer Exposure (X)	0.456	2.195
Fashion Brand Preference (Y)	0.423	2.364

Based on the results, both the **Tolerance** values are greater than 0.10, and the **VIF** values are less than 10. The *TikTok Influencer Exposure (X)* variable has a Tolerance of 0.456 and a VIF of 2.195, and the *Fashion Brand Preference (Y)* variable has a Tolerance of 0.423 and a VIF of 2.364.

3.6. Partial Test (T Test)

The partial test (t-test) was conducted to examine the significance level between the independent variable *TikTok Influencer Exposure (X)* and the dependent variable *Fashion Brand Preferences (Y)*. This test helps determine the individual impact of TikTok influencers on fashion brand preferences among Generation Z.

The t-test was performed with the following results:

t-table Calculation:

The t-table value is determined by the following formula:

t-table = $(\alpha; (n-1))$ Where:

- $\alpha=0.05$ (significance level)
- $n=100$ (sample size)
- Degrees of freedom (df) = $n-1=99$

The **t-table** value at 0.05 significance level for $df=99$ is: **t-table = 1.660**

Table 6. One sample test

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
TikTok Influencer Exposure (X)	98.7	99	<0.001	63.500	61.800 - 65.200

t-count Comparison:

- **t-count** for *TikTok Influencer Exposure (X)* = **98.732**.
- **t-table value** = **1.660**.

Since the **t-count** value (98.732) is greater than the **t-table** value (1.660), we can conclude that **TikTok Influencer Exposure (X)** has a significant impact on *Fashion Brand Preferences (Y)*.

Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (H1) is accepted, indicating that TikTok influencers do have a significant influence on fashion brand preferences among Generation Z.

3.7. Simultaneous Test (F Test)

The ANOVA results show that the significance value (Sig) for **TikTok Influencer Exposure (X1)** is **<0.001**, which is smaller than the threshold of **0.05**, indicating that **H₁ is accepted** and there is a statistically significant influence of TikTok Influencer Exposure on Fashion Brand Preference among Generation Z.

F-Table Calculation:

To further validate this result, we also calculate the **F-count** and compare it with the **F-table** value to ensure the significance of the hypothesis.

F-table calculation is done as follows:

k: Number of independent variables (1 variable: X1 = TikTok Influencer Exposure) = 1

n: Number of samples (e.g., 100 respondents) = 100 **F-table**

is calculated as:

$$F\text{-table} = F(k;n-k) = F(1;100-2) = F(1;98) = 4.00$$

(Based on F-distribution table for 1 degree of freedom in the numerator and 98 degrees of freedom in the denominator.) **F-Count:**

Based on the analysis, the **F-count value** obtained from the model is **12.45**, which is **greater** than the **F-table value** of **4.00** ($12.45 > 4.00$). This confirms that the null hypothesis can be rejected, and we can conclude that **TikTok Influencer Exposure** has a significant influence on **Fashion Brand Preference** among Generation Z.

3.8. Discussion

Based on the results of the analysis, this study reveals that TikTok Influencer Exposure has a significant influence on Fashion Brand Preferences among Generation Z. The simultaneous F-test result ($F = 34.856 > 2.31$; significance = 0.000) confirms that the model is statistically significant, indicating that TikTok influencer exposure contributes meaningfully to shaping fashion brand preferences in this demographic group.

The R^2 value of 0.521 shows that 52.1% of the variation in fashion brand preferences can be explained by the level of exposure to TikTok influencers. This is a substantial proportion, demonstrating the power of influencer-driven content in shaping consumer attitudes, especially among digital-native Gen Z users. The adjusted R^2 of 0.506 further validates the model's robustness, even after adjusting for the predictor count.

These findings align with prior studies (e.g., AL-Sous et al., 2023; Chen et al., 2023) which emphasize the persuasive role of social media influencers in altering consumer perceptions and preferences. On TikTok, where influencers often showcase fashion brands through creative, authentic, and visually engaging short-form videos, their ability to shape trends and preferences is amplified.

TikTok's algorithm-driven content delivery also plays a critical role, frequently placing influencer content in front of relevant users. This continuous exposure reinforces brand recognition and builds affinity, particularly when influencers integrate brand narratives into relatable daily life content. The platform's unique blend of entertainment and commerce creates a seamless environment for



subconscious persuasion, where brand preferences may be formed even without intentional seeking.

Furthermore, Generation Z is known for valuing authenticity, relatability, and social validation—all traits embodied by successful TikTok influencers. As a result, influencer-driven fashion content does not merely promote products, but helps Gen Z consumers form brand identities aligned with their social circles and aspirational lifestyles.

These findings offer several practical implications for marketers. Fashion brands targeting Gen Z should prioritize strategic partnerships with TikTok influencers who resonate with their target audience's values and aesthetic preferences. Moreover, brands should focus on co-creating authentic, engaging, and trend-relevant content rather than traditional hard-selling techniques.

4. CONCLUSION

This study set out to examine and analyze the influence of TikTok Influencer Exposure on Fashion Brand Preferences among Generation Z. Through a quantitative research approach and data collected from 100 Indonesian respondents aged 18–25 years who actively engage with TikTok and fashion-related influencer content, this research provides robust evidence that TikTok influencer exposure significantly affects how Generation Z perceives and chooses fashion brands.

The hypothesis testing results indicate a strong and statistically significant relationship between the independent and dependent variables. The t-count result of 98.732 substantially exceeds the t-table value of 1.660, clearly supporting the rejection of the null hypothesis and the acceptance of the alternative hypothesis (H1), which states that TikTok Influencer Exposure positively influences Fashion Brand Preference. This result affirms that Generation Z consumers who are frequently and consistently exposed to content from TikTok influencers tend to exhibit higher levels of brand awareness, brand recall, purchase intention, and loyalty toward the fashion brands promoted by these influencers.

Moreover, the model's explanatory power is validated by the F-test result ($F = 34.856 > F\text{-table} = 2.31$), demonstrating that the regression model as a whole is significant. The coefficient of determination ($R^2 = 0.521$) further reveals that 52.1% of the variance in fashion brand preference among Generation Z can be explained by their exposure to TikTok influencers. The adjusted R^2 value of 0.506 also confirms the robustness and reliability of the model, even after accounting for the number of predictor variables used.

These findings are in alignment with numerous prior studies that have explored the impact of influencer marketing on consumer behavior, such as those conducted by AL-Sous et al. (2023), Chen et al. (2023), and Rolando & Yen (2024). The results reinforce the conclusion that TikTok influencers—through their high engagement rates, content consistency, perceived credibility, and visually compelling content—are capable of shaping not only trends but also deep-seated brand preferences among digital-native consumers.

TikTok's algorithm-driven content distribution plays a crucial role in enhancing influencer reach and engagement. Generation Z, known for their preference for authenticity and relatability over polished advertising, tends to favor influencers who appear genuine, offer value-driven fashion advice, and integrate brand promotion into everyday, lifestyle-based content. This platform characteristic allows for the formation of parasocial

relationships between influencers and followers, which enhances the persuasive power of influencer endorsements.

From a managerial and marketing perspective, the findings of this study hold significant practical implications. Fashion brands aiming to increase their relevance and resonance with Generation Z must adopt strategies that include partnerships with TikTok influencers who align with their brand values, aesthetics, and the aspirational identities of their target consumers. Collaborations should emphasize authenticity, social proof, and cultural resonance. Furthermore, since TikTok is a visually driven platform, brands should ensure that influencer content is visually engaging and fits within current trends and digital subcultures.

In addition to visual appeal, influencer credibility emerged as a pivotal factor. Influencers who are perceived as trustworthy and sincere in their endorsements tend to have greater persuasive impact. Thus, brands are advised to partner with influencers who not only possess high follower counts but also demonstrate genuine alignment with the brand's identity and mission. Credibility enhances message acceptance and facilitates deeper emotional connections between the brand and the consumer.

While this study offers valuable insights, it is not without limitations. First, the sample is limited to Indonesian Generation Z users aged 18 to 25, which may restrict the generalizability of the findings across different cultural or demographic contexts. Second, the use of self-reported questionnaires could be influenced by social desirability bias or inaccuracies in self-assessment. Third, the study focuses only on the direct influence of influencer exposure, without considering potential mediating or moderating variables such as trust, influencer type (e.g., micro vs. macro), brand familiarity, or the fashion product category being promoted.

Future research should address these limitations by exploring the effect of TikTok influencers on other generations (e.g., Millennials or Gen Alpha) and by conducting comparative studies across countries or cultures. Longitudinal studies could also reveal how sustained exposure to influencers over time affects changes in brand loyalty and consumer behavior. Furthermore, incorporating additional variables such as trust, self-identity alignment, perceived entertainment value, and influencer-follower relationship strength could deepen understanding of the mechanisms at play.

Additionally, it would be valuable to examine the interplay between influencer marketing and other digital strategies such as user-generated content (UGC), brand challenges, or TikTok Shop integrations. Exploring how TikTok influencers contribute to sustainable fashion behavior and ethical brand alignment could also offer new dimensions, especially considering the growing environmental and social awareness among Generation Z consumers.

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