



Theory of planned behavior and Instagram influencer attitudes: effects on Generation Z fashion purchase intention

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ARTICLE INFO

Received 24 December 2025
Accepted 02 June 2025
Published 30 June 2025

Keywords:

Perceived trust;
subjective norms;
perceived behavioral
control;
attitudes toward the
influencer;
purchase intention

ABSTRACT

This study aims to analyze the influence of Theory of Planned Behaviour with Attitude Toward Influencers as Mediation on Purchase Intention of Fashion Products on Instagram in Gen Z. The sampling technique used purposive sampling. The research participants totaled 190 respondents who were selected as samples. Analysis using PLS 4.1 software shows that perceived trust, subjective norms, perceived behavioral control, and attitudes toward the influencer, significantly affect attitudes toward the influencer and purchase intention. However, perceived trust does not significantly affect purchase intention. Attitudes toward the influencer mediate the relationship between perceived trust, subjective norms, perceived behavioral control and purchase intention.

How to cite: Ramadani, N., & Dwita, V. (2024). Theory of planned behavior and Instagram influencer attitudes: effects on Generation Z fashion purchase intention. *Marketing Management Studies*, Vol 5 (2), 129-141. DOI: [10.24036/mms.v5i2.606](https://doi.org/10.24036/mms.v5i2.606)



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INTRODUCTION

The current industrial revolution has brought about significant changes to various fields, including technology. The advancement of technology has essentially changed every aspect of society's way of life. One of the main effects of technology is the rise in the number of internet users each year. According to a survey conducted by APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) in 2024, the number of internet users in Indonesia increased by 1.4% in 2025 compared to 2023. By 2024, there will be 221,563,479 internet users in Indonesia, out of a total population of about 28,696,200 people. Based on the survey's results, it can be concluded that Indonesia's internet penetration rate has reached 79.5%. The results of the survey conducted by APJII indicate that internet users in Indonesia in 2024 will have a composition based on user behavior. Approximately 34.40 percent of internet users are members of Generation Z, which was born between 1997 and 2012. This generation includes the millennial generation, which was born between 1981 and 1996 at a rate of about 30.62 percent, the X generation, which was born between 1965 and 1980 at a rate of about 18.98 percent, and the previous generation, which had a lower percentage (APJII, 2024). Gen Z, which dominates internet usage in Indonesia, is mostly found in everyday life up until adolescence. One thing that distinguishes this generation is their ability to utilize technological advancements in various aspects of their lives (Badan Pusat Statistik, 2023).

Based on data from databoks.com, it can be seen that as of January 2024, WhatsApp is the most widely used social media app in Indonesia. Instagram's user percentage is 85.3%, followed by Facebook's 81.6% and TikTok's 73.5%. Instagram is one of the most popular social media platforms right now. Instagram is an application that can be used to share photos, videos, and stories. A variety of product types, including fashion, food, and kulit perawatan, are offered through social media platforms like Instagram.

Instagram is a very popular social media platform for many people and everyone in the community. Instagram's rise in popularity coincided with the emergence of Generation Z. Unfortunately, Generation Z uses this opportunity as a springboard in the business world. One trending phenomenon among Generation Z is the use of Instagram as a workspace, which is known as social media influencers. The definition of an influencer is a social media user with a large following who receives feedback through the platform in question. Social media influencers have a lot of visibility and popularity. In recent years, businesses have used their reputation and status to evaluate their own worth, but with the growth of social media platforms, influencers are becoming more well-known (Xu & Pratt, 2018).

Influencers are an inspiration to Gen Z and Millennials, and their lifestyles are often aspirational. Influencers promoting a product boost consumer confidence and provide social validation. This is especially true in tech, fashion and beauty, where the appearance of products and their presentation is crucial. Gen Z is not only influenced by social media on what they buy, but also how much they buy. Based on data goodstats, almost 49% of Gen Z say that social media influence encourages them to buy more clothes. The fashion industry, which has recently drawn a lot of attention, is one of the industries that uses influencer marketing (Chetioui et al., 2020). As a result of modernization, Indonesian fashion is currently evolving at an accelerating rate.

Purchase intention refers to the willingness of consumers to buy certain products or brands at a certain time or in certain situations (Tiwari et al 2024) Purchase intention also shows the extent to which someone is willing to make a purchase of fashion products. One of the main issues that arise from the relationship between fashion influencers and Generation Z is the creation of unrealistic lifestyle standards. Fashion influencers often promote a luxurious lifestyle that is unattainable for most of their followers, especially Generation Z who are still in the early stages of their careers or education. This imagery, reinforced by photo editing, lighting and luxury brand endorsements, creates an illusion of perfection that can fuel excessive consumption. Generation Z, who are highly susceptible to social influence in the media, may feel compelled to buy promoted fashion products to keep up with the trend, even if it is not within their financial means.

In the case of fashion influencers, Generation Z often feels pressured to conform to ongoing trends, which affects not only their finances but also mental well-being. The inability to reach the promoted standards can lead to feelings of low self-esteem, anxiety or depression. This research will use the theory of planned behavior (TPB) developed by Ajzen (1991) to understand how influencers can affect the purchase intention of Instagram users, especially Generation Z. According to TPB, three primary factors—attitudes toward behavior, subjective norms, and perceived behavioral control— influence the intention to engage in a behavior. The primary variables in this study will be purchase intention, attitudes toward the influencer, perceived behavioral control, and subjective norms related to perceived trust.

Based on this background, the authors are interested in take research with the title: "The Effect of Theory of Planned Behavior with Attitudes Toward Influencers as Mediation on Purchase Intention of Fashion Products on Instagram in Gen Z".

LITERATURE REVIEW

Purchase Intention

Purchase intention can be defined as the stage at which the consumer evaluates the information provided, so it can be said that the consumer will be motivated to make a purchase of a particular product or service. The ability of the customer to buy a good or service at a particular moment or under a particular set of circumstances is referred to as purchase intention (Tiwari et al 2024). Purchase intention also indicates how available a person is to engage in fashion product purchases. Apart from that, according to Alnsour et al (2018), purchase intention is defined as a consumer's ability to purchase a good or service over time with their consent and consideration. According to (Tiwari et al 2024) the factors that influence purchase intention are perceived trust, subjective norms, perceived behavioral control, attitudes towards the influencer.

The purchase intention indicators according to (Tiwari et al 2024) are:

1. Have the intention to buy the product.
2. Will try to buy.
3. Will try to buy the recommended product.
4. Will continue to try to buy.

Perceived Trust

Trust is a very important element in everything, including trusting a fashion influencer. everything including trusting a fashion influencer. Perceived trust, according to (Tiwari et al 2024), is the degree to which consumers believe influencers in both their words and actions. Building consumer trust is essential for effective marketing in the modern digital environment Jabr & Zheng (2013). In the modern digital age, successful marketing requires building trust between seller and buyer.

The perceived trust indicators according to Tiwari et al (2024) are:

1. Reliable.
2. Have integrity.
3. Trustworthy.
4. Honest
5. Sincere

Subjective Norms

Subjective norms are opinions expressed by significant others who are close to an individual and who still have an impact on their decision-making (Tiwari et al 2024). Social pressures that people experience when acting in particular ways and feeling certain emotions are another name for subjective norms (Chetoui et al., 2020). Social pressure is not the only reason people act in certain ways; they also use subjective norms to determine whether a behavior is appropriate (Jaiswal et al., 2022).

The subjective norms indicators according to Tiwari et al (2024) are:

1. Consider the opinions of those around you such as friends and family.
2. Friends and family buy recommended products.

Perceived Behavioral Control

Perceived behavioral control plays an important role in understanding individual purchase intention and interest. This is because each individual has full control over the behavior he will do. Perceived behavioral control, according to Tiwari et al (2024), is the degree to which an individual believes they have the ability or control to carry out a behavior. A person's perceptions of how easy, difficult, or likely it is for them to carry out particular behaviors are known as perceived behavioral control (Ajzen 1991).

The perceived behavioral control indicators according to Tiwari et al (2024) are:

1. In addition to fashion influencers, consider other personal and objective factors when making purchasing decisions.

2. Purchase a product only if the social media influencer referring to the product has a good reputation.
3. Have the necessary knowledge to purchase most fashion products recommended by influencers.
4. Familiar with social media to purchase fashion products recommended by influencers.

Attitudes Toward the Influencer

It is possible to interpret attitudes toward the influencer as an indicator of one's strength and desire to engage with them in the future (Casaló et al., 2020; Chetioui et al., 2021). According to Ajzen (1991), it is explained that attitude towards a behavior is a positive or negative evaluation of the behavior performed (whether a person considers the action to have positive or negative consequences). Meanwhile, according to Tiwari et al (2024) attitudes toward the influencer is the extent to which individuals consider the behavior of the influencer good or bad.

The attitudes toward the influencer indicators according to Tiwari et al (2024) are:

1. Believe that fashion influencers act as fashion models.
2. Believe that fashion influencers present interesting content.
3. Believe that fashion influencers provide new offers on different products and services.
4. Consider fashion influencers as reliable sources of information and discovery.

Conceptual Framework and Hypothesis

Perceived Trust and Purchase Intention

Research results from dari (Kim & Ko, 2010; Lou & Yuan, 2019; Tiwari et al., 2024) found that perceived trust has a positive effect on purchase intention. Perceived trust has a significant impact on consumer purchase intention, especially in the context of marketing through influencers on social media, especially on Instagram.

H1: Perceived trust has a positive and significant effect on purchase intention purchase intention

Subjective Norms and Purchase Intention

Subjective norms are an important component when one tries to evaluate the purchase intention of customers (Garg & Joshi, 2018). The results of research from (Jain & Khan, 2017; Summers et al., 2006; Tiwari et al., 2024) found that subjective norms have a positive effect on purchase intention.

H2: subjective norms have a positive and significant effect on purchase intention purchase intention

Perceived Behavioral Control and Purchase Intention

Results research from (Jain & Khan, 2017; Summers et al., 2006; Tiwari et al., 2024) found that perceived behavioral control affects purchase behavior.

H3: perceived behavioral control has a positive and significant effect on purchase intention

Attitudes Toward the Influencer and Purchase Intention

A person's attitude toward behavior reveals how much they value or dislike a specific behavior (Ajzen, 1991; Jaiswal et al., 2022). Purchase intention is positively and significantly impacted by attitudes toward the influencer, according to research findings from (Jaiswal et al., 2022; Tiwari et al., 2024)

H4: attitudes toward the influencer have a positive and significant effect on purchase intention.

Perceived Trust and Attitudes Toward the Influencer

Research results from (Chopra et al., 2020; Ohanian, 1990; Tiwari et al., 2024) found that perceived trust has a positive effect on attitudes toward the influencer. Therefore, fashion influencers can be trusted to have a great opportunity to influence the attitudes of their customers.

H5: perceived trust has a positive and significant effect on consumer attitudes towards influencers

Subjective Norms and Attitudes Toward the Influencer

When individuals feel that people around them, such as friends or family, support or value certain behaviors promoted by an influencer, their attitudes towards the influencer are more likely to be positive. Research results from (Chang, 1998; Tiwari et al., 2024) found that subjective norms have a positive and significant effect on attitudes toward the influencer.

H6: subjective norms have a positive and significant effect on attitudes towards influencers

Perceived Behavioral Control and Attitudes Toward the Influencer

The results of research from (Ajzen, 2020; Jaiswal & Kant, 2018; Tiwari et al., 2024) found that perceived behavioral control has a positive effect on attitudes toward the influencer.

H7: perceived behavioral control has a positive and significant effect on attitudes toward the influencer.

Perceived Trust, Attitudes Toward the Influencer and Purchase Intention

Perceived trust or trust felt by consumers towards influencers plays an important role in influencing purchase intention (Tiwari et al 2024). When consumers trust influencers, they are more likely to feel confident that the promoted products are of good quality and in line with what is promised.

H8: perceived trust has a positive and significant effect on purchase intention with attitudes toward the influencer as a mediating variable.

Subjective Norms, Attitudes Toward the Influencer and Purchase Intention

Subjective norms reflect the social pressure felt by individuals to perform or not perform an action, including product purchases (Tiwari et al 2024). When consumers perceive that people around them (such as friends, family, or social groups) support a particular influencer, they are likely to develop a positive attitude towards that influencer.

H9: subjective norms have a positive and significant effect on purchase intention with attitudes toward the influencer as a mediating variable.

Perceived Behavioral Control, Attitudes Toward the Influencer and Purchase Intention

Perceived behavioral control (PBC) describes consumers' beliefs in their ability to control and carry out purchase actions (Tiwari et al 2024). When consumers feel they have sufficient control over their purchase intention, such as access to the product or financial means, they are more likely to develop a positive attitude towards the influencer promoting the product.

H10: perceived behavioral control has a positive and significant effect on purchase intention with attitudes toward the influencer as a mediating variable.

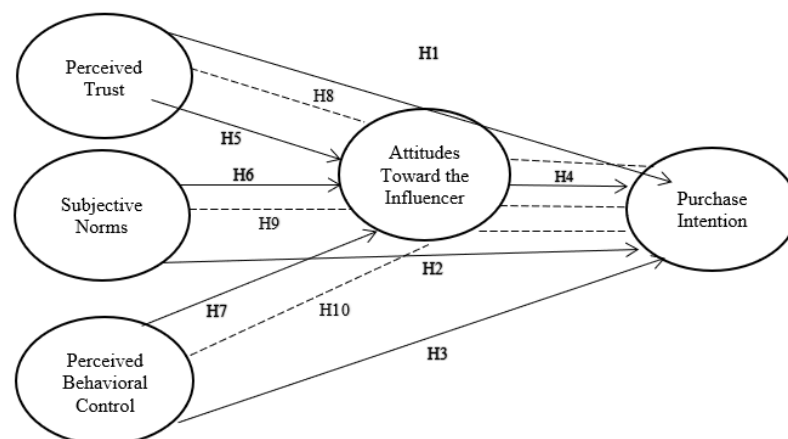


Figure 1. Conseptual Framework

METHOD

This study employs causal methods in quantitative research. One way to determine the causal relationship between variables is through quantitative research. Generation Z, the study's population, is familiar with fashion influencers but has never purchased any fashion items on Instagram. The sample in this study amounted to 190 people. The sampling technique used purposive sampling method. The data analysis technique used is SmartPLS 4.1 software. The data analysis technique in this study uses descriptive statistical analysis. The data used in this study used primary data. Primary data is data obtained directly by distributing questionnaires online via g-form and in filling out the questionnaire there are certain criteria, namely generation Z who have never bought fashion products promoted by influencers on Instagram, knowing fashion influencers. The data was collected through distributing questionnaires online and then analyzed using SmartPLS software.

RESULT AND DISCUSSION

Respondent's Characteristics

The characteristics of respondents in this study are divided into gender, age, occupation and income. And based on the results of distributing questionnaires, a total of 218 respondents were obtained. After checking the respondent's data, the data that can be processed is 190 respondents who meet the criteria in this study. The following are the characteristics in this study:

Table 1. Characteristics of Respondents

Characteristics	Category	Amount	Percentage
Gender	Male	6	3%
	Female	184	97%
Age	18-21	38	20%
	22-25	151	79%
	25-27	1	1%
Occupation	Students/Student	163	86%
	Employees	18	9%
	Civil servants	-	-
	Housewife	-	-
	Others	9	5%
Income	<Rp 1.500.000	153	80%
	Rp 1.500.000 – Rp 3.500.000	32	17%
	Rp 3.500.000 - Rp 7.500.000	4	2%
	> Rp 7.500.000	1	1%

Source: Primary Data, 2024

Validity Test

The validity test is used to measure whether a questionnaire is valid or not in research, namely by looking at the value of the outer loading > 0.7, if the value is > 0.7 then it can be said to meet the requirements for convergent validity.

Table 2. Validity Test

Variable	Indicator	Outer Loading > 0,7	Validity Result
Attitudes Toward the Influencer (M)	M.1	0.873	Valid
	M.2	0.890	Valid
	M.3	0.868	Valid
Perceived Trust (X1)	X1.1	0.908	Valid
	X1.2	0.909	Valid

Subjective Norms (X2)	X1.3	0.884	Valid
	X2.1	0.843	Valid
	X2.2	0.875	Valid
Perceived Behavioral Control (X3)	X2.3	0.835	Valid
	X3.1	0.846	Valid
	X3.2	0.841	Valid
Purchase Intention (Y)	X3.3	0.789	Valid
	Y.1	0.855	Valid
	Y.2	0.806	Valid
	Y.3	0.875	Valid
	Y.4	0.864	Valid

Source: Primary Data, 2024

Reliability Test

Reliability measurement can be done by assessing Composite Reliability and Cronbach's alpha. A variable can be said to be valid if the value of Cronbach's alpha is > 0.6 and the value of composite reliability is > 0.7 .

Table 3. Reliability Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitudes Toward_The Influencer	0.850	0.853	0.909	0.769
Perceived Behavioral Control	0.766	0.767	0.865	0.682
Perceived Trust	0.883	0.887	0.928	0.811
Purchase Intention	0.872	0.874	0.912	0.723
Subjective Norms	0.810	0.814	0.887	0.724

Source: Primary Data, 2024

The aforementioned table demonstrates that the variables' ability to measure their constructs or reliability is good. If a variable's composite reliability is greater than 0.7 and its Cronbach alpha value is greater than 0.6, it is deemed sufficiently reliable. This research variable can be regarded as meeting the reliability test because it has a composite reliability of more than 0.7 and a Cronbach alpha value of more than 0.6.

R-Square

Structural model testing can be carried out on each indicator in the research model that has met validity and reliability. to indicate how much influence between each variable can be seen in the r square value, which ranges from 0 to 1, the closer to number 1 the model issued by regression, the better. r square testing can be seen in the following table.

Table 4. R-Square

	r square
Attitudes Toward the Influencer (M)	0.583
Purchase Intention (Y)	0.628

Source: Primary Data, 2024

According to the above table's results, the variables perceived trust, subjective norms, and perceived behavioral control account for 58.3% of the explanation of attitudes toward the influencer, with other variables accounting for the remaining 41.7%. The R Square value of the influencer variable is 0.583.

Furthermore, the perceived behavioral control variable accounts for 62.8% of the r square value of the purchase intention variable, with other variables accounting for the remaining 37.2%.

Hypothesis Test

Direct Effect Hypothesis

By examining the statistics generated by the structural model, the direct effect hypothesis can be tested. Additionally, if the t-statistic value is greater than 1.96, the hypothesis can be accepted. The following table displays the findings of the direct influence hypothesis test:

Table 5. Direct Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P values	Description
PT(X1)->PI(Y)	0.022	0.019	0.068	0.322	0.748	Rejected
SN(X2)-> PI(Y)	0.219	0.219	0.087	2.530	0.011	Accepted
PBC(X3)-> PI(Y)	0.185	0.184	0.061	3.038	0.002	Accepted
ATTI(M)-> PI(Y)	0.471	0.476	0.083	5.700	0.000	Accepted
PT(X1)->ATTI(M)	0.236	0.237	0.084	2.824	0.005	Accepted
SN(X2)->ATTI(M)	0.347	0.354	0.079	4.376	0.000	Accepted
PBC(X3)->ATTI(M)	0.296	0.292	0.073	4.068	0.000	Accepted

Source: Primary Data, 2024

Based on three table above, statistical analysis using smartpls 4.1 can be seen as follows:

1. Perceived Trust has no significant effect on Purchase Intention which can be seen from p values greater than 0.05 which is 0.748 and statistical t values smaller than 1.96 which is 0.322 meaning that this hypothesis is rejected.
2. Subjective Norms has a significant effect on Purchase Intention with original sample value of 0.219, p value 0.011 and statistical t value of 2.530 > r table 1.96. From these results the hypothesis is accepted.
3. Perceived Behavioral Control has a significant effect on Purchase Intention with original sample value of 0.185, p value 0.002 and statistical t value of 3.038> r table 1.96. From these results the hypothesis is accepted.
4. Attitudes Toward the Influencer has a significant effect on Purchase Intention with original sample value of 0.471, p value 0.000 and statistical t value of 5.700> r table 1.96. From these results the hypothesis is accepted.
5. Perceived Trust has a significant effect on Attitudes Toward the Influencer with original sample value of 0.236, p value 0.005and statistical t value of 2.824> r table 1.96. From these results the hypothesis is accepted.
6. Subjective Norms has a significant effect on Attitudes Toward the Influencer with original sample value of 0.347, p value 0.000 and statistical t value of 4.376 > r table 1.96. From these results the hypothesis is accepted.
7. Perceived Behavioral Control has a significant effect on Attitudes Toward the Influencer with original sample value of 0.296, p value 0.000 and statistical t value of 4.068> r table 1.96. From these results the hypothesis is accepted.

Indirect Effect Hypothesis

When the p value is less than 0.05, the indirect effect can be used to test the hypothesis of the mediating effect. The following table displays the findings of the direct influence hypothesis test:

Table 6. Indirect Effect

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P values	Hasil
PT(X1)->ATTI(M)- >PI(Y)	0.111	0.113	0.045	2.467	0.014	Diterima
SN(X2)- >ATTI(M)-> PI(Y)	0.164	0.170	0.054	3.027	0.002	Diterima
PBC(X3) - >ATTI(M)-> PI(Y)	0.139	0.138	0.039	3.542	0.000	Diterima

Source: Primary Data, 2024

8. Attitudes Toward the Influencer is able to mediate the effect of Perceived Trust on Purchase Intention with original sample value of 0.111, p value 0.014 and statistical t value of 2.467 > r table 1.96. From these results the hypothesis is accepted.
9. Attitudes Toward the Influencer is able to mediate the effect of Subjective Norms on Purchase Intention with original sample value of 0.164, p value 0.002 and statistical t value of 3.027 > r table 1.96. From these results the hypothesis is accepted.
10. Attitudes Toward the Influencer is able to mediate the effect of Perceived Behavioral Control on Purchase Intention with original sample value of 0.139, p value 0.000 and statistical t value of 3.542 > r table 1.96. From these results the hypothesis is accepted.

DISCUSSION

Using attitudes toward the influencer as mediation variables, this study investigates how perceived trust, subjective norms, and perceived behavioral control affect the green purchase intention of fashion influencers on Instagram. After conducting data analysis, the research findings are as follows:

Perceived Trust does not significant influence on Purchase Intention

The t-statistic test results of 0.748, which is greater than 1.96 and indicates that the parameter is not significant, support the idea that perceived trust influences purchase intention. Therefore, it can be concluded that there is no discernible impact of the perceived trust variable's direct influence model on purchase intention. The results of this study are in line with the results of research (Wistedt, 2024) where trust does not directly affect purchase intention. The results of this study are also in line with research conducted by Hong & Cho (2011) that perceived trust does not directly affect purchase intention, although trust is one of the factors driving the purchasing behavior of fashion products promoted by influencers, but perceived trust has an indirect effect on purchase intention through attitude. From the perspective of the theory of reasoned action (TRA), good trust does not directly lead to positive behavioral intentions, but first affects attitudes, which then bring changes to intentions and behavior (Ajzen & Fishbein, 1980).

Subjective Norms has a significant influence on Purchase Intention

Subjective norms have a positive and significant effect on purchase intention with an original sample value of 0.219, p value 0.011 and statistical t value of 2.530 > r table 1.96. This study shows the hypothesis is accepted. The results of a study conducted by (Tiwari et al 2024) which claimed that purchase intention is positively and significantly impacted by subjective norms. Furthermore, the results of a study by Noor et al (2020) showed that purchase intention is significantly impacted by subjective norms. Then the results of a study by Tarawneh et al (2024) also stated that subjective

norms have a positive and significant effect on purchase intention. The stronger the perceived social norms, the greater the consumer's purchase intention to make a purchase of a product/service recommended by a fashion influencer.

Perceived Behavioral Control has a significant influence on Purchase Intention

Perceived behavioral control has a positive and significant effect on purchase intention with an original sample value of 0.219, p value 0.011 and statistical t value of 2.530 > r table 1.96. This study shows the hypothesis is accepted. According to the findings of a study by Tarawneh et al. (2024), purchase intention is positively and significantly impacted by perceived behavioral control. Furthermore, the results of research by Noor et al (2020) revealed that perceived behavioral control has a significant influence on purchase intention. Consumers tend to have a higher intention to purchase a product or service when they feel they have control over the resources, time, or ability to make the purchase. This means that the greater the behavioral control consumers feel to make a purchase, the higher their intention to do so.

Attitudes Toward the Influencer has a significant influence on Purchase Intention

Attitudes toward the influencer has a positive and significant effect on purchase intention with an original sample value of 0.471, p value 0.000 and statistical t value of 5.700 > r table 1.96. This study shows the hypothesis is accepted. The results of research conducted by Chetioui et al (2024) stated that attitudes toward the influencer have a positive and significant effect on purchase intention. Furthermore, the results of research by Noor et al (2020) revealed that attitudes toward the influencer have a significant influence on purchase intention.

Perceived Trust has a significant influence on Attitudes Toward the Influencer

Perceived trust has a positive and significant effect on attitudes toward the influencer with an original sample value of 0.236, p value 0.005 and statistical t value of 2.824 > r table 1.96. This study shows the hypothesis is accepted. The study's findings are consistent with those of Tiwari et al. (2024), who found that attitudes toward the influencer are positively impacted by perceived trust. This is because consumers tend to believe in the opinions or recommendations of influencers they already trust.

Subjective Norms has a significant influence on Attitudes Toward the Influencer

Subjective norms has a positive and significant effect on attitudes toward the influencer with an original sample value of 0.347, p value 0.000 and statistical t value of 4.376 > r table 1.96. This study shows the hypothesis is accepted. The results of the study are in line with those of Tiwari et al. (2024), who discovered that subjective norms have a positive effect on attitudes toward the influencer. To have a bigger influence on consumers' purchase intentions, influencers and businesses must understand the subjective norms that they feel and build strong relationships with them. Customers' intentions to buy can also be influenced by subjective standards, especially if they believe that significant others in their lives agree with their decisions.

Perceived Behavioral Control has a significant influence on Attitudes Toward the Influencer

Perceived behavioral control has a positive and significant effect on attitudes toward the influencer with an original sample value of 0.296, p value 0.000 and statistical t value of 4.068 > r table 1.96. This study shows the hypothesis is accepted. The study's findings are consistent with those of Tiwari et al. (2024), who found that attitudes toward the influencer are positively impacted by perceived behavioral control.

Attitudes Toward the Influencer Mediated the effect of Perceived Trust on Purchase Intention

The t-statistic test results of 2.467, which are greater than 1.96 and indicate that the parameter is significant, support the idea that perceived trust on purchase intention is influenced by attitudes toward the influencer. Therefore, attitudes toward the influencer can be considered to be a significant

mediator of the indirect influence model of the perceived trust variable on purchase intention. This finding is consistent with research by Tiwari et al. (2024), which demonstrates that attitudes toward the influencer can significantly and partially mediate the influence of perceived trust on purchase intention. This means that the attitude variable acts as a mediator of the influence of perceived trust on fashion product purchase intention.

Attitudes Toward the Influencer Mediated the effect of subjective norms on Purchase Intention

The t-statistic test results of 3.027, which is greater than 1.96 and indicates that the parameter is significant, support subjective norms on purchase intention through attitudes toward the influencer. Therefore, attitudes toward the influencer can be considered to be a significant mediator of the indirect influence model of the subjective norm's variable on purchase intention. This finding is consistent with research by Tiwari et al. (2024), which demonstrates that attitudes toward the influencer can significantly and partially mediate the influence of subjective norms on purchase intention, meaning that the attitude variable acts as a mediator of the influence of subjective norms on fashion product purchase intention.

Attitudes Toward the Influencer Mediated the effect of Perceived behavioral control on Purchase Intention

The results of the t-statistic test of 3,542, which is greater than 1.96 and indicates that the parameter is significant, support the idea that attitudes toward the influencer provide perceived behavioral control over purchase intention. Therefore, attitudes toward the influencer can be considered to be a significant mediator of the indirect influence model of the perceived behavioral control variable on purchase intention. These findings are consistent with a study by Tiwari et al. (2024) that demonstrates that attitudes toward the influencer can significantly and partially mediate the influence of perceived behavioral control on purchase intention. This means that the attitude variable acts as a mediator of the influence of perceived behavioral control on fashion product purchase intention.

CONCLUSION

The conclusion of the research on the effect of theory of planned behavior with attitudes toward influencers as mediation on purchase intention of fashion products on instagram in gen z, can be concluded as follows:

1. Purchase intention is not directly impacted by perceived trust.
2. Purchase intention is positively and significantly impacted by subjective norms.
3. Purchase intention is positively and significantly impacted by perceived behavioral control.
4. Purchase intention is positively and significantly impacted by attitudes toward the influencer.
5. Attitudes toward the influencer are positively and significantly impacted by perceived trust.
6. Attitudes toward the influencer are positively and significantly impacted by subjective norms.
7. Attitudes toward the influencer are positively and significantly impacted by perceived behavioral control.
8. Perceived behavioral control has a positive and significant effect on attitudes toward the influencer.
9. There is a positive and significant relationship between perceived trust and purchase intention, and attitudes toward the influencer can mediate the relationship between perceived trust and purchase intention.
10. There is a positive and significant relationship between subjective norms and purchase intention, and attitudes toward the influencer can mediate the impact of perceived trust on purchase intention.

11. Attitudes toward the influencer can mediate the influence of perceived trust on purchase intention, and there is a positive and significant relationship between perceived behavioral control and purchase intention.

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