Consumer Behaviour Towards Clothing Brands: Role of Fashion Bloggers and Influencers

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ABSTRACT

Fashion blogging and influencing hold substantial sway over the fashion industry in Ghana. These platforms enable local designers to showcase their creations, promote indigenous fashion, and connect with a global audience. The study aimed to investigate the role of fashion bloggers and influencers on consumer behaviour towards clothing brands. The study used a descriptive survey design. The target population for the study consisted of fashion bloggers and influencers, as well as active consumers on various social media platforms, including TikTok, Instagram, and X (formerly Twitter). A total of 200 participants were included in the study, comprising 80 fashion bloggers and influencers and 120 consumers. A purposive sampling technique was employed to select the fashion bloggers and consumers for the study. A Google Form questionnaire was employed as the primary data collection instrument for the study. The finding showed that content quality, consistent engagement, and cross-platform presence are central strategies adopted by fashion influencers and bloggers. It was evident that the presence of fashion bloggers and influencers shaped consumers' purchasing behaviour and brand engagement. The study found that the strategies of fashion bloggers and influencers have a positive and statistically significant influence on consumers' behaviour towards clothing brand relationships (F=70.303, p=0.00<0.05). It was recommended that fashion brands should establish long-term partnerships with credible and authentic influencers whose values align with their brand identity. Such collaborations can enhance brand loyalty and consumer trust through consistent and genuine content delivery. Also, influencers should focus on producing high-quality, creative, and informative content that resonates with their audience

Keywords: fashion bloggers, consumer behaviour, fashion influencers, clothing brand

INTRODUCTION

The fashion industry has undergone notable transformations in recent years, primarily attributable to the growing influence of social media and digital platforms. Fashion bloggers and influencers have become integral participants in this digital evolution [1]. These individuals leverage their online presence to initiate trends, endorse products, and sway consumer preferences [1]. Fashion bloggers create and disseminate fashion-related material, including outfit inspirations, style recommendations, and product reviews, which subsequently influence their followers' purchasing decisions [2].

Fashion bloggers and influencers utilise a range of techniques to successfully connect with their audiences and advocate for various brands. These techniques include producing visually captivating content, forming partnerships with fashion brands, organizing giveaways, and delivering credible product evaluations [3] [4]. They utilise platforms such as Instagram, YouTube, TikTok, and personal blogs to engage with their followers. A key principle underlying their approach is authenticity [4]. Influencers who are perceived as genuine and relatable tend to have a greater ability to influence their followers' purchasing decisions [5]. Influencer Marketing Hub reported that approximately 82% of the surveyed consumers indicated a strong inclination to consider recommendations made by authentic micro-influencers [6]. According to the authors, authenticity fosters a great deal of trust and loyalty among followers, thereby amplifying the marketing effectiveness of influencers associated with fashion brands [6].

In Ghana, fashion blogging and influencing hold substantial sway over the fashion industry [7]. These platforms enable local designers to showcase their creations, promote indigenous fashion, and connect with a global audience [7]. The economic implications of fashion blogging in Ghana further underscore its significance. Influencers play a crucial role in bolstering the fashion sector by driving sales and promoting local enterprises. A report published by the Ghana Investment Promotion Centre (GIPC) in 2023 indicates that the fashion industry makes a significant contribution to the national economy, with fashion bloggers and influencers playing a crucial role in this advancement. According to Adjepong's study on consumer behaviour in Accra, 60% of respondents indicated that they had acquired a fashion item due to an influencer's recommendation [8]. This illustrates the trust and authority fashion bloggers and influencers command among their followers [8]. While a growing body of research exists on the effects of influencers worldwide, specific studies focusing on Ghana remain scarce. This investigation aims to address this gap by providing an in-depth examination of the activities and strategies employed by fashion bloggers and influencers in Ghana, as well as their significance within the fashion industry and their impact on consumer behaviour.

LITERATURE REVIEW

Concept of Fashion Influencers

Fashion influencers have emerged as integral components of the fashion industry, utilising their social media platforms to influence trends, consumer behaviour, and brand recognition. This phenomenon is predominantly attributed to the growing significance of social media, which enables individuals possessing considerable followings to influence public perception and fashion choices [9]. The emergence of fashion bloggers and influencers can be traced to the mid-2000s, coinciding with the advent of social media platforms such as Instagram, YouTube, and personal blogs [10]. These platforms have enabled individuals to connect with a global audience while sharing their fashion insights and preferences [10]. According to Business of Fashion, the influencer marketing industry was valued at $13.8 billion in 2021, with substantial growth anticipated in the years to come [11]. This trend highlights marketers' growing reliance on influencers to effectively engage their target audiences.

In Ghana, the development of fashion bloggers and influencers parallels global trends. The country's youthful demographic and expanding internet access have created a favourable environment for the rise of digital influencers. A study by the National Communications Authority reveals that internet penetration in Ghana is at 53%, with a considerable proportion of individuals actively engaged on social media [12]. This digital connectivity establishes an optimal framework for the proliferation of fashion bloggers and influencers, thereby shaping the apparel market.

The concept of consumer behaviour

Consumer behaviour represents a multidisciplinary domain that examines the manner in which individuals allocate their resources, including time and finances, towards consumption-related endeavours [13] [14]. A psychological analysis of consumer behaviour involves the exploration of internal mechanisms, including perception, motivation, learning, and attitude formation, which collectively shape purchasing decisions [15]. Charm et al. articulated consumer behaviour as the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires, thereby encompassing the entire consumption continuum from decision-making to post-consumption practices [16]. Han characterised consumer behaviour as the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units, thus encompassing all phases of the consumption process [17].

Consumer behaviour is analysed through the lens of social influences, such as family dynamics, cultural contexts, and socioeconomic factors [18]. This angle examines how cultural norms and peer relationships influence individual consumption patterns. Shaw asserted that social interactions and cultural environments play a significant role in shaping consumer choices and behaviours [19]. Consumer behaviour is often analysed utilising rational decision-making models, which propose that individuals engage in behaviours aimed at maximising utility in accordance with their best interests [20].

Significance of fashion blogging in influencing the fashion industry

Fashion blogging has had a tremendous impact on consumer purchase behaviour, owing to its ability to influence and engage. Fashion bloggers generate content that resonates with their audience by sharing style advice, product reviews, and personal experiences that encourage trust and authenticity. Djafarova and Rushworth found that customers are more inclined to trust and buy products recommended by fashion bloggers than those in traditional advertisements [21]. This trust is developed by providing consistent and relatable content that helps readers to feel connected to the blogger. Lou and Yuan found that fashion bloggers' perceived authenticity and credibility have an important impact on changing consumer attitudes and behaviours [22]. According to the survey, consumers who regard bloggers as real are more likely to accept their suggestions and base their purchasing decisions on their endorsements.

According to De-Veirman et al., fashion blogging influences customer behaviour via the concept of social proof [23]. When consumers realise how popular a product is among influencers and their followers, they are more likely to consider purchasing it. This tendency is magnified on social media platforms, where likes, comments, and shares indicate a product's popularity and desirability. Hughes, Swaminathan, and Brooks found that brand collaborations with fashion bloggers significantly increase brand awareness and enhance consumer perceptions [24]. The legitimacy of bloggers' endorsements makes their audience more receptive to marketing communications, leading to increased engagement and higher conversion rates. Ki, Cuevas, Chong, and Lim noted that fashion bloggers often collaborate with businesses to create special collections or host branded events [25]. These collaborations not only enhance brand visibility but also improve the overall consumer experience.

METHODOLOGY

Research design

The study adopted a descriptive survey design. A descriptive survey is a quantitative research method that seeks to accurately and systematically describe a population, phenomenon, or situation by addressing questions such as *what*, *when*, *where*, and *how*, rather than *why* [26]. This design was deemed appropriate for the study because it enabled the researcher to collect data from a relatively large number of respondents, capturing their perceptions, attitudes, and experiences regarding the impact of fashion bloggers and influencers on Ghana's clothing industry. The design also allowed for the use of both descriptive and inferential statistics to analyse relationships between variables and draw meaningful conclusions based on the responses obtained.

Population

The target population for the study comprised fashion bloggers, influencers, and consumers within Ghana's clothing industry. The study focused on bloggers and influencers who are active on various social media platforms such as TikTok, Instagram, and X (formerly Twitter), as these platforms serve as key spaces for fashion promotion and trend dissemination. The fashion bloggers and influencers were selected because of their significant role in shaping public perception, influencing consumer purchasing behaviour, and promoting both local and international fashion brands. The inclusion of consumers in the target population was equally important, as they represent the end-users whose attitudes and purchasing decisions are influenced by fashion bloggers and influencers.

Sampling Technique and Sampling Size

The study employed a purposive sampling technique to select participants, specifically targeting fashion bloggers and influencers, as well as consumers who actively patronise clothing brands through social media platforms. A purposive sampling was deemed appropriate because it allows the researcher to focus on participants who possess specific characteristics relevant to the study's objectives [27]. This technique enabled the selection of individuals with direct experience and engagement in online fashion promotion and consumption, thereby ensuring that the collected data was rich and contextually meaningful.

A total of 200 participants were included in the study, comprising 80 fashion bloggers and influencers and 120 consumers. This sample size was considered adequate to provide diverse perspectives from both content creators and consumers within Ghana's digital fashion landscape. The sample size was determined based on the scope of the study, the accessibility of participants, and the need to capture a representative range of experiences across different social media platforms such as TikTok, Instagram, and Twitter (X).

Data collection instrument

A Google Form questionnaire was employed as the primary data collection instrument for the study. The questionnaire was designed to target fashion bloggers, influencers, and consumers, focusing on themes related to the strategies employed by fashion bloggers and influencers, as well as consumer behaviour towards clothing brands. To obtain meaningful responses from participants, the questionnaire required respondents to indicate their level of agreement with a series of statements by marking (√) the appropriate response box.

A five-point Likert scale was utilised, ranging from 5 (Strongly Agree) to 1 (Strongly Disagree). This scaling technique allowed the researcher to capture nuanced opinions, including neutral positions, while providing a structured framework for ranking responses. The use of Google Forms also facilitated efficient data collection, accessibility, and ease of analysis, ensuring that participants could conveniently complete the questionnaire via their mobile devices or computers.

Reliability was assessed using the internal consistency method, with Cronbach's Alpha coefficient serving as the primary measure of evaluation. In this study, the Cronbach's Alpha reliability test for the strategies items yielded a coefficient of 0.85, while the consumer behaviour items produced a coefficient of 0.77. According to Hayes and Coutts (2020), these values indicate that the instrument demonstrates an acceptable to good level of internal consistency, confirming that the items within each construct reliably measure the same underlying concept for this research [28].

Data Analysis

The collected data were coded and entered into the Statistical Package for the Social Sciences (SPSS, version 23.0) for analysis. Descriptive statistics were employed to provide an overview of the respondents' demographic characteristics and key variables of interest. Specifically, frequencies and percentages were used to summarise categorical variables, while means and standard deviations described continuous variables. Furthermore, regression analysis was conducted to examine the impact of fashion bloggers and influencers' strategies on consumer behaviour towards clothing brands.

RESULTS AND DISCUSSION

Demographic Characteristics of Participants

The data collected from respondents include their gender, age, educational qualification, occupation, and income level. The background of the respondents was essential to describe the peculiar characteristics of the respondents. Table 1 shows the background characteristics of the respondents.

Table 1: Demographic characteristics of Respondents

Category	Frequency (N)	Percentage (%)
Gender		
Male	24	12.0
Female	176	88.0
Age		
18-20years	70	35.0
21-30years	64	32.0
31-40years	24	12.0
40years+	42	21.0

Educational level		
SHS	---	---
HND/Diploma	80	40.0
Graduate	72	36.0
Post graduate	48	24.0
Occupation		
Student	24	12.0
Employed	173	86.5
Unemployed	3	1.5

As shown in Table 1, 12.0% of the fashion bloggers and consumers included in the study were male, while 88.0% were female. This suggests that the majority of individuals engaged in fashion blogging and consumption in Ghana are women, indicating that females dominate the fashion space, both as creators and as active consumers. Regarding the age distribution of respondents, 35.0% were between 18 and 20 years old, 32.0% were aged 21–30 years, 12.0% were within the 31–40 years age bracket, and 24.0% were above 40 years old. This implies that most participants were young adults, a demographic often associated with active engagement in digital fashion trends. In terms of educational attainment, 40.0% of the respondents held an HND or Diploma, 36.0% were graduates, and 24.0% possessed postgraduate qualifications. This shows that a large proportion of participants had attained tertiary education, which may influence their awareness and participation in fashion-related digital spaces. Regarding employment status, 12.0% of respondents were students, 86.5% were employed, and 1.5% were unemployed. The dominance of employed participants suggests that most respondents possess sufficient purchasing power, enabling them to actively participate in the clothing and fashion market, which is influenced by bloggers and influencers.

Strategies employed by fashion bloggers and influencers in Ghana

This section presents the strategies that fashion bloggers and influencers in Ghana employ. The strategy employed was measured with mean and standard deviations and the significant mean level was set at 3.0. The results obtained are presented in Table 2.

Table 2: Responses on strategies employed by fashion bloggers and influencers

Strategies	Mean	Std. Dev
Visually appealing and well-presented content is created	4.34	0.804
Engage with followers by responding to comments and messages.	4.28	0.837
Frequently update the social media profiles with new content.	4.08	1.045
Utilise a variety of social media platforms to reach your audience.	3.55	1.228
I follow fashion bloggers and influencers who provide detailed reviews and tutorials on fashion items.	3.22	1.072

Note: Agreed: > 3.0, Disagreed: <3.0

As shown in Table 2, the fashion bloggers and influencers revealed several key practices that contribute to their online influence and audience engagement. The results indicate that they prioritise creating visually appealing and well-presented content (M = 4.34, SD = 0.804) and actively engage with their followers by responding to comments and messages (M = 4.28, SD = 0.837). They also frequently update their social media profiles with new content (M = 4.08, SD = 1.045) and utilise a variety of social media platforms to expand their reach (M = 3.55, SD = 1.228). Additionally, many follow other fashion bloggers and influencers who provide detailed reviews and tutorials on fashion items (M = 3.22, SD = 1.072). This suggests that content quality, consistent engagement, and cross-platform presence are key strategies employed by fashion influencers and bloggers in Ghana's clothing industry to maintain visibility, credibility, and sustained audience interest.

Consumers' behaviour towards clothing brands in Ghana

This section addresses consumers' behaviour towards clothing brands in Ghana. The behaviour was measured with means and standard deviations, and the significant mean level was fixed at 3.0. Table 3 presents the results.

Table 3: Responses on Consumers' behaviour towards clothing brands

Consumer behaviour	Mean	Std. Dev
The presence of fashion bloggers and influencers has increased my awareness of different clothing brands.	4.31	.736
Fashion bloggers and influencers help me make informed decisions about my fashion purchases.	3.80	1.205
I am more likely to buy clothing from brands promoted by fashion bloggers and influencers.	3.77	1.022
Fashion bloggers and influencers make me feel part of a community.	3.68	.970
I am more likely to purchase from a brand repeatedly if a trusted fashion influencer promotes it.	3.53	1.022
Fashion bloggers and influencers help strengthen my connection to specific brands.	3.31	.955

Note: Agreed: > 3.0, Disagreed: <3.0

As shown in Table 3, consumers indicated that the presence of fashion bloggers and influencers has significantly shaped their purchasing behaviour and brand engagement. Respondents agreed that these digital figures have increased their awareness of different clothing brands (M = 4.31, SD = 0.736) and help them make more informed decisions about fashion purchases (M = 3.80, SD = 1.205). Additionally, consumers reported that they are more likely to buy clothing brands promoted by influencers (M = 3.77, SD = 1.022) and that such engagements make them feel part of an online fashion community (M = 3.68, SD = 0.970). The findings further indicate that consumers are more likely to make repeat purchases from brands endorsed by trusted fashion influencers (M = 3.53, SD = 1.022) and that fashion bloggers and influencers play a significant role in strengthening their emotional connection to specific brands (M = 3.31, SD = 0.955). These results suggest that fashion influencers and bloggers not only enhance brand visibility but also foster loyalty and trust among consumers in Ghana's clothing industry.

Impact of fashion bloggers and influencers' strategies on Consumers' behaviour towards clothing brands

Table 4 presents the model summary of the regression analysis conducted to assess the impact of the activities and strategies of fashion bloggers on consumers' behaviour towards clothing brands
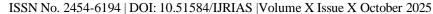
Table 4: Model Summary

Model	R	R^2	ΔR Square	Std. Error of the Estimate	Change Statistics		p-value
					R^2 Change	F Change	
1	0.647[a]	0.419	0.413	0.308	0.419	70.303	.000

Predictors: (Constant), strategies of fashion bloggers and influencers

The correlation coefficient (R = 0.647) indicates a strong positive relationship between the dependent variable and the independent variables. The coefficient of determination (R^2 = 0.419) suggests that approximately 41.9% of the variation in consumer behaviour is explained by the model, underscoring the substantial influence of these predictors. The Adjusted R^2 value of 0.413 further confirms the model's robustness, accounting for the number of predictors included. Moreover, the F-change value of 70.303 and a significance level of p < 0.001 demonstrate that the model is statistically significant. Collectively, these results reveal that the strategies employed by fashion bloggers and influencers exert a positive and statistically significant effect on consumers' behaviour towards clothing brands in Ghana.

DISCUSSION OF RESULTS

The findings reveal that fashion bloggers and influencers emphasised that content quality, consistent engagement, and cross-platform presence are central strategies adopted to maintain visibility, credibility, and sustained audience interest within Ghana's clothing industry. This suggests that influencers strategically leverage

multiple digital platforms and authentic interactions to strengthen their brand influence and foster consumer trust. The findings align with Phua et al., who noted that influencer activities play a crucial role in nurturing audience engagement; however, effective brand promotion requires strategic alignment with broader marketing objectives [29]. Similarly, Casaló, Flavián, and Ibáñez-Sánchez highlighted the importance of authenticity and perceived credibility in shaping followers' trust and purchase intentions [30]. In line with this, Lou and Yuan emphasised that influencers' persuasive impact is primarily driven by the emotional connection and perceived relatability they establish with their audience, further reinforcing the significance of personal branding and audience engagement in promoting fashion products [22].

From the consumer perspective, the findings indicate that the presence of fashion bloggers and influencers has significantly shaped purchasing behaviour and brand engagement. The results suggest that fashion influencers and bloggers not only enhance brand visibility but also foster brand loyalty and trust among consumers within Ghana's clothing industry. This supports the assertion by Djafarova and Rushworth that customers are more inclined to trust and purchase products recommended by fashion bloggers than those promoted through traditional advertisements [21]. Similarly, Lou and Yuan found that the perceived authenticity and credibility of fashion bloggers play a critical role in influencing consumer attitudes and behaviours [22].

Furthermore, the results revealed that the strategies employed by fashion bloggers and influencers exert a positive and statistically significant effect on consumers' behaviour towards clothing brands in Ghana. This finding corroborates Adjepong's study, which demonstrated that fashion influencers' activities significantly shape consumer decision-making and brand perception [8]. Collectively, these findings illustrate the trust, authority, and persuasive power that fashion bloggers and influencers command among their followers, underscoring their growing influence as key drivers of consumer behaviour and brand performance in Ghana's fashion industry.
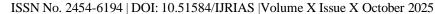
CONCLUSION AND RECOMMENDATIONS

In Ghana, fashion blogging and influencing hold substantial sway over the fashion industry. These platforms enable local designers to showcase their creations, promote indigenous fashion, and connect with a global audience. Fashion bloggers and influencers employ a range of techniques to engage and maintain their audience, thereby making substantial contributions to the growth and advancement of the fashion sector. Fashion bloggers and influencers emphasised that content quality, consistent engagement, and cross-platform presence are central strategies adopted to maintain visibility, credibility, and sustained audience interest within Ghana's clothing industry. This suggests that influencers strategically leverage multiple digital platforms and authentic interactions to strengthen their brand influence and consumer trust.

According to the study, fashion influencers and bloggers not only enhance brand visibility but also foster loyalty and trust among consumers in Ghana's clothing industry. It was evident that the strategies employed by fashion bloggers and influencers exert a positive and statistically significant effect on consumers' behaviour towards clothing brands in Ghana. It was recommended that fashion brands should establish long-term partnerships with credible and authentic influencers whose values align with their brand identity. Such collaborations can enhance brand loyalty and consumer trust by delivering consistent and genuine content. Additionally, influencers should prioritise producing high-quality, creative, and informative content that resonates with their target audience. Interactive engagement, such as live sessions, giveaways, and user-generated content, can further build emotional connections and sustain audience interest. Stakeholders in Ghana's fashion industry should organize training programs to equip emerging influencers with digital marketing, branding, and content creation skills that align with global best practices.

LIMITATIONS

The study focused on a relatively small sample of fashion bloggers, influencers, and consumers within Ghana. Therefore, the findings may not accurately represent all segments of the fashion industry nationwide. The study adopted a cross-sectional design, capturing data at a single point in time. As such, it does not account for changes in consumer behaviour or influencer strategies over time.

FUTURE RESEARCH

Future research could expand on this study by incorporating a larger and more diverse sample across different regions in Ghana to capture variations in fashion consumption patterns and the impact of influencers. Additionally, future studies could employ longitudinal research designs to examine how the influence of fashion bloggers and influencers evolves as digital trends change.

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