THE ROLE OF SOCIAL MEDIA FASHION INFLUENCERS ON GEN Z CONSUMERS LAST MINUTE HOLIDAY SHOPPING

A qualitative study on gen z consumers purchase behavior on fast-fashion retailer

Author: Tracy Najjuko
Examiner: Clarinda Rodrigues
Supervisor: Rosalina Torres
Term: HT21
Field: Business research
Level: Degree of bachelor
Course code: 2FE67E
Abstract

The online activities on social media have become a popular beverage among female gen zers in Sweden, as they rely on the platforms to receive the information they need when evaluating a fashion purchase. This research aims to investigate the consumer last-minute holiday shopping on fast-fashion brands, and how the online fashion influencer could impact them in such occasions. **Design/Methodology/Approach,** this thesis is adopting the qualitative method by collecting data from the female gen zers in Sweden, through our online interviews. **Findings** highlight the online influencer to not have a direct impact on the female gen zers, on their fast-fashion last-minute purchase, but still would be more useful in terms of seeking inspirations and motivation on fashion purchases. The reason behind this is that they desire influencers who would promote fashion brands that are affordable to them. This study identifies the different attributes lacking on today's online fashion influencer, and would perceive fast-fashion to be the main source of satisfaction that the online fashion influencers are not so engaged in. **Research limitation/Implication** on the qualitative study, is used and is considered to be limited to gain a glimpse on last-minute holiday shopping behavior including more occasions than only the holidays. Hence, the Future suggestions for coming researchers is recommended to investigate last-minute shopping in the general perspective and in comparing two genders and their consumer behavior in this topic. Practical implication, these findings contribute to today's regular fashion retailers, in learning more about the female responders, and are recommended for companies to enhance their independence rather than relying fully on influencer marketing strategies. **Originality/Value,** this study is among the first to be investigating the female gen z behavior on last-minute shopping phenomenon today.

**Keywords:**

*Consumer behavior, Purchase intention, Social media, Influencers, Fashion, Fast-fashion*
Acknowledgments

We are extremely honored to be able to represent this thesis and carry the pride of success while creating this memorable experience along the way, from setbacks to improvements and challenges being faced. Additionally, our thesis would not have been as rewarding if it was not for our responder's engagement. Therefore, we would like to express our deepest gratitude to our female responders in Sweden who have been providing us with some rich data to conduct our research upon that later fulfilled the research objectives we were striving for.

We would also like to thank Rosalina Torres for her professional work as our supervisor, in her prominence and the ability to give support, both personally and delivering constructive and improving leading feedback. It has helped tremendously and just generated the confidence of progress and the motivation upon us. Rosalina has been very patient with our working progress throughout, while making us believe in hope in reaching the end of this journey.

Furthermore, we would like to thank our examiner, Clarinda Rodrigues, who saw potential and believed in our idea, we highly appreciate that. Furthermore, with her effort she mediates in delivering Input on how to improve my work with the adaption for this thesis, which has made us have a clear countenance on the appropriate information or sources we decide to insert in our thesis further

Finally, we would like to thank our family and friends who witnessed our struggles and late nights of writing this thesis, but still were on our side along the way by motivating us to not give up and to continue to put full effort into it.
# Table of content

1. **Introduction**
   - 1.1 Background
   - 1.2 Problem discussion
   - 1.3 Research Question
   - 1.4 Purpose
   - 1.5 Delimitation

2. **Literature review**
   - 2.1 Influencer Marketing
     - 2.1.1 Social media Influencers
     - 2.1.2 Social media fashion Influencers
   - 2.2 Fashion industry
     - 2.2.1 Fast-fashion
   - 2.3 Last-minute holiday shopping behavior
   - 2.4 Generation z consumers
   - 2.5 Theoretical synthesis

3. **Methodology**
   - 3.1 Research Approach
   - 3.2 Qualitative research
   - 3.3 Research Design
     - 3.3.1 Case study
   - 3.4 Data Collection
     - 3.4.1 Primary Data
     - 3.4.2 Structure of Interview
   - 3.5 Research strategy
   - 3.6 Sampling
   - 3.7 Operationalization
   - 3.8 Method of data analysis
     - 3.8.1 Qualitative analysis
   - 3.9 Quality of Research
     - 3.9.1 Reliability
     - 3.9.2 Validity
   - 3.10 Method Criticism
     - 3.10.1 Ethical consideration
     - 3.10.2 Sustainable consideration
   - 3.11 Methodology summary

4. **Empirical chapter**
   - 4.1 Cases - Female gen zers
1. Introduction

In this chapter I will be introducing the background of the different topics being highlighted in this thesis. I will later continue with the problem discussion by presenting the research gap in the previous academic work, and further to illustrate the managerial work that will help us along the way. Finally, a presentation of the main research question, purpose and delimitation will be displayed.

1.1 Background

During the devolvement phases of technologies, the youngest consumers were finally introduced to the market of multiple retail offerings. They have the digital natives with the internet access at all times which leads them into engaging more with the expanded technologies today that comprise online communications and online purchases. According to Pitchler et al. (2021), young consumers are more engaged with online communications to be able to seek after some valuable reviews of a brand, to later enhance their evaluation of relevant options suited to their needs and wants. This has set businesses into reinforcing their marketing strategy by being more engaged online for marketing and promotions, and also in connecting with the younger audience more (Forbes, 2019). The consumers are presented as the generation Z consumers (gen z) and appear to be the most significant group to influence the market in huge. They are presented as the key consumers that were introduced after 1996, thus the senior consumers of this cohort are within the age of 22 and are the most educated, ethical and manifold group to ever exist (LeDuc, 2019). According to Yawson and Yamoah (2020), this modern group differs a lot from other generational cohort groups in the perspectives of consumer behavior, lifestyle and the influencing abilities within the environment. Moreover, they have the same set of values and beliefs that keeps them more equal to each other, compared to the other cohort groups that are perceived as more variant (Djarfarova & Bowes, 2021).

In a recent article by Kim et al. (2020), the adapted habit of today's online technology gadgets on gen zers, features them to sacrifice most of their attention and time on online activities, with the estimated time of six hours or more each day (Pichler et al, 2021). Their access to online platforms is as significant for them as the need for electricity. Gen zers are more likely to influence the older generations into engagement of the different online social platforms such as Instagram and Youtube, while discovering new activities to introduce on those platforms (Katie, 2018). Mohr (2019) adds to this by stating that the gen z population are the utmost consumer group in history to establish innovations in different platforms like YouTube and TikTok, based on their creativity of content.

The nations of North America, Latin America and the entire Europe population of gen zers are entitled as the main dominant group of user expansion for the number of social media accounts (Vien, 2019). The current statistical references on social media account users is expected to increase from over 3.6 billion users to 4.41 billion in 2025. Facebook, Youtube and TikTok are the mentioned platforms that are contributing to this growth, with the features more suited to the gen z users who are frequently up for the new techniques (Chen, 2021; Digital Marketing Institute, 2021; Geyser, 2021). Whereas, Youtube platforms are currently in more use for viewing influencer
content representing trends, providing for entertainment and education (Geyser, 2021). YouTube is counted as the most popular social platform today with a 95% rate, followed by Instagram with 71% in popularity of the most used platforms for seeking trends in fashion (Ekholm, 2021). Moreover, Statista (2021) has suggested Instagram platform to be dominating this growth in the amount of users engaging into posting images, with a statistical rate in 2019 of almost 815 million users and is expected to increase to the 1.2 billion users in 2023.

A recent article by Forbes (2021), emphasizes the 97% of gen z social media users are relying on these platforms for inspiration on online purchases, the counted 65% of gen z users for entertaining purposes during their leisures, and 61% engaging with the video content that influences them during retail purchases. According to Team (2019), the gen z consumers between the ages of 16-24, are the most frequent shoppers online with at least 1-3 purchases being made every month. The use of social media has also to do with the interaction with other users online and are estimated to confide different reviews from others. The estimated 93% has acknowledged the online reviews to be helpful during decision stages of purchase (Kaemingk, 2020). Moreover, Influencers are more likely to be the users the gen zers to lean to for some reviews (Team, 2021).

The growth of social media has allowed the influencers to take part and make their extreme appearance. Today the influencers have grown tremendously in the impact of today's social media world. They are known as the non-celebrity social media users who are able to amass a large number of followers in just a short time (Digital Marketing Institute, 2021). Online influencers are more disposable on Instagram and are available for being the references of fashion brands, dispatching inspiration to their audiences into fashion and to assist them to try the new paths of fashion (Jacobs, 2022). As online ambassadors in many fashion brands today their abilities are not only to generate a huge following, but selecting their main expertise in their previous events occurred on engaging in purchases for different fashion brands (Amra & Elma, 2022). Fashion influencers in particular tend to influence the attitudes of consumers on a brand they are advocating, therefore the young consumers are more likely to forward the brand recommendation from influencer to another consumer (Chetioui et al. 2019).

The online users are appreciating their expertise and credibility in the field of online activities (Digital Marketing Institute, 2021). The authenticity and personalization through these online influencers to their audiences have reinforced the ability for gen zers to rely on their approaches for guiding themselves to desired purchases through inspirations and to enhance their own personal looks through the lended inspiration from them (Brenner, 2021; Scholz, 2021). Online influencers have the ability to build that close connection with their audience, which could be for them relating to their audience in terms of similar personalizations as for having the desired trait or extroversion for the user's intention to engage with an influencer (Argyris & Miller, 2021). These influencers have seized into the mixture of the old marketing tools and the new ones, which has clarified the influencer marketing phenomenon together with its origin, which was initiated through the word buzzing that later committed into a more corporate strategy for brands to fetch the potential new consumers (Geyser, 2021; Guoaquan, 2021).

This modern generation has been introduced to a bunch of retailers through social media opinion leaders. The Fast-fashion industry has got their leverage by today's gen z consumers, with the frequent purchases made by them. They grew up in an era of development and changes of the industry of fashion, and simultaneously during the time where fast-fashion was initiated to the world (Damore, 2021). In the last 3-4 decades the female consumer has been ideated into being extremely fetish with the fast-fashion brands, and the estimated 50-60 purchases being made a
year. Moreover, they are more likely to discard the clothing after wearing them a couple of times due to the decline of valuation and for new trends to come more regularly (Rauturier, 2022; Twigg, 2022). In this repeatedly changing industry, gen zers are more inclined to imagine this world without fast-fashion brands due to them estimating the diligent production of fashionable clothing (Nguyen, 2021; Kale, 2021).

Fast-fashion has dominated to generate the attention of gen z consumers, by offering trendy fashion apparels for a low pricing, which is being extremely valuable through them (Rauturier, 2021). One of those fast-fashion retailer appear to be Hennes & Mauritz (H&M) which is a very well-known retailer among consumers today that was founded in 1947, and are dominating the fashion industry into situating their main focus on affordability with adapting to the world of trends (Parietti, 2021). In today's market both H&M and Zara have adapted into the strategy of implementing the production of apparels in preferable fashion to their consumers (Bhardwaj & Fairhurst, 2009). They have made it up to the fourth place as the foremost worldwide fashion brands in 2019 with several retail stores available worldwide in 2020 (Statista, 2021). The modern consumers are conveyed through the actual pricing they spend on the apparel (Lectra, 2021). The idea of fast-fashion is to the new trendy items in the market (Rauturier, 2021). Generation z consumers are also seen as the consumer group to be engaging in frequent shopping in multiple seasons throughout the year, for instance during the November holidays. (Klarna, 2021).

A well-developed e-commerce has generated shopping accessibility tendencies through young consumers. Their engagement with other consumers online, the online purchase experience, and online entertainment do fetch the willingness to engage with online activities (Yang et al, 2020). Their high usage of digital platforms have made them even more convenient by making purchases online in the comfort of their homes. This appears also during last-minute shopping. The last-minute shoppers also called the late shoppers are particularly the shoppers that go through the implementation of purchases in the most hurry-up occasion or in the last-minute, for instance about two weeks before the holidays (Meyers, 2020). The very option between the offline versus online shopping are pre-determined through evaluation of the orders to come successfully in time or not for the specific occasion such as the holidays. This is to be able to not neglect an order or purchase during times they are desiring an appropriate delivery time for their needs time they want the delivery to be congenital (Lerman, 2020). Last-minute purchases are clearly adopted by the gen z consumers, as they are more tended, according to the statistics in 2020, to be making lots of purchases for last-minute occasions (Klarna, 2021). The reason behind this behavior is that they are more willing to engage with new fashion purchases during seasonal sales or if they purposely shop for huge events (Team, 2019).

1.2 Problem discussion

The gen z consumers are conscious consumers knowing what they need to purchase from fashion brands. Thus, I believe there are some fashion retailers that reinforced the high engagement to different gen zers. Hence, choosing the right fast-fashion retailer in a last-occasion, is something the prior scholar has not been able to provide an insight of. Thus, I discovered several gaps in the current business research academic work. Therefore, last-minute shopping has not been considered before and is an understudied consumer field in terms of the behavior in fast
fashion retailers.

There have been many studies that made contributions to the understanding of impulse buying behavior. Xiang (2016) indicates the factors influencing consumers into impulse purchase, has to do with the viewed apparel that suits their needs and wants. The first thing that helped me to integrate an appropriate gap, is to discover the amount of prior academic papers that have been studying the behavior regarding impulse shoppers, and not specifically about the last-minute holiday shoppers we detected through prior research findings.

Today's researcher has not given the direct insight specifically on young female consumers, and the female perspective of behavior when they select a brand of convenience with the influencer recommendation in hold. Influencers are more likely to impact the younger generation on fashion purchases. Furthermore, the previous studies have shown that it appears a defiance for consumers to purchase from new brands. Miocevic and Zdravkovic (2020) argues that the general consumer tendencies to hold on to a new brand is appearing more when the consumer is in another environment, which further will make them discover the needs of their regular go to brands.

Another scholar has investigated the general consumer behavior in their decision to switch brands. Jerath et al. (2010) suggest that consumers are more strategic in determining whether to choose to purchase what they have planned for or to purchase another item to spoil themselves because of the numerous discounts. The consumers have their so-called planning into what to purchase, the influencers today are here to affect these consumers purchase intentions. However, prior studies illustrate the consumers to be more independent in what they have to purchase, and that the influencers do not always have all the access. These consumers' tendencies are to prioritize crossing information sources before making a purchase decision (Lou, 2021).

Therefore, I found the opportunity to cover the topic by selecting the last-minute shopping behavior of female gener zers, in the potential of them absorbing the influencers recommendations or not, during the evaluation of purchase. However, current academic literature on social media influencers and their impact on consumer purchase intention has already been investigated. The main deficiency here lies in the integration of the gen z female consumers and how they engulf the influencers' posts publication in the stages of choosing an appropriate retailer in a last-minute.

I believe that many aspects in this field could be further investigated in terms of the differentiation between cohort consumers, regarding the factors influencing their engagements of Influencer marketing etc. The cohort group differences could be within the purchase behavior on the last-minute shopping, which really drives for instance gen z consumers into picking a brand in the most "hurry-up" situations. The cohort groups could differ in terms of ages and the perceived society conceptions in retailing; thus, the future scholars should consider and be aware of the consumption differences and purchasing behavior through the different generational groups today. By knowing the value of these different groups and distinguishing between these, could help marketers and brands in forming and implementing a great strategy within influencing marketing and to the ease of choosing the right appropriate niche influencer. This could be done through looking into the behaviors separately within the cohort groups as far as their buying habits and anything that explains their purchase intention behavior. Companies need to put more focus on viewing the differences between these cohort groups and how to approach them differently, so the brand goes to the right niche audience. The experience of the perceived emotional aspect does play a big role in the purchase
intention of the consumers, to ensure the right group of people and evaluate through their behavior will make it easier for companies during implementation of their marketing strategy or strategies in what types of offerings to present in the media.

1.3 Research Question

The research question (RQ) draws the investigation on the influencer tendencies in impacting the generation z consumers in any given time, such on a last-holiday occasion of shopping:

1. How does the online social media fashion influencers on fast-fashion clothing brands impact the gen z consumer behavior during last-minute holiday purchases?

1.4 Purpose

The aim of this thesis is to investigate the female gen z consumer purchase behavior on last-minute occasions towards fast-fashion brands. This will also cooperate with the potential influence they get on influencer recommendations in last-minute occasions and to review other factors causing their decision in choosing a retailer.

1.5 Delimitation

This theory on gen z consumer behavior is a broad topic to implement one unique research upon. Therefore, our thesis will direct it more to the female consumers from the gen z population as they appear as more cautious in fashion purchases and are also the consumers frequently shopping from fast-fashion retailers online. Furthermore, to be able to achieve a superior thesis, the female responders from Stockholm Sweden will be the target when collecting our data for this thesis. Thus, the female responders will comprise the appropriate age interval from the minimum of 18 years to 25 years as the final age limit for this thesis. A few social platforms that the consumers are frequently using are YouTube and Instagram according to our background presentation. The social media platforms that are commonly used by the majority of these responders will be the key for this research, but I will make sure that the unique suggestions will be taken into account, on platforms frequently used for assisting the choice of fashion purchases. I will endeavor to only demand the data appropriate for this thesis conduct and its objective, and I am a firm believer in this aspect of female consumer behavior to have some more relevance in the existing literature with the target group being the female consumers of fast-fashion brands.
2. Literature review

In this section, the relevant academic articles will be presented, with the underlying theoretical framework displayed. A definition of social media influencers will be defined, followed by describing the different unique attributes among them. I will further highlight the different aspects of this field, on the fast fashion industry, the last-minute shopping behaviors, gen z consumers and its definitions and what prior scholars have established in these topics. The final section will contain the theoretical synthesis where I present the theoretical figure. These findings from the prior scholars will help us to implement the rest of these chapters for this thesis.

2.1 Influencer Marketing

The theory that is one of the major significances of this thesis is the online influencers, that is an important one for our collected theory on consumer behavior. According to De Veirman et al. (2017), Influencer marketing is when brands collaborate with the online Influencer, to help enhance their brand product image. The Influencer marketing strategy lends the influencers the opportunity to promote products by having the position to be a brand's ambassador, in order to try for their own audience to engage with a brand.

This is the most effective marketing tool for many business marketers to reach out to their potential consumers. The Instagram platform is a great example where you find many of the huge well-known influencers and their published social contents. In the aspects of influencing, the consumers tend to view the influencer marketing as unpleasant if the social influencers content combined with the approaches about a brand, do not align to their usual content. Therefore, it will result in a bad perceived image of the brand and the influencer who have highly disappointed their audience. According to Belenche et al. (2021), For the influencer communication to be effective, one of the three elements being mentioned is that a form of influencer-consumer interactions is accessible. The consumers desire to trace and engage with influencers that align with their personality trait, image and promote products that suit their self image, this will adopt these influencers to the liking of a product approach. The positive attitude will then lead to positive behavioral purchase intention. The study finding continues to illustrate the importance of conformity on the consumer to the right product, thus if the influencer can provide just that, it will generate positive attitudes on sponsored and recommended products (Ibid). In addition, a number of studies have discussed the use of the commercials as far as the low-quality content and the revealing of the perceived sponsorship content, to determine consumer intention overall (Zhou et al, 2021; Balenche et al, 2021).
2.1.1 Social media Influencers

The appearance of social media influencers only grew repeatedly since the online technology growth and expansion occurred. According to Khamis et al. (2016), Social media influencers (SMI) are seen as the congregation of people that are outstandingly visible due to their public figures on online socials, to the needs and wants of their own audiences. This is when individuals engage in commercial gain and cultural capital. Furthermore, this comprehends with the self-branding, as it relates to the influencing and departures of the influencing, also referred to personal branding. In connection to social media growth, self-branding has appeared useful for companies. Influencers carry an established reputation through the entertainment value perceived and the luminous gain of their success (Johnstone & Lindh, 2021; Khamis et al, 2016).

The influencers are presented as informative nebulizers to their audiences. Although they appear as public figures with high reputation and having unique positioning, the general influencers have the tendencies in being personalized compared to traditional celebrity, when the audiences often can relate themselves to their influencer (Johnstone & Lindh, 2021; Aw et al, 2021). According to Gil-Quintana and Leon (2021), The influencers are defined as the people who have the ability to affect the young audience and adolescents' users on social platforms (i.e., Instagram). Their tendencies stand on them as experts in a particular field and the endowment to reach out to a large audience and for their profiles to be open and public for other potential followers. The reason for their affectionate skills, especially in the younger audience, is through the engagement of trends and their creation of it (Gil-Quintana & Leon, 2021). The SMI are like information communicators for their audience on social media. Their power is the impact they could have on consumer perceptions in terms of their purchase behaviors and attitudes (Wang & Lee, 2021). The influencers content produced through social media is working as an endeavor in a capability of attracting the illusional familiarity between their influencing characteristics and the consumers. Furthermore, the para social relationship between the influencer and consumer are established when the consumer finds the content amazingly attractive (Aw & Chuah, 2021).

Braves et al. (2021) suggests that the followers of a particular influencer have an enhanced behavior towards the perceived content published by the influencer, compared to the non-followers. That is through the intensifications and the bonding capability of their followers. This could predict consumer behavior based on their level of engagement with an influencer and eventually forecast the purchase intention behavior through these audiences. However, Poyry et al. (2019) suggests the importance of authenticity through celebrity influencers on social media to sustain the consumer engagement with a social influencer. The perceived originality of influencers reinforces a positive impact on the purchase intentions. Attractiveness is another important characteristic, but not as impactful on purchase intention, it is only achieved on photo attitudes (Ibid).

Young female consumers are picky in terms of the influencer delivering the right type of content, that authenticity needs to be clear to the health organizations approach (Duplaga, 2020; Poyry et al, 2019; Djafarova & Bowes, 2021). The Promotions from a specific category are not always aligning with delivering the information that the young consumers easily adapt to, therefore the influencers in general are a great tool to further reach out and approach the young consumers connected to a desired niche (Duplaga, 2020). Thus, credibility and authenticity
dimensions are the significance facilitators through consumers for predetermining an influencer before engagement (Tsen & Cheng, 2021; Duplaga, 2020). The young consumers are more willing to engage with an influencer content by following the dimensions such as trustworthiness in influencer messages to be professional, and them being available for answers that are demanded. The consumers are more likely to engage into a purchase intention of a brand/product recommended by the online influencer, when there is quality and originality involved (Duplaga, 2020).

2.1.2 Social media fashion Influencers

The industry of fashion has allowed the Social Media Fashion Influencers (SMFI) popularity to grow, and has featured them as well-connected users. Many influencers today are more engaged with the fashion brands into sharing images and posts on YouTube and Twitter. Despite their major role in the industries of fashion, in the case of influencers with minimized follower amount compared to huge online celebrities, they tend to have more of a deeper connection with the consumers, based through their perceived content and the characteristic they have on their network (Britt et al, 2020). Furthermore, Instagram is one of the platforms being viewed as the social platform to influence the trends of the fashion industry. The generation z (gen z) individuals are suggested as the population that prefers more refined marketing and creative content on social media published in the context of fashion. Trustworthiness has become more important today for gen zer and the reason for that is that the gen zer are sensitive to negative press which is how they would find other influential online leaders as the least favorable (Djafarova & Bowes, 2021).

The influencers in the industry of fashion commits more into the partnerships with brands that offer discounts. They receive products from companies to display on their social platform as a part of the company's marketing strategy. It is suggested that the consumer engagement with fashion influencers is through their desire of finding valuable information about a fashion brand they promote (Britt et al, 2020). The most appealing contents do come from micro-influencers specifically, due to their personalization strategy (Britt et al, 2020; Djafarova & Bowes, 2021). Shin and Lee (2021) investigate the curiosity of the consumer through SMFIs. They demonstrate that the product novelty of fashion and the level of socioeconomic status through SMFIs are the most significant components to boost the curiosity of the consumers. It could be from consumers viewing the product features such as the hemlines on clothing.

A study by Youssef and Lebdaoui (2019) explains more in-depth and suggests that for a fashion influencer to be trustworthy in combination with credibility are more significant facilitators for the consumer purchase intention. The degree of behavioral control the fashion influencers have on their own audiences, are through the perceived subjective norms and expertise. The consumer audience is also more willing to recommend a brand to their close ones, that a much-spoken fashion influencer has already recommended (Youssef & Lebdaoui, 2019).

Chetioui et al. (2019) also confirms that Moroccan consumers are more willing to purchase from a fashion brand when it is recommended, meaning that the consumers' attitudes towards fashion brands are most likely influenced by the influencers and their approaches to their audience about a particular fashion brand (Ibid). The recommendations from an influencer are not always as forcible when it comes to impacting the Chinese gen zer
on their purchase intention. It is demonstrated that the friends and close ones are the uppermost in impacting a consumer purchase intention towards fashion brands, following the opinion leaders often the SMI and lastly the celebrity contents to give the least effect to the Chinese gen zers purchasing intention to fashion brands (Ibid). Another aspect lies on the young consumers in the US that rely on the hedonic attributes and the experiential values like imposture, entertainment and emotional fulfillment are a few main importance for the gen z consumers' purchase intentions towards fashion brands (Cho et al., 2021).

2.2 Fashion industry

The competitive environment has become more revolting, meaning that the characteristics of the environment should be aligned to the capability an organization carries within the fashion market. Turker and Altuntas (2014) continue to argue that the pressure is not only on the prices but more into how they approach the newest trends to the target consumers. This further indicates the importance of fast-fashion, through the short lead-times, the turn-over of inventory, and the perceived fulfillment of the customer demands. Numerous consumers do have their own interactive reasons towards fashion brands, where it could be from personal reasons, such as large frequency of trends (Gaudenzi et al, 2021).

Rehman et al. (2017) has shown that in terms of personal emissary, fast-fashion contributes to the influence of the purchase behavior towards the fashion clothing industry. The personal factors and self-identity is also being introduced in the descriptive finding as a part of the evaluation stage regarding the purchase from a fashion brand (Rehman et al, 2017; Valaei & Nikhashemi, 2017). There are other portions being proposed in fashion, such as branding, pricing, the country of origin, social identity factors, that sets the most significant prophecies on the purchase intentions among gen y consumers (Valaei & Nikhashemi, 2017). According to Ogechi et al. (2021) the consumers in the groups of gen y and z in Nigeria, values a lot on the perceived benefits of purchasing fashionable apparels. The consumers appreciate the discounts and the services being beneficial to them when purchasing apparels. The level of convenience plays its role in the influence on consumer purchase intention on fashion items (Ibid).

Baker et al. (2019) suggest that consumers are more prominent to listen and follow the fashion change agents with a high innovativeness attribute. The fashion change agent has the ability together with opinion leadership to influence their purchase intention (Baker et al, 2019; Gaudenzi et al., 2021). The attractiveness and personalization of the Influencer will establish the consumer’s intentions to follow them (Aw & Chuah, 2021; Baker et al, 2019).

2.2.1. Fast-fashion

Fast-fashion is the one thing that contributed to the growth of the Fashion Industry. Fast fashion retailers are usually required to have multiple stores around the world, often in countries that are secured, to increase the traffic flow of consumers. Hence, the globalized branding plays its role in the growth of fast fashion, as more consumers are more likely to go for brands that are more global (Nebalhat, 2008). According to Rise et al. (2019), the latest fashion trends are steered by the global retailers H&M and Zara followed by Primark and Topshop. However, Fast
fashion is usually defined as the system where the short time of production with the enhanced design techniques, referred to as “trendy fashion” is the total ultimatum for fashion retail offering. The offerings are often through the local production with a consideration of cost-worthy apparels. It involves designs that intensify and represent a quick response from its audience. This occurs when trendy clothing apparel is being manufactured repeatedly in speed, while the production lasts a short period of time. The longer the lead time the ability will decrease for companies to adapt to the rectify trends during the right time, and to fulfill the consumer demands (Cachon & Swinney, 2011). The compression lies on the ability to produce the newest trends in the market for the customers (Turker & Altuntas, 2014; Rise et al, 2019).

The consumers in Taiwan do have a higher purchase intention more into fast fashion in the context of local brands, when their multi sensor stimuli are stimulated with the haptic perceptions (I.e., duration, quality and strength). This means that the local brands have its attention especially when the haptic perception could be implemented in the evaluation of a product, in ways that the consumers could have a tangible experience (Liu et al, 2021).

Sustainability has become a crucial monitor on the consumers’ purchase intentions in the fast fashion industry. A large number of studies has highlighted the fact that fast-fashion clothing production is one which significantly gives a bad impact on the environment. The determination of purchase through fast-fashion brands has a lot to do with the level of concern a consumer has on the environment and the social issues. According to a study by McCoy et al. (2021) gen zers from the US are most likely willing to engage into the apparel rental services, due to the environmental benefits that come with it. Young consumers see it as an opportunity to save, to use a product for a cheaper price instead of engaging into the full ownership of the product, due to the large frequency of trends approaching. The female gen zers purchase intentions towards fast fashion are through their general attitudes, their previous behavior on the environment, subject norms, the desire of discovering uniqueness in the apparel and the perceived leadership of fashion are the facilitators for their engagement for apparel rental services (Ibid). There are more proportions into it, such as with brand uniqueness and the association of organizations. The perceived value of a brand and brand awareness are other components influencing young consumers to be loyal to a fast fashion brand (McCoy et al, 2021; Su & Chang, 2018).

Millennial consumers demand the ethical way of fashion apparel. Their consumption attitudes are more on the products of fashion and the reference of these products. The large proportion and the invariable availability of products do make these consumers see the fast fashion as beneficial after all (Pauluzzo & Mason, 2021; Pereira et al, 2021) identifies two types of consumers on fast-fashion consumption, (1) the consumers aware of the importance of the sustainable environment (I.e awareness of the production process), and are willing to take action for the environment, and (2) the minor quantity that puts their practices in their thoughts but not the main action, but do understand the concerns appearing out there for the environment. In demonstration it has to do with a lack of motivation and knowledge which drives them into not taking actions like the first group (Ibid). The fast-fashion has many times been viewed as non-sustainable, therefore this has made consumers who have a high level of concern of the environment to not purchase from the fast-fashion category (Pereira et al, 2021; McNeill & Moore, 2015). The young fashion consumers are the ones engaging a lot with fast-fashion brands. There are consumers who do not have their concern on the well-being of the social and the environmental aspect, which are the self-group (I.e their own demands come first) and the group with hedonic needs, rather they tend to see the fast-fashion as a valuable purchase due to its high novelty frequencies, low prices and more suitable to their
self-identity. They are willing to put fashion necessity before the functional attribute of an item due to fashion purposes, and are very difficult to encourage due to their behavior being very consistent with their attitudes (McNeill & Moore, 2015).

The association of the consumer purchase intention lies with the perceived value towards a fast fashion brand (Nistor, 2019; Su & Chang, 2018). Nistor (2019) found that the Romanian youth respondents value a fast-fashion brand in terms of their social status and the brand prestige. They believe that brands with a high reputation are more likely to deliver unique qualities and rentability. The youth of Romania do see fast-fashion brands in ways to follow trends and being presented as the "cool" individuals carrying them. They feel the need to engage with brands, in striving to engage into the global trendy culture (Ibid).

A study by Yoon et al. (2020) has another spin of the same viewpoint on the giving consumer purchase-behavior of fast-fashion brands. They suggest that it is their evaluation of a brand's offerings that will determine the consumer purchase intention (Yoon et al, 2020; Choi et al, 2010). Interestingly, consumers in Spain tend to adopt satisfaction to a brand when the trendy styles are viewed with great design attributes (Yoon et al, 2020). Choi et al. (2010) study suggests the brand extension (i.e. the brands offering more categorical alternatives) do not impact the consumers and their purchase, that the consumers are evaluating performances through fast fashion brands, more specifically on the perceived quality offered (Ibid).

2.3 Last-minute holiday shopping behavior

The holiday occasion is most likely to draw most of the consumers into a last-minute purchase in the November season, more specifically the Black Friday. The Black Friday season has some huge discount sales in the U.S and many other parts of the world. This season is a unique season and could easily relate to the holiday season of the year. This is the time that consumers desire a lot more products, and the goal is to pick the most discounted products in the store before it could be quickly sold out (Thomas & Peters, 2011). However, there are some steps that consumers go through during such holiday occasions: (1) to select a group to implement the mission with, (2) for the group to establish a plan on how they can achieve the objectives, and finally to be attacking the retail store with storm in hope to find as many items for the most discounted prices. This also originates an adventurous experience through these consumers to hold on as an experience till the next coming occurrence (Ibid). The last minute-shopping occasions also referred to consumers postponing the tasks. This explains why the procrastinations occur, and this is due to the planning being established but the implementation of the task in what has been planned is not to be processed. In terms of the shopping behavior through consumers, the self efficacy is the one that mediates financial behavior through consumers and the procrastination presented as unhealthy financial behavior. Interestingly, the impulse purchase through consumers has been found to reinforce the positive mood and to reduce stress together with generating self-esteem through them (Gamst-Klaussen et al, 2019).

The investors tend to value the brand more when making an investment or a purchase of stocks. The last-minute shopping usually occurs when they see their desired products at its lowest price. This is making the least impact on the general area of its investments regardless of the time the purchase takes place (Carhart, 2002; Kallas et al, 2013). The consumers are very cautious about the purchase choices; thus, the choices are relatively helpful through
the consumers in Spain. The purchases they have made before as far as the evaluation through post-purchase experiences are to be a more valuable resource than recommended products (Kallas et al., 2013). Hostler et al. (2011) is proposing that the recommendation highly from an agent that a company has hired as the professionals is valuable. This is due to their unique knowledge on consumer behavior and the consumers’ desires, such as perceived satisfaction of e-commerce or online retail, and a more ease of process in searching after a product. Interestingly this could further generate unplanned purchases through these consumers on recalling to the recommendation established (Hostler et al., 2011; Chetioui et al., 2019).

Serfas et al. (2016) indicates that consumers are operative in helping people to focus on the most relevant products during purchase, mainly the consumers that have self-regulatory failure in purchase stages. The arousal behavior in the frame of implementation through consumers can generate the behavior into being more direct to a goal, for instance sticking to one purchase than multiple (Serfas et al., 2016; Flavian et al., 2016; Gu et al., 2012). This further illustrates that the unplanned purchases in consumers could potentially contribute through when consumers within the intentions of implementing, combine the arousal behavior and the niche planned product (Ibid). However, Flavian et al. (2016) suggests that the convenience lies more in the products pre determined rather than purchases made and evaluated on a last occasion in a retail store. It could be a similar product from what has been predetermined, but the convenience through a consumer is more into choosing the exact one that has been viewed first. Yu and Bastin (2010) suggests the consumer in China relies a lot on impulse shopping which consists of purchases during window shopping occasions. They tend to engage into a purchase intention when they try out something and then decide to purchase it during the same period of time. The interests are within fashion trends and novelty and the hedonic attributes, as it plays a huge role in their desires when purchasing a fashionable item impulsively. The fun attributes together with pleasure and positive energy during the experience and time of their visit are the facilitators (Ibid).

Despite young consumers behaving in a desire to want all the innovativeness and a general great experience, they do have the strength to reduce and prevent themselves from purchases that are not needed for them. Not all purchases are worth the penny and the younger generation are already aware of making more savvy decisions. Social norms could be another driver preventing them from purchasing, if the product is carrying something unpleasant (Bulut et al., 2017).

Surprisingly the consumers learn each time to be more strategic in their purchase decisions. They have the tendencies into postponing purchases from the brand or item they have planned in advance, to the hope of future lower cost from the newly approached brand (Jerath et al., 2010). According to Gärling et al. (2020), the last occasion purchase connected to the young consumer wants and needs do not always assist, in terms of the income that is disposable. It suggests that there are two groups of consumers in the perception of receiving the product as fast as possible despite the income. Group 1 is the consumers who have the ability and willingness to pay the full amount, and the second group of consumers who are more engaged in borrowing, are the ones with a low income and find it as the only alternative for them. There are consumers who have more knowledge and experience, though deciding to implement a strategy in selecting fewer months with a large payment, while the remaining consumers who are less knowledgeable on the monthly payment find it more important to minimize the monthly payment (Ibid).
2.4 Generation z consumers

The generation z populations are ideating as the modern consumer generation today (Surgrova et al., 2020; Pelikanova & MacGregor, 2020). Their aspiration is to purchase from brands with a high innovation as far as the feeling of convenience, knowing they will find anything they desire. However, the gen z population are more likely to affect their family members on retail purchases than the millennials (Surgrova et al., 2020). They are conscious of the global picture and are trying to evade from the reality world, and would rather co exist in the virtual world (Korombel & Lawinska, 2019). The young generation never knew the world without the online activities, thus they put a lot of their focus on social platforms that will lead them on for satisfaction. This cohort group is significantly unique in ways that many researchers take the initiative to present. Moreover, in terms of purchases, Gen z consumers are also willing to pay extra for services and products to achieve a valuable purchase experience (Pelikanova & MacGregor, 2020).

According to theory on generational cohorts, not only do gen zers engage a lot with digitalization, but they find their comfort on online driven systems (Goldring & Azab, 2020; Flavian et al., 2016). This group listens or reads a lot to view other consumers’ purchase experience through online social buzzing, more so if they decide to purchase a specific product (Flavian et al., 2016). This group of consumers found to be more dis-convenient with a face-to-face interaction during purchase from a retailer, than other cohorts. They found technology to be a more convenient option through them such as being self-managed on services and just the overall experience to shop from online. They also desire to find uniqueness in the apparel they would like to purchase, such as visuality on clothing and shoes plays a huge impact in their drivers to purchase (Goldring & Azab, 2020).

There are motivations and facilitators of the misbehavior through the younger generation in terms of consumption and behavior in the general market place. The main consumer misbehavior or anti-purchase intention behavior comes from social media, as it tends to select internal pressure and create a norm that the younger consumers will then easily adapt to during the decision-making (Stephanie & Barnes, 2020; Udin et al., 2018). The most considerable and most talked about subject attributes in society, such as environmental consciousness and issues, will impact these young consumers and their attitude of purchase. Young consumers have also the willingness to be a part of positive change, whether it has to do with the environment, they have it a lot easier to alter into things that will even positively affect their interpersonal influence (Udin et al., 2018; Song et al., 2020; Cho et al., 2020). Though, if they perceive a product category from a specific country as valuable, they would engage into a purchase (Lee, 2020). Taufique and Vaithianathan (2018) do however propose that the subjective norms in terms of societal demand do not always have any impactful attributes to support the consumer behavior.

The online fashion influencers could with a high probability influence female gen zers purchase intentions on recommended products. Their biggest interest is within the willingness to put every penny worth in fashionable apparels. They tend to discover their needs and use the influencers as a tool to dig into the background information, from just viewing on what has already been said or just asking them for their opinion, the influencers could record or publish the content on what they prefer and the motivations to it (M Sudha & K Sheena, 2017). The female version of gen zers are more likely aware of the social media marketing and its basis, from what appeared to be
sponsored posts or them being truthful without any collaborations. Despite them being aware of the behind-the-scenes environment, they still follow for entertainment (Widyanto & Agusti, 2020). The type of entertainment is for these young females to find similarities and familiarity to their personal self (Widyanto & Agusti, 2020; Catillo-Abdul et al, 2021).

YouTube influencers and general influencing appeared to be young in age, and have dominated the trust of the consumer audience. In terms of fashion brands, they engage with to create content, they use to publish videos of them trying out these fashion items (i.e., unboxing and hauls) and just review for their viewers to find it helpful during their purchase evaluation stages (Castillo-Adul et al, 2021). The adolescents will highlight those platforms which suit their preference (I.e, user agreements/policies), to be able to view it as useful (Creswick et al, 2019). For them to find these influencers as valuable, is when they perceive their influencer not to be different from their liking and lifestyle. Although young adolescents focus mainly on the opinions from people they know, these influencers are still an alternative for them (Castillo-Adul et al, 2021). Despite receiving help from the influencer and close ones during purchasing stages, the E-word-of-mouth sets a significant standard. It represents a significant tool while evaluating pre-determined products through adolescence, it constantly helps these consumers to make the right choice of purchase (Pauliene & Sedneva, 2019).

The appreciation to companies is within the attributes they carry, to be modern and showing more openness. Young consumers value organizations that consider the consumer perspective more and do have something to deliver. Another attribute which is demanded through them is the deep close relationship in terms of the company to be more straightforward in the approaches delivered to them (Nikodemska-Wolowik et al, 2019). They value the quality of the information being processed, and this appeared to be more significant than the frame of celebrities. This will determine the stimulation of purchase intention or not (Bezbaruah & Trivedi, 2020). Nikodemska-Wolowik et al. (2019) illustrates that the young consumers value a company who is authentic (ibid). The behavior through young consumers is them being suspicious and extra conscious and extremely attentive of the new innovation (Nikodemska-Wolowik et al, 2019; Stephanie & Barnes, 2020).

According to Cook and Yurchisin (2017) suggests that there is a link between the fast fashion retail environment and the emotional needs of gen z consumers. Furthermore, Gen z consumers are more likely to regret a purchase from a negative post-purchase experience when they avoid the evaluation stages of a purchase. This shows the main significance of evaluation stages is to be a part of the process on a final purchase for a complete satisfaction. It has shown that emotions are the main facilitators of the pre-purchase evaluation within the shopping environment that will further enhance the speed of evaluations (Ibid).

The Last occasion purchase used to be through knowing what these young consumers demand. In the case of young consumers and their retail consumption, what will drive them into selecting a choice of convenience is through the sensory qualities. It could also do with how they perceive a certain category the retailer is offering, if it suits them or not. The increased frequency of purchase may also go against what the consumers have predetermined and especially when there has been early consumption before to help them through the purchase decision making in last-occasion (Brindal et al, 2014).
2.5 Theoretical synthesis

The theoretical synthesis has helped us to establish the theoretical framework that will be an implementation for the late conduct of this thesis. It introduced us to the current studies on the different topics and made us more familiar with gen z consumers today and their engagement with online influencers and fast-fashion. Our objective is to deeply investigate among the gen z population in terms of their purchase behaviors and their consumer behavior among influencers. Since this thesis looks at the young consumers in particular and their perception of influencers combined with their shopping behavior at the last minute, I see attributes such as authenticity play a huge role for the influencers to be relevant (Duplaga, 2020; Poyry et al, 2019; Djafarova & Bowes, 2021). These types of consumers are more convenient to engage with the digitalization, online activities for pleasure and to fulfill demand (Goldring & Azab, 2020: Flavian et al, 2016). Their interaction with physical stores is not a common choice through them, due to them only knowing the online platforms from the young stages of life (Goldring & Azab, 2020). Young consumers do find it significant to evaluate purchases during pre-purchase stages, and they are more likely to listen to their loved ones as far as the recommendations from other consumers (Pauliene & Sedneva, 2019).

However, the generation z consumers favor the influencers are more prominent, to let them influence their purchase intention on fashion brands. The interactivity with fashion brands is today through the influence of influencer content, this has supported the expanding of brands within the fashion industry in the influencers expertise (Britt et al, 2020). Furthermore, fast-fashion is one thing the young consumers feel the ultimate need for (Nistor, 2019), and this is due to the low pricing they seek to find apparels they could afford at all times(McCoy et al, 2021). They are learning to be savvier with their purchases, to be smarter as consumers, and therefore they are also more likely to postpone purchases to be able to seek lower prices in the future (Carhart, 2002; Kallas et al, 2013). However, in terms of last-minute they are more likely to purchase the items that are already pre determined from the start, and they have also learned to be more tactful with where they choose to spend their money (Flavian et al, 2016). Prior scholars did mention impulsive shopping, and the interest has been more on novelty when purchasing from fashion brands. The determinants when facilitating the choice of fast-fashion brand through gen z consumers, is through Influencers having any direct collaboration with brands that they are already purchasing from before.
Figure 2: Theoretical synthesis, 2022.
3. Methodology

In this chapter, I begin with introducing the main research approach and methods being selected. Furthermore, the research design will be discussed, and how I am about to conduct the data in the objectives of answering the main RQ for this thesis. Later on, the structure of the interview and the type of analyzing method which will be implemented to achieve the parts that will be discussed in the conclusion. I will also combine the determination with the academic literature as a motivation behind the choices for this implementation of this research. Finally, Operalization and the main responder criteria for the female gen zers would be highlighted. The chapter ends with the quality of research and criticism, where I will be immerging into how the research would be perceived as valid.

3.1 Research Approach

The Philosophy of this research will direct me to a knowledge development on the growing beliefs and assumptions on the consumer behavior of female gen zers in Sweden. Thus, while developing this thesis, I will have the feasibility to generate some different assumptions that will shape how the research objectives will be viewed, and how I will be interpreting them into the research findings (Saunders et al, 2019). Furthermore, the assumptions that incorporate the arts and humanities, are more in appropriate use in development, which I will be investigating upon the female gen zers. However, It is believed that there are many kinds of behavioral personalities behind the different generations, this is why it makes more sense to refer to my assumption choice within the frame of multiple realities, rather than single ones. However, in business and management research there are a few philosophies to guide myself more in, through an appropriate approach. I chose to go for Interpretivism for this thesis, thus it supposes that individuals do have different experiences and perspectives for me to consider (Ibid). This will help me to generate and to constantly remember what the main idea for this thesis is from the beginning.

Most definitely there is more to consider when choosing an approach for this thesis, hence it sets to help me to reflect upon the strategies and framed design for this research. The Deductive approach is the common choice in most business researches, and the second alternative of approach, the inductive approach, will show the tendency to erect a methodology that is not in need of alternative explanations. This approach is basing the collected data as their chosen theory for the research. It works in a way where the development of understanding a particular field is not with understanding the already investigated findings (Saunders et al, 2019). This strategy will develop some interesting findings for the readers (Bryman & Bell, 2011). Me conducting semi-structured interviews will be more suitable to the characteristics from the inductive approach. This is mostly to explore the behavior between individuals of a chosen social group (i.e., generation z consumers) in emotions and attitudes. The Inductive method will not always generate a rich theory development, it would rather be used as a background for an investigation.
qualitatively (Bryman & Bell, 2011). Therefore, I will be presenting the Abductive approach as the main research approach for this thesis conduct. This is to purposely combine these two approaches during the implementation of this thesis. The approach tends to bring surprises to the table of discovery and could occur at any stage of the operation of this research (Saunders et al, 2019). The main conclusion here is to combine the theoretical and empirical findings together and later to compile the findings. This allows myself to be able to explore more within the aspect of female gen z purchase behavior during last-minute shopping. It could be difficult to choose only one of the two approaches above when conducting this thesis, thus I believe this will lead me to the approach of contemplation.

I do believe the dominant approach is the Inductive as it helps this research to be presented more for the extension of theory of our newest generation. In conclusion I found this to be more suited for this thesis objective, thus the assistance comes more from the perspectives of induction strategies. This will contribute a lot to the progress of this thesis and will efficiently lead me into the right direction. However, I am aware of the challenges that could come with it, as the lead-time and the process in conducting this data is relatively longer than the deductive research (Saunders et al, 2019). It is important to consider the consequences that could come from just relying on one's own preferences and to fall out of the lane of the main research questions and the overall design of this research, which I am highly considered of.

3.2. Qualitative research

The qualitative data is deemed in this research for many different reasons, as it arises from various options of methods or strategies during the implementation of this thesis. The qualitative data allows me to conduct research upon the face-to-face interactions (Saunders et al, 2019). Therefore, I would like to investigate the female gen z consumers’ behavior on last-minute shopping with the impact of online influencers content. Furthermore, Saunders et al. (2019) suggest that the qualitative research is addressing a lot of the issues and aspects surrounding this area. This is to capture emotions and to see through the body languages of the consumers, while the overall concept on consumer-influencer connection and female gen z behavior are being considered (Bryman & Bell, 2011).

Saunders, Lewis and Thornhill (2019) refer that in qualitative research, the outcome of the research is through theory and is supposed to be an outcome of an examination rather than something that anticipates. There are some unique attributes with qualitative research, it sets the tone in the nature of the data collection. I will be able to discover some important themes and relationships that conclude on myself collecting data that was not expected from the beginning. Therefore, interviews and observations are the normal choice of method as it allows me to conduct the verbal data. This allows the spoken words face to face or extended speech through the interviewer and interviewee, to be implemented. These interviews will later be transcribed to fit in the analysis, as I will be using the audio to support the process of transcription (Saunders et al, 2019). Consequently, quantitative research or mixed method research would not be as useful, as I demand interviews to be more prominent. Quantitative research would not be appropriate for this thesis if I would like to conduct this data from focus groups or interviews, due to the center being within the large quantity of respondents rather than focusing on the research quality (Saunders et al, 2019). The quantitative does not teach me much other than that there is not much
determinism for the researcher, that there are rarely any associations between variables which is not surprising due to the attributes being carried. And I will choose quality to be moving to the demanded direction (Bryman & Bell, 2011).

3.3 Research Design

The research design represents the plan for the research on a here-to-there basis, comprising the” here” to be the initial stages and “there” to indicate the conclusions and our answers for our RQ. Major steps will be discovered in the process of getting from here to there. Thus, this describes the guide as the investigators of data collection, analyzing and interpreting the observations. Another way to describe the design of a research is through a “blueprint” in consideration to answer the RQ: How does the online social media fashion influencers on fast-fashion clothing brands impact the gen z consumer behavior during last-minute holiday purchases? (Yin, 2002). The main RQ will guide us through on the sources to collect data upon and how the data is to be collected which will be emphasized more in-depth (Saunders et al, 2019). Therefore, the qualitative research design will be selected. I am willing to develop these theoretical concepts from the Swedish female gen z consumers in examining the consumer behavior sensitivity. The qualitative design allows me to engage into meanings as well as unclear meanings on words and images. Once this case has been elected, the methodology will then be needed for data collection (Saunders et al, 2019).

3.3.1 Case study

The selection of multiple case study is within the apprehended collected data, through participants’ perspective to be asserting it as similar (Saunders et al, 2019). The case study design appears to be increasingly common within business and management thesis. The focus in discovering the unique contexts of female genzers, will allow me to also thrive on common gen z behavior on last-minute shopping. The reflection of the theoretical context will be produced along the way (Bryman & Bell, 2011).

The case study design contains an in-depth investigation on a peculiar topic (i.e. person), such as consumers in a real-life setting. The case study enables me to relate and understand the dynamics of the consumers as the subjective aspect, and the contents who are interacting to perceive the understanding around the consumer group (Saunders et al, 2019). It gives me the opportunity for me to be detailed and intense in the analysis of this study, as it enables me to focus on bounded situations, which is highly determined here. The choice was influenced through the availability in identifying insights and eventually view in what aspect the quality management program has failed in providing (Bryman & Bell, 2011). However, Saunders et al. (2019) argues that a great interpretation of the people is quite fundamental for the case study to be adequate as the choice of design. The development of theory and an empirical descriptive as significant way of enriching this research is also through Case study design. It is also used by many researchers within the aspects of psychology, sociology, political science and social work (Yin, 2002). The use of semi-structured interviews allows me to investigate the psychological part through genzers. It contributes to my knowledge about the chosen, individual, group, organizations etc. The case studies are often used and more suited to the thesis who chooses Interpretivist within the Philosophy of an Abductive research (Saunders et al, 2019).
Furthermore, selecting the case study as the research design, allows me to maintain the meaningful and holistically characteristics of the real-life context (Ibid). I am considering today's adolescents as representing the gen zers. Thus, I would like to know more about the female gen z dynamic behavior through the interviews, and how different situations and societal norms could affect their consumption behavior. Case study is also used when collecting from the main interest rather than many more variables which I will be discovering in the interviews (Yin, 2002).

Based on the five different applications presented by Yin (2002), I will need to explain the causal links in a real-world intervention that could appear to comprise the strategies of survey and experiments. I am focusing on the real-world context and through the interviews I will be able to conduct detailed data as it requires for me to be a bit more complex, this is why interviews work perfectly as a strategy in use. I also do consider the goal to fill the gap on the gen z theory regarding their last-minute shopping behavior, which we will be using the "explore" application on the outcomes that have no clear or anything that has already been established by prior researchers. It is important to not compile the case study strategy with qualitative research, due to some other theories that could appear in qualitative research that do not align much with the case study design, such as the use of ethnography and the attempt to avoid prior commitment (Yin, 2002). The use of case study strategy is not to inaugurate these perspectives, but to be able to get in use of prior context for conclusion purposes in establishing answers for the RQ. More will be highlighted in the sections of research quality.

3.4 Data Collection

For the purpose of this thesis, I would like to get in use of face-to-face dialogue in the online interviews. This may promote open discussions between interviewer and interviewee, which will then lead to unbiased data into developing understanding on the female gen zers experience and their proceedings (Saunders et al, 2019). For the case study selection of this research, I find it more adequate to be choosing the primary data as the selection method for data collection, and this is due to the interviews being collected from the qualitative method. Although interviews are set to clarify some points being covered in the field (I.e gen z consumers), it also permits me to explore some interesting meanings and enable myself to clarify them with help of Semi-structured Interviews.

3.4.1. Primary Data

Collecting primary data through questionnaires is the most common among business research, in the fields of consumer behavior, product research or competitive analysis. Furthermore, they appear more in the agencies of investigators (Formpl.us, n.d). The use of primary data is what allows me to conduct research with original data and that allows this thesis to be more custom to the needs and objectives (Toxplanet.com, 2019).
Primary data methods are usually expensive when conducting data upon business management research. Hence, this research would be useful in terms of zoom application, as it will appear cheaper for me to conduct the interviews upon, combined by getting in use of academic articles to integrate a final conclusion with. This is a more valid use because I would like to create originality predicates for this research. Therefore, the interviews will help to control the true nature in terms of being reliable and accurate (Surbhi, 2020). Primary data are usually within a qualitative method; and I will be using the female gen z consumers to be a source of collection. This type of data collection is a conduct of data where I need to be extra involved in order to be able to achieve the main goal for this research. It usually takes longer time to conduct due to the transcription step and adding up the semi-structured questions for a better understanding (Saunders et al, 2019).

3.4.2. Structure of Interview

The type of interview this thesis will adopt is the semi-structured interviews. It will lead me in receiving the data that is demanded for this thesis objective to reach its goal. There are a number of questions that will be predetermined by me as a researcher. Hence, I will have the opportunity to ask the following supplementary questions to fill the data with. This allows me to either narrow down or generate more questions based on the answers perceived (Saunders et al, 2019). This generates a higher level of comprehension practices and the possibility of recounting with the participants.

The interviews will be implemented and conducted through one-to-one basis, meaning that the interview will be between the interviewer and interviewee (Saunders et al, 2019). This is to create convenience with every single participant. I will consider the different types of participants that may have appearance and characteristics such as shy participants who do not favor expressing themselves in front of others, and the more outspoken ones full of opinions they would like to disclose etc. The choice relies more on the ability to dig deeper into the thoughts of the participants.

I would like to ensure that during the interview sessions that I will avoid miss entertaining the interviewee, which will be more discussed in the sections below about the method to go against the critics that could appear on this research. I will then go for recording the answers from the interview, this will reinforce the data collection in higher quality for being original. Originality will only come through capturing the exact answer from the interviewee, to enhance an efficient process of transcribing them (Bryman & Bell, 2011).

According to Bryman and Bell (2011), the interviews that are not structured are more likely to generate more extended answers to each question. I will also engage in asking open questions, which contains questions where the interviewee will be able to answer questions in their own constitution. These types of questions are mostly for surveys, but due to the conduct of data from semi-structured interviews and what the open questions refers to allows us to introduce it as I would like to see the respondents to express themselves emotionally to discover their behavioral attributes. Open questions are often more time consuming (Bryman & Bell, 2011), which I will be considering. It will also be a limitation in the amount of semi-structured questions to include.

Going further on the questions I will be devoting, are most likely questions about experiences and attitudes
combined with semi-structured questions added such as "Why is that?", "What do you mean" etc. Though if anything unexpected by the interviewee is given, needless to say while having the main research question (s) in mind.

3.5 Research strategy

This research imposes on rejecting the practices and norms of the scientific model, and constantly views social reality as constantly switching overtime. This allows me to present the qualitative strategy for this thesis. Although the qualitative strategy is more introduced to be extending the existing theories, it also features for this thesis to be testing the theories (Bryman & Bell, 2011). The theory on gen z consumers is a broad topic to discuss, as mentioned I will be narrowing down to include their last-minute shopping behavior. This could make this research reflect more on the protruding behavioral tendencies through gen z consumers. I will consider the participant observations and the interviews for a richer conduct of data.

3.6 Sampling

The selected sampling is supposed to represent the chosen population for this thesis. This selection should be meaningful and appropriate for conducting data to answer the RQ more completely and to fulfill the presented objectives. Choosing a mini sample could enrich and discover detailed data to be collected (Saunders et al, 2019). The idea is to select a minor sampling of 25 participants on the female gen z consumer population based in Sweden (Saunders et al, 2019). This research will be highlighting the subgroups respondents, for the conclusion chapter to not be too extended. The only way for the analysis to be more extended is through including several perspectives of female gen zers.

The sampling selection will be through the RQ as the guideline in what questions I will be implementing into the interview (Saunders et al, 2019). Although this research mainly focuses on female gen Z consumer behavior, I do find it more appropriate to select a minor amount instead of the whole population. This allows me to select the non-probability sampling as the strategy for this thesis. This sampling selection has been easily implied, through the ease in connection to the qualitative data selection (Bryman & Bell, 2011).

Furthermore, the qualitative research emphasizes consumer behavior theory, more so in conducting new data of gen z consumers in Sweden. The Snowball sampling is a part of the non-probability sampling as I will choose to go more in detail in why I perceive it in connection to this sample technique. I do find the Snowball sampling to be suitable for this thesis due to the future purpose, to make it easier for future researchers to conduct data while developing the cohort theory on consumer behavior (Ibid). The female participants are presented as the today's adolescents in this modern generation, who find their habit into shopping, as their behavior is being more analyzed to the huge amount of time they spend on shopping online. There will be a huge determination for this research and how the general discussion will look like. However, to transform this research findings into assuming it as the general population is not the main aim, though it will allow me to conduct a more detailed analysis and to discover something new and unique to introduce to the coming scholars (Ibid).
Selection criteria of the respondent:

- A female responder
- The age should be between 18-25
- Is an active social media user
- Following some fashion influencer
- Ensuring on their previous experience on purchasing from a fashion clothing brand

3.7 Operationalization

Table 1: Operationalization table. 2021

<table>
<thead>
<tr>
<th>Concepts</th>
<th>Questions</th>
<th>Reasoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents profile</td>
<td>1-4</td>
<td>To identify each participant to ensure their answers reach the criteria for the questions to be answered in full.</td>
</tr>
<tr>
<td>Fashion Industry</td>
<td>5</td>
<td>I will be viewing their purchase intentions in the industry of fashion, to view their character as fashion consumers.</td>
</tr>
<tr>
<td>Social media fashion</td>
<td>6-10</td>
<td>This is to view their general behavior and beliefs on their engagement with influencers. I would also like to examine the reasons behind it, to view potential purchase intentions influenced by the social media influencers.</td>
</tr>
<tr>
<td>Influencers</td>
<td></td>
<td>Behavior and beliefs on their engagement with influencers. I would also like to examine the reasons behind it, to view potential purchase intentions influenced by the social media influencers.</td>
</tr>
<tr>
<td>Fast-Fashion</td>
<td>11-15</td>
<td>I am interested in getting to know their reasoning behind the repeated purchases from fast-fashion retailers, and about their purchase experience within the fast-fashion context.</td>
</tr>
<tr>
<td>Last-minute shopping behavior (online)</td>
<td>16-18</td>
<td>To discover the behavior around last-minute shopping with a reasoning behind it. I will be including influencers in the interview questions in this section to see if influencer plays a part in some way.</td>
</tr>
<tr>
<td>Other</td>
<td>19-20</td>
<td>This is to see through how these respondents view influencers, if it is a short or a long term engagement related to the future, purchase decisions, and eventually some comments into the previous sections discussed.</td>
</tr>
</tbody>
</table>
3.8 Method of data analysis

3.8.1 Qualitative analysis

In the process of analyzing the collected data is to be modeling, analyzing to the in-depth insight of the data that has been collected, to then summarize later in conclusion (Calzon, 2022). By using the method for qualitative analysis, I will be assisted by a tool on Constant Comparison, a process of maintenance between the collected data and the chosen conceptualization of this thesis to have a proximate connection. This is to make sure that the correspondence between the two do not disappear (ibid). I would like to extend and discover some new interesting perspectives through today's adolescents. This aligns to what the business literature is confirming as a great tool within the use of Grounded theory when desiring to extend the theory (Bryman & Bell, 2011). Substantive theory outcome is within the usage of grounded theory, in the process of selecting different settings to be contributed in the process for a specific context (Ibid).

In order to extract the needed conclusion for this thesis, I will be adapting these steps in the process when integrating a Qualitative analysis of this thesis:

- **Identify**
  - To identify the different aspects needed for this data, such as identifying interview questions that may be appropriate for this thesis.

- **Collect**
  - To collect the needed data based on our semi-structured interviews that were made. The data will only be collected through the responders that fulfilled the selection criteria.
**Clean** - Here I will depute the collected data, to clarify for a better interpretation for the analysis to find what is more appropriate to integrate the empirical findings and analysis with. This is to avoid the data being inappropriate for the coming sections, thus I will not be using every data I receive from the interviews.

**Analyze** - The analysis will be made with the chosen software or tool to extract relevant conclusions. I will be finding correlations, some interesting findings to highlight (i.e., extension of theory). I will be writing continuously in what has been raised but to also divide these findings into sub-groups where they in some way belong together, just to avoid repetitions.

**Interpret** - To interpret the result is the important step of this process. Here I go by answering our research question based on the findings I have shown and potentially see some similarities and differences between the collected theory and the existing ones.

### 3.9 Quality of Research

Reliability and Validity are the common measures for business management research. In order to ensure a great quality of this thesis, I will be adopting the collected data from our semi-structured interviews. These two quality measures are more prominent to employ these by resembling quantitative research when seeking to develop criteria for rich quality. However, there are two criteria for the primary studies to be relevant, being trustworthy and authentic (Bryman & Bell, 2011). Therefore, the great concern is for this thesis to be both authentic and original through the semi-structured interview being implemented, to later transcribe these findings. These are some unique attributes I would like to represent for this thesis as it would align to our main objectives and for further scholars to feel inspired by the findings.

#### 3.9.1 Reliability

According to Bryman and Bell (2011), the reliability is concerning the copy and the repeating that may occur in this research. This research will be adopted to reliability, in terms of repeating coming from previous academic papers, to be able to later discuss these findings. The recurrence may occur in terms of similarities that may occur in the topic about gen z consumer behavior, thus a clear detection will be most plausible in the chapters of analysis and conclusion.

External reliability in qualitative research suggests that there is re-creation of the research needs surrounding ethnography, for an adoption of social roles by us (Ibid). Meaning the data should be presentable through what is already existing. I will not support much of this research to be replicated by previous studies, but I do believe a development from the theory that has been discovered by the previous scholar is possible. However, many prior studies have surrounded the area on the newest generational cohort group, gen zers, and less on the last-minute shopping behavior through them. I believe that there will be slightly a replication of the gen z theory and less on the last-minute shopping behavior. This builds the overall theory to be having a unique positioning of business
management research after all, in combining these consumers with last-minute shopping.

Both Reliability and Validity criteria for research quality do come with issues occurring during the data collection. Although quantitative research is more pertinent to these quality criteria, it is possible for this qualitative research to overcome these issues. Such issues could come from the collection of data to be similar to prior scholars’ findings on gen z consumers. By conducting data upon semi-structured interviews, it is less likely that the interview collection will be repeatable due to the viewing more from the reality point of view at the time of collection (Bryman & Bell, 2011). This will enable me to achieve complexity as far as viewing the dynamical consumer behavior more in-depth. Therefore, it would not appear as realistic for researchers to not be easily replicated by other scholars.

3.9.2 Validity

Validity is according to Bryman and Bell (2011) the most important criterion for business researchers. This criterion is concerning the integrity of the conclusion chapter, on relevance of this thesis and likewise to the contribution of the existing literature (Ibid). My observations have contributed a lot for this thesis development, I believe that there may be different characteristics on female gen z consumers. Therefore, I decided to conduct a more in-depth analysis based on our semi-structured interview to enhance the fertility in this research. Furthermore, due to the high degree of digital use on the gen z population, I believe the perceived data will further answer the research questions. The theoretical idea will be similar to the general, but more unique and profound.

The measurement validity is referred to the research interviews and the outcome to be conducted to represent the reality of what is being measured. The nature of the research question will follow on the aspects of the data not to be too much like the provided interpretation (Saunders et al, 2019). This is due to the behavioral appearance through gen zers to be through last-occasion shopping.

3.10 Method Criticism

This methodology chapter will address the criticism that could come with this research based on the strategies and tools illustrated in this methodology. Although I will base this research conduct upon swedes gen z consumers, I am quite confident in the majority of the respondents to know how to speak English. Therefore, the interviews will be in English with the possibility to translate the questions and for me to allow the answers to be spoken in Swedish as an alternative. For myself as a researcher based in Sweden too, I am aware of the population being more engaged in the Swedish language than English. Thus, I will then ask the participants which language is convenient for them to know how I will be able to carry through the interviews. I am considering their convenience of language due to me wanting to accomplish answers that are teetotal and concrete, for the analysis to be useful through discovering new vista of gen z consumption behavior. I prefer English speaking face to face dialogues, but I am holding the interviewee's preferences accountable for a wealthy conduct of this data.

As mentioned, reliability has to do with consistency, that the interviews need to appear trustworthy. The interviewee may interact with the wrong interpretation of the questions (Saunders et al, 2019), with semi-structured
interviews, I will be able to rectify their misinterpretation right away. With the help of the internal validity, the research question will be answered at the end. There are also concerns with reliability, for inconsistent answers due to the questions depicting miscomprehension (Ibid). I will therefore ensure the questions to be clarified before the sessions begin, to avoid delays in time. Though I am considering some stages: the internal consistency, alternative form and to test the questions beforehand as a part of preparations (Saunders et al, 2019).

3.10.1 Ethical consideration

According to Saunders et al. (2019) the ethical concerns loom during the overall plan of the research. Beyond the implementation of this thesis with the female responders, I am considering the responders convenience and prosperity while going through this operation, thus this is more on their point of view. Saunders et al. (2019) continues by referring to the ethical consideration as: [...] the standards of behavior that guide the conduct in relation to the rights of those who become the subject or are affected by the work. This research topic is guiding me through the operation for this research. I am more likely to ask the different purposes within this thesis such as the interview questions being elected and the different topics being highlighted to guide me further.

The ethical consideration aspect is considered in this thesis on the failures that could appear through lack of information. According to Bryman and Bell (2011), there is a list of ten principles to ethical considerations in a business thesis. I am confident that there is a protection of the participants privacy by considering sympathy, and the things to avoid are the misleading information regarding the operation, a full permission needs to be requested by the participants prior to conducting the primary data through their perceptions. Furthermore, the communication between the participant and the researcher are with honest intentions as far as with transparency, only mentioning a few (Bryman & Bell, 2011). I am making sure to be presenting the main objectives, purpose and the value in collecting this thesis, to show authentic and reliable attributes. The data is being presented from the participants anonymously for their convenience in participating. This enables the participants to be more open about their judgements and to self-describe their thoughts and behavior on fashion influencer content. This thesis conduct also considers the passions the participant may have, thus the number of questions, supplementary questions, are limited to save time and effort. There are opportunities for participants to disclose general thoughts within the theme of this research, to view any useful data we might need.

3.10.2 Sustainable consideration

Sustainable consideration of this thesis needs to be conducted within the context of an institution that contributes to sustainable development (Waas et al, 2010). The covid-19 outbreak has caused more individuals to isolate at home. The outcome will be that we will isolate ourselves when conducting this research from our residence. It is deliberate to conduct the data through online interviews on zoom application, which will contribute to the convenience of both parties and to follow the overall restrictions of this world pandemic. This is great due to the different tools such as transportation that may have contributed to the environment even more, and also the money being wasted or even none use of paper related sources, that will have a bad impact on the environment.
The interviewer and interviewee will make sure to have a computer set for the specific location. To use the zoom digital software as a tool to connect with the respondents online. Zoom-application is offering online services like the screen sharing function to share different images online, and this is to understand each other’s perspectives on the different topics. This could be for instance to describe the concepts we are using when I am presenting the research objectives, and the interviewee to show more while defining the different topics (I.e., Influencer), for this thesis. This research mainly focuses on originality; thus, I will not change anything from what the responders have mentioned. This should be useful for future generations to come and to be educated around this topic of Swedish female gen z behavior.

3.11 Methodology summary

Here is a summary of the methodology chapter, Figure 3.3 portrays the strategy and methods being used for this thesis.

<table>
<thead>
<tr>
<th>Research approach</th>
<th>Abductive approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualitative research</td>
<td>Qualitative method</td>
</tr>
<tr>
<td>Research Design</td>
<td>Case study design</td>
</tr>
<tr>
<td>Data collection</td>
<td>Primary data collection through semi-structured interviews</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research strategy</th>
<th>Qualitative strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling</td>
<td>Non-probability sampling</td>
</tr>
<tr>
<td>Data analysis</td>
<td>Use of Grounded theory and Data analysis process</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality of research</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method Criticism</td>
<td>Validity</td>
</tr>
<tr>
<td>Sustainable consideration</td>
<td>Ethical consideration</td>
</tr>
<tr>
<td></td>
<td>zoom software meeting</td>
</tr>
</tbody>
</table>

Table 2: Summary methodology, own design. 2022
4. Empirical chapter

In this chapter, the collected data from the female gen z responders will be presented. I will discuss the different behavior among the 25 different responders I collected data from, towards online influencers, fast fashion brands and their last-minute behavior. The research findings will be useful for future researchers and for the main limitation for this thesis.

4.1 Cases - Female gen zers

Qualitative data among female gen z consumers in Sweden has been made, to investigate their purchase behavior in last-minute holiday shopping towards fashion brands. The responders are in between ages 18-25 which also has been predetermined in our delimitation and methodology. Whilst the female gen zers in Sweden engage a lot with digital devices, there is no hesitation in them being the daily frequent social media users today on platforms such as Instagram. However, I did discover several traits that the responders have in common as far as the unique ones. Interestingly, some of these responders did state while giving their insight on their level of social media usage, that they are more willing to diminish their use of social media platforms to be able to experience what is more likely a reality than a visuality, which the majority of the social media users today are pretty much aware of this issue but still choose to enjoy the visualization. This statement is a unique one I discovered and these responders that stated this would perceive social media exhibit as full of biased approaches that are given to the online users.

The female gen zers have their huge engagement with Instagram as the main platform of daily use. They estimate the engagement with different users around the world and the common influencers like Nella Rose and Only Bells who are based in England, and Biana Ingrosso who is a Swedish influencer based in Sweden. These Influencers are one of the most well-known influencers on Instagram, who really inspire them and generate some ideas for their ease during evaluation stages of fashion purchases. The apparels in fashion are what is a primary choice that these female responders do assume to in terms of purchases being frequently made throughout the year. They are more prominent to go for fashion items that they cotton to, that suits their usual style and preferences or that is a trend among the youth society. This goes also for whom they feel more inspired from, like the influencers.

4.2 Social media fashion influencers (SMFI)

When looking into the influencer impacting the consumers, it does not appear as much for the female gen zers in Sweden. The findings for this thesis proposes that the particular reason for it is that Swedish female gen zers want to go after a brand that they know will satisfy them more, and would only use the Influencers for some suggestions if needed or for the purpose of finding inspiration through them. Furthermore, the influencer recommendation is more likely to be useful if the recommendations are more preferable and suitable to their own needs, Hence, they are more likely to make a purchase based on their own experience. The influencer inspires them in terms of how outgoing they are with their online personalities. This is what several female gen zers would like to engage into,
for intuitional purposes. Responder 18 discuss the influencer as their inspiration:

- “[...] because a lot of people will relate to her because it comes to be more like okey she is just like us people, like the way she acts I also want to be like that”.

The majority of the female gen z consumers have been stating that they are more willing to go for influencers with similar interests like them in fashion, to be able to ensure a right purchase for them and knowing all of their needs are attained. Being self-determined has been quite a priority for these gen zers, the willingness to go for what they would preferably choose in the reflection of what they usually wear. Responder 14 explains the main reason to why the influencer recommendation is not always useful:

- “[...] I do not really go for influencers for style, since my style is more specific and not many people have it. My style is a mash up of a bunch of styles”.

Similar styles in fashion are something the Responder 6 was also clearly stating, and continues by stating that it all on the similarity of the type of fashion being admired:

- “[...] If she has a good style, I would be more interested in what she has to say about these things, and sites she uses to shop on, because then I know it's some good flow that fits my needs”.

The purpose of getting to be inspired is a thing that is really common, this is connected to these responders in need for instance of self-development in styling. Responder 5 give an insight on why the inspiration from Influencers are valuable:

- “It is mostly about fashion sense because I used to struggle a little bit with my own fashion sense. When I started to follow Bianca Ingrosso on Instagram to see how she is with fashion apparels in neutral color, sometimes in bright colors and combining with the both, I felt a little bit of a connection from there. I also learnt how to grow with my fashion sense through how she is and how she styles herself with different colors”.

Some of the responders find to engage with an influencer for motivational purposes. The purpose is to find something through what these influencers recommend to appear as triggering into making a purchase. The Swedish female gen zers adopting this kind of behavior have not yet found an influencer with the same type of fashion style they have or influencers who are not particularly delivering fashion content. Responder 9 and some other responders do not perceive influencer recommendation to be impactful to an extent of them being triggered to purchase the recommended items, rather for some minor entertaining purposes. Hence, they are still willing to view the posts made by them:

- “[...] She has not impacted me into fashion like that, more so that I view her posts and offerings, but she offers a lot of herself. So, I usually go with the flow”.

Besides the motivation to be a reason behind the influencer engagement, some female gen z responders in this researcher would also perceive themselves to follow their influencer for banter. This relates to influencers with a huge platform, mostly like admiring the influencer and finding it entertaining to view their posts without being deeply influenced to a purchase. Responder 11 states that she admires the clothings her influencer recommends, but nothing to be influenced to that full extent: “I do not relate to it, not today because I actually changed, but I do admire it.”

They are estimating more for influencers to fulfill their needs and to guide them into the right fashion brands and within their needs and preferences. Responder 13 continues adding a reason behind the need of being more
self-selective at the end of the day:
- “[...] because now I do know what I like, so if I see something an Influencer is wearing and I do not like it I would not buy it. I might try and see but not buy it”.

Influencers are also known as making online fashion hauls on Instagram and Youtube. Their hauls consist of them to display the fit of them in different fashion apparels to inspire or influence the female gen zers in a way to style their own fashion outfits. Female gen zers find these hauls to be very useful during their evaluation stages of fashion clothing purchases. This reflects on them ensuring satisfaction by viewing their influencer online hauls. Despite the hauls making more sense to them, a exception in relying on the online influencer hauls is if influencer propose a brand that is more of an high-end than an brand that is more suited to their finances rate, and many of the female gen zers would not perceive themselves purchasing from high-end fashion brands if that is the case. Responder 9 notes that discounts can make the recommended brand to be more interesting to assume:
- “[...] she only purchases from expensive retailers and for that I do not really go for it, but I like to see how it suits and looks on her, so I do get a little attached. She does purchases from expensive retailers but she does also offer discount codes most of the time, so that is when it becomes cheaper”.

Swedish female gen zers tend to seek influencer recommendation through hauls, in purpose of viewing if a fast-fashion brand is valid to purchase from or not. Here is the fifth responder stating more clearly about this:”[...] if I encounter you in fast-fashion clothing then I would see after influencer recommendations and see what they say ”. The majority of the female responders did correspond to this statement of act. This is to see if the clothing apparel(s) in evaluation is worth the coins and if the quality, design and other things to see if it matches with what is being exposed in the online commerce of a fashion brand. The female gen zers still feel the need of confirmation from their online fashion Influencer, if no other valid source of advice subsists to them. However, a few of these female gen z responders did argue that they also find confirmation through regular people online if not from their loved ones, and this is due to them believing that they could deliver genuine feedback or judgment. They do feel that it is easier to imagine themselves in fashion clothings if it comes from regular people than the actual online influencers.

Some did state the significance of an influencer's level of prosperity to play a big part, such as influential influencers with a higher follower amount and the minor ones with few followers like an average user. It has been stated that the influencer with a small platform has a higher influence on female gen zers in Sweden than for an influencer who has their full attention in their role and to keep their platforms solid, for users to be following them. Responder 25 explains reason behind why it is necessary to rely on a influencers with a small platform, to impact the choice of purchase:
- “[...] there are also influencers who bring up the bad side of a brand, and I do appreciate such contents so I am more prepared”.

The regular online social media users have become more relevant with their posts and their tags and different collaborations made with brands. This has to do with how the female gen zers feel the convenience in relating themselves to someone who is quite in an average echelon of follower amount like them and that they could easily relate to in terms of lifestyle. They believe they can receive genuine feedback from a user who would not be perceived as a celebrity and more like them. Some responder did mention the importance of following an influencer for their similar body shapes like their own for an complete honest feedback in the fit of a fashion
apparel. This enhances the ease when evaluating purchases. Responder 10 is one of the few who claims the similar body shapes to ensure a purchase to not be rejected as much, after purchase. Here is the motive on the similar body shapes being important for the influencer to have:

- “[...] So she is a bigger size person, so whatever she is wearing you can kind of see how it fits you and how it will look on you, so it is possible for me to get convinced of a fast-fashion retailer, it will be looking similar because we are almost at the same height, So it's like I'm also a bigger girl. Honestly, I would not be spending my money and not be satisfied with what I bought, I am very particular on how I spend my money, so I need someone like that”.

This is to be able to receive the right type of advice on fashion clothings. The choice of influencer has alot to do with how these female gen zers could relate to them in terms of their own self. Responder 15 continues to motivate the significance behind having an influencer with the same body type like hers:

- “I could go for Lorey Harvey because I think that emotionally I connect with her better because we have the same body shape. My other influencer Chloe, has another facial shape and body shape. So maybe when I buy a piece of clothing I would think maybe it fits on her because of her body shape, but how will it look on me when we wear the same thing. With Lorey Harvey I feel safe, because if she wears it and kills it i know like yes I will be killing it as well”.

The way these female gen zers in Sweden correlates to their influence, is a connection on the emotional level, in the perception of similarity and indigenous. The motive behind this is that they perceive themselves being connected to them in terms of similar personalities, lifestyles or even styling on fashion clothings. If these gen zers see something they like or can easily relate to, they will engage with that influencer for exaltations. Responder 20 gets to be more motivated by seeing other people to perceive as more equal to them with similar traits:

- “[...] I think she is driven as a person and I am also driven. I see myself being more determined when I see others being determined, and when I see someone striving as much as myself, and she is one who does so”.

However, despite the fashion industry to have the female gen zers as the huge consumer group to ever engage with fashion, they also have experiences on purchasing from common brands that the youth society and the general public introduced them too. Responder 18 explains why the influencer recommendation are not as significant at all times:

- “[...] I do not follow many influencers like that, because what they usually recommend is something I have already been purchasing from before.”

Furthermore, the female gen zers drawn from the semi-structured interviews, are aware of the online sponsorships and the disappointments that could come from relying on brands that are sponsored. They have learnt through the years on how to see if the influencers are publishing sponsored content through their role as brand ambassadors or them investing in brands that they are more likely to give honest feedback on. Responder 5 has conveyed on what makes them look to be telling the truth or not:

- “[...] I think it is within their eyes, you can just tell through their eyes, you can tell on how they talk about something, like how the facial expression looks like, like is it honest or is it something else. Because often when influencers do something or tell something, you could see it”.

Responders were asked on the different attributes they positively cotton to on online influencer, and all of them insisted in different facets, on carrying a great personality as one main attribute. This has to do with how the
influencer is carrying themselves and how he or she presents oneself to be. These female gen zers go for fashion influencers that do have the similar interests and fashion styling like their own, and have the need to relate to them in the aspects where they can feel a close connection with them as ordinary human beings. An influencer who appears being more personal with their audiences has the tendency to influence them. The instant connections are usually coming out as meaningful to the female gen zers. They feel like the inspiration on fashion purchases and so much more appear as more pleasant to their daily lives. Responder 8 indicates the motive behind the importance of having an influencer for the personal motives:

- “[...] she posts a lot of her stories about her real life, and getting to see that makes you think that is a person, that she goes through the same thing like I go through, so it is very relatable because it goes to body and personality”.

Some respondents tend to consider an influencer engagement if they can vision themselves to have a longer interaction with them. Responder 23 is pointing out that it is the connection in the reality from social media that is demanded:

- “[...] The people I follow, these are the people I should feel like I could connect with in real life, people that I would get to know in real life, like I should be able to think like “okay you could be my friend”.

Furthermore, some female gen zers in Sweden approve of an influencer to bring authenticity in their online approaches. They value influencers who are more driven in the area they stand for, and that do implement some content that will help the female gen zers in real-life events and gearing into the real-life context. Responder 4 states the significance of not only relying on an influencer for the fashion aspect but for what really matters to generate change and being a relevant source:

- “[...] It is not always about fashion but also on how she advises the young youth, regarding in which ways you have to be smart in this world to achieve your goals and aim, so she motivates me in different ways”.

The appreciation also lies in the tendencies for these influencers to be more confident and to deliver the right type of energy that the audiences would more likely assess to. Responder 4 and the majority of the female responders do consider this as a way for influencers to be appraised:

- “[...]it is not only the fashion, it is the attitude when it comes to the clothing and it shows a lot on how you behave and how you put yourself in a polite way. And that makes me want to purchase”.

Fashion influencers are also more valuable by female gen zers if they are personalized and more open to give their personal feedback while keeping their role as professionals. Influencers to be open minded with different contents, is something that is coherent to the great personality being carried. Responder 9 motivates a little more on the influencer to be more valued, by being more for the audience:

- “[...] she does give feedback to and use to help when we need her. She is not so much on her own, she is more social and gives herself out to the world to see and she is also independent. So I only see good things with her”.

Moreover, there are some important qualifications that are important for female gen zers, attributes like honesty and genuineness. They favor the least influencers that are purposely delivering content due to collaboration with brands and deals that lead to them receiving payment for their approaches to the audiences, which only represents lack of honesty and loyalty. Here is a motivation by Responder 8 on the honesty attribute that cannot be directly clarified by just following the influencers:

- “[...] I feel like you just have to know them for a long time to be able to know if they are being honest. You cannot
really follow anybody and be like “ya i believe them”. And then when they are personal, that you feel like they are a person [...]"

The trust on influencers will be through them delivering content in the realness manner and from the heart concerning female gen z audience. Female gen zers in Sweden believe an influencer to be a great one is by carrying attributes like trustworthy, loyalty and honesty. Responder 25 is stating the importance of considering these three traits as far as combining them to explain an depiction of a useful influencer:

- “[...] it is the honesty, loyalty combined with trust that they have on us audiences to develop their platforms. This is to make sure to be able to deliver what we desire. I feel like these things are combined together in some way, but I do strongly believe these are some strong attributes many influencers do not have. I could say the influencers with 20 000 followers and below do more likely show and have genuine intention upon us. However, I feel like I need to be able to trust my influencer, and trust comes from both sides, that they feel like they can trust us too”.

The level of convenience the female gen zers have on their influencer will also determine whether a purchase intention is optimal through them or not. Responder 20 continues by giving a motivation on trusting a influencers is important for a potential purchase intentions to be implemented:

- “[...] for instance that if i am doubtful of purchasing from Shein, then if I see Queen Faily purchase from Shein, and she thinks it is worth the price and she liked the items despite her having a lot of money and wearing the items, in that way I would be convinced for Shein to be a good page to purchase from[...]”.

Some female gen z responders are not so capable of being self-determined at all times, and that they rather engage with whatever these influencers are approaching them with. Responder 8 demands these attributes to be caught by them, for the influencer to seem as pertinent:

- “Yes, I feel like if they bring those attributes, it will be kind of easy to fall for it. These attributes allowed me to do stuff and find stuff, so with Sylvia”.

4.3 Fashion Industry - Fast-fashion

The findings state that the Swedish female gen zers are more possessed to retailers that are within the fast-fashion category. Female gen zers in Sweden are more open to fashion retailers from abroad where they can easily find something unique. They are more into picking a fast-fashion retailer because of the many options they have on fashionable clothing, which appears more convenient for them. Responder 21 argues the aspects of supplies, that there are not as much for Swedish retailers:

- “What I like the most is that there are a lot of supplies if you are purchasing online, and that there's so much to pick from that not many people have like us living in Sweden”.

Female gen zers are more fashion cautious and are more likely to put their focus in fast-fashion brands that are well-known, and they are well-known because of the buzzing from the society and many of the huge fast-fashion retailers to fulfill the demand among young female consumers. A fast-fashion retailer that is a go to retailer among many of these responders is Shein which is a fast-fashion retailer the major part do engage into purchases in. Shein is a globalised online fast-fashion retailer based in China, and appraised by the female gen zers. The responders
stated that they appreciate Shein for frequently producing fashion trends while keeping the original price very affordable as possible. This also enables the females to find their desired fashionable apparel from shein for a pricing that might seem as unreal to the appearance of the perceived design and quality on the garment, thus this explains the worth of purchase from them. These are some common motives to why Shein has been selected as a go to retailer for these female gen zers. The importance of online reviews has played a huge part in a determination on brand engagement. Hence, Shein is the fast-fashion retailer that allows honest reviews on their website by their consumers. The online reviews are usually from strangers that may have purchased and tried on clothing apparel, and these reviews are also written in different languages from different parts of the world. The responders declare this to reinforce them through evaluation of purchase and also to ensure that the items received are to be worth.

Female gen zers devote themselves to the online reviews on Shein to ensure the quality is valid and worth the pricing that is being offered for the item. This has also to do ith them comparing prices and apparels with multiple ones, also in Shein as they are offering a huge assortment. They are constantly trying to seek appropriate quality and some are willing to waste a little more for the quality to be solid a little longer. An interpretation has been made by Responder 3, with a reflection on why Shein is a great choice of fast-fashion retailer:

- “It is Shein 100%, because I do feel like they do produce good clothing, like good quality clothes at affordable pricing, and I like the fact that they do allow honest reviews from consumers who purchased from there before. It allows us to see not only the reviews and opinions but also how it suits on someone as they display the pictures on them wearing the apparels. This makes it easier for me to compare. So, you could make a good comparison, for instance “this one will be nice on me and this one will not”. Other fashion retailers do not offer that on customer reviews and different trust paralogues, so I like easy accessibility”.

Fast-fashion retailers in England are also some of the most consumed fast-fashion retailer chains through female gen zers in Sweden. The fast-fashion retailers, pretty little thing (PLT) and Bohoo have been selected through our responders as a “go to” fast-fashion retailer. They are in need of nice fashion clothings, with great quality for affordable pricing, and styles that suit their preferences. PLT has been more of a convenient choice amongst the female gen zers and Responder 7 is stating that PLT is the retailer before any retailer that is more sensible and proves of being fair to the consumers on what is being displayed online:

- “I think the things they have on their website, looks the same when you receive your order, you will get surprised and not get like catfished […]”

Other than fast-fashion retailers from abroad, female gen zers are more convenient in purchases from H&M or Zara that also represent the fast-fashion category of offering many styles of clothes and focuses on affordability. Those retailers are both available online and offline so it is more convenient for these female gen zers in terms of the accessibility into trying the apparel in store. The Swedish female gen zers would rely on these physical retail stores to be receiving the items they have purchased right away. Interestingly, Responder 13 did state that the online stores are the ones that offers more of different styles that are more dignified:

- “Yes, I mainly check online stores, [...] I think that especially when it comes to Zara, they have more stuff online than offline]”.

As mentioned, Fast-fashion has been introduced by the society itself with the assistance of social media. Tik Tok has generated many young followers to engage in their activities. The ample part of the female gen zers did mention that they did discover different fast-fashion brands through hauls that were made by regular users on Tik
Tok. The majority mentioned Shein to be discovered through Tik Tok and Shein is a brand today which many consumers adopt for purchases, which has been recently disclosed in the fashion market. Responder 12 states that the influencer has nothing to do with her engagement with Shein:

- “[...] she has never talked about them, so I found it through Tik Tok and friends, so there is no influencer I follow that has something to do with it.”

It has been stated from the majority that their influencers are not recommending cheap brands, this is due to them being cautious of their platforms for the different companies to be able to receive what they have been offered by the brands sponsoring them. This has led to female gen zers in being self-determined in the aspect of choosing a fast-fashion retailer. Responder 20 is giving the insight on how she discovered Shein fast-fashion retailer:

- “I remember there was a lot of buzz about Shein because they had nice bathing suits, so I started to purchase bathing suits from them, and then the brand expanded to clothes, so now they do offer everything from home decor, clothes, make up, shoes and anything”.

The female gen zers were asked about the favorable things that the fast-fashion retailers were offering to them. Hence, it appeared a mixture of different appliances when electing a fast-fashion retailer to be valid for purchase. The pricing and quality became the primary for leading them into a retailer suitable to their needs.

The main thing that female gen zers were clearly claiming is for the fashion apparels to be affordable to many consumers. Responder 22 stating that the low pricing being momentous:

- “Actually No, because most of the time I follow these fast-fashion brands because mostly they have the price, I can consider myself to pay for, and they are very known as huge companies that everyone knows, so it does not matter if the influencers do not post about it, because people around you influence too”.

This is a need of choice for female gen zers due to the majority to still be young adolescents and studying. Responder 22 discusses how she would act as a consumer if she were not to be a student currently:

- “[...] I would like to choose something that will last for a long time that costs a little more. And maybe I do buy second hand too, but otherwise I mostly look at the price or if it is on sale.”

The quality alone has been stated as an attribute to be significant in choosing a fast-fashion retailer. This is the demand that the majority have been declared, hence this is to ensure that an apparel is worth the purchase. They rather consider the quality alone for avoiding multiple purchases that may be needed for discarding clothes that were petty in quality. However, responder 20 did discuss something interesting that happened to her when purchasing from a fast-fashion retailer versus working at an expensive retail store that offered the same type of styling like the fast-fashion retailers be offering but miss proved in what was expected:

- “[...] Myself working in a retail store where we sell high end brands, I discovered through experience that for instance fast-fashion clothing and high-end branding clothes often have the same quality. It happened that I had purchased from a fast-fashion retailer and compared it with almost the same garment from our store, and it was this high branded garment, and then the quality was the same. For instance, I purchased a satin skirt, the one I bought was from fast-fashion, and the material ripped, and then I thought about trying on that same skirt from the store I am working in, and it was quite a similar skirt with the same material, and then the same thing. That is why I did not purchase from there because then I would rather pay less than to buy for an expensive pricing, because the pricing was bringing comparison [...]”.
Furthermore, the pricing and the quality combined together was a thing many of these swedes gen zers were considering when choosing a fashion retailer for purchase. Pricing was more for being able to afford the apparel and the quality is the desire in purchasing a clothing apparel that will last for a long time. Combining the need of affordability and quality has enabled them to find retailers that do offer the two, like Shein. However, some did mention the styling and pricing to be a combined significance. Responder 14 discusses the importance in considering combining quality and styling as a qualification when selecting a fast-fashion retailer of choice, and pricing has also been selected as for solicitude on fast-fashion purchases:

- “[...] It is the quality, but then it is also the other things like the style and if it is affordable or not. I would say it is mostly if it looks good on me and if it is a good quality. So, for instance if I receive a good-looking item that got ripped later on, then I would not be happy with my purchase”.

The swedes female gen zers are also strongly demanding for the items they view to be catching their attention at the first eyesight. The feeling of dignified fashion clothing is what they are strongly inquiring for. They are more determined to choose something they like and could preferably purchase. Responder 12 did note the importance of the value of combining pricing and the styling:

- “If I think something looks good, it does not always need to be about the quality either, especially when it is worth the price”.

Some did prefer to combine the quality and design in choosing something they will imagine themselves wearing, when reflecting on a valid fast-fashion retailer to purchase from. Responder 4 is reflecting on the ending satisfaction that will be, by investing on the clothing apparels you like:

- “I would say the design and the quality because if you buy a good design then it normally has a good quality, but if you buy clothes that do not have much of a design it may happen you buy again and again, so it is good to invest on clothing with a good design”.

Fast-fashion does offer a variety of clothes which has made these female gen zers being able to combine such important requirements in items they are more likely to purchase. Therefore, the ample number of female responders has stated that they favor fast-fashion retailers that allow them to explore through many different designs of fashion clothing. This includes the apparels being offered for every season throughout the year. This has become more and more important to them as it eases the process into finding something that they need in occasions where they are in need of a particular fashion category. Responder 18 note that fast-fashion enables more efficient process when seeking for something that is wanted:

- “You can buy many clothes, they have different types of clothes, that you could find literally any type of clothing from fast-fashion”.

However, an interesting aspect has been brought up by a few female gen zers. The fast-shipping has been considered as the primary objective when choosing a retailer. Hence, shipping is one thing that is considered for a purchase not to be unnecessary, and for the apparels to come in time is one thing that would make a purchase valuable. Responder 3 motivates on why the fast shipping is to be considered to ensure the overall satisfaction of a purchase:

- “[...] another thing that determines how fast the shipping is because I would like it to be for a month and my time is quit now. I don't want to be looking for it earlier on and tend to forget about it, so fast-shipping is what I think of”.

42
Female gen zers in Sweden have been arguing the need for affordable fashion items to be available for them. This leads to having that comprehension of the great impact the fast-fashion are giving to the Swedish female youth population today. It gives them the opportunity to somehow feel a little more expensive, with the styling being most likely the same kind of design like the high-end luxurious brands. This also appeared as a rescuer for those who would like to be savvier with their money. This is another reason why fast-fashion have alot of these female gen zers as the main consumers, to be able to purchase similar styles like the high-end brands, for a more affordable pricing. Responder 8 continues motivate from own experience, the advantage of using the fast-fashion as an option:

- “The good thing about fast-fashion to be honest, is that everyone can afford anything, like just because it is quality do not mean that everyone can afford it, I am trying to think of those big brands, maybe like house of CB, they have beautiful dresses but they are so expensive, and that is when you come back to the little more fast-fashion and find almost similar dress from Shein with less money. So, the good thing about fast-fashion is that they could still look good in whatever they want, it comes with a negative tube also”.

The females were asked if their influencers were a part of their engagement with their particular brand. Many of them did note that the influencer did not particularly impact them in that way. However, Some female gen zers did state that their engagement with a brand could impact their purchase intention towards a brand, if the influencers they follow are very admired by them. It could be from viewing YouTube hauls by their influencers, to influencer collaborations with brands that may not be as common. Responder 5 is giving an insight on how Bianca Ingrosso impacted her brand engagement in some sort:

- “Since I have been a fan of Bianca Ingrosso's sense of fashion, she has also had some clothing's lines she released with Nelly.com, which was really exciting for me, because that is also why my love for Nelly.com went up because they had something together going on. What she released, I never got disappointed”.

The female responders that were not influenced by their influence, to find the fast-fashion retailers like H&M and PLT, have been detected by society and what the majority use to prefer, specifically following the trend. Thus, these brands have been in the fashion market for decades, and have also been discovered through close ones recommending it to them. However, the influencer has more likely impacted them into relying more on those fashion brands. Today it is more clear to them on what brand they would prefer in purchase of fast-fashion apparels. Responder 8 gives an extended motivation on the influencer to impact brand choice:

- “I mean it is both a yes and a no because I have been using PLT before I followed her, for instance there are people that want to think for themselves and then also people who need someone to think for them. I do not want to sit down and think what I am going to wear to a wedding, therefore I would want my influencer to wear it for me to feel like I want to wear it too, it is probably stupid but a lot of people don't want to think for themselves so they need influencer, so seeing PLT on her; will make me think on how i will suit in it, she helps me to discover other brands too. There is this brand called Lounge, and they have really good stuff. So yes, I knew about PLT before but she made me more engaged in it. So, we have the same body type, and to see her with it, I know I will look good in it too”.

Although there are consequences these fast-fashion brands could contribute to the overall environment, a big part of these female responders is aware of this issue and still choose to purchase more frequently from the categories of fast-fashion. This is due to the need for cheap fashionable clothing that suits their current lifestyle in being a student and to be more savvy due to their current financial situation. The inexpensive fast-fashion brands are
appearing as their only option to be able to afford the apparels and items overall. However, a minor amount of the female respondents did mention that they are willing to minimize the frequent purchasing due to the child labor part, and to the injustice of these young workers that surrounds on Social media today about Fast-fashion brands. Interestingly, the responders who do get bothered by these negative environmental assumptions have found another way to please themselves. Responder 14 gives a motivation behind this:

- “I am, and it does bother me, so that is why, like i still like their clothes and everything and now they sell reusable bags and stuff, but I still take bags from home and clothes, or I would re-use, like if I buy a bag, I do re-use it or if it comes with a hanger, I would re-use it so I kind of make up for it with my own action”.

Recycling, thrifting and buying second hand clothing are some solutions that some female responders in this thesis were highly representing. Another thing some of them did state is that they tend to not purchase from fast-fashion too often, and this is to be able to contribute to the positive action towards the environment.

4.4 Last-minute shopping

Social media influencers have been impacting female gen zers on other occasions than the last-minute shopping that requires a quick evaluation and decision making of purchase. Hence, It is safe to say that female gen zers in Sweden had different experiences when it came to last-minute holiday purchases overall. I made it possible for all our respondents to be able to answer questions on their last minute shopping, by including Black Friday occasions or any occasions that may seem like last-minute shopping. However, some did mention that most of their last-minute holiday shopping is not during the Christmas season rather Black Friday, and this is due to the fact that there are more discount sales on Black Friday than Christmas season. The Christmas holidays are more seen as the season of many gift purchases and many turns to different fast-fashion retailers. Responder 8 is motivating on that influencers are less needed during holidays, due to own evaluation to play a huge role in gift shopping:

- “[...] I try to give gifts to people who are super close, and those gifts have to be very personal. I could look at inspiration on what other people get but it is usually something between me and the person [...]”.

Female gen zers would like to rely on influencer recommendation under some conditions, when they are capable to be approachable to what is demanded by them such as advice regarding valuable retailers to the specific matter. They are also standing solid so that the influencer has no impact on their direct purchase of a particular item that they for instance wear on hauls or their published posts on the media platforms. Responder 1 stating that the influencers recommendation of a brand could be engaged with if it is something that is preferable:

- “Maybe I have looked into a company she has purchased from and like “ya they have some nice stuff here”.

There are also those crucial moments that these female gen zers are facing, on what to purchase and from which fast-fashion retailer to go for when purchasing to someone else. They view through the recommendations that they may find appropriate, and then choose one or some of the alternatives on their own during the final stages of evaluation. It takes more of an evaluation when purchasing for someone else, and would perceive the influencers as a great source to receive recommendations that allows them to discover new things and have alternatives to pick
from. Responder 6 continues by stating the importance in really evaluating for yourself too:

- “For yourself, you are treating yourself, you are your own person, but if it is for others you have to think about the quality, you need to think about what is this brand, is it a good brand as other people recommended, is it known”.

Moreover, the approaches by the influencers are useful in terms of occasions such as events and celebration. The reason behind this is that the influencers could inspire them into what outfit to purchase and from what brand in a last-minute. Such occasions where they struggle to find something for the last-minute occasion is an option that they believe they could be content with. Responder 11 gives a motive on her being self-determined styling and influencer inspiration appearing as valid still:

- “[...] I usually go on my own style, and she gives inspiration on how to dress and sometimes it is not even about how to dress it is also I admire her style in fashion, so yes there is a different with me admiring her sense of fashion and actually try to be like her; if you understand what i mean”.

Other than an occasion of a wedding or a major event, some of the females have been highlighting that the influencer could impact their last-minute purchase if they perceive the recommended item into being dignified or suited to what they inquire for. This depends more on what occasion the female consumers obliged to purchase for. Responder 10 find influencer recommendation to be a great thing when purchasing for someone for the coming holidays:

- “Yes exactly, it does happen a lot because even when I buy for my boyfriend I find ideas, or for Mother's Day”.

However, when it comes to online influencers that live far away abroad, The female gen zers are more so incommodious to harken on their recommendation that is not within the fast-fashion retailers that is preferred due to the retailers regions being close to Sweden. This is what the responder 13 have highlighted and put the main concern into the money they may consume during the consumptions. Responder 13 warrants to why she avoids influencers that live far away from the countryside or even in another continent:

- “What she posts is mostly from brands from the US, and I do not purchase from there because of the high customs fees”.

Custom fees have been a primary reason behind not engaging with influencers from abroad, considering the online purchase in last-minute. The female gen z consumers are more pleasant in the affordability in the items they purchase. If it adds up to the cost of the product, it will only lead to dissatisfaction, thus many of them have been avoiding to rely on influencers from abroad in a last-minute purchase. Female gen zers in Sweden have also indicated that it has to do in general as well, that they instantly try to avoid the high pricing when shipping or customs are included in the purchase.

As far as last-minute purchases, the ample part of the female gen zers are more likely to stay solid for seeking influencers as their inspiration for purchases. This is to ensure that they get the assistance they need in a right timing from the influencer they know will mediate the content they need. Responder 15 continues to discuss the value of having the influencer when seeking a nice item to purchase in a last minute:

- “Yes, I could say one time I was supposed to go on a wedding and I did not know what to wear and then I saw what she wore a dress i really admired, so she linked the website on were she bought her clothes and stuff [...] then she inspired me, and then I went and bought it”.

45
Although online influencers may be an influence to some extent for female gen zers in their last-minute purchases, the female gen zers are more likely to seek confirmation from the regular users on social media or their acquaintances. As mentioned, regular people are more genuine in their opinion and are more likely to deliver their opinions on different fast-fashion brands that they have committed themselves into before. Responder 7 proposes that being inspired could be easily from just regular people on Instagram:

- “I think when you have Instagram, every day you see people with different clothes, so I think consciously and unconsciously, you make decisions based on what you see and trends that you see on all these platforms”.

Overall it has become more important to the female gen zers to be self-determined, and really rely on the past-experiences to lead them to a purchase that feels more right than others. Considering last-minute to be requiring a quick evaluation, they have mostly considered the purchases they have made from the past that also generated some learning stages they can implement for their future purchases. Thus, implementing the thought of past-experiences has worked pretty well for them, which made them engage in similar tools for coming purchases. Responder 5 continues by motivating:

- “Yes, I go for my own race, I purchase a lot, this Antonia does not affect me like that, so I used to go for what I think and what is best for me. Like if I went for how she lives her life, I would not be surviving in this life financially, of course you could get affected or you see that you like these jeans, but it is not like you want to buy the exact same one, or even the color, i do not really go for the exact same thing, she does not affect me in any way like that sorry”.

Despite the past-experiences that lead them on, the majority also insisted to consider highly on choosing something that they would like to purchase, the ones that catches their attention. Responder 22 continues by giving an insight on this behavior:

- “I Think I buy stuff because I like them, even if I follow the person because they inspire me like that, it is not like they have a lot of Influence on me. Like I could say this is nice, but I would not be so quick to buy it if she has it, so it is like ”if I want something I really want it”.

Swedish female gen zers were asked what they regard the most when choosing a fast-fashion retailer in a last-minute occasion, and some were actually stating that they are more associated with building their own perspective to later develop their own personal preference into different things. Pricing has been mentioned to be an objective when purchasing for a last-minute occasion, to be able to afford with what is available, thus these consumers are more determined to go after a budget. Responder 10 would say pricing to be the thing that helps her to choose the right fast fashion retailer. However, this responder highlights the significance behind money management, when selecting a fast-fashion retailer that is not a cheap alternative for a last-occasion shopping:

- “I do not think it is an influence, it is a thing that goes for how clothes are, like going and knowing you do not have enough money, and knowing how to spend money wisely to myself”.

Pricing is to be able to ensure they can afford the items. Therefore, cheap items and discount codes have been stated as a significance in need when picking a fast-fashion retailer in the last-minute. The discounts from the influencers have not kept female gen zers from purchasing at least something from a fast-fashion retailer that the influencer has been recommending. When a purchased item will become less pricey while applying a discount-code during purchase of a specific time-intervall, there is no doubt that the female gen zers will hurry to utilize the discounts being received. Responder 20 indicates that it is more of an advantage to take, when the product has been needed since before.
- “Yes, if I purchase and see that I get a discount so automatically I will be thinking that I did not have to pay as much. But thinking of it, the products I have purchased have not been too good in quality. And yes I was quite satisfied after all”.

We discovered the majority of female gen zers in Sweden value fashion retailers that offer a large assortment of clothing in different designs, when choosing a retailer to purchase from in a last-minute. Responder 1 motivates on the importance of large assortment to be able save time in the most hurry-up occasions:

- “[...] It is just like if I need it, it depends on what I really need, like if I go to the retail stores and I need a bikini, a pair of shoes, I can find that in one shop for instance H&M. Because then it will be a lot of running back and forth. So, it is mostly myself, using my own thoughts and thinking, like why not go to a shop that has jewelry and clothing in one place”.

This is for them to ensure a quick purchase or potentially finding something more they would desire. Many of them enjoy being able to discover new designs that they may like, and these are fast-fashion retailers like H&M and Zara that usually keep in track on trendy items and are frequent in producing new designs. Responder 4 states that H&M and Zara are the retailers to go for in a last-minute due to the access of physical store and proceeds with a motivation:

- “I would say I like Zara and H&M, like with Zara it is easier to find good prices for good quality. If it is last minute, I have to see the items in real life, so maybe if I order online, it will take time, but I will usually use Zara or H&M”.

Combining both pricing and quality has also been brought by almost all of these female responders in this thesis. This is to ensure the right type of quality fulfills their expectations before purchase, as far as the purchase be inexpensive so they can ensure of affording it. They are even more likely to go for a spontaneous last-minute purchase when the purchase is not predetermined. Responder 6 gives an insight on how pricing and quality could be combined when contemplating a purchase, in the aspect of purchasing to someone else:

- “I would say the price too, because on holidays you shop a lot, so you want to buy many things for a good price, but I would also say that I think it is important with the quality too. If I would like to buy gifts for someone else, I would like to buy them for a good quality, I do not want to give something that does not have good quality to people, even if the price is higher. So, when it comes to last-minute holiday shopping then the pricing is valuable for me but also the quality as well”.

The majority of the female gen zers do have their quality standards high, and selected quality to be an important attribute to be followed when choosing a valid fast-fashion retailer. A few did bring an interesting aspect into it by including a phenomenon called “Cost-Per-Wear”. Many of them have begun to implement this phenomenon during occasions like last-minute occasions or any purchase occasions at all. This allowed the consumers to be more money managed and to keep an eye on what their money goes for. They have been stating this to be a great tool to carry, and this is to think how many times they will be able to wear the item or for how long the item will be sustaining. Responder 13 gives us a further explanation behind the Cost-Per-Wear consumer strategy:

- “So, it is the pricing and quality. And nowadays when I buy something, I think about cost-per-wear, so it is like this is the price, let me say something for 800 kr, and I think how many times will I be able to wear this item, or how often and how long, so when you think of cost-per-wear, I think for like 1000kr even or more, and then you divide it on how many times you would wear, so it gets down to like 50kr per wear”.

47
Nevertheless, is it a minor few of female gen z consumers that do note that the pricing will make more sense, while considering achieving the ultimate satisfaction. Hence, the Responder 8 assists by giving a more clear justification:

- “[...] just because I see quality it does not need to be an expensive one, like does the quality look good on me, what is the budget, and how cheap I am about to go. But if it is last-minute then most of the time you have not prepared that much money for it. I do buy good stuff, and if I don't and my budget is a bit tight, then I will go to an even cheaper fast-fashion brand. So, I literally go for content, quality, and how good it looks on me”.

Despite these already mentioned attributes being so common through female gen z consumers, the shipping time has also played a significant role when selecting a fast-fashion brand in the last-minute. They have already imagined themselves in a scenario where they have no choice but to purchase from online. Thus, female gen zers are highly aware of the orders being delayed, therefore their mission is usually to ensure the fast-shipping being an asset. These females are more willing to sacrifice by putting more money into shipping to be able to receive their items quickly in time. Responder 3 is one of the female responders being very clear in shipping being an objective:

- “If it is in the last-minute, the primary objective I would have is the shipping, because I would like for it to come as fast as possible and it depends on what holiday I would go too, but like I think that the price would not matter a lot, so, I would mostly think about the shipping times”.

Interestingly, the female respondents did mention that they are more likely to be influenced by other influencers on their purchases in a last-minute occasions. This is due to them being suspicious of their recommendations and to be able to discover something new on a last-minute occasion, especially during the specific seasons. Responder 19 motivates on how it usually goes:

- “Actually yes, not her specifically but mostly on Instagram you see many influencers, they have these bigger promotions all the time, they advertise different types of things during Christmas and Black Fridays, so you get the idea like “oh maybe I could buy it as well”, but not so often I go for the same things I see them posting[...]”

Finally, the female gen z responders were asked whether they believe online influencers will have an influence on their future purchases overall, and we found that the online fashion influencers could eventually have an impact on many of them if their recommendations are needed. This is to the female gen zers in need of confirmation by their influencers and also in need of updates on new trends. They have been taught by this generation on where to seek information regarding fashion purchases, which is mostly online according to my research data and how to go by for the ultimate satisfaction. They are more likely to still engage with influencers who would deliver content that associates with their usual fashion styles in hope to develop it. Responder 4 reflects on the importance of still having influencers on those crucial moments:

- “[...] Like if you buy online to see that this model has this, it won't fit everybody, so it is good to use Influencers working with different brands and clothing to get influenced [...]”

Many of them are still hopeful of other influencers to give inspiration on purchases and even motivation into purchasing. However, there are some female respondents who do not agree with these statements and believe instead that the influencers they have now will not affect them in any way and this has a lot to do with the fact that they have not found their ideal influencer that could deliver content they desire.
5. Analysis

In this section, The findings connected in the empirical chapter and the literature review chapter will be included in this chapter. The analysis is being presented in a way where they cross manners, in the findings and the previous academic work from the literature review in this thesis. A discussion on the similarities and differences regarding the female gen z behavior is being highlighted, among the different topics being discussed.

5.1 Cases - Female gen zers

According to Korombel and Lawinska (2019), the gen z population have adapted to the behavior that they would like to disappear themselves from the reality world, to be able to vision a lifestyle they may not have. The research findings illustrate the opposite manner that the reality world plays a significant role on the level of social media usage. There are some of the female gen z consumers in these findings who would like to minimize the use of social media and to interact more with the reality world, thus they view it as an increasing breathtaking satisfaction. Hence, they are conscious on the visibility being in a high level and for the different users on social media to for instance display the positivity which is good, however the negativity aspect is usually not being displayed by online users, which makes it harder for them to correlate social media as a reality, as for the lifestyles to include the positive and the negative facets. Furthermore, The research findings have been confirmed with several prior scholars on the gen zers to frequently using online social media activities for entertainment purposes. Female gen pers find their convenience in the online activities for purchasing, communicating with other consumers online on the fast-fashion retail brands and finding the entertainment and inspirations they are constantly demanding and more. Goldring & Azab. (2020) and Flavian et al. (2016) did assist to this approach of mine and would refer to the online driven system being frequently used by gen zers.

Interestingly, my findings did argue that some of the consumers still wanted to appear as self-selective when selecting what is within their interests. Stephanie & Barnes. (2020) and Udin et al. (2018) did correspond to my findings and would refer it more to the consumers catching up with trends that are similar to the interest female gen zers focus. This is something that has been built up through learning stages which enhanced their ability to resist engaging with something that is not within their own advantage. Being self determined is what these female gen zers choose to implement in purchases of fast-fashion retailers. They are more for evaluating on what they would perceive as a nice apparel or dissatisfying one. Furthermore, their past-purchase experience has led them on into being self-determined through the learning stages. The female gen zers are more willing to be even self-selective despite the assistance that is being available from the influencer. They have the ability to really investigate what they prefer by purchasing from different retailers at first, to generate a purchase experience to enhance the learning stages of purchase. Moreover, the purchases made from abroad have made the female gen zers more engaged with online purchases, due to the various available retailers like H&M, PLT, and Shein. The common behavior among Swedish female gen zers is to seek after fashion items that are trendy but are not to exoteric to make other consumers purchase the exact same fashion item. Thus, the most common fast-fashion retailers already mentioned,
are the retailers that deliver a large assortment of fashion items to pick from, and it is less likely to see female gen zers in the same fashion clothes. For them seeking uniqueness is pretty high, hence it is a reason behind the estimation of these fast-fashion brands. Goldring & Azab. (2020) and Flavian et al. (2016) continue by arguing that the online buzzing by online consumers are introducing the different fast-fashion retailers, which positions the retailers into either the valid and non valid category.

5.2 Social media fashion influencer (SMFI)

The Influencer approach is more exposed through Instagram social platform (Belenche et al. 2021). Female gen z responders have been noting their frequent engagement with influencer content used for mainly inspiration and entertainment purposes. The Swedish female gen zers are not too comfortable with online influencers, despite them being available with the approaches for years now. To some they view them to some extent as the newcomers on Social media, while being aware that they have been there for quite some time. This is due to their purpose to not really fulfill the needs of the young females today, they are not so impactful of the female gen zers in purchases of a direct item. However, social media platforms allow the Swedish female gen zers to connect with different influencers abroad, which they have a high interest in, if the influencer delivers the content they desire. Thus, these are influencers firmly from the UK such as Nella Rose or Sweden like Bianca Ingrosso, that these female respondents clearly have been naming. The female responders have been mentioning that they value influencers in different ways depending on the experiences and how much they feel they can receive from the influencer. They are very much aware of the potential sponsorships that may appear through online influencers. Thus, their perception of influencers, is that the influencers have failed in showing themselves to be more sincere or for them to have positive intentions on us being satisfied, like the honesty and loyalty lacking to their audiences. Some did mention that their social media posts are hauls and it is easy to view their real intentions depending on the fashion brands the influencer is sponsoring for. Belanche et al. (2021) would add to our findings by stating that consumers view the influencer marketing to be unpleasant if the content aligned to the collaborated brand does not align to their usual approaches. The research findings continue to state the importance of influencer characteristics is to have genuine intentions and loyalty to their audience, and to be engaging with honesty as the primary objective of their published contents. Furthermore, Djafarova and Bowes. (2021) is stating that the influencers are usually from the groups of gen z individuals.

I also discovered some of the female responders to be adopting the duties of helping other female gen z consumers on their purchases. This is to help their fellow gen zers in the right direction of fashion purchases with great quality and less pricier apparels combined. Consequently, the online buzzing between the fashion online consumers are surrounding these social media platforms. The female gen zers have been arguing that the regular users on Tik Tok for instance, have played a huge role in their purchases from fast-fashion and assisted them into detecting new fast-fashion brands that have not been common before. What I discovered the female gen zers tend to do is to distribute the new suggestions further to other users that may have their needs in the same retailers. The awareness of the sponsorships and Influencers failing to make the audiences fully satisfied due to disloyalty and honesty, has made these female gen zers to rely on each other for ensuring the right purchase for them. This explains why some of the female responders are not so highly influenced by online influencers today. Belanche et al. (2021) continues
to add that consumers prefer engagement with an influencer that aligns with their real personality, and based on the research findings we can see a huge impact the social media influencer will have on other consumers, if they just appear to have similar personalities, to be able to connect with them in the right way etc. Female gen zers constantly seek after advices regarding their lifestyles and not only purchases, and some have been mentioning that if the influencer were also dedicating their content into the issues in the real world, it would be more efficient to assume of their content to be portion them into many other aspects than just fashion purchase. This is something that is highly demanded in this repeatedly changing fashion industry as far as the society of youths going through life changes as well. Hence, the right consumers will be more engaged if they feel like their influencer delivers content based on their needs. However, the majority of female gen zers are concerned over their influencers not being able to deliver the content they need, as they rather promote brands that are more high-end. The findings argue that the female gen zers do admire the high end fashion brands but are not able to always afford it. Instead they would go for something that is more of a cheaper option and have the styling they desire. They are all hoping for luxurious purchases to occur when they are able to afford it in the future. This has made them into doing money management most of the time, and has been learning to be more strategic in what is worth with the income they get per month. However, the online influencers would be able to influence female Swedish gen zers, only if the discounts are included for them to purchase what they feel like they need. This generates a high probability for the female gen zers to go for their recommendation that is a bit pricier. Khamis et al. (2016) corresponds to the research finding that the influencers are more valuable to them if they deliver content that suits their wants and needs. Female gen zers view the importance of choosing an influencer, on the aspects of having the similar body shape to ease the process of purchasing fashion clothing online. This is to ensure the right purchase they will have an ending satisfaction of. This creates the ease for them to see if a fitting will suit them in a nice way of them wanting to purchase, and it's more common through them as the majority would use the influencers as their helping hand in the situations that feels mostly crucial, more so when purchasing online. However, Shin and Lee (2021) are not corresponding with the findings, and would state product novelty to make gen z consumers more attracted. The product novelty is something that has been comprehensible to some extent, yet they are more so the self-determined consumers more likely to choose what is at length more preferable to them. They have also been stating the importance for influencers to recommend fashion brands that have many varieties of clothes, for them to be able to select through different options. They also assisted in the fact that it has a lot to do with the economic status of these gen zers, thus they would rely more on online influencers that would listen to them more and deliver recommendations they can be able to afford and the dignity of it.

On the other hand, the attributes play a huge role in the female gen zers engagement with their influencer. The female gen z consumers in Sweden value influencers that carry a similar and relatable personality, with being stylish, having a similar fashion sense, and to be able to feel inspired by their content. This is a way for them to stay connected to their influencer and their content in general. This has also to do with them seeking after a potential influence from the influencers and satisfaction of content they publish, that they are less likely to get. Female gen zers are the frequent social media users that have a hard time trusting or lack the ability to rely on the online influencers in purchases, which makes social media to be less about the influencers and more about other entertainments that could be of other users than the qualified opinion leaders. Gil-Quintana & Leon. (2021) refers to the online influencers to be the trend setters and to be experts in their field and informative communicators to their audience. For an influencer to be driven and ambitious with what they do and stand for has appeared
extremely attractive to female gen zers. Influencers have failed to deliver it to many of the female gen zers particularly in Sweden, this has even made the female gen zers into seeking the help from others that are presented as none influencers, and would only use influencers for really motivating them or inspiring them. Moreover, the females are aware of the expertise among influencers while they are demanding for the expertise to be used in the right way for the ultimate genuine connection with their audiences. The perception they are carrying are the influencers to use their expertise for the sponsorships to be valid. However, I discovered that some female gen zers are open for trendy apparels but would not perceive all influencers in general as the ones in expertise of their needs of field.

It is safe to say that the majority or the female gen zers would have looked at their influencer as role models and the people they look up to if they did not base their focus into satisfying the fashion brands. They have now put their focus into making sure they satisfy themselves into doing the work the influencers were meant to assist them with. They also learnt to be experts for themselves in considering their past-experience of purchase, and rely on the fast-fashion retailers already known through them. Thus, the only way for influencer content to become amazingly attractive is if there exists a genuine relationship between the influencer and the consumer audience (Aw & Chauh, 2021). The research findings do assist in that the relationship between influencer and consumers has to be within the aspect of finding the influencer similar to their own personalities and same interests in fashion. Braves et al. (2021) did mention the significance of the engagement with the influencer to be able to find them attractive and impactful. And this is to some extent true, though the findings do specifically say that despite the engagement, it is really more of what the influencer is more capable of and if that is attractive enough to female gen zers or not.

Furthermore, Johnstone & Lindh (2021) and Aw et al. (2021) assisted us on the significance of online influencers to be more personalized, which the findings clearly demonstrated as the primary objective for consumer engagement. Influencers make more sense to the consumers if they carry attributes such as being authentic according to Porvy et al. (2019), which is also an attribute a few respondents from the findings did assist to. Though the majority will say the personality trait and the realness into their content and their character, will play more. The findings also correlate to the influencer being authentic by claiming honesty to be a huge thing to impact the consumers to be able to connect with their influencer on a deeper level. Attributes such as originality align more with the authentic, which this finding were stating by highlighting the aspect of influencers showing their real selves. The female gen zers would more likely engage with their influencer with no doubt if they were the ones purchasing the clothing items and were willing to give their personal feedback on it, but with the brands collaborating with influencers for more traffic flow of more consumers have been respondend negatively by female gen zers. Youssef and Lebdauoi (2019) corresponds to our main suggestions from the findings and would refer to the importance to be more on the trustworthiness and credibility of influencers, to be reinforcing purchase intention towards the recommended fashion brands.

However, Influencers may seem more outstandingly visible, to be able to pursue consumers wants and needs (Khamis et al. 2016), as previously mentioned the findings would direct it more on regular people to be more attractive than the influencers. Therefore, a very few did state the importance of online influencers who do not have such a huge following to be significant, which clearly Johnstone & Lindh. (2021) and Aw et al. (2021) assisted in their research findings. Female gen zers are the social media users that are more preferably going for other users that may have a fewer follow amount. This is another countenance of them relating to the regular
people more and trusting them more as they are not digging into the influencer role too much and want to be approved of being trusted and appreciated because of the controversial approach they may be demanding in the future as well. It is approved by the thesis findings that the many of the of the fast-fashion retailers has been introduced by the regular people on Tik Tok. Shein is definitely one of them, as for the different tik tok users engaging into the activities into creating trends on their own to share, and Shein became a trend when purchasing from a fast-fashion retailer. The findings clearly state that the tik tok hauls did direct them into a quick purchase. They find them to be assisting their evaluation stages and would more likely go for a direct purchase of haul being created by a regular tik tok user like them. Castillo-Adul, et al (2021) continues to argue that the reviews are for the viewers to find it helpful during purchase evaluation. Female gen zers are more likely to perceive online reviews as accommodating to their potential purchases.

5.3 Fashion Industry - Fast fashion

The young female consumers have engaged more to the industry of fashion due to the fast-fashion retailers that fulfilled so many demands today. Fast-fashion has become a huge thing and is a clothing chain many of these female gen zers are usually up for. The findings illustrate that a purchase from fast-fashion retailers are more likely to be more valued when it comes to prices to be affordable, the retailer to have a lot to offer for their female consumers, different and large quantities of clothing and also for the types of fashionable apparels to pick from. Pricing has become a huge reason for a purchase in occasions where they may not be able to consume for high-end brands (Turker & Altuntas, 2014). As mentioned, the fast-fashion retailer is more of an option for many of the female gen zers in Sweden when they feel like the high end brands are too pricey for a specific purchase occasion. The findings agree with Turker and Altuntas (2014), they suggest that pressure is not only about the pricing but also on how they are introduced to the newest trends in the market of fashion. The retailers that have been previously highlighted Shein, PLT, Boohoo, H&M and Zara are the fast-fashion retailers of choice that don't hesitate into keeping the large assortments of fashion and items and catching up with trends at any cost. The female gen zers consider the importance of being able to have multiple options more than if the apparels are trendy or not. Not too many have been stating that they focus on the trends when it comes to fast-fashion. The trendy fashion is something they will adopt only if they perceive themselves in favor.

I discovered that the female gen zers are consciously combining pricing attribute to another, when selecting a fast-fashion retailer of choice, whether it is for combining pricing-quality due to the quality to be as important as going for budget purchases, and pricing-design to be able to achieve a valuable purchase, something the female gen zers would more likely go for even when the price is low. The female gen zers are more likely to purchase more frequently from fast-fashion retailers, for personal needs and will. They set their needs as a primary while seeking after fashion clothing items that they will feel contended with. Ogechi et al. (2021) did assist with the findings, on the gen z consumers on clothing categories to be more of a frequent purchase. Ogechi et al. (2021) continues to illustrate the value of discounts for gen z consumers, as they would like to purchase more in such periods. Discount sales is highly considered through Swedish female gen zers as they seek to receive more for a decreased price. Discounts are also more likely enhancing the intentions of gen zers to try to take the full advantage of. They focus on the items that they may have wanted for a long time and are more willing to wait til the discounts are available for them to purchase, and that is when it comes to that they are willing to go for the high-end brands to receive the
discounts.

Moreover, Lee (2020) is stating that the purchase of a product is usually more on when a consumer finds a product category as valuable, while the research findings demonstrates that female gen zers to value retailers with a large assortment and take it as a greater advantage for them, to be able to save time and effort. Pauluzzo and Mason (2021) did agree with the approaches of valuing the many varieties of clothing styles, and continues by mentioning the consumption attitudes of consumers will increase from there. To be able to find a lot of different fashionable clothing is something the prior scholars have been assisting to, the large variety of trendy fashion, is what they demand in a fashion retailer, which Turker & Altuntas (2014), Rise et al. (2019) and Cachon & Swinney (2011) clearly been stating. It also includes when they are in need of purchasing a holiday or seasonal gift to someone, Fast-fashion is a great option for them when they have no clue into what to purchase and when they instantly have the willingness into discovering new designs or other cotton apparels they may not be as familiar with. It allows them to explore and really be sure a purchase will be made during that occasion. These female consumers from this latest generation are more frequently purchasing from large well-known brands such as H&M, Shein and PLT. These are some global brands the Swedish female gen zers found a big advantage from due to nice clothing and more appropriate designs than Swedish fashion retailers. These retailers have been repeatedly mentioned in the semi-structured interviews, and I can only say that many out of the female responders did name more than two fast-fashion brands. They know they can rely on more than one, thus just knowing a retailer is fast-fashion they know that it will more likely deliver the offerings regardless of the retailer. However, Liu et al. (2021) did resist my findings, and rather state that the consumers specifically in Taiwan were more into the local brands for the needs of haptic perception such as duration, quality and strength. Furthermore, the female responders in this thesis do situate their focus into the online reviews to ensure a valuable purchase from fashion brands abroad.

The fashion change agents are there to influence purchase intention through consumers (Baker et al, 2019; Gaudenzi et al, 2021), while my findings would refer to them as the regular users that could impact the female gen zers into a choice of fast-fashion retailer. Female gen zers are more self-determined in their fashion purchases and would more likely not make externals to directly influence them into what fashion apparel to purchase from fast-fashion retailers. They are more prominent to follow their conditions such as personalization, similar styling and personality traits. Aw & Chuah (2021) and Baker et al. (2019) did agree with my findings on the attraction to more likely lie on personalization to increase gen z intentions of purchase.

Social status combined with brand prestige is also some attributes that fast-fashion retailers are carrying according to Nistor (2019), the findings confirm the protruding retailers to be the one for female gen z consumers to purchase from. However, pricing and quality do play its significance as well or the quality alone. This is for the female gen zers to be able to purchase apparel that will last longer and suits their budget. An interesting strategy that has been brought by the ample part of the female responders is the “Cost-per-wear”. Their perception in this is to ensure that what they put their coins into will be worth many years ahead, that the pricing needs to suit the longevity of the item. The long lasting items are important to them and if they are not able to afford the expensive items that may have a better quality, they take the advantage with the fast-fashion that could give them more for what they would have purchased one item from a high-end brand.
Swedes female gen zers would more likely engage with a fast-fashion brand not only for the protruding tendencies of the fashion market, but more to the personalized needs, whether the styling the fast-fashion retailers offers are more suited to them or not, Yoon et al. (2020) did agree to this approach, that the evaluation of a bands offering will determine the purchase through them. This could relate to the trendy styles the female gen z consumers value, which also Yoon et al. (2020) stated for the design or styling apparels to still be valuable on fast-fashion retailers' offerings. Due to fast-fashion retailers bringing the varieties of fashion, the female gen zers know that they purchase them for their needs of fashion apparels and items. The styling and the design of the items will play a big role. The purchases would not be having much need of evaluation if the styling and design were not in focus. Hence, in them being determined in what styling they prefer is pretty high. They are not so willing to include others to decide for them but are open for suggestions that will enhance their ability to choose something they admire at the end.

Although the needs of fashionable clothing are sought, there have been many prior discussions on the negative environmental impact the fast-fashion industry could give. So I chose to bring up this issue as the prior scholar did find many insights regarding the behavior of fast-fashion including the environment. The research findings confirms that the Swedish female gen zers are not so much into replacing their needs and wants with putting their concern on the environment. Interestingly, a few of the female responders did mention thrifting as an alternative to still give to the environment in a positive manner, like decreasing the quantity of purchases from fast-fashion retailers. Furthermore, a few of these female gen z responders do commit to the idea of recycling clothes or even buying second hand. In conclusion, the majority are still willing to purchase from fast-fashion brands to fulfill their need of purchase, this is because they are more for affording nice apparels than investing on high-end brands which many of them can not easily afford.

Hence, McCoy et al. (2021) assumes the gen zers in America to put their concerns into the environment, as they see an opportunity to still be able to be wearing the apparels from a rental perspective. However, female gen zers in Sweden due to the similar conduct, hence are more willing to be thrifty into the fashion apparel that they already have with re-using them or perhaps purchasing second hand to be contributing to the environment. This is to be able to be more savvy with their income and they do not see eating as a hassle or a discomfort. Wearing fast-fashion apparels is something they are more possessed into, and the reason behind it is the instant seeking for apparels that they can manage to pay but still stick to the styling and the design to be on hold.

Female gen zers would also more likely mimic the behavior to the environment they have been firmed with. This goes from the purchases they make as well, thus it has a lot to do with reserve their effort into something else, like taking the time into learning and knowing what is more preferable to them when doing retail shopping. McCoy, et al (2021) agree with my findings on our previous actions and impact to lead us forward into purchase. However, a minor few did state that they were less conscious of the bad impact fast-fashion could give to the overall environment, which has to do with the high level of production while retailers are getting caught by trends more frequently.
5.4 Last minute shopping

It is safe to confirm that female gen zers are totally up for the discounted products that their influencer is recommending. Thomas and Peters (2011) corresponds to this approach. The female gen zers are more willing to purchase something more for what is needed, than the extra items that may be more unnecessary to them. Thomas and Peters (2011) continues by stating the discounts to enhance the great experience of purchase. I perceive the female responders to go through a last-minute purchase because of discounts that may appear in the season, and this is how they would refer to a great experience of purchase. This goes do against the approach by Gamst-Klausen et al. (2019) about postponing the tasks to lead to a last-minute shopping. My findings correlate with the findings by Gamst-Klausen et al. (2019), in the aspect that the purchase is being predetermined, the female responders would refer to it as them being aware that they need a particular fashion item. Same for the last-minute shopping, the online influencers are still being seen as useful in terms of seeking inspiration on what to purchase, and the ending stages of determination will be upon female gen zers to decide in the last-minute. This goes for them to only rely on influencers to influence them in the type of fast-fashion retailer not necessarily the exact fashion item they have been registered too. This also goes for the discounts being received by the online influencer, as it is not usually for one particular product but from the whole brand, which the females do take the direct initiative into. The females are perceiving the influencers not to be as valuable any other than with the discounts they are offering, therefore they have fashion retailers of convenience already that they could rely on, and the potential new ones depending on the discount connected possession to one retailer. However, Bridal et al. (2014), also corresponds to my statement and continues that the choices are being made through consumers through sensory qualities. Female gen zers will more likely apply the qualities to ensure that they sign for a purchase that is suited to what is for them and catches their satisfaction. They are more convenient in being self-determined in what they choose in terms of fast-fashion retailers. This could be through earlier experience that built their own thoughts.

The factors such as pricing and keeping it budget have not been influenced by influencers as much, but more their previous experiences to impact them, as they see the value in going for less pricier items. This is not what Hostler, et al. (2011) has been stating, as they found consumers to value agents that are hired by different companies. For the agents to have an impact on their need of purchase are more likely the non-celebrity or the huge influencers that are proven to only be lacking genuinity when in collaboration with a brand. Moreover, the influencers would only seem to be impactful of young females purchasing choices if they like what is being sponsored or recommended by them, the items they can see themselves purchasing. It is more likely to happen when a purchase is not planned or even the occasion.

Last-minute occasions do not differ so much in purchase behavior from the gen zers regular occasions. The female gen zers are more likely to set their standards high and to fulfill that, they will go after the ones more likely to be similar to themselves. Same with the last-minute occasions they are more for helping each other on the occasions that they could not seek anything from the online influencers etc. Serfias et al. (2016) would somehow agree with my research findings and would state more so of the consumers helping each other into situating their fellow consumers into the right purchase. Thus, my female responders do have the tendencies into being more on their
own in controlling their purchases and to purchase based on their needs in a last-minute holiday purchase. This explains the female gen zers to be more directed to the goal during purchase occasions that are for the most times on holiday occasions. Bulut et al. (2017) further adds that the social norms could prevent these consumers from purchasing something unpleasant. The female gen zers have strength to hold themselves back from the disappointment and constantly seeking paths that will lead to satisfaction.

Choosing a fast-fashion retailer is common for female gen z consumers in Sweden, and many of them value the low pricing to be their go to. The female responders consider cost-per-wear attributes and sustainability a bit more to ensure a great purchase. Ensuring a great quality is something being highly considered due to the holidays to be of many gift purchases and different occasions where they would like to feel they are secure with. Even on last-minute purchases prices and quality are being combined when evaluating a retailer to purchase from in the last-minute holiday shopping, for a worthier experience of shopping. Cahart (2002) and Kallas et al. (2013) confirmed just that in their findings that the lowest pricing will make these consumers more likely to purchase.
6. Conclusion

In our final chapter of this thesis, we go upon answering our main Research Question and to display the final conclusion. We will be inserting the theoretical, the practical implications and the limitations for future researchers to find guidance on the next coming research in this field.

6.1 Answer to research question:

This thesis has been reflecting on the different facets Swedish female gen zers have on their interaction with their influencer and the level of potential influence from their online opinion leaders on last-minute purchases on fast-fashion brands. Our research question we are about to answer is: How does the online social media fashion influencers on fast-fashion clothing brands impact the gen z consumer behavior during last-minute holiday purchases?

Although, the online fashion influencers have their duties into fulfilling the needs of their audiences (Khamis et al. 2016), my findings included swedes female gen zers to not be too deeply impacted by their influencers on formal occasions and especially on occasions where it requires a purchase in the most hurry up occasion. The female gen zers are the meticulous consumers specifically for fast-fashion brands in last-minute occasions. The research findings have been indicating the self-determination to play a huge dominance to their overall purchase abilities. This is due to the females already conscious of prioritizing what is most likely being demanded through them. This has been through them enduring into being more considered in terms of basing their choice on purchase on the purchases that occurred in the past on fast-fashion brands. Thus, it has made them into commanding what they would like to patronize into and to have a minor observance when choosing a fast-fashion. It has resulted in them developing their main primary preference into fast-fashion retailers. They are the consumers who would put their desires before anything despite the inconvenience on other propositions (Pereira et al. 2021).

Female gen zers would find the online social media influencers as being helpful in last-minute occasions when trying to figure out what to purchase in the last-minute and also other huge occasions, in the objective of archiving to find something from a fast-fashion retailer recommended by the online influencer. This has more to do of them going after feeling inspired by their online influencer. This is to ensure that their purchases will be valuable by having the adding confirmation of purchase from a brand, and this is to allow the online influencers to think for them to be able to save time and not wasting too much of their time on evaluation. For female gen zers demanding inspiration only occurs for the recommended fast-fashion brand, than the actual item being recommended. This is due to the female gen zers being able to explore through the options alone and also being able to decide on their own, which they stay highly solid too. The particular reason for circumstance is that the swedish female gen zers either feel that they have not found their ideal influencer that could influence them to that extent, as it either comes from a lack of preferred content or for the influencer not being fully genuine to them. The female responders have
clearly been noting the sponsorships to be a distraction for the influencer to be a valuable alternative to be impacted by. The sensation of purchase intentions are more likely to be visible among female gen zers if they could feel inspired to choose a retailer.

Other than seeking inspiration from influencers in last-minute shopping, the purpose of seeking motivation through them has been stated by the female gen zers in Sweden. The motivation being caught consists of them feeling pleased and treating themselves to fashion purchases. Thus, the minor few of the female respondents stating this, are not so fashionable of them or their influencer not being up for the approaches on brands they prefer or just not the typical influencer that would influence them to that extent of purchase.

In terms of whom to be seeking some valuable recommendations from, the female gen zers in Sweden did continuously noting that regular consumers are more likely to help them discover and choose a fast fashion retailer more preferably for them. The regular users are more likely to attract the female gen z audiences due to the regular users on Tik Tok for instance, being more considerate of their viewers and their sense of authenticity. Female gen zers are more into endeavoring them into recommendations that suit their main requirements on fast-fashion. Some retail offerings by fast-fashion brands that are highly appreciated by the female gen zers are the large assortments of fashion items to select a purchase through options, the affordable pricing and the quality to somehow be making sense to them in being lasting. However, the female responders have their occupations into not being able to put all their money into the expensive fashion apparel or the luxurious ones. The majority insisted that they do study currently or combine being an employee and a student and do take alot of their time in money management. Interestingly, the fast-fashion retailers are also being seen by the female gen zers as an option when they can not afford from the high-end brands. They situate themselves into finding a similar item from the fast-fashion retailers to feel satisfied, and this is for something they would have wanted for a long time now. The discounts are estimated to be affordable from the luxurious retailers in a last-minute. However, Quality is another attribute being well thought through when purchasing from fast-fashion brands and in any fashion brands, among female gen zers. Therefore, they decided to include this phenomenon into their approach, “Cost per wear”, which allows them as consumers to be more strategic in what they put their coins into, if the pricing is worth it for the quality of this apparel or not etc. These consumers are only getting wiser and more strategic. Therefore, to ensure these qualifications to be fulfilled, they consider fast-fashion retailers like H&M and Zara to be a retailer of choice, as they offer great quality clothing for affordable prices. These local retailers in Sweden are convenient, as they are the well known retailers from before, and suits perfectly for fast-fashion retail purchase in a last-minute occasion. They are open to new recommendations on other online fast-fashion retailers, only if it includes discounts, otherwise they are more willing to stick to the brand they have been favoring out of experience. However, I did discover the frequent purchase they have for fast-fashion retailers abroad, such as PLT and Boohoo, which are the typical fast-fashion retailers in England. Thus, they do consider these brands if they will be able to receive the items in time for the occasions they purchase for, alternatively the ample part would go do have H&M and Zara as optional fast-fashion retailers in the occasion were they may require the items directly in time.
6.2 Theoretical implications

This thesis on generation z female consumer behavior does contribute to the existing research in so many aspects. I did discover several gaps in the literature of gen zers consumer behavior, that were specifically on their last-minute shopping behavior. Last-minute purchases have not been so deeply discussed, thus I found old academic literature that could support this topic on last-minute shopping. Therefore, several prior scholars have been investigating the behavior in impulse shopping. Xiang (2016) is one of the prior scholars that investigated this field and included that the impulse shopping had to do with the consumers admiring the items in sight and making a purchase right that same occasion. I believe that impulse shopping and last-minute shopping could relate to each other in some way, but with different substance. Therefore, I took the initiative into viewing what prior scholars have been investigating in the literature of last-minute shopping upon consumers, and what their findings were. There were alot of findings surrounding last-minute shopping. Just giving a little glimpse on what has been discovered; That the consumers that engage into seasonal sales are more dissatisfied when the items run out of stock, more so when the quantity of the items are limited (Peinkofer et al. 2016). My findings do fill the gap into raising the awareness specifically on the “last-minute shopping behavior” occurring for fast-fashion brands. Prior scholars did not specifically state the last-minute shopping and would discuss other aspects than the fashion retail shopping or even purchases of fashion apparels in research. Fast-fashion is so common in terms of clothing purchases among the younger generation, it is more likely a go due to many of the brands being globalized by the high traffic of different consumers. Thus, I thought this research will be valuable in terms of only focusing on the perspective of the young female consumers today, as they are proven to be more huge and fashion conscious consumers of today's fast-fashion.

I also discovered multiple findings on the behaviors of fast-fashion, and when I discovered that there were no literature on young female behavior towards fast-fashion brands, it became more of a duty for me as a researcher to feel the gap by including it in this research. The most surrounding global retailers today are Fast-fashion, such as H&M, just naming the most common discovered by the prior scholars too. The frequent purchases throughout the year of fast-fashion do fulfill their desires and needs. Furthermore, due to myself believing in the gen z consumers more specifically the females driving the fashion world today and even the world of social media, it is only right for me to highlight the responders as being females.

During the process of conducting data from the semi-structured interviews, I allowed the female responders to disclose the retailers that are more of a go to retailer for them, to be able to make the findings to be more rich and highlights other perspectives than those that are related to the RQ. This is something the prior scholar has not specifically been investigating; on the fast-fashion retailers that are most likely preferable from the gen z population and the particular reason for that. This is to also gain an insight on today's retailers and how they perceive them today and if they get what they desire and need from them, and it is clearly that they do. However, this thesis did contribute more to the extended theory that the reason behind the fast-fashion retailer from abroad to be more valuable, is through the huge assortments and to assist in the findings of Turker & Altuntas (2014) and Rise et al. (2019), that stated the fast-fashion brands having the ability to produce the new trends. My thesis could
develop this finding by viewing it from the perspectives of young female consumers based in Sweden. My findings clearly state the females to be seeking uniqueness and a willingness to discover new styles to enhance their own fashion sense.

A way of me going deeper in the perception is to dig deeper into female gen zers current occupation. I initiated the semi-structured interviews to ask questions regarding the responders. The female responders in this thesis are mostly students, newly graduates or full time employees currently. And the students most likely answered the questions in the perspective of being more savvy and focused on money management as they understood their importance behind it. This explains why the students thought of lower prices because of the ensure of economic stability. This correlates a lot to their answers, and has contributed to the theory more in who the gen zers are and how their occupation could be affected on them being a consumer to the fast-fashion brands. The prior scholar did not consider the background of their responder and only focused on their main topic of their research. I did however go deeper into the causes of their behavior and more to be contributing to the future scholar on ideas to be generated. the prior scholar did not consider going in depth on the active gen zers,

However, I will be focusing on the female consumers in Sweden and prior scholars have missed to put the focus on developing theories to investigate the differences between the gen zers in different countries, more so the fashion consumers. This leads me into discovering another gap as for the current theories only state the general gen zers, that is why I decided to be the researcher to introduce the swedish female gen zers first. I think it is more important to know who these female gen zers are and how the ones in Sweden could differ from someone in America for instance as they may more likely engage with the different retailers and have different everyday life, duties or norms. We could perhaps look into it more.

6.3 Practical implications

The findings of this thesis offer some great guidelines on how to attract the female gen zers that are frequent shoppers of fast-fashion brands. Therefore, I believe it is important to have this latest generation, from a female perspective, deeply investigated, as the main consumers in today's fast-fashion market. Hence, this should bring fast-fashion companies to set themselves up for new challenges that could lead to business profits and generate some new strategies to enhance the traffic flow of fashion consumers. The implication this thesis would give is to focus on giving the direct approaches to the female gen zers instead of accessing the audience through online influencers. The research findings clearly state that the influencers are not so impactful of female gen z purchase decisions. Furthermore, another thing could be if the fast-fashion retailers or online companies could take advantage of collaborating with influencers that have more expertise in the fast-fashion field and are more likely to carry the fashion apparel on a daily basis. Many of our female gen zers of this research did state the importance of an influencer to appear as authentic and personalized, and many of them did not perceive their influencer to be delivering such content with such representation. This is something the companies can not control, in the way these fashion influencers are approaching. Thus, this is also to be more guarded on the type of influencers that can attract their audiences without any hesitation of purchase due to their appearance, which should be reflected. Thus, the fast-fashion retailers should minimize the usage of influencer marketing and to be
more independent on their own. According to the findings it does not seem possible in all occasions that the influencer can affect the female gen zers, especially when there is no discount or sales into their approaches to a brand. Furthermore, them being brand ambassadors in hope of their audiences to have a purchase intention on a brand (De Veirman, et al. 2017), does not prove themselves in being sincere.

Fast-fashion companies should take more time into improving their strategies in their social media content, into accommodating to the youth followers and the potential users. Adjusting the strategy into the focus on gen z consumers would befriend the companies into so many different paths being taken. The majority of the female gen zers have been introduced to many retailers through the regular Tik Tok user or for the youth society to introduce them to the most common fast-fashion retailers today. Another thing could be the companies considering the main attributes being more valid to the female gen zers during the time of last-minute or seasonal sales. And with our findings will lead them into the strategy more preferable to their organizations. These thesis findings did state the pricing, quality for longevity and the design to play the primary when seeking after an apparel of demand. This could be great as they have their opportunity to generate more consumers from the younger youth, when really adjusting their strategy into what is clearly demanded by them.

6.4 Limitations

I am aware of several studies related to the newest generation and their behavior as consumers. Therefore, I went to include the female gen z last-minute shopping behavior, to be able to differ from the prior scholars. During the interview sessions with the female gen z responders, I discovered many of them to not be purchasing as much on Christmas holidays. Hence, it was possible for them to speak out on their experiences of last-minute shopping related to Black Friday and other occasions as well. This is something I could have considered from the start, that due to cultural and religious means; we have to be more conforming to the questions we ask to our responders, which we took direct initiative of. The second limitation would be to focus on the general aspect of this modern generation and their last-minute shopping behavior. It would be great to create an initial impression on the general gen z consumers on last-minute purchase behavior, before deepening into the female gen zers. Thus, I do believe that taking the initiative to include both genders into this thesis, would have created initials for coming researchers that could have further investigated genders differences among this topic or even discussed the two genders more separately. Lastly, what I would consider more of a limitation for this study is to include more responders into this study, to be more varying with responders around the country of Sweden, from the consumers living in the countryside to the consumers living in the capital city of Sweden. This would generate some interesting insights on these consumers and their similarities and differences as consumers. I believe there would be a richer conduct of data, also it will be a more useful thesis for the coming scholars to adapt to.

6.5 Suggestions for Future research

The already existing theory about gen z consumer behavior theory has been studying the general aspect of their behavior as consumers, but thus consumer behavior on last-minute shopping has been pretty much understudied before, hence, other scholar on this field of consumer behavior have not specifically brought up the consumer
behavior on last minute shopping, on fashion, clothing retail stores. This has allowed our study to show originality and uniqueness, which also made this thesis to be more pleasing to conduct. Hence, we did come up with some suggestions for future researchers to consider highly when implementing business management research related to consumer behavior. It is needed to examine this field as well as the modern consumers that are presented as the main fashion consumers today. The gen z consumers should therefore be examined and more investigated on their demeanor as consumers, so we came up with some suggestions on topics that may be useful for the developing world of fashion:

- To investigate the gen z last-minute shopping behavior in other countries around the world. This is to have other views on gen z consumer behavior. This could also enhance the current theories on the general gen z consumers. In the context of having more flexibility into the behavior of gen zers and to view from other angles, may be further a great thing in the development of the gen z consumer behavior theory.

- Interestingly, to combine between countries and regions of female gen z consumer behavior could be an interesting thing to investigate, as there has not been so many region comparisons in general for the theories on gen z consumer, and in gender specifically. This is to view any similarities or disparities among them. In the introduction chapter we presented the female gen zers to be the more fashion conscious consumers than male consumers and just from the whole consumer population. Thus, it would be interesting to examine this angle of comparison between a few countries, or continents like Europeans and Americans.

- To investigate upon the different personalities on the gen z populations, in their purchase behavior on fast fashion retailers. This could lead us to discover the unique sides that we may not have expected from this generation before. We think it is important to get to know this huge generation in terms of behavior and attitudes on fast fashion and other different retailers.

- It would also be relevant to investigate the last-minute shopping behavior of fashion retailers of the opposite genders than the female gen zers. It is possible to find out if male gen zers are also as cautious in the choices of fashion apparels. We believe from prior scholars’ findings, that the male consumers could also contribute to the growth of fashion industry in them consuming alot of clothings and are also fashion conscious into men or unisex apparels.

- To conclude the men's perspective on influencers and how far they could engage with these online influencers, and how these fashion influencers could impact the male consumers. By implementing research like this with the same RQ, the gender differences will be more highlighted and eventually that the future researchers will consider the male perspective. The majority of female gen zers perceive the social media fashion influencers as useful in some way, but do the male gen zers find to have the same behavior like the females? This would be an interesting topic to investigate upon.
7. Bibliography

Scientific articles/academic papers


Brindal, Emily; Wilson, Carlene; Mohr, Philip; Wittert, Gary. 2014. Nutritional consequences of a fast food eating occasion are associated with choice of quick service restaurants chain. *Nutrition & Dietetics* 71(3): 184-192. DOI: 10.1111/1747-0080.12129


Choi, Tsan-Ming; Liu, Na; Liu, Shuk-Chung; Mak, Joseph; To, Yeuk-Ting. 2010. Fast fashion brand extensions: An empirical study of consumer preferences. *The Journal of brand management* 17(7): 472-487. DOI: 10.1057/bm.2010.8


Creswick, Helen; Dowthwaite, Liz; Koene, Ansgar; Elvira, Perez Vallejos; Portillo, Virginia; Cano, Monica; Woodard, Christopher. 2019. They don’t really listen to people: young people’s concerns and recommendations for improving online experiences. *Journal of Information, Communication & Ethics in Society; Bingley* Vol. 17(2):167-182. DOI:10.1108/JICES-11-2018-0090


Liu, Shu-Fang; Lee, Hsiao-Ching; Lien, Nai-Hwa. 2021. Do fast fashion consumers prefer foreign brands? The moderating roles of sensory perception and consumer personality on purchase intentions. Asia Pacific


Yoon, Namhee; Lee, Ha Kyung; Choo, Ho Jung. 2020. Fast Fashion Avoidance Beliefs and Anti-Consumption


**Online articles**


Kim, Aimee; Melnerney, Paul; Smith, Thomas; Yamakawa, Naomi. 2020. What makes Asia-Pacifics...


Online blogs


**Online literatures**


8. Appendix

8.1 Invitation

To whom it may concern,

In this thesis it was independently written by myself, Tracy Najjuko. I am currently studying in the school of Business and economics at Linnaeus University Kalmar Sweden, in Retail and Service management programme.

It has been a huge honor to conduct this research on last-minute shoppers upon this modern female consumers with the influence of today's fashion influencers. This was definitely a challenge and an experience to remember as being the only researcher of this study. Thanks to our supervisor, Rosalina Torres for driving me through till this end, as you all are welcome to contact her on rosalina.torres@lnu.se on the forthcoming business research supervisions.

For any communication on future collaboration or any questions regarding this research, you are all welcome to send email notifications. Thanks in advance for taking your time and participation till the end. I really appreciate your initiative in knowing more about the female gen z consumers particularly in Sweden and the effort in knowing more about this field. We believe awareness should be built for businesses further.

Best regards,

Tracy Najjuko, tn222ks@student.lnu.se
8.2 Interview guide

*Present Background of this research-Objectives, Purpose, researcher name etc. And even policies to be followed for the security of the interviewee*

**Responder information**
1. Name, age and occupation:

2. Are you an active social media user? If yes, can you mention which platforms and social media activities you use more frequently?

3. How often do you use social media? (daily, weekly, monthly etc)

4. Are you following any influencers? If so, what is the influencer's name?

5. Do you purchase from fashion retailers, and what are your favorable item category (ie. Shoes, clothing, accessories) to purchase?

**Fashion industry:**
6. What helps you to see if a fashion retailer is valid in alternative, Is it through pricing, quality or design etc?

**Influencer (SMFI):**
7. Has the (name of influencer) helped you within the process of picking a fast fashion retailer to purchase from?

8. Have you felt in general the need for influencer recommendation on fast-fashion clothings?

9. How are you interacting with (influencer name)?, whether it's from communication regarding advice or emotional connection etc. Why is that?

10. Please name 3 attributes your influencer carries, that is within your needs to be convinced of their content?
motivate why these attributes are important to you?

11. Through these attributes you have just mentioned, is it possible for you to get convinced of a purchase intention of a fast-fashion retailers recommended through them?

**Fast-fashion**

12. Name one fast-fashion retailer which is your go to retailer, and why?

13. Has the online (influencer name) something to do with you engaging with this brand?, If yes how? If no, why?

14. What are the most favorable things you like that fast-fashion retailers are offering?

15. Are you aware of the negative environmental causes the fast-fashion retailers are giving?

16. How are you as a consumer reacting to these negative environmental assumptions, in terms of purchase? and what is the reason behind this behavior?

**Last min shopping:**

17. Has the (influencer name) recommendations influenced your purchase in a last-minute holiday shopping? If so, what was the outcome of that, did you get a valuable purchase after all? motivate why you think so.

18. What are the things you value when picking a fast-fashion retailer to go to, in a last-minute holiday shopping (i.e pricing, quality, innovation attributes etc)?

19. Does (influencer name) have something to do with those things being viewed as important to you, or you perceive it to be through others or your own thoughts, motivating your answer?

**Others:**

20. Do you think the social media fashion influencers will have an impact on your fashion purchases in the future, on most occasions we've discussed? Motivate your answer.

21. Do you have anything to add, any thoughts from the previous sections discussed?

*Thank you for your time!*