

## *The Influence of Social Media on Fast Fashion Trends*

*This dissertation explores the connection between media influencers, fast fashion trends, and social media culture. The study investigates how Generation Z reshaped the meaning of fast fashion with the use of platforms like TikTok, Instagram, and Pinterest. A mixed-method approach was employed to show a dynamic relationship between marketing in the form of social media platforms and Generation Z purchasing behavior. The study combines a detailed analysis of fashion influencers' posts with surveys conducted among 400 university students aged 18-25.*

*Findings suggest that social media consumerism as a concept shortens the lifespan of fashion trends as the customers know them. The survey suggests social media platforms allow manufacturers to encourage impulsive purchases and engage content creators with microtrends, adding to the temporary lives of trends and fostering shopaholic behavior. Further investigation hints at sustainability concerns expressed by fashion influencers. However, the ongoing concern voiced by the influencers is not reflected in consumer behavior as online purchases continue to increase dramatically due to fast fashion's easy access.*

*This research contributes to the current discourse about fashion experiencing a cultural reimagining through microtrends and aesthetics promoted on social media. It emphasizes the need for the development of separate fashion ethics for online content creators and social media fashion influencers to help avoid overspending and retain authenticity branding. The implications highlight opportunities and challenges provided to fashion brands willing to combine trend alertness with sustainable production.*