

How Social Media Influencers Affect Consumers' Desire for Fashion Products in Ghana

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Abstract

In the ever-changing landscape of contemporary marketing, social media influencers (SMIs), have emerged as an important figure in influencing the behaviour, attitude, and desire of consumers most especially in the fashion industry. These influences on consumers are guided by the SMIs' personalities, their appeal, and content for brands. The wide exposure of consumers to social media has influenced their behaviour dynamics for fashionable products. Additionally, with the SMIs' social media presence, potential consumers can view showcased fashion products on their platform, which influences consumer engagement with the fashion brands. This puts SMIs in a central role in dictating the popularity of fashion products on the market for consumers. Such a phenomenon influences the decision-making ability of consumers towards the products. This development has informed manufacturers to adopt key marketing strategies to help increase the awareness and sales of their products among consumers. Such digital promotion strategies utilised via social media platforms are the use of fashion-related hashtags, frequently updating content, building brand awareness, placing prioritized customer service, influencer marketing, and driving traffic to their websites (Shepherd, 2024). The effectiveness of these strategies is dependent on the nature of the fashion product promoted and the targeted consumers on the various social media platforms. It is important to note that, the marketing strategy and targeted consumers influence the selection of a platform by firms (Dwivedi et al., 2021). Amongst these, one such strategy is the use of SMIs, which have a significant influence on informing and attracting potential consumers to make conscious efforts to purchase the products (Hughes et al., 2019, Tafesse and Wood, 2021). Most fashion brands and designers have used SMI to endorse and expose their products to their followers via their social media platforms.

Keywords: Social Media Influencer (SMI), Attitude, Intention to consume, Fashion products, Ghana.