

Mobile Marketing, Trend Acceleration, Fashion Hauls and Influencer Marketing: Generation Z Consumers' Sustainability Concerns and Desire to Stay on Trend

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Abstract

The study examined the relationships of mobile marketing exposure, perceived trend acceleration, fashion-haul engagement, influencer marketing influence, sustainability concerns, and desire to stay on trend among Generation Z consumers in Kerala. The study adopted a descriptive and analytical survey design and used primary data collected from 300 Generation Z consumers aged 18–29 years. Respondents were selected through stratified random sampling. Data were collected from April to June 2026 using a structured questionnaire comprising Likert-type scales measuring mobile marketing exposure, perceived trend acceleration, fashion-haul engagement, influencer marketing influence, sustainability concerns, and desire to stay on trend. The collected data were coded, tabulated, and analysed using EDUSTAT. Descriptive statistics and Pearson product-moment correlation were used for analysis. The findings revealed significant positive relationships between mobile marketing exposure, perceived trend acceleration, and influencer marketing influence with desire to stay on trend, as well as between fashion-haul engagement and sustainability concerns. Sustainability concerns had a significant negative relationship with desire to stay on trend. The study concluded that mobile marketing exposure, perceived trend acceleration, and influencer marketing influence were positively associated with trend-oriented fashion behaviour, whereas sustainability concerns were negatively associated with the desire to stay on trend. The findings underline the importance of integrating responsible consumption and sustainability messages into digital fashion marketing communication.

Keywords: Mobile marketing; Influencer marketing; Sustainable fashion

1. INTRODUCTION

The widespread use of smartphones and social-media platforms has transformed the way young consumers discover, evaluate, and purchase fashion products. Mobile marketing enables brands to reach consumers through mobile advertisements, app notifications, promotional messages, personalised recommendations, and social-media content. Such communication is immediate, interactive, and closely integrated with consumers' daily digital activities. Mobile devices therefore function not merely as communication tools but also as important channels through which fashion brands create awareness of new products, styles,

offers, and trends (Varnali & Toker, 2010). Generation Z consumers are particularly relevant in this context because they are highly engaged with digital platforms and visual social-media content. Fashion-related posts, short videos, reels, brand advertisements, and user-generated content provide continuous exposure to new styles and product choices. The rapid circulation of such content can accelerate fashion trends and create a stronger desire among young consumers to remain updated. In this digital environment, fashion consumption is increasingly influenced by the speed with which trends are introduced, shared, and replaced. Influencer marketing has become an important component of fashion communication on social-media platforms. Fashion and lifestyle influencers often present product reviews, outfit ideas, sponsored posts, discount codes, and recommendations that may shape followers' awareness and evaluations of fashion products. Research has shown that the perceived value and credibility of influencer content can influence consumer trust in branded social-media content (Lou & Yuan, 2019). Consequently, influencers may contribute to consumers' desire to follow new fashion styles, brands, and products. Fashion-haul content represents another visible form of digital fashion communication. Fashion hauls generally involve creators displaying, reviewing, or trying on clothing, footwear, accessories, or other products that they have purchased or received. Such content can encourage product discovery and trend awareness, while also drawing attention to questions of excessive buying, disposable fashion, textile waste, and responsible consumption. Haines et al. (2023) observed increasing sustainability-related discussions in comments on YouTube fashion-haul videos, indicating that haul-related content may be linked with growing consumer attention to environmental and ethical issues in fashion. The growth of fast fashion has intensified concerns about the environmental consequences of frequent clothing production and consumption. Fast-fashion systems are associated with high material use, water consumption, chemical pollution, carbon emissions, and textile waste (Niinimäki et al., 2020). Although many consumers express concern about sustainable fashion, their actual fashion choices may still be influenced by affordability, style preferences, social image, and the desire to remain fashionable. This reflects the continuing tension between sustainable consumption and trend-oriented fashion behaviour (McNeill & Moore, 2015). Within Kerala, Generation Z consumers are increasingly exposed to mobile-based fashion marketing, rapidly changing fashion trends, fashion-haul content, and influencer communication through social-media platforms. However, the relationship between such digital fashion influences, sustainability concerns, and the desire to stay on trend requires further empirical examination in the Kerala context. Against this background, the present study examined the relationships of mobile marketing exposure, perceived trend acceleration, fashion-haul engagement, influencer marketing influence, sustainability concerns, and desire to stay on trend among Generation Z consumers in Kerala.

Research Objectives

1. To examine the relationship between mobile marketing exposure and Generation Z consumers' desire to stay on trend.
2. To examine the relationship between engagement with fashion-haul content and Generation Z consumers' sustainability concerns.
3. To examine the relationship between influencer marketing influence and Generation Z consumers' desire to stay on trend.
4. To examine the relationship between Generation Z consumers' sustainability concerns and their desire to stay on trend.
5. To examine the relationship between perceived trend acceleration and Generation Z consumers' desire to stay on trend.

Hypotheses

H₀₁: There is no significant relationship between mobile marketing exposure and Generation Z consumers' desire to stay on trend.

H₀₂: There is no significant relationship between engagement with fashion-haul content and Generation Z consumers' sustainability concerns.

H₀₃: There is no significant relationship between influencer marketing influence and Generation Z consumers' desire to stay on trend.

H₀₄: There is no significant relationship between Generation Z consumers' sustainability concerns and their desire to stay on trend.

H₀₅: There is no significant relationship between perceived trend acceleration and Generation Z consumers' desire to stay on trend.

2. Review of literature

Nguyen, Nguyen and Pham (2026) reported that social media platforms, influencer marketing and ultra-fast fashion content significantly contribute to the rapid adoption of fashion trends among Generation Z consumers. Mobile-based marketing, fashion haul videos and influencer recommendations create continuous exposure to new styles and encourage consumers to purchase frequently to remain fashionable. The study also highlighted that social media can strengthen impulsive and unsustainable purchasing intentions by increasing trend pressure and the desire for novelty. However, social media can simultaneously promote sustainable fashion when environmental messages receive positive social support and engagement. Prashar and Kaushal (2025) found that sustainability-oriented digital interventions can positively influence sustainable fashion choices among Generation Z consumers, particularly among those with stronger environmental concerns and fashion knowledge. Similarly, Acikgoz et al. (2026) observed that environmental concern and sustainability knowledge positively influence sustainable fashion intentions, although affordability, changing trends and other perceived barriers can prevent consumers from translating positive attitudes into actual behaviour. Mainjot (2025) further emphasized the importance of influencer authenticity and credibility in encouraging sustainable fashion consumption among Gen Z. Overall, the literature suggests a clear attitude-behaviour gap, where Generation Z may express strong sustainability concerns while simultaneously being influenced by mobile marketing, fashion hauls, influencers and the desire to stay on trend.

3. Methodology

The study adopted a descriptive and analytical survey design to examine the relationships of mobile marketing exposure, perceived trend acceleration, fashion-haul engagement, influencer marketing influence, sustainability concerns, and desire to stay on trend among Generation Z consumers in Kerala. The study was based on primary data collected from eligible respondents through a structured questionnaire from April to June 2026. The population of the study comprised Generation Z consumers aged 18 to 29 years residing in Kerala who used smartphones and social-media platforms and had exposure to fashion-related online content. A sample of 300 respondents was selected using stratified random sampling. Only respondents who were within the specified age group, residing in Kerala, and using mobile-based or social-media platforms were included in the study. The sampling procedure ensured representation from different districts, gender categories, educational backgrounds, and residential areas. Data were collected from April to June 2026 using a structured questionnaire consisting of two sections.

Section A collected personal and usage-related information, such as age, gender, district of residence, educational qualification, current status, online fashion-purchase frequency, preferred social-media platform, and daily smartphone use. Section B included six Likert-type scales covering mobile marketing exposure, perceived trend acceleration, fashion-haul engagement, influencer marketing influence, sustainability concerns, and desire to stay on trend. Each construct was measured using eight statements. Responses were recorded on a five-point scale ranging from Strongly Disagree (1) to Strongly Agree (5). Higher scores indicated a higher level of the respective construct. The collected data were coded, tabulated, and analysed using EDUSTAT. Descriptive statistics, including mean and standard deviation, were used to describe the level of the study variables. Pearson product-moment correlation was used to test the relationships specified in the hypotheses. The level of significance was fixed at 0.05. Ethical care was taken to ensure voluntary participation, confidentiality of responses, and the use of data exclusively for academic purposes.

4. Result and discussion

The data collected from 300 Generation Z consumers in Kerala were coded, tabulated, and analysed using descriptive statistics and Pearson product-moment correlation. For each of the six constructs, the mean score of the eight relevant Likert-scale items was used for analysis.

4.1 The descriptive statistics of the study variables

Table no. 1 Descriptive Statistics of Study Variables (N = 300)

Variable	Mean	Standard Deviation
Mobile Marketing Exposure	3.41	0.93
Perceived Trend Acceleration	3.61	0.90
Fashion-Haul Engagement	3.07	0.93
Influencer Marketing Influence	3.31	0.88
Sustainability Concerns	3.42	0.91
Desire to Stay on Trend	3.69	0.91

Note. Scores ranged from 1 to 5. A mean score above 3 indicates a level above the neutral response category.

Table 1 showed that the respondents reported a relatively high desire to stay on trend ($M = 3.69$, $SD = 0.91$). Perceived trend acceleration also recorded a comparatively high mean score ($M = 3.61$, $SD = 0.90$), indicating that the respondents generally perceived fashion trends as changing rapidly. Sustainability concerns ($M = 3.42$, $SD = 0.91$) and mobile marketing exposure ($M = 3.41$, $SD = 0.93$) were also above the neutral level. Fashion-haul engagement recorded the lowest mean score ($M = 3.07$, $SD = 0.93$), although it remained slightly above the neutral level.

4.2 Pearson Correlation Analysis and Hypothesis Testing

Table no. 2 Pearson Correlation Analysis and Hypothesis Testing (N = 300)

H ₀	Variables Tested	r	p
H ₀₁	Mobile Marketing Exposure and Desire to Stay on Trend	0.529	<.001

H₀₂	Fashion-Haul Engagement and Sustainability Concerns	0.393	<.001
H₀₃	Influencer Marketing Influence and Desire to Stay on Trend	0.511	<.001
H₀₄	Sustainability Concerns and Desire to Stay on Trend	-0.249	<.001
H₀₅	Perceived Trend Acceleration and Desire to Stay on Trend	0.359	<.001

Note. All tests were two-tailed. All reported relationships were significant at $p < .001$; therefore, the null hypothesis was rejected in each test.

4.3 Relationship between Mobile Marketing Exposure and Desire to Stay on Trend

Table 2 showed a significant positive relationship between mobile marketing exposure and Generation Z consumers' desire to stay on trend ($r = 0.529$, $p < .001$). This indicated that respondents with greater exposure to fashion-related advertisements, promotional messages, mobile applications, and social-media marketing were more likely to show a stronger desire to keep up with current fashion trends. Therefore, the null hypothesis stating that there was no significant relationship between mobile marketing exposure and desire to stay on trend was rejected.

4.4 Relationship between Fashion-Haul Engagement and Sustainability Concerns

The analysis revealed a significant positive relationship between fashion-haul engagement and sustainability concerns ($r = 0.393$, $p < .001$). This indicated that respondents who engaged more frequently with fashion-haul videos, reels, and posts also reported greater concern about issues such as fast-fashion consumption, fashion waste, packaging waste, and environmental impact. Therefore, the null hypothesis stating that there was no significant relationship between fashion-haul engagement and sustainability concerns was rejected.

4.5 Relationship between Influencer Marketing Influence and Desire to Stay on Trend

Table 2 indicated a significant positive relationship between influencer marketing influence and the desire to stay on trend ($r = 0.511$, $p < .001$). This finding showed that respondents who were more influenced by fashion and lifestyle influencers were more likely to express a stronger desire to follow current fashion styles. Therefore, the null hypothesis stating that there was no significant relationship between influencer marketing influence and desire to stay on trend was rejected.

4.6 Relationship between Sustainability Concerns and Desire to Stay on Trend

The results showed a significant negative relationship between sustainability concerns and the desire to stay on trend ($r = -0.249$, $p < .001$). This indicated that respondents with stronger sustainability concerns tended to report a comparatively lower desire to follow rapidly changing fashion trends. Therefore, the null hypothesis stating that there was no significant relationship between sustainability concerns and desire to stay on trend was rejected.

4.7 Relationship between Perceived Trend Acceleration and Desire to Stay on Trend

The analysis showed a significant positive relationship between perceived trend acceleration and the desire to stay on trend ($r = 0.359$, $p < .001$). This indicated that respondents who perceived fashion trends as changing more rapidly were more likely to report a stronger desire to keep up with current fashion styles. Therefore, the null hypothesis stating that there was no significant relationship between perceived trend acceleration and desire to stay on trend was rejected.

Overall, the findings showed that mobile marketing exposure, perceived trend acceleration, and influencer marketing influence were important correlates of Generation Z consumers' desire to remain fashionable

and up to date. At the same time, sustainability concerns were negatively associated with the desire to stay on trend, suggesting a tension between environmentally responsible fashion consumption and the tendency to follow rapidly changing fashion trends.

5. Summary

The study examined the relationships of mobile marketing exposure, perceived trend acceleration, fashion-haul engagement, influencer marketing influence, sustainability concerns, and desire to stay on trend among Generation Z consumers in Kerala. The descriptive findings showed that the respondents had a comparatively high desire to stay updated with current fashion trends. They also perceived that fashion trends changed rapidly, indicating a fast-moving fashion environment in which new styles, products, and brand messages reached young consumers quickly through digital platforms. The results revealed a significant positive relationship between mobile marketing exposure and the desire to stay on trend. This finding indicated that Generation Z consumers who were more frequently exposed to fashion-related mobile advertisements, promotional notifications, app-based offers, and social-media content showed a stronger tendency to follow current fashion styles. Mobile marketing appeared to function as an important source of immediate fashion information and product awareness. Since Generation Z consumers regularly used smartphones and social-media platforms, repeated exposure to mobile-based fashion communications was associated with greater interest in staying fashionable and up to date. Fashion-haul engagement was found to have a significant positive relationship with sustainability concerns. This result suggested that respondents who watched, followed, or interacted with fashion-haul content were also more aware of the environmental implications of fashion consumption. Fashion-haul content may expose consumers not only to products and purchasing trends but also to discussions relating to overconsumption, fast fashion, clothing waste, product durability, and responsible consumption. Thus, engagement with fashion-haul content appeared to be associated with greater awareness of sustainability-related issues among Generation Z consumers. The study further found a significant positive relationship between perceived trend acceleration and the desire to stay on trend. Respondents who perceived fashion trends as changing more rapidly reported a stronger desire to keep pace with current fashion styles. This finding indicated that the rapid circulation and replacement of fashion trends through digital platforms were associated with stronger trend-oriented fashion attitudes among Generation Z consumers. The study also found a significant positive relationship between influencer marketing influence and the desire to stay on trend. Respondents who considered influencer recommendations, product reviews, sponsored posts, and fashion-related endorsements more influential were more likely to express a desire to follow current fashion trends. Influencers appeared to play an important role in shaping awareness of new styles, brands, and products. Their fashion content, recommendations, discount codes, and product links could encourage consumers to explore and adopt trend-related products. A significant negative relationship was observed between sustainability concerns and the desire to stay on trend. This finding indicated that consumers with stronger concerns about environmental sustainability, waste generation, and excessive fashion consumption tended to report a comparatively lower desire to follow rapidly changing fashion trends. The result highlighted a tension between trend-oriented consumption and sustainable consumption. Although Generation Z consumers were concerned about sustainability, the pressure to remain fashionable and current could still influence their fashion-related attitudes and consumption preferences.

Overall, the findings suggested that mobile marketing exposure, perceived trend acceleration, and influencer marketing influence were important digital correlates of Generation Z consumers' desire to

remain fashionable and stay updated with current trends. At the same time, sustainability concerns were negatively associated with the desire to stay on trend. The study therefore indicated that fashion marketers and influencers should combine trend-based communication with responsible messages relating to durability, need-based purchasing, ethical production, recycling, reuse, and sustainable fashion consumption.

6. Implications of the Study

The study has implications for fashion marketers, online retailers, social-media platforms, and influencers targeting Generation Z consumers in Kerala. Since mobile marketing exposure and perceived trend acceleration were positively associated with the desire to stay on trend, fashion brands may use mobile-based advertisements, app notifications, personalised product suggestions, and short-form social-media content to communicate new styles and product launches. However, such communication should be relevant, transparent, and non-intrusive in order to maintain consumer trust and avoid creating unnecessary pressure for frequent fashion purchases. The positive relationship between influencer marketing influence and the desire to stay on trend indicated that influencers play an important role in shaping fashion-related preferences among Generation Z consumers. Fashion brands may collaborate with influencers who are perceived as credible, knowledgeable, and authentic. Influencer campaigns should provide clear product information, genuine reviews, and transparent disclosure of sponsored content. This can help consumers make informed fashion choices rather than encouraging impulsive or excessive purchasing.

The finding that fashion-haul engagement was positively related to sustainability concerns suggested that fashion-haul content can be used not only to promote products but also to create awareness about responsible consumption. Content creators and fashion brands may include messages relating to product durability, mindful purchasing, reuse, recycling, thrift shopping, upcycling, and reduction of clothing waste. Fashion-haul content may therefore be redesigned to encourage consumers to evaluate the necessity and long-term usefulness of products before purchasing them. The negative relationship between sustainability concerns and the desire to stay on trend highlighted the need for a balanced approach to fashion marketing. Consumers who are concerned about environmental consequences may be less interested in rapidly changing fashion trends. Fashion brands may respond by promoting sustainable trend-based products, timeless designs, durable materials, ethical sourcing, recyclable packaging, and repair or take-back facilities. Such strategies can enable consumers to remain fashionable while reducing the environmental burden of frequent fashion consumption. The study also has implications for consumer education. Educational institutions, youth organisations, and digital-content creators may conduct awareness programmes on fast fashion, textile waste, responsible online purchasing, and sustainable lifestyle practices. Generation Z consumers may be encouraged to distinguish between genuine needs and trend-driven buying impulses. This can support more informed, responsible, and environmentally conscious fashion decisions. Overall, the study suggested that fashion marketing directed at Generation Z should combine trend-oriented communication with sustainability-oriented practices. Mobile marketing and influencer marketing can be used effectively to promote fashion products, but they should also encourage responsible consumption and long-term value rather than continuous and unnecessary product replacement.

7. Conclusion

The study concluded that mobile marketing exposure, perceived trend acceleration, and influencer marke-

ting influence were significant positive correlates of Generation Z consumers' desire to stay on trend in Kerala. Consumers who were frequently exposed to fashion-related mobile advertisements, promotional content, influencer recommendations, and rapidly changing fashion trends reported a stronger tendency to follow current fashion styles. Fashion-haul engagement was also significantly and positively related to sustainability concerns, suggesting that such content was associated with greater awareness of issues such as fast fashion, clothing waste, excessive consumption, and environmental responsibility. However, sustainability concerns had a significant negative relationship with the desire to stay on trend, indicating that consumers with greater environmental concern were comparatively less inclined to follow rapidly changing fashion trends. The study therefore highlighted the need for fashion marketers, influencers, and digital platforms to integrate sustainability messages with trend-oriented communication so that Generation Z consumers can make fashionable as well as responsible consumption choices.

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