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The drop that drains the wallet: Gen Z Fashion and Teen Spending

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ABSTRACT

With the continuing rise of social media, fast fashion, fashion microtrends, and limited-edition product drops, Gen Z has transformed how we see values, leading to rising issues in teenage spending behavior. However, despite research on Gen Z consumer behavior and spending, there remains a limited understanding of how the relationship between fashion microtrends and exclusive limited-edition drops shapes teenagers' spending and financial behavior. This paper aims to explore that relationship and how multiple factors in limited-edition product drops and fashion, including impulsive ones, often prioritize how others see them and participation in trends over practical financial decisions. The study was conducted using a qualitative approach through surveys with Gen Z teenagers from diverse family and financial backgrounds who use social media apps such as TikTok, Instagram, Pinterest, and other sites that influence their spending. This paper contributed to the debates on Gen Z consumer behavior, brand marketing, fast fashion, and microtrends by providing recent insights into how social media influence, brand marketing, and exclusive drops affect teenage spending habits. It offers practical knowledge for educators, marketers, parents, and researchers who are looking to promote and spread awareness of making more informed and financially responsible purchasing decisions.

Keywords: Social media, Limited edition, Fashion, Generation (Gen) Z

INTRODUCTION

Over the last few years, social media has transformed the fashion industry by changing not only how quickly trends spread and disappear but also how new trends become popular. Some well-known platforms, such as Instagram, TikTok, and Pinterest, have created spaces where fashion trends and styles can go viral within a few days and lose popularity just as quickly (Sugiyono, S., & Kusumaningtyas, 2024). Along with the quick-changing styles are subtopics - fashion microtrends, which the Global Fashion Agenda defines as "short-lived aesthetic or fashion fads that spike in popularity, primarily driven by social media algorithms and ultra-fast fashion brands (Beswick, 2024). At the same time, these microtrends are emerging and gaining popularity as brands have become more fond of limited-edition products, releasing exclusive collaborations or collections in small quantities for a short period (Fairbrother 2026). These drops often create excitement and urgency among teenagers, a common tactic to encourage consumers to make purchases immediately rather than taking a few days to consider whether

the product is necessary or just a desire (Barri 2025). When teenagers are sitting with their friends at lunch, these limited-edition drops are popular topics of discussion. Sometimes this may lead teenagers to feel anxious about not fitting in and to feel compelled to buy from these limited-edition drops just to keep up with their friend group (Chhatwal 2025). As a result, many teenagers today have been exposed to an ever-faster-paced culture that encourages them to purchase new products to keep up with trends and sometimes even to secure their "place" in a friend group.

As teenagers spend more time on their phones throughout the day, they are constantly exposed to products and different trends that influence their want to buy things. This is especially common in the fashion industry, where new products and styles are continuously promoted online by influencers. Social media has contributed to the uptick in fashion microtrends that are short-lived unlike more traditional fashion trends that may stay popular for months or seasons. Social media has even been recognized for becoming the new "storefront" for apparel brands. (Harding 2026). For teenagers who use social media constantly to discover new styles, this creates a setting where keeping up with the latest trends can become a routine part of everyday life (Sugiyono and Kusumaningtyas 2024).

The continuously changing of trends becomes important when put together with the growing popularity of limited-edition fashion drops. Brands have been starting to increase low quantity product drops, using exclusivity and scarcity to create incitement around a product and to hopefully create loyal buyers (Fairbrother 2026). From sitting in the lunch room to mall hangouts, fashion is often discussed among friends and displayed publicly on social media, meaning that having a particular item can start to become connected to social belonging (Barri 2026). This creates a potential problem that when a trend is continuously presented as popular or exclusive, it may become harder for teenagers to tell whether they genuinely want something or feel pressured to buy it. This is really relevant to Gen Z teenagers because their exposure to fashion is connected to the social media platforms they use everyday. Social media not only shows teenagers the products that are available but also shapes which products appear more popular and worth purchasing.

This culture has become increasingly normalized and popular among teenagers (Priyanka 2024). This study seeks to answer the question: How do fashion microtrends and limited-edition drops among Gen Z influence teenagers' spending habits? It examines how exposure to changing fashion trends and limited-edition drops affects teenagers' spending behavior, spending frequency, impulse-buying habits, and the influence of social media. It examines the role of social media platforms, brand marketing strategies, friends, and influencers in encouraging consumption, and even overconsumption, among Gen Z teenagers who may not be educated about this (Vohra 2024). By combining all of this research, the study hopes to provide a better understanding of the factors that contribute to teen spending and how they view the need to spend in today's world (Dubey 2024).

To best research this question, the study uses a qualitative approach, carefully examining current case studies and literature reviews to identify patterns and ultimately provide a better understanding of the contributing factors influencing a teen's spending habits and behaviors, making it relevant to answering the question. Along with reviewing case studies, surveys with Gen Z teenagers will delve into their

perceptions, experiences, and opinions regarding fashion microtrends and limited-edition drops, and how these might have affected their spending behavior, potentially for better or worse. Not everyone comes from the same background or has the same level of financial stability, so there will be a variety of answers and experiences to analyze and review, and to consider how these may influence their spending habits.

The study provides practical value to a range of important groups, including fashion brands, parents, policymakers, and educators. Fashion brands may gain a deeper understanding of the motivations influencing teens' purchasing decisions, helping them develop and adopt more effective marketing strategies. Ultimately, fashion brands could benefit and improve their business. Parents may also benefit from a greater understanding of the topic and the social pressures their children may face today to fit in. With more knowledge, they can have more productive conversations that build beneficial skills for their children and help them spread awareness to their friends. Policymakers and educators may use the study's findings to develop additional educational initiatives that help teenagers recognize marketing techniques that lead them to purchase unnecessary products, manage their impulse spending, and make more informed financial decisions.

To conclude, fashion trends continue to evolve rapidly, and as a result, clothing consumption increases, while limited-edition drops further encourage impulse purchases. Understanding the relationship between teenagers' behaviors and those of individuals overall helps address the financial and even environmental consequences of their actions (Yi 2026). Also, by identifying the key factors that drive teenagers to continue participating in and purchasing from quickly changing fashion trends, the study may help promote responsible spending, more sustainable fashion, and marketing overall among teenage consumers. Overall, this research aims to provide valuable insights that can benefit everyone, including parents, educators, policymakers, businesses, and academics.

RESEARCH METHODOLOGY

By using a qualitative research approach, this study will provide data and a deeper understanding of the leading factors and motivations behind a teenager's spending behavior. This was chosen to provide more insight into why some teenagers might be influenced by fashion microtrends and special limited-edition drops, as well as how social media might influence purchasing decisions.

The study's target population is primarily Gen Z female teenagers aged 14-16 who use social media platforms. Also, specifically teens who have used TikTok, Instagram, and Snapchat and have recently purchased clothing or fashion items. Social media platforms have played a major role in spreading microtrends and promoting limited drops.

The primary data will be collected through google-form surveys that include questions allowing participants to share their experiences and opinions on the topic. For the qualitative research, surveying about 15 teenagers will be most useful for identifying differences because not everyone uses the same social media platform and has the same ability to spend money regularly.

The data analysis will highlight a thematic analysis approach. The questions will focus on microtrends, limited-edition drops, spending habits, and how social media might have influenced these decisions. The other set of data, secondary data, will be obtained by analysing case studies, fashion reports, and consumer spending studies.

To ensure reliability and validity, the same survey questions will be used. For ethical considerations for all participants, the survey findings will be compared with existing research on consumer behavior and fashion marketing.

In conclusion, the qualitative approach, well-suited to combining firsthand accounts with research, helps strengthen the credibility of the findings. This method will involve seeking help to understand the factors driving a teenager's spending habits, particularly microtrends and limited-edition drops in this industry.

ETHICAL CONSIDERATIONS

Participation in this study was voluntary, and no compensation was provided. All 15 participants were informed of the purpose of the study. Responses were collected through an anonymous, free-response Google Form; no personally identifying information was collected or reported in this paper. Participants are only referred to by participant number, age, and gender throughout the manuscript. All data collected is stored securely.

LITERATURE REVIEW

The review focuses on studies from 2021 to 2026, reflecting the rapid growth of Gen Z behavior and the influence of social media on the fashion industry during this period. Many relevant publications were identified through searches of Google Scholar, Social Science Research Network, and peer-reviewed journals. Searched terms included "Fashion microtrends," "Gen Z spending behavior," " Fast fashion." "Social media influence on spending" and "Consumer behavior." The studies were included if they (i) included Gen Z and/or teenagers, (ii) examined fashion purchasing behavior, social media influence, and/or limited edition drops, and (iii) explained and researched spending behavior and/or impulse buying within the fashion industry. Excluded studies focused on unrelated topics or populations outside the scope of this research question.

Across this literature, several recurring themes emerged that structure the present review. These themes include the influence of social media on purchasing behavior, the impact of limited-edition releases and product drops, and the influence of fast-fashion microtrends on teenage Gen Z consumers. The following sections examine these themes in greater detail, drawing from diverse methodologies and texts.

Table 1: Selected Literature Review

Study	Methods	Country / Global	Factors	Findings
Sugiyono and Kusumaningtyas (2024)	Qualitative	Not specified	Social media influence Consumer behavior FOMO Influencer marketing Fast fashion Social identity/peer influence	Social media heavily shapes teenagers/ shopping habits and behaviors. Teenagers often make emotional purchasing decisions, which lead to impulse buying. Fast fashion encourages a lot of purchases because of constantly changing trends
Bhattacharya et al, 2026	Quantitative	Not specified	Perceived brand value Scarcity marketing Marketing strategy Willingness to pay a premium Consumer psychology	Limited quantity increased consumers' willingness to pay Brands can increase a consumer's willingness to pay by combining scarcity and heritage marketing strategies.
Rodrigues et al., 2024	Quantitative	Philippines	Financial behavior Spending habits Gen Z Financial	Financial literacy influences spending habits. Positive financial behavior leads to better spending.

			well-being Socioeconomic influences Financial literacy	Financial education can encourage more conscious spending
Djafarova & Bowes 2021	Qualitative	United Kingdom	Instagram marketing Impulse buying Influencer marketing Fashion trends User-generated content Consumer emotions	Instagram highly influences Gen Z's impulse fashion purchases. Advertisements, etc., were effective features for encouraging spending. Gen Z uses Instagram as a primary source of fashion inspiration
Layla Malik 2026	Quantitative	United States	Fashion trends Price and promotions Social media influencer Consumer motivation Shopping behavior Purchase necessity	Personal desire was the strongest reason teenagers bought fast fashion. Sales/discounts increase willingness to buy. Social media promotions influenced spending. Environmental concerns did not discourage purchases of fast fashion
Krishna Lamichhane 2025	Quantitative	Nepal	Digital payment systems Spending behavior	Digital payment systems encourage more spending. Gen Z prefers cashless

			Generation Z Convenience Financial management Consumer psychology	payments Technology shapes purchasing behavior. Businesses can encourage spending by using technology for payment
Thierry Murjundezi 2025	Mixed Methods	Ireland	Social media influence Impulse buying Financial literacy Fashion consumption Brand and product value	Emotions drive impulse purchas.es Social media influencers encourage impulse buying. Gen Z displays rational and irrational spending behaviors. Fashion, quality, and value for money remain important factors.

Theme 1: Social media/ influencers, fashion microtrends, and limited edition drops on teenage behavior

Research shows that Instagram plays a significant role in encouraging impulse buying by exposing young consumers to relatable influencers perceived as trustworthy (Djafarova and Bowes 2021). TikTok and YouTube also strongly influence teenagers' shopping habits through marketing, content, and FOMO (Sugiyono and Kusumaningtyas 2024). While Sugiyono and Kusumaningtyas identify social media as a major influence on purchasing habits, Djafarova and Bowes focus specifically on how influencers on these platforms encourage impulse spending. Together, overall, the studies show that social media marketing and the social environment encourage fashion consumption.

Theme 2: Rise of social media

Social media has bombarded teens with images of the latest trends and fast fashion (Dubey 2024). Additionally, he found that the fear of missing out on these experiences and possessions can lead to impulse buying, a finding also reported by Thierry (2024). Going back to the previous themes, it also

connects with theme 1 on fast-fashion microtrends and the limited drops in teenage spending. This focuses on the rise of social media and is a common theme across the literature reviews and research already conducted.

Despite the growing body of research, much of it shows, overall, what the rise of social media entails but does not show the connection between its effects and teenage spending, or how they are specifically linked.

Theme 3: Digital payment systems on teenage spending and financial decision-making

The literature review found that digital payment systems encourage increased spending, that Gen Z prefers cashless payments, and that technology shapes purchasing behavior. Also, it found that businesses can encourage spending by using payment technology. Research examines how social media influences trends and overall spending, but this was an interesting take on teenage spending, offering insight and a different perspective on how social media, fashion trends, and limited-edition drops affect it Darshan et al., 2025).

Thierry (2024) found that emotional influences/ social pressure and fashion trends contribute to fashion spending. Also, Rodriguez et al. (2024) explained that financial literacy is connected with more rational financial behavior. Although Thierry and Rodriguez et al. believe that non-digital factors contribute to spending, Lamichhane (2025) argues that more convenient payment methods, such as paying online, influence spending more. All studies show that financial knowledge, emotions, convenience, lifestyle, and social factors influence teenagers' spending decisions.

The study builds on prior literature on social media influence, impulse buying, financial literacy, and fast fashion. It also explores how fashion microtrends and limited-edition drops interact with and relate to teenagers' spending habits (Petro, 2026). By using a qualitative approach and survey responses the research will provide a better understanding of diverse experiences and perspectives on spending. The study is significant because it suggests that fashion brands rely heavily on social media to spread trends and attract more people to buy clothes. Understanding these strategies can help parents, teens, and educators understand how they affect teens' spending and find more responsible ways to spend their money.

Despite the growing research, important gaps remain. Many studies investigate the topics separately and don't factor in the others, and many don't specifically focus on teenage Gen Zs. Existing research relies on qualitative methods, which provide deeper insight and allow more teens to elaborate on their experiences rather than check off a response from predetermined multiple-choice options (Bazen et al., 2021). Future research should delve deeper into how social media, along with emerging fast-fashion microtrends and brand tactics (limited-edition drops), influences teenagers' spending habits and behavior. Also, maybe more studies that focus on different economic contexts would be interesting for seeing the differences, rather than just the overall.

Survey responses

The responses were conducted via a free-response Google Form at their convenience, and if there were any follow-up questions, they would get back to me. This decision was made to accommodate people's busy schedules, being away, and others' schedules while they were away for the recent holiday. The study conducted 15 survey responses with young female teenagers aged 14 to 16. The author reached out to the survey response participants through random sampling, based on the consent from participants. The questions related to the research on the relationship between social media, fashion microtrends, and special limited-edition drops, and how these factors affect teenage spending and overall lifestyle. The ethical considerations were whether the questions were answerable, would yield more than yes-or-no answers, and would allow people to expand on and share their personal experiences.

Table 2:survey responses Table

Questions	**Responses Verbatims Responses**	**Factors**
Q1. Have you ever come across a limited-edition clothing release on social media and wanted to buy it? If so, was it immediate?	*"Yes, I have. I saw a Parke drop on Instagram and immediately wanted to buy it. I did not even check the price of it" (p1, 15, female, student)* *"Yes I have usually on TikTok, and sometimes I wanted to purchase it immediately" (p3,15, female, student)* *" Yes, I have. On TikTok, people were promoting their limited release of swimsuits, and I really needed a new bathing suit,s and I really wanted to buy it." (p4, 15, female, student)*	- Special drops - Social media influence - Brand marketing - Specific brands are more popular
Q2. How do you think changing fashion microtrends cause teenagers to want to spend more money than they normally would?	*"More trends forming cause people to want to buy it more to fit it" (p2, 15, female, student)* *"If more things come out, people want to buy more to look popular and to keep up with the new trends coming out." (p3, 14, female, student)*	- Fast fashion - Trends - Social media influence - Fast-changing trends surfacing - Diversity in trends
Q3. How do social media, influencers, or	*"I think social media, influencers, and friends. It influences many trends and fashion, causing*	- Social media influence

friends influence your fashion choices? - Do you think one affects more than the others?	*people to chase "normalcy." When, in reality, everything will eventually change, and new trends will emerge. I think social media definitely affects people the most." (p1, 15, female, student)* *"I take inspiration from TikTok for my style, but I usually come up with my own outfits" (p8, 14, female, student)*	- Friends, influencers - Tiktok - Finding it nice to get help with decisions - Being indecisive - Using social media to advantage
Q4. How do you think that fashion trends or exclusive releases have affected the way you spend money?	*"I think the idea of originality definitely affects my ideas of spending money. It caused me to believe that I would be one of the only people wearing a specific item." (p5, 15, female, student)* *"I feel like exclusive releases have made me feel the need to buy something because I feel as if I won't fit in with the trends and that I will be an outcast if all my friends have something and I don't." (p4,15, female, student)*	- Own thoughts - fomo, etc - Originality - Fast-changing trends sometimes limit spending
Q5. Where do you typically find inspiration for your clothing?	*"Usually I like to find clothing inspiration on TikTok and Pinterest." (p1, 15, female, student)* *'I find inspiration from TikTok, Instagram, Pinterest and myself." (p3,14, female, student)*	- Social media influence - Same brands: TikTok, Pinterest, Instagram - Friends
Q6. Can you explain a time when you saw something online and it immediately made you want to purchase it?	*"When I saw a piece of jewelry in an ad on Instagram that I would now wear, and I really wanted to get it" (p6, 15, female, student)* *"I remember I saw a girl wearing a pink Free People top and immediately went to buy it due to how good it looked on her and the compliments she was receiving." (p1, 15, female, student)* *"I remember I saw an expensive hoodie online and it was over 100 dollars and I bought it without my*	- Social media influence - Seeing others influence - Positive reviews - Others are getting positive reviews

	mom knowing and it turned out to be bad quality and my parents were upset with me." (p4, 15, female) *"I saw Isabel Marants, and I want to buy them because they looked really nice and I keep seeing everyone have them when I go into the city" (p2, 15, female, student)*	
Q7. How do you think your fashion style has changed over the past few years, and what changed it? (apps, etc)	*"I think when alt was normalized in 2020 on TikTok, I tried being a genre of it, but eventually I grew into a more "basic" style over time because I saw fewer people wearing "alt" styled clothing." (p1, 15, female, student)* *"I think my fashion has become more mature in a sense, and I think TikTok and Instagram helped my style evolve" (p3, 14, female, student)*	- Fast fashion and microtrends influence - Seeing trends online shaped styles and fashion
Q8. Before buying something, what factors are most important to you to consider? - price, quality, design, etc	*"I usually consider the price; if the price is high, I expect good quality. If it's low, I usually expect poor quality. I also take in how other people view it, especially where you can see the buyers' comments and pictures to see if it looks good." (p1, 15, female, student)* *"Before buying something, I usually look at the price, design, quality, and how much I'll actually wear it" (p7, 15, female, student)*	- Price - Quality - If I were to wear/ practical thoughts - Parents limiting spending /not limiting

Summary of the survey responses:

Theme 1: Social media influence*:* A common theme in the answers to the questions was that social media plays a significant role in teenagers' clothing inspiration. The most common platforms were TikTok, Instagram, and Pinterest. This furthers my research by showing that social media plays an important role, especially in fast fashion and microtrends, along with promoting special limited-edition drops.

Theme 2: Fashion microtrends: Another theme that emerged in the answers was that fashion microtrends have evolved and inspired many teenagers' styles and fashion today. Once someone sees something online or on others, they quickly want it for themselves and slowly start working it into their style. Also,

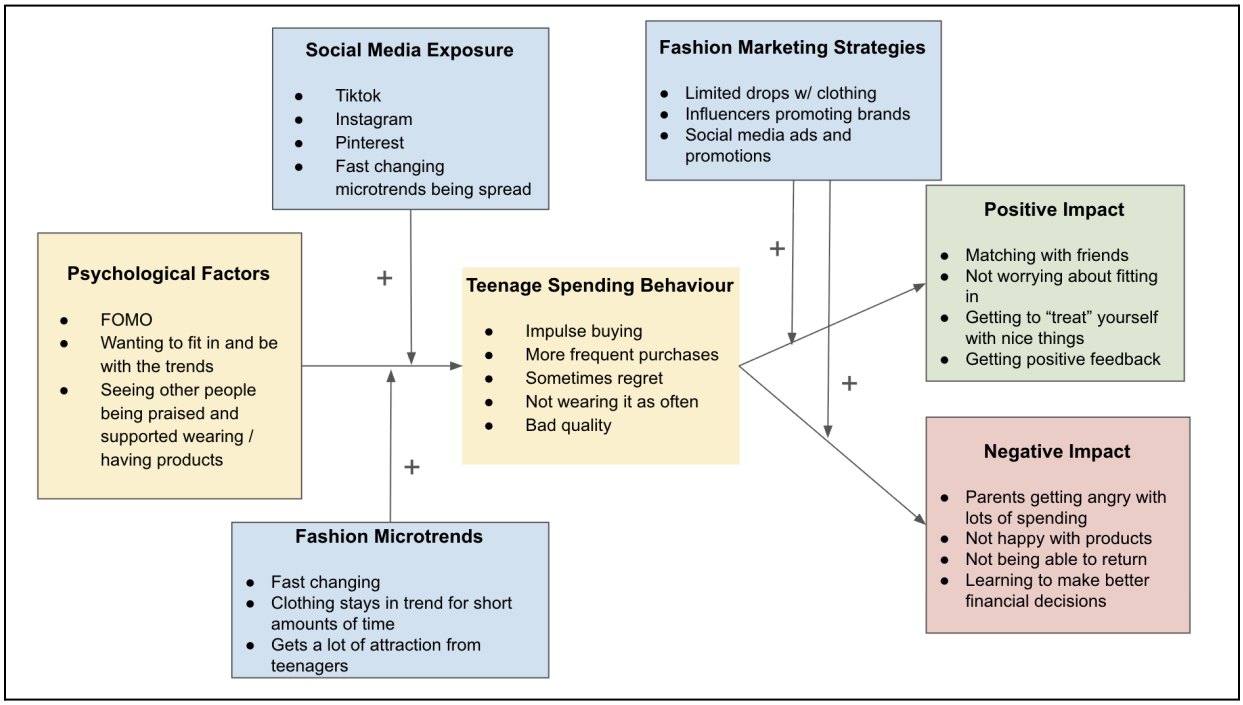
along with the social media theme, social media influences the trends and microtrends that become popular and that everyone sees and wants.

Theme 3: Factors before buying something: A common theme in the answers was that if people saw a particular item was expensive, they would assume it was of good quality. Also, they look at reviews to see whether something is well-liked and worth the price. It was also shown that people consider whether they would actually wear it, and it's not just an impulse buy based on something they saw. They also consider whether it's an impulse buy.

DISCUSSION

Our findings indicate that microtrends and limited-edition drops have impacted teenage spending and how trends spread, how quickly they stay in trend, how quickly they go out of style, and how quickly a new trend surfaces online. This aligns with previous studies that fashion trends are fast-changing and influence teenage spending as they try to keep up. The study's results diverge from prior research in that, as new fashion trends and microtrends are surfacing on social media, the survey responses and findings include these and also offer insights from 2020 and earlier years. This is unique because 2020 was a year of isolation, and social media was where everyone was, so that is how it evolved into trends now. The brands that were trending in those years are probably not the ones popular now. Given the growing population of teenage consumers, businesses should use it to their advantage. Seeing so many teenagers on social media and looking up to their favorite influencers who wear a brand and support brands is really beneficial. Using marketing to their advantage, reading it as much as they can, and making it appealing to teenagers and adults. Additionally, knowing the results of the study, where teenagers are looking at quality and price, could be something brands look into to get more attention.

Figure 1: Discussion Framework



Social Media Exposure: Many teens get a lot of social media exposure daily on various platforms like TikTok, Instagram, and Pinterest. The more social media exposure a teenager gets, the more it affects their desire to buy things. It can lead to more teenage spending, an increase in fashion microtrends spreading and getting attention, and it can encourage different psychological factors in teenagers. These psychological factors of FOMO, wanting to fit in, and seeing others getting praised are all driven by social media exposure. For example, *"I feel like exclusive releases have made me feel the need to buy something because I feel as if I won't fit in with the trends and that I will be an outcast if all my friends have something and I don't." (p4,15, female, student)*

Psychological Factors: The psychological factors of wanting to fit in, having FOMO, seeing others getting praised and supported are driven by social media exposure and the fast-changing fashion microtrends.*"I think when alt was normalized in 2020 on TikTok, I tried being a genre of it, but eventually I grew into a more "basic" style over time because I saw fewer people wearing "alt" styled clothing." (p1, 15, female, student)* The different platforms are Instagram, TikTok, and Pinterest. Fashion microtrends influence teenagers all the time, as they are fast-changing and always get teenagers' attention. These platforms drive the psychological factors that lead to teenagers' spending behavior.

Fashion Microtrends: Fashion microtrends are a big factor in teenage spending. They are fast-changing; sometimes trends stay relevant for a while, and sometimes they go out of style quickly and are forgotten. This attracts a lot of teenagers. They see the trends and want it for themselves. These fast-changing trends

make teenagers want to spend money on products to fit in. Along with the trends is how they are spread, especially social media, *"I think social media, influencers, and friends.It influences many trends and fashion, causing people to chase "normalcy." When, in reality, everything will eventually change, and new trends will emerge. I think social media definitely affects people the most." (p1, 15, female, student)*

Negative Impact: Teenage spending and Fashion Marketing strategies can have adverse effects. Teenagers see brands and their marketing strategies; it can encourage them to spend more. This increase in spending has negative impacts, such as parents getting mad at the constant spending, buying unnecessary things, and sometimes limited drops, meaning not being able to return, and sales being final. For example, *"I remember I saw an expensive hoodie online and it was over 100 dollars and I bought it without my mom knowing and it turned out to be bad quality and my parents were upset with me." (p4, 15, female)*

Positive Impact: However, teenage spending and fashion marketing strategies can have a positive impact. This can also benefit brands, because if they have good marketing strategies, they will get more sales. Additionally, teenagers won't feel left out, and they will have a sense of belonging and even match with their friends. My survey response proved this: *"I remember I saw a girl wearing a pink Free People top and immediately went to buy it due to how good it looked on her and the compliments she was receiving." (p1, 15, female, student)* Seeing other people have a positive impact can also positively influence the consumer and the teenagers buying the products.

Teenage Spending Behavior: Teenage spending behavior is influenced by many factors, including social media exposure, fashion microtrends, and psychological factors. These spending behaviors include impulse spending, more frequent purchases, sometimes regretting purchases, not wearing them often, and purchasing poor-quality items. For example, my survey responses found something similar: **"***I usually consider the price; if the price is high, I expect good quality. If it's low, I usually expect poor quality. I also take in how other people view it, especially where you can see the buyers' comments and pictures to see if it looks good." (p1, 15, female, student)***.** Teenage spending behavior has positive and negative impacts on teenagers, brands, and their marketing strategies, and sometimes it has a ski slope effect, and sometimes it stays at the same pace for a while. Spending depends on style trends and other factors.

Fashion Marketing Strategies: For brands to be successful, they need to have effective marketing strategies. They can develop effective strategies by observing teenage spending and what they are drawn to. *"When I saw a piece of jewelry in an ad on Instagram that I would now wear, and I really wanted to get it" (p6, 15, female, student)* . They also have positive and negative impacts on teenage spending. Some of these strategies include limited-edition drops, influencer promotions for brands and products, and social media ads and promotions. **"***Yes, I have. On TikTok, people were promoting their limited release of swimsuits, and I really needed a new bathing suit,s and I really wanted to buy it." (p4, 15, female, student)*All of these marketing strategies can be improved by understanding teenage spending behavior. Seeing the patterns of teenage spending is also important for understanding.

IMPLICATIONS

All of the studies have contributed to the growing body of research on how fashion microtrends and special limited-edition drops shape teenage spending habits. By focusing on Gen Z teenagers, this study empirically contributes evidence on how fast-fashion and limited-edition drops marketing affect spending and consumer behavior. The findings will contribute to a better understanding of the relationship between fashion marketing and social media influencers, as well as the spending habits of younger customers, such as Gen Z, who may not have extensive knowledge of the subject.

Previous studies have examined topics such as social media marketing, fast fashion, impulse spending, and the effects of financial literacy on spending habits. This new research addresses this gap by focusing specifically on teenagers and how social media, microtrends, and limited-edition drops influence their spending habits and behavior. It considers multiple factors rather than just one. This study also provides a unique perspective on factors people might not consider daily before purchasing items online.

The findings can benefit parents and businesses. Parents can gain more insight into how online brands have contributed to the desire to spend more money on seemingly appealing items. Sometimes brands use limited-edition drops and raise prices to influence more teenagers to believe the items are of the highest quality and to purchase them quickly. Parents can look at the brands their kids follow and inform them about when to buy things.

The broader significance of this study lies in its ability to address issues such as financial literacy, product sustainability, and consumer behavior. The findings promote greater awareness of which products are being purchased and how, and of which products may not be the best for the environment. In conclusion, this research helps people become more informed about financial responsibility and more aware of the digital marketplace.

LIMITATIONS

However, there are limitations despite these contributions. This research is conducted through free response Google-form surveys with a small number of female teenagers and may not represent all teenagers across different countries and backgrounds. Additionally, some teens might have a personal bias based solely on their own experience. Future research could increase the number of teenagers surveyed including both males and females, account for country differences, and make it globally applicable. Also, instead of focusing just on Gen Z teenagers, it could explore preteens and even adults to see their perspectives, maybe on products they see online or on their kids being exposed to today's fast-changing fashion and limited-edition drops.

CONCLUSION

The primary aim of this study was to investigate the factors influencing Gen Z teenagers' spending habits today. The factors include social media influence, fast fashion, fashion microtrends, and limited-edition product releases. As social media platforms continue to shape many fashion trends and purchasing behavior, understanding the factors is important. The findings suggest that fashion microtrends and limited-edition product releases have a very important influence on the spending habits of Gen Z teens. Social media platforms like TikTok, Instagram, and Pinterest expose teenagers today to many fast-changing fashion trends. Research indicates that limited-edition drops create a sense of urgency and a need to buy them as soon as possible to fit in, be like everyone else, and not miss out. Many teenagers found that when they saw a limited-edition product release, they really wanted to buy it because they thought it would sell out quickly or that having it would help them fit in.

These findings suggest that fashion brands have done a good job of marketing their products and influencing teens on many popular social media platforms they use daily. While these strategies are successful for brands and their overall success, they do raise a slight concern about how much teenagers spend due to fast-changing fashion trends and limited-edition product drops. Additionally, the findings contribute to prior research by showing how microtrends and limited-edition drops interact to influence teenage spending. All of the studies have contributed to the growing body of research on how fashion microtrends and special limited-edition drops shape teenage spending habits. By focusing on Gen Z teenagers, this study empirically contributes evidence on how fast-fashion and limited-edition drops marketing affect spending and consumer behavior. The findings will contribute to a better understanding of the relationship between fashion marketing and social media influencers, as well as the spending habits of younger customers, such as Gen Z, who may not have extensive knowledge of the subject.

The practical applications of the research extend to parents, educators, and business leaders. Parents can use these findings to see that excessive social media use can be a major factor in their children spending a lot of money on maybe useless items. Educators can use the findings to raise awareness of how social media can promote misinformation and make content appear higher-quality than it actually is. Business makers can use the findings to see that social media is very important in getting teenagers to want to purchase things. With good advertising, they can become very successful and earn substantial profits.

In conclusion, fashion microtrends and limited-edition product drops have become powerful influences on teenagers’ spending habits today.

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