**The role of digital influencers in fashion consumption in Brazil**

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**Abstract**

The expansion of the internet has given rise to new forms of communication and consumption. With the accumulation of information, entropy has made people’s tastes volatile and confusing, increasingly requiring individuals to filter this information and indicate it on their platforms. In the meantime, one of the main features is the role of digital figures responsible for influencing a particular audience, be it food products, hospitality and fashion products in this project’s context. With that in mind, this paper aims to understand digital influencers’ role in consuming clothing products in Caicó (Rio Grande do Norte – Brazil). Methodologically, it is applied research with exploratory-descriptive objectives and a qualitative-quantitative approach. We conduct a virtual survey with 103 potential fashion consumers. We test the relationship between two variables (source credibility (reliability, style and expertise) and personal connection) and their influence on purchase intention. With that, it was possible to conclude that 73% of the respondents agreed that they are highly likely to buy fashion products promoted by local digital influencers. Reliability awakens about 54% of agreement as an item that directly influences the purchase intention endorsed by digital influencers. The digital influencer’s style evokes 72% agreement on its importance on purchase intention. The expertise dimension showed 67% agreement. Personal connection showed 51% agreement. Therefore, we can conclude that the style of digital influencers has a higher impact when it comes to the purchase intention endorsed by such individuals, followed by expertise. The results of this study provide important insights into the effects of digital influencers on fashion consumption in Brazil. The findings suggest that digital influencers significantly shape consumer behavior and trends in the fashion industry. We also find that source credibility with influencers may significantly impact purchase intention more than personal connection. The study also underlines the importance of understanding the role of digital influencers in shaping consumer behavior and trends. Nevertheless, this study highlights the need for businesses to consider the impact of digital influencers on their marketing strategies.

**Keywords:** communication, digital influencers, consumption, fashion, source credibility.