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Understanding the Consumer Behavior of the Younger Generation in Determining Demand for Trendy Products

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Abstract

Trendy products attract considerable attention among younger consumers, yet purchasing interest can change rapidly as digital exposure, social influence, and product evaluations evolve. This study examined how consumer behavior contributes to demand for trendy products through the distinction between price-induced changes in quantity demanded and non-price shifts in demand. A qualitative conceptual literature review synthesized ten scholarly articles addressing Generation Z consumption, digital commerce, fashion purchasing, promotional incentives, and behavioral influences. The analysis organized evidence around preferences, income, prices of related goods, expectations, and the number of potential buyers. The synthesis indicated that perceived prices and discounts influence purchasing intentions, while peer communication, influencer exposure, and product evaluations may alter preferences independently of price changes. Purchasing power constrains the conversion of favorable attitudes into effective demand, and anticipated scarcity or fear of missing out may influence purchase timing. Changing preferences can theoretically shift demand and affect equilibrium prices and quantities, depending on supply conditions. However, the reviewed studies primarily addressed purchase intentions rather than observed price–quantity relationships. The study contributes a conceptual framework separating purchasing motivation, effective demand, and market adjustment. Transaction-level and longitudinal research is needed to test these mechanisms and estimate their effects across consumer groups and products.

Keywords: *Consumer Behavior, Demand Theory, Generation Z, Purchase Intention, Trendy Products.*

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INTRODUCTION

The increasing circulation of trendy products through digital platforms has altered how younger consumers encounter, evaluate, and purchase goods, particularly in markets characterized by rapid changes in product popularity. Evidence from Indonesian social commerce indicates that Generation Z purchasing decisions are closely connected to digital shopping environments in which information exchange and commercial interactions occur simultaneously (Huwaida et al., 2024). Social media marketing also contributes to purchase intention through promotional communication and product-quality perceptions, indicating that digital exposure and product evaluation operate as related components of consumer decision-making (Meliawati et al., 2023). These developments have economic implications because products with comparable functional characteristics may attract substantially different levels of consumer interest depending on their visibility, symbolic appeal, and perceived relevance to prevailing trends. Research on fast-fashion consumption among Generation Z demonstrates that purchasing intentions involve multiple considerations beyond conventional assessments of product utility (Wojdyla & Chi, 2024). Individual purchasing behavior is also associated with psychological characteristics and financial circumstances, as reflected in research examining income, self-esteem, and impulsive fashion purchases (Tessy & Setiasih, 2024). The central economic issue concerns how these behavioral influences interact with purchasing power to shape demand for trendy products and explain why consumer interest may increase or decline within relatively short periods.

Contemporary research on younger consumers has developed several complementary explanations for purchasing behavior, particularly through social influence, psychological responses, product evaluation, and economic incentives. Social media communication among peers is associated

with online shopping intentions through perceived brand quality and brand preference, while subjective norms influence the strength of these relationships (Le & Ngoc, 2024). Influencer-related research extends this explanation by identifying source credibility and inspiration as relevant predictors of Generation Z purchase intentions, although the moderating effects of parasocial interaction differ across influencer characteristics (Babu et al., 2024). Economic considerations remain relevant within digitally mediated purchasing environments, with evidence linking perceived price, sales promotions, and social media influencers to consumers' intentions to purchase fashion products (Rohman & Tambunan, 2024). Research on sustainable apparel introduces a different behavioral dimension, demonstrating the importance of social norms, subjective norms, and perceived behavioral control in purchasing intentions and decisions (Anggriani et al., 2024). Taken together, these studies indicate that younger consumers' purchasing behavior reflects the interaction of social, psychological, and economic considerations, although their principal analytical outcomes concern purchase intention, perceived value, or purchasing decisions rather than the distinction between economic demand and quantity demanded.

Despite these advances, an important conceptual limitation remains in explaining how the behavioral determinants identified in consumer research relate to the formation and movement of market demand. Microeconomic demand analysis distinguishes changes in quantity demanded resulting from variations in a product's own price from shifts in demand associated with changes in income, preferences, expectations, related-product prices, or the population of potential buyers. Research on Generation Z indicates that fear of missing out and discounted prices can influence impulsive purchasing, but these behavioral relationships do not independently establish whether observed purchasing responses represent movements along an existing demand curve or changes in the demand relationship itself (Sofiana & Hayu, 2025). Evidence from fashion consumption also demonstrates that income and self-esteem contribute differently to impulsive buying, with the independent contribution of income becoming insignificant after self-esteem is controlled (Tessy & Setiasih, 2024). Investigations of fast-fashion purchasing intentions provide further explanations of Generation Z consumption preferences without directly establishing how those preferences translate into quantities demanded across alternative price levels (Wojdyla & Chi, 2024). Moreover, evidence that unfavorable environmental information is associated with declining purchase intentions toward a fast-fashion brand indicates that consumer evaluations can change independently of an observed price adjustment (Zimand-Sheiner & Lissitsa, 2024). The research gap addressed here is therefore not the absence of evidence concerning young consumers' purchasing motivations, but the limited conceptual integration of those motivations with the microeconomic distinction between price-induced changes in quantity demanded and non-price shifts in demand.

The distinction between purchasing motivation and economic demand has practical consequences for interpreting product popularity, consumer expenditure, and the persistence of market interest. Digital commerce environments facilitate interactions between promotional exposure and purchasing opportunities, making it necessary to distinguish temporary attention from preferences that may support sustained purchasing activity (Huwaida et al., 2024). Socially transmitted product information can influence perceived brand quality and preferences before a purchasing decision occurs, indicating that expressed intention should not automatically be treated as evidence of completed transactions (Le & Ngoc, 2024). Pricing decisions introduce a related analytical problem because promotional discounts and perceived prices may affect purchasing intentions while operating alongside social influence and product positioning (Rohman & Tambunan, 2024). Without distinguishing these mechanisms, businesses may misinterpret temporary promotional responses as persistent increases in underlying demand and make inventory or pricing decisions based on unstable expectations. From a microeconomic standpoint, identifying the determinants responsible for changing consumer preferences is necessary to explain potential demand shifts without assuming that increased product visibility automatically produces higher equilibrium sales or lasting market growth.

This study positions consumer behavior as an explanatory component of microeconomic demand analysis rather than treating purchase intention and effective demand as interchangeable concepts. Previous research on social media marketing and product quality provides evidence concerning factors influencing purchase intention, whereas the present analysis considers how such factors may affect consumer preferences within a demand-theory framework (Meliawati et al., 2023). Research on sustainable apparel purchasing contributes an additional distinction between consumption preferences associated with social norms and behavioral control and preferences associated with

temporary product attractiveness (Anggriani et al., 2024). Changes in purchasing intentions following exposure to unfavorable environmental information further demonstrate the relevance of consumer expectations and evaluations to potential changes in demand-related preferences (Zimand-Sheiner & Lissitsa, 2024). Studies of influencer credibility and parasocial relationships also provide a basis for conceptualizing digitally mediated social influence as a possible non-price determinant of willingness to purchase (Babu et al., 2024). Unlike studies that primarily estimate relationships between promotional factors and purchase intentions, this research proposes an integrated conceptual interpretation organized around consumer preferences, purchasing power, related-product prices, expectations, and the number of potential consumers. Its proposed novelty lies in connecting these determinants to the economic distinction between changes in demand and changes in quantity demanded, while explicitly recognizing that intention-based evidence cannot establish the magnitude of actual market responses.

This study aims to explain how microeconomic demand theory can be applied to understand younger consumers' behavior toward trendy products and to identify the economic and behavioral determinants associated with changes in their willingness to purchase. The analysis examines the role of social communication in shaping preferences and purchasing intentions without assuming that increased consumer interest necessarily produces completed transactions (Le & Ngoc, 2024). It also evaluates how promotional discounts and fear of missing out represent distinct influences on purchasing behavior that require different interpretations within demand analysis (Sofiana & Hayu, 2025). The relationship between trend-oriented consumption and younger consumers' product preferences is further examined using existing evidence on Generation Z fast-fashion purchasing intentions (Wojdyla & Chi, 2024). Through a structured conceptual synthesis of the existing literature, the research seeks to distinguish price-related movements along the demand curve from shifts associated with non-price determinants and to clarify the limitations of interpreting purchase intentions as actual market demand. The expected contribution is a more coherent application of microeconomic demand concepts to contemporary youth consumption, providing an analytical foundation for subsequent empirical investigation and more cautious interpretation of short-term changes in demand for trendy products.

RESEARCH METHODS

This study employed a qualitative approach using a conceptual literature review to examine how younger consumers' purchasing behavior can be interpreted through microeconomic demand theory. The secondary materials comprised ten scholarly journal articles addressing Generation Z consumption, purchasing intentions, digital commerce, fashion products, and behavioral determinants of consumer demand. Research on Indonesian social commerce was included to examine digital shopping environments and factors associated with Generation Z purchasing decisions (Huwaida et al., 2024). Literature on sustainable apparel purchasing provided a basis for interpreting consumer preferences, social norms, and behavioral considerations in purchasing decisions (Anggriani et al., 2024). Studies of TikTok marketing and product quality contributed explanations of promotional exposure and product evaluation as determinants of purchase intention (Meliawati et al., 2023). Research on fast-fashion consumption was examined to understand the relationship between trend-oriented preferences and younger consumers' purchasing intentions (Wojdyla & Chi, 2024). The study relied exclusively on published secondary evidence and did not involve surveys, interviews, experimental interventions, or direct measurements of consumer demand.

Table 1. Reviewed Literature Sources and Their Analytical Roles

No.	Author (Year)	Main Focus	Role in This Study
1	Anggriani et al. (2024)	Sustainable apparel purchasing decisions	Consumer values, preferences, and behavioral considerations
2	Babu et al. (2024)	Influencer attributes and parasocial interaction	Social influence on purchase intention
3	Huwaida et al. (2024)	Generation Z and social commerce	Digital shopping environments and purchasing decisions
4	Le and Ngoc (2024)	Peer communication and online shopping intention	Social interaction and preference formation

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5	Meliawati et al. (2023)	TikTok marketing and product quality	Promotional exposure and product evaluation
6	Rohman and Tambunan (2024)	Influencers, perceived price, and sales promotions	Price-related and promotional influences
7	Sofiana and Hayu (2025)	Fear of missing out and discounts	Psychological and promotional purchasing motivations
8	Tessy and Setiasih (2024)	Income, self-esteem, and impulsive buying	Financial and psychological considerations
9	Wojdyla and Chi (2024)	Generation Z fast-fashion purchase intention	Trend-oriented purchasing preferences
10	Zimand-Sheiner and Lissitsa (2024)	Environmental information and purchasing intentions	Information-related changes in consumer preferences

The analysis involved reading the selected articles, identifying relevant concepts and reported relationships, and organizing the evidence around consumer preferences, purchasing power, prices, expectations, and social influences as interpretive categories. Social media communication and peer interactions were examined as factors potentially shaping product preferences rather than as direct measurements of quantities demanded (Le & Ngoc, 2024). Perceived prices and promotional incentives were considered separately from social influence to distinguish price-related purchasing responses from changes associated with non-price determinants (Rohman & Tambunan, 2024). Psychological influences, particularly fear of missing out and discount-related purchasing motivations, were interpreted in relation to temporary consumer interest and the possibility of demand fluctuations (Sofiana & Hayu, 2025). Consumer responses to unfavorable environmental information were also considered to explain how changes in product evaluation could influence purchasing intentions independently of documented price adjustments (Zimand-Sheiner & Lissitsa, 2024). The synthesis compared these conceptual relationships with the distinction between movements along a demand curve and shifts in demand, while separating stated purchase intentions from observed market transactions. Interpretive conclusions were restricted to relationships supported by the reviewed literature, without statistical estimation, causal testing, or claims concerning the measured magnitude of changes in market demand.

RESULTS AND DISCUSSION

Price Sensitivity, Purchasing Power, and the Law of Demand among Younger Consumers

The conceptual synthesis indicates that younger consumers' responses to trendy products remain consistent with the law of demand, although their purchasing decisions cannot be explained exclusively through product prices. Under otherwise unchanged market conditions, an increase in a product's own price generally reduces the quantity demanded, whereas a price reduction increases the quantity consumers are willing and able to purchase. Research examining perceived prices, sales promotions, and social media influencers demonstrates that economic assessments interact with marketing-related considerations in shaping purchase intentions (Rohman & Tambunan, 2024). Evidence concerning Generation Z fast-fashion consumption further indicates that purchasing intentions involve multiple product-related considerations rather than unrestricted responses to product popularity (Wojdyla & Chi, 2024). Digital commerce research also identifies behavioral influences associated with shopping decisions, suggesting that purchasing motivations are formed through interactions between consumers and commercial information environments (Huwaida et al., 2024). These relationships establish the analytical relevance of conventional demand theory while indicating that the reviewed literature does not provide sufficient price–quantity observations to estimate an actual demand curve for trendy products.

Price sensitivity among younger consumers requires interpretation as a conditional behavioral response rather than a uniform characteristic of a particular generation. The degree to which consumers respond to changes in product prices depends conceptually on available alternatives, purchasing resources, product characteristics, and the benefits associated with consumption. Evidence concerning perceived price and sales promotions suggests that monetary considerations remain relevant to purchase intentions even when consumers are exposed to social media marketing activities (Rohman & Tambunan, 2024). Research on Generation Z fast-fashion purchasing identifies additional

considerations associated with product attractiveness, indicating that purchasing intentions cannot be interpreted exclusively through nominal price comparisons (Wojdyla & Chi, 2024). Studies of sustainable apparel purchasing also demonstrate the relevance of consumer values and behavioral considerations, which may affect how individuals evaluate competing products (Anggriani et al., 2024). Consequently, consumers facing identical product prices may express different levels of purchasing interest because their preferences, perceived benefits, and financial constraints are not necessarily equivalent. The reviewed evidence does not establish a numerical price elasticity for younger consumers, making it inappropriate to characterize the entire generation as either highly price-sensitive or relatively insensitive to price changes.

Promotional discounts introduce an additional distinction between changes in transaction prices and changes in consumer preferences toward products receiving commercial attention. From a microeconomic standpoint, an actual reduction in the price paid may increase quantity demanded along an existing demand curve, provided that other determinants remain unchanged. Research examining social media influencers, perceived prices, and sales promotions supports the interpretation that purchasing intentions are associated with both monetary incentives and promotional influences (Rohman & Tambunan, 2024). Psychological considerations complicate this relationship because fear of missing out may interact with discounted offers and influence consumers' willingness to make immediate purchasing decisions (Sofiana & Hayu, 2025). Evidence concerning TikTok marketing and product quality further indicates that promotional communication operates alongside product evaluation rather than functioning solely as a mechanism for communicating lower prices (Meliawati et al., 2023). These distinctions suggest that promotional responses should be interpreted cautiously because increased purchase intention following a campaign does not establish whether the underlying mechanism involves a price reduction, a change in preferences, or their combined influence.

Purchasing power constitutes a fundamental constraint on the conversion of consumer preferences into economically effective demand. Younger consumers may differ considerably in employment status, household financial support, and expenditure obligations, making it inappropriate to assume that generational membership corresponds to a particular income level. Research investigating impulsive fashion purchases among Generation Z considers income alongside self-esteem, demonstrating the analytical importance of distinguishing financial resources from psychological characteristics (Tessy & Setiasih, 2024). The relevance of perceived prices to purchase intention also indicates that consumer evaluations of affordability cannot be separated entirely from the monetary conditions surrounding purchasing decisions (Rohman & Tambunan, 2024). Evidence concerning sustainable apparel purchasing introduces additional behavioral considerations that may influence the allocation of available resources among competing consumption alternatives (Anggriani et al., 2024). A consumer may consequently attach considerable importance to a fashionable product while remaining unable or unwilling to purchase it at the prevailing market price because the expenditure would reduce resources available for other priorities. This distinction indicates that favorable attitudes and strong product preferences are insufficient to demonstrate effective market demand without information concerning consumers' capacity to pay and the quantities they would purchase at specified prices.

The relationship between purchasing interest and effective demand requires particular attention because much of the reviewed consumer literature focuses on behavioral intentions rather than directly observed transactions. Purchase intention expresses an individual's stated inclination to acquire a product, whereas effective demand requires both willingness and purchasing capacity at a specified price within a defined period. Research on Generation Z participation in Indonesian social commerce identifies factors associated with shopping decisions but does not independently provide the market-level price–quantity relationships required for demand estimation (Huwaida et al., 2024). Evidence concerning consumption-related peer communication similarly examines online shopping intentions and associated behavioral mechanisms rather than quantities demanded across alternative price levels (Le & Ngoc, 2024). Research addressing influencer characteristics extends the explanation of purchase intention through social and psychological relationships without establishing that all expressed intentions are converted into completed transactions (Babu et al., 2024). Treating purchase intentions as equivalent to realized market demand would consequently overstate the explanatory capacity of the available evidence and obscure the economic distinction between consumer motivation and purchasing behavior.

The evaluation of trendy products also involves perceived quality, expected benefits, and the relationship between monetary expenditure and the utility consumers associate with ownership or consumption. Research addressing TikTok marketing and product quality identifies these dimensions as relevant considerations in explaining purchasing intentions, indicating that product evaluation cannot be reduced to promotional exposure alone (Meliawati et al., 2023). Evidence on Generation Z fast-fashion purchasing similarly emphasizes the complexity of consumer evaluations within a product category characterized by rapidly changing styles and preferences (Wojdyla & Chi, 2024). Studies of sustainable apparel purchasing extend this interpretation by identifying consumption-related values and behavioral considerations that may influence product selection beyond immediate fashion appeal (Anggriani et al., 2024). The perceived value of a product may consequently increase when consumers associate it with stronger functional benefits, desirable characteristics, or personally relevant attributes, even when its nominal price remains unchanged. Such changes are conceptually consistent with shifts in preferences that may affect demand at existing prices, although the available intention-based evidence does not demonstrate the magnitude or direction of actual market adjustments. The economic interpretation must also distinguish higher perceived utility from unlimited willingness to pay because an attractive product can remain subject to budget constraints and comparisons with available substitutes.

The continued popularity of relatively expensive trendy products does not necessarily contradict the inverse relationship between price and quantity demanded. The law of demand describes consumer responses to changes in a product's own price under otherwise unchanged conditions, rather than asserting that expensive products cannot attract substantial purchasing interest. Research concerning influencer attributes indicates that promotional credibility and consumer relationships with digital personalities can contribute to purchasing intentions, providing a possible explanation for preferences toward highly visible products (Babu et al., 2024). Social communication among peers offers another mechanism through which product evaluations and preferences may develop independently of changes in the product's listed price (Le & Ngoc, 2024). Evidence relating fear of missing out to purchasing behavior further suggests that the anticipated loss of a purchasing opportunity may influence the timing of consumer decisions (Sofiana & Hayu, 2025). Nevertheless, the popularity of a comparatively expensive product cannot independently establish a rightward demand shift or low price elasticity because such conclusions require observations that distinguish changing preferences from movements caused by variations in price.

The synthesis distinguishes price-induced changes in quantity demanded from changes in demand associated with purchasing power, consumer preferences, and other conditions influencing product selection. A change in a product's own price represents movement along a given demand curve when relevant non-price determinants remain constant. Changes in preferences, income, expectations, or other demand determinants may instead shift the relationship between market prices and quantities consumers are willing and able to purchase. Research on perceived price and promotional incentives contributes to interpreting the first mechanism, provided that an actual change in the transaction price can be distinguished from a change in promotional exposure (Rohman & Tambunan, 2024). Evidence concerning Generation Z shopping decisions in digital commerce provides a complementary basis for interpreting how digitally mediated purchasing environments may influence the non-price conditions associated with consumer demand (Huwaida et al., 2024). Research involving income and self-esteem also reinforces the importance of separating financial capacity from psychological influences when evaluating consumption patterns (Tessy & Setiasih, 2024). The resulting conceptual interpretation identifies economically distinct pathways through which younger consumers may respond to trendy products, while leaving the magnitude, persistence, and causal effects of these mechanisms for subsequent empirical examination.

Non-Price Determinants of Demand for Trendy Products

The demand for trendy products among younger consumers is influenced by several factors that operate independently of changes in a product's own price. Microeconomic analysis identifies consumer preferences, income, prices of related goods, expectations, and the number of buyers as non-price determinants capable of shifting market demand under otherwise unchanged conditions (Chintya et al., 2025). These determinants provide an analytical basis for distinguishing changes in consumer purchasing motivations from changes in quantities demanded resulting directly from price adjustments.

Research on Indonesian social commerce indicates that Generation Z purchasing decisions are associated with digital shopping environments, where information exchange and commercial interactions can influence product evaluations (Huwaida et al., 2024). Evidence concerning sustainable apparel purchasing further demonstrates that consumer values and behavioral considerations contribute to product selection beyond immediate monetary incentives (Anggriani et al., 2024). The conceptual relationship between these findings and demand theory suggests that digitally mediated preferences may alter consumers' willingness to purchase products at prevailing prices. Such interpretations remain conditional because the reviewed studies primarily examine purchasing intentions and decisions rather than estimating actual changes in market demand.

Consumer preferences represent a central non-price determinant because the perceived desirability of trendy products may change without corresponding adjustments in their prices. Research on consumption-related peer communication indicates that social interactions can influence Generation Z online shopping intentions through mechanisms associated with brand evaluation and consumer preferences (Le & Ngoc, 2024). Influencer characteristics also contribute to purchasing intentions, with parasocial interactions providing an additional behavioral dimension through which younger consumers evaluate promotional information (Babu et al., 2024). Evidence concerning Instagram social capital, brand identification, and brand trust indicates that relationships between consumers and fashion brands can shape purchasing intentions across generational groups (Kim et al., 2023). These influences suggest that product popularity can develop through social recognition and repeated exposure rather than through improvements in functional characteristics alone. From a demand-theory standpoint, stronger preferences may shift demand toward a particular product at an unchanged price, although the magnitude and persistence of such shifts cannot be established from intention-based evidence.

Income and the prices of related products introduce economic constraints that may reinforce or restrict the purchasing effects of changing consumer preferences. An increase in purchasing power can raise demand for normal goods, whereas limited financial resources may prevent favorable product attitudes from becoming actual transactions. Research examining income and self-esteem in Generation Z fashion consumption illustrates the relevance of separating financial circumstances from psychological influences on impulsive purchasing behavior (Tessy & Setiasih, 2024). The prices of substitute and complementary goods represent another determinant because consumers may adjust their product choices when the relative cost of available alternatives changes. Evidence linking perceived prices, promotional incentives, and purchasing intentions demonstrates the relevance of monetary comparisons within broader consumer evaluations (Rohman & Tambunan, 2024). Research on online apparel purchasing additionally highlights the complexity of consumer attitudes toward digital product selection, suggesting that economic comparisons operate alongside non-monetary assessments (Patel et al., 2023). Table 2 presents the five non-price determinants retained from the original conceptual framework, including their theoretical mechanisms and illustrative applications to younger consumers.

Table 2. Non-Price Determinants and Youth Consumption Behavior

Factor	Theoretical Mechanism	Illustration Among Young Consumers
Preferences	Stronger preferences shift the demand curve to the right	Social media trends and peer influence can rapidly increase interest in a product
Income	Higher income raises demand for normal goods	Limited allowances or starting salaries restrict choices, although some funds may be allocated to lifestyle purchases
Prices of other goods	Substitute and complementary goods affect demand	Smartphone-based comparisons make lower-priced alternative brands easier to identify
Expectations	Anticipated prices or future stock change current purchases	Fear of missing limited stock can encourage immediate buying
Number of buyers	An increase in buyers raises market demand	A viral product may attract many buyers in a short period

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The relationship between substitute products and consumer demand requires distinguishing relative price advantages from differences in perceived quality and brand characteristics. When the price of a competing substitute decreases, consumers may redirect expenditure toward the less expensive alternative, potentially reducing demand for the original product at its unchanged price. Research on local sneaker purchasing among Generation Z identifies perceived product quality as a relevant consideration in explaining purchase intention, indicating that alternatives are not evaluated exclusively through monetary comparisons (Dhewi & Oktaviani, 2023). Studies of online apparel shopping similarly recognize consumer attitudes as relevant to purchasing decisions, particularly when products are evaluated through digital channels (Patel et al., 2023). Evidence concerning perceived prices and social media promotions suggests that product comparisons may involve simultaneous assessments of affordability, promotional attractiveness, and brand-related considerations (Rohman & Tambunan, 2024). The examples presented in Table 2 consequently illustrate potential substitution mechanisms without establishing cross-price elasticities or demonstrating how strongly younger consumers respond to particular competing products.

Consumer expectations concerning future prices and product availability constitute another mechanism capable of influencing present purchasing decisions. Anticipated price increases or possible shortages may encourage earlier purchases, although such responses remain dependent on consumers' available resources and perceived product benefits. Research examining fear of missing out and discounted offers identifies psychological urgency as a relevant consideration in Generation Z online purchasing behavior (Sofiana & Hayu, 2025). Evidence concerning live-selling promotions and discounts in Indonesian fashion commerce further connects purchasing behavior with promotional incentives and fear of missing out (Adilawati et al., 2026). However, research investigating the adverse effects of fear-of-missing-out appeals indicates that urgency-oriented marketing should not be assumed to produce uniformly favorable consumer responses (Morsi et al., 2025). Studies of impulse buying among TikTok Shop users also emphasize the relevance of digital shopping conditions, although impulsive purchases and sustained market demand remain analytically distinct outcomes (Ngo et al., 2025). These findings indicate that expectations may influence purchasing decisions, but distinguishing intertemporal shifts in purchase timing from persistent changes in demand requires transaction-level evidence unavailable in the present review.

The number of buyers determines market demand through the aggregation of quantities that individual consumers are willing and able to purchase at each price. Digital platforms may expand product visibility across consumer groups, but increased exposure does not necessarily indicate that additional individuals have entered the market as effective buyers. Research on Indonesian social commerce provides evidence concerning the digital conditions associated with Generation Z shopping decisions, suggesting that online environments can facilitate broader commercial participation (Huwaida et al., 2024). Studies examining peer-group influence and TikTok content further identify social interactions as relevant to impulsive purchasing behavior among younger consumers (Amali & Farohi, 2025). Evidence concerning social media and clothing purchasing decisions also supports the analytical relevance of digital information channels to consumer product selection (Fatimah et al., 2026). An increase in aggregate demand can be inferred only when the number of actual buyers or their intended quantities at specified prices changes, rather than from product visibility or social media engagement alone.

The five non-price determinants identified in Table 2 operate through conceptually distinct mechanisms, although their influence on consumer behavior may occur simultaneously. Research on sustainable apparel purchasing demonstrates the relevance of consumer values and behavioral considerations, suggesting that changing preferences cannot be interpreted solely through the attraction of fashionable product characteristics (Anggriani et al., 2024). Evidence concerning negative environmental information about fast-fashion products indicates that unfavorable product evaluations may reduce purchasing intentions even when the analysis does not establish corresponding changes in transaction prices (Zimand-Sheiner & Lissitsa, 2024). Research addressing social media information sharing and green purchase intentions similarly demonstrates the relevance of consumption-related information to the formation of Generation Z product preferences (Sun & Xing, 2022). Studies of brand-generated and user-generated content extend this interpretation by connecting digital communication with sustainable fashion purchasing intentions (El-Shihy & Awaad, 2025). These relationships suggest that promotional exposure, ethical evaluations, consumer expectations, and income constraints may

jointly shape purchasing decisions, although their separate contributions cannot be quantified through the available conceptual evidence. The interpretation also requires distinguishing temporary changes in product evaluations from persistent shifts in consumers' willingness and ability to purchase at alternative price levels.

The conceptual synthesis identifies non-price determinants as potential explanations for changing demand toward trendy products without treating every behavioral response as an observed market adjustment. Preferences and expectations may alter willingness to purchase, whereas income and the prices of related goods affect the economic conditions under which purchasing decisions can be realized. Evidence concerning social communication and online shopping intentions supports the relevance of socially formed preferences but does not establish the quantities consumers would purchase across different price levels (Le & Ngoc, 2024). Research on income and psychological characteristics reinforces the need to distinguish consumers' financial capacity from motivations associated with fashion consumption (Tessy & Setiasih, 2024). The mechanisms summarized in Table 2 therefore constitute a conceptual classification of possible demand shifts rather than an empirical ranking of the determinants influencing Generation Z purchasing behavior. Establishing their relative effects would require evidence on consumer prices, purchasing capacity, quantities purchased, and changes in relevant non-price conditions across comparable observation periods.

Demand Shifts, Market Responses, and Value-Based Consumption

Changes in consumer preferences associated with product popularity provide a conceptual explanation for fluctuations in demand that cannot be attributed exclusively to variations in a product's own price. When additional consumers become willing and able to purchase a product at existing prices, the demand curve may shift rightward, whereas declining product attractiveness can produce the opposite movement. Research on Indonesian social commerce indicates that Generation Z purchasing decisions are closely associated with digital shopping environments in which commercial information and consumer interactions occur simultaneously (Huwaida et al., 2024). Evidence concerning fast-fashion consumption further demonstrates that younger consumers' purchasing intentions involve evaluations extending beyond functional product characteristics (Wojdyla & Chi, 2024). These findings suggest that rapid changes in digital visibility may influence consumer preferences, although increased online attention does not independently establish a corresponding increase in effective demand. The conceptual distinction is economically significant because changes in purchasing intentions must be separated from observable adjustments in the quantities consumers are willing and able to purchase at specified prices.

The relationship between demand shifts and market equilibrium depends on the interaction between consumer purchasing behavior and the capacity of suppliers to respond to changing market conditions. Under an upward-sloping supply curve, an increase in demand would generally raise equilibrium prices and quantities, provided that other relevant market conditions remain unchanged. Digital commerce research identifies factors associated with Generation Z shopping decisions, although such evidence does not directly measure the resulting adjustments in market-clearing prices or transaction volumes (Huwaida et al., 2024). Promotional incentives introduce an additional consideration because changes in transaction prices may affect quantities demanded without necessarily indicating a shift in the underlying demand curve. Research examining perceived prices, social media influencers, and sales promotions demonstrates the relevance of monetary and promotional factors to purchasing intentions (Rohman & Tambunan, 2024). Evidence concerning TikTok marketing and product quality indicates that commercial communication and product evaluations can influence purchasing intentions through mechanisms that are analytically distinct from direct price reductions (Meliawati et al., 2023). Consequently, an observed increase in product sales cannot be attributed exclusively to changing preferences without information that distinguishes transaction-price adjustments, non-price determinants, and supply responses.

Temporary supply limitations may intensify the market consequences of increasing demand for fashionable or rapidly popularized products. When consumer interest expands faster than available inventories, sellers may experience stock shortages, delayed fulfillment, or opportunities to adjust prices, depending on market competition and supply flexibility. Research examining fear of missing out and promotional discounts suggests that anticipated purchasing opportunities and psychological urgency are relevant considerations in Generation Z online shopping behavior (Sofiana & Hayu, 2025).

Influencer-related research also indicates that digital personalities and associated consumer relationships contribute to purchase intentions, providing a possible mechanism through which product attention develops over a limited period (Babu et al., 2024). These behavioral mechanisms may reinforce short-term purchasing pressure when consumers perceive a product as socially desirable or potentially unavailable. Nevertheless, perceived scarcity and actual inventory shortages must be distinguished because promotional messages concerning limited availability do not independently verify supply constraints. The available literature therefore supports a conditional explanation of possible price adjustments and product shortages rather than an empirical conclusion that trend-driven demand has produced these outcomes in a particular market.

Declining product popularity presents a different economic problem because preferences can weaken while suppliers continue to hold inventories acquired during periods of stronger consumer interest. A reduction in willingness to purchase at unchanged prices would conceptually shift demand leftward, potentially creating downward pressure on prices when existing supply cannot adjust immediately. Research on the influence of unfavorable environmental information concerning fast-fashion products demonstrates that changes in consumer evaluations can be associated with reduced purchasing intentions (Zimand-Sheiner & Lissitsa, 2024). Evidence on Generation Z fast-fashion purchasing further indicates that consumer decisions depend on multiple product-related considerations, suggesting that fashion appeal should not be treated as a permanent source of purchasing interest (Wojdyla & Chi, 2024). Social communication may also influence purchasing intentions through changing preferences and brand evaluations, although the available evidence does not establish how quickly such changes translate into actual market transactions (Le & Ngoc, 2024). Table 3 organizes these conceptual relationships by distinguishing behavioral conditions, potential demand mechanisms, and their conditional implications for market outcomes.

Table 3. Conceptual Relationships Between Consumer Behavior, Demand Shifts, and Market Implications

Consumer Behavior or Market Condition	Theoretical Demand Mechanism	Potential Market Implication
Increasing product popularity and stronger preferences	A rise in willingness to purchase at unchanged prices may shift demand to the right	Higher equilibrium prices and quantities when supply remains unchanged
Promotional discounts and reductions in transaction prices	A lower own price may increase quantity demanded along an existing demand curve	Increased sales volume at a lower transaction price, subject to other conditions
Expectations of future shortages or price increases	Consumers may advance planned purchases, increasing current demand	Temporary purchasing pressure and possible inventory shortages
Changes in consumer income or purchasing power	Changes in income may shift demand for normal goods	Adjustments in product demand according to consumers' purchasing capacity
Negative product information and declining preferences	Reduced willingness to purchase at unchanged prices may shift demand to the left	Lower equilibrium prices or unsold inventories when supply adjusts slowly
Expansion of the number of effective buyers	Greater market participation may increase aggregate demand	Potential increases in market quantities and equilibrium prices, depending on supply responsiveness

The relationships presented in Table 3 indicate that pricing, promotional communication, and inventory planning require different interpretations of consumer demand mechanisms. A reduction in transaction prices may stimulate quantity demanded, whereas stronger consumer preferences can increase willingness to purchase without a corresponding decrease in price. Research concerning perceived prices and sales promotions provides evidence that purchasing intentions are associated with commercial incentives, although their relative contribution to actual transaction volumes remains

outside the available analysis (Rohman & Tambunan, 2024). Studies of TikTok marketing and product quality further indicate that promotional exposure should be evaluated alongside product attributes rather than treated as an independent explanation of sustained purchasing interest (Meliawati et al., 2023). For businesses selling trendy products, these distinctions suggest that temporary increases in digital engagement should not automatically justify permanent production expansion or substantial inventory accumulation. Commercial planning would benefit from separating changes in purchasing intentions from documented sales patterns, while recognizing that the reviewed literature does not establish an optimal pricing rule, inventory threshold, or forecasting model.

Consumption decisions also involve evaluations concerning product usefulness, financial responsibility, and the longer-term consequences of purchasing behavior. Research on sustainable apparel purchasing identifies consumer values and behavioral considerations as relevant to purchasing decisions, indicating that product attractiveness is not necessarily independent of broader consumption preferences (Anggriani et al., 2024). Evidence concerning unfavorable environmental information and fast-fashion purchasing intentions demonstrates that changes in consumer evaluations may discourage purchases even when products retain their previous commercial visibility (Zimand-Sheiner & Lissitsa, 2024). These findings provide a basis for distinguishing consumption motivated by temporary product popularity from decisions incorporating functional benefits and longer-term product considerations. Research examining income and self-esteem in Generation Z impulsive buying further supports the analytical separation of financial circumstances and psychological motivations in fashion consumption (Tessy & Setiasih, 2024). From a microeconomic standpoint, purchasing decisions involve allocating limited resources among competing alternatives, making the opportunity cost of expenditure relevant even when a product is highly desirable. Value-based consumption may consequently influence the composition of consumer demand, although the reviewed studies do not establish that younger consumers consistently prioritize financial restraint or sustainability over fashionable product characteristics.

A methodological distinction remains necessary when interpreting the implications of consumer-behavior research for market demand and equilibrium outcomes. Studies examining influencer characteristics primarily investigate purchasing intentions and associated psychological relationships, rather than directly observing how consumers respond to alternative market prices (Babu et al., 2024). Research on peer communication similarly provides evidence concerning online shopping intentions without establishing the quantities purchased under different combinations of price and income conditions (Le & Ngoc, 2024). Evidence concerning sustainable apparel purchasing decisions contributes additional behavioral explanations, although these findings do not independently establish aggregate market demand schedules (Anggriani et al., 2024). The conceptual mechanisms summarized in Table 3 should consequently be interpreted as theoretically consistent relationships rather than confirmed causal effects or measured changes in equilibrium outcomes. Establishing the magnitude of these relationships would require comparable observations of actual transaction prices, purchase quantities, consumer characteristics, and supply conditions across relevant periods.

The conceptual synthesis identifies changing preferences, purchasing power, promotional incentives, and consumer expectations as distinct mechanisms through which demand for trendy products may vary. Research on fast-fashion purchasing intentions supports the relevance of product-related and behavioral considerations, but it does not establish a uniform demand response across younger consumers or product categories (Wojdyla & Chi, 2024). Evidence from Indonesian social commerce further indicates that purchasing decisions are embedded in digitally mediated environments, suggesting that conventional demand analysis should account for contemporary channels of information and consumer interaction (Huwaida et al., 2024). The interpretation developed here contributes to microeconomic analysis by separating changes in quantity demanded from shifts in demand and by distinguishing stated purchasing intentions from economically effective demand. Its principal limitation is the reliance on secondary literature without primary observations of market prices, transaction quantities, income changes, or supplier adjustments. Future research could examine these mechanisms through consumer expenditure records, transaction-level price and quantity data, or longitudinal observations that distinguish temporary promotional responses from persistent changes in preferences. Such evidence would permit empirical assessment of the proposed relationships while clarifying how behavioral influences interact with purchasing capacity and market supply to shape demand for trendy products.

CONCLUSION

The conceptual review of ten journal articles indicates that the law of demand remains applicable to younger consumers' purchasing decisions, although price changes alone cannot explain fluctuations in demand for trendy products. Price reductions may increase quantity demanded along an existing demand curve, whereas changes in preferences, income, related-product prices, expectations, and the number of buyers may shift market demand. Social media exposure, peer communication, and influencer-related evaluations represent relevant behavioral mechanisms through which consumer preferences toward fashionable products may develop. Promotional incentives and fear of missing out may also influence purchasing intentions and the timing of consumption, although these responses do not necessarily indicate increases in effective demand. Purchasing power and perceived product value further determine whether consumer interest can translate into actual purchases. These findings establish a conceptual distinction between price-induced changes in quantity demanded and non-price shifts in demand, without determining the relative magnitude of individual behavioral influences.

Changes in demand for trendy products may affect market equilibrium, potentially increasing prices and quantities when consumer preferences strengthen and creating downward price pressure when product popularity declines. Such market adjustments remain theoretical implications because the reviewed literature does not provide transaction-level evidence of actual demand shifts or corresponding supply responses. Businesses should consider changing consumer preferences, purchasing power, promotional responses, and observed sales patterns when determining pricing strategies and inventory requirements rather than relying exclusively on temporary product popularity. Younger consumers may benefit from evaluating product usefulness, affordability, and longer-term consumption value before making purchasing decisions influenced by prevailing trends. The principal contribution of this study lies in integrating contemporary consumer-behavior explanations with microeconomic demand theory while distinguishing purchasing intentions from economically effective demand. Further research using primary consumer data, transaction records, and longitudinal market observations is necessary to estimate the effects of individual determinants and assess whether the proposed relationships differ across product categories and younger consumer groups.

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