

THE IMPACTS OF SOCIAL MEDIA ON PURCHASE INTENTION FOR FASHION PRODUCTS: AN EMPIRICAL STUDY OF GEN Z CONSUMERS IN HO CHI MINH CITY

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ABSTRACT:

This study explores how social media may affect Gen Z customers in Ho Chi Minh City's desire to buy fashion products. The study's findings demonstrate that social media has a large and advantageous impact on interest in fashion, which subsequently leads to an increased purchase intention for fashion products. Additionally, the study finds that trust, perceived value, and risk serve as influences in the connection between social media and purchase intention.

The study provides valuable insights for fashion marketers in Ho Chi Minh City and beyond, emphasizing how important it is to use social media as a tool for strategy to increase fashion involvement and purchase intention among Gen Z consumers.

Keywords: social media, fashion product, Gen Z, Ho Chi Minh City.

1. Introduction and context of study

1.1. Research background and context

Fashion has been an integral part of human life for centuries. Nevertheless, as technology has advanced, social media has emerged as a significant platform for fashion promotion. Social media platforms such as Facebook, Instagram, Twitter and especially TikTok have become crucial tools for fashion brand reach to their target audience. With the new rise of Generation Z (GenZ), the generation which grow up with the heavy usage of technology. Social media has become even more significant for fashion brands to connect with their customers. The purpose of this

study is to investigate the effects of social media on purchase intentions for fashion products among Ho Chi Minh City's GenZ.

Despite the growing relevance of social media in the fashion sector, empirical research on the impact of social media on purchase intention for fashion products is lacking, particularly in the setting of GenZ in Ho Chi Minh City. As a result, the purpose of this study is to fill a vacuum in the literature by looking at the relationship between social media and purchase intention for fashion products among Generation Z in Ho Chi Minh City.

This research purpose is to examine the impacts of social media on purchasing intention for fashion products

among Ho Chi Minh City's GenZ. The study will take place in Ho Chi Minh City, which is the economic center of Vietnam and the third-largest city in the country. The city has a diverse population of over nine million people, with a large proportion being young adults aged between 18 and 24, who are considered GenZ. Ho Chi Minh is a fast-paced, dynamic, and vibrant city that reflects the country's rapid economic growth and cultural diversity.

The fashion industry is a significant contributor to Vietnam's economy, with an estimated market size of US \$5.06 billion in 2022, according to Statista. Fashion products are becoming more accessible and affordable, making them more attractive to consumers, particularly GenZ. However, with the abundance of fashion products available in the market, consumers are facing challenge in making informed purchase decisions. This is where social media may help as a source of knowledge and inspiration for fashion purchases.

1.2. Significance of the Study

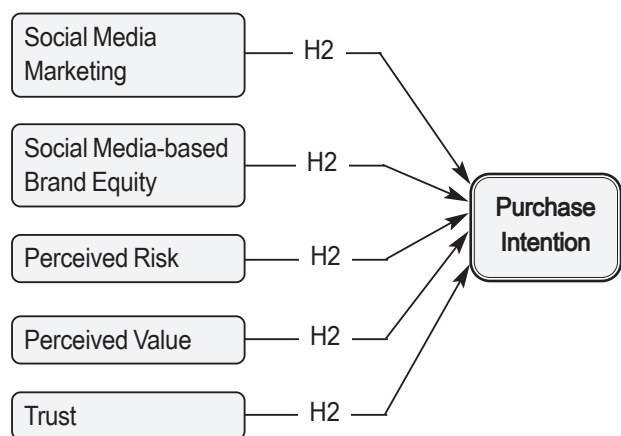
The fashion industry has witnessed a significant shift in consumer behaviors because of using social media platforms more frequently. Social media platforms, such as Instagram, Facebook, and TikTok, have become virtual marketplaces where fashion brands, influencers, and consumers interact and exchange information. This has led to a transformation in the way fashion products are discovered, evaluated, and purchased. The ability of social media to facilitate social interactions, showcase product images, provide reviews and recommendations, and influence consumer perceptions has raised questions about its effect on shoppers' intention to buy fashion products.

Understanding the impacts of social media on purchase intention for fashion products is crucial for businesses operating in the fashion industry. By comprehending the factors that drive GenZ consumers' purchase intention on social media platforms, businesses can develop effective marketing strategies to target and engage this consumer segment. Additionally, insights from this research can guide fashion brands in optimizing their social media presence, content creation, and influencer collaborations to enhance consumer engagement and ultimately drive purchase decisions.

2. Proposed Research Model

This master's thesis aims to investigate how social media may affect Gen Z (GenZ) customers in Ho Chi Minh City's intention to purchase fashion products. To do this, the author suggests a thorough research approach that incorporates pertinent theoretical underpinnings and previous knowledge on the subject. Additionally, the model incorporates other factors that align with the distinctive characteristics of GenZ. The research model encompasses six key impact factors, which are presented as follows:

Figure 1: Proposed Research Model



Source: Proposed by the Author

Proposed research hypothesis:

H1: Social Media Marketing positively influences Purchase Intention for fashion products among Gen Z consumers in Ho Chi Minh City.

H2: Social Media-based Brand Equity positively influences Purchase Intention for fashion products among Gen Z consumers in Ho Chi Minh City.

H3: Perceived Risk negatively influences Purchase Intention for fashion products among Gen Z consumers in Ho Chi Minh City.

H4: Perceived Value positively influences Purchase Intention for fashion products among Gen Z consumers in Ho Chi Minh City.

H5: Trust positively influences Purchase Intention for fashion products among Gen Z consumers in Ho Chi Minh City.

3. Methodology

This study's focus is only on how social media affects Gen Z consumers in Ho Chi Minh City's

inclination to buy fashion products. The research will focus on the GenZ population aged between 18 and 26 years old in Ho Chi Minh City. The research will be conducted using a quantitative approach, from a sample of GenZ respondents who participated in an online survey. The study will investigate the role of social media in shaping GenZ's purchase intention for fashion products, as well as the elements that affect their use of social media when making buying decisions. The research will also identify the most effective social media platforms in influencing GenZ's purchase intention for fashion products.

- Deductive versus Inductive approach: used a deductive research approach in this study to examine how social media affects Gen Z's inclination to buy fashion products.

- Qualitative versus Qualitative approach: investigate how social media affects Gen Z consumers' intentions to buy fashion products.

- Research Strategy: In this study, a survey research strategy is chosen for several reasons. Firstly, it aligns with the purpose of the research and is compatible with the positivist philosophy and quantitative approach adopted. Moreover, surveys are less time-consuming and highly effective when dealing with large sample sizes, which is ideal given the project's limited timeframe.

- Research Design:

- + Survey design: The author developed a survey which contain 23 questions corresponding to 23 items which represent 6 factors. The first 20 questions are assigned to the independent variables which are Social Media Marketing, Brand Equity, Perceived Risk, Perceived Value and Trust. The last 3 questions are for the dependent variable which is Purchase Intention.

- + Sampling: the author utilizes the sampling formula of linear regression as proposed by Tariq Aziz & Valeed Ansari (2019). Consequently, the research model consists of 23 observed variables. Thus, the minimum sample size would be the result of $23 \times 5 = 115$ samples. In fact, for the purposes of enhancing the clarity and practicality of the results, 300 samples have been sent and 251 valid responses has been collected for this dissertation.

- Data Collection: primary data was collected

from Gen Z which is mostly students from various Universities around Ho Chi Minh City. To increase the likelihood that participants would reply, the survey was made available online using a Google Form, with links distributed to participants' email addresses and to other university-based online communities.

- Data Analysis: This study used Cronbach's Alpha to excluded any items with a Cronbach's Alpha value less than 0.7 and a total correlation value of less than 0.3 to assure the dependability of this article. Explanatory Factor Analysis (EFA) is utilized to condense many observations into a smaller set of more significant factors. Pearson correlation analysis used to determine the degree and direction of the linear relationship between dependent and independent variables. And Multiple linear regression analysis.

4. Presentation of research findings

4.1. Cronbach's Alpha Reliability

As discussed in the previous chapter, Cronbach's Alpha analysis determines the reliability of items in which $\alpha < 0.6$ is poorly reliable, $0.6 \leq \alpha < 0.7$ is acceptable, and $\alpha > 0.7$ is highly reliable (Hồng & Chu, 2008). Additionally, the Corrected Item - Total Correlation is no less than 0.3 (≥ 0.3) (Nunnally, J, 1978).

The result shown:

- *Social Media Marketing*: All Items of Social Media Marketing were satisfactory with the Cronbach's Alpha = 0.778 which is moderated level of reliability and the Corrected Item - Total Correlation > 0.3 contribute positively to the scales reliability.

- *Brand Equity*: The item BE2 has a small Corrected Item-Total Correlation = $0.269 < 0.3$. Thus, this item was removed from the model. The author run the Cronbach's Alpha again for the 3 remaining items. The new result is represented below. This time, all items were satisfactory with the Cronbach's Alpha exceeds 0.7 and the Corrected Item- Total Correlation above 0.3.

- *Perceived Risk*: The Perceived Risk scale also exhibits satisfactory reliability, as indicated by a Cronbach's alpha coefficient of 0.819, which exceeds the commonly accepted threshold of 0.7. Additionally, the corrected item-total correlation

coefficients for all items are above 0.3, further supporting the scale's reliability.

- *Perceived Value*: The Perceived Value scale demonstrates a satisfactory level of reliability, as evidenced by a Cronbach's alpha coefficient of 0.833. This indicates a moderate level of reliability. Moreover, all items within the scale exhibit positive contributions to its reliability, as indicated by corrected item-total correlation coefficients exceeding 0.3.

- *Trust*: The Trust scale also shows satisfactory reliability, with a Cronbach's alpha coefficient of 0.809 exceeding the threshold of 0.7. Furthermore, all items within the scale exhibit positive contributions to its reliability, as evidenced by corrected item-total correlation coefficients that are greater than 0.3.

- *Purchase Intention*: The Purchase Intention scale demonstrates satisfactory reliability, as indicated by a Cronbach's Alpha coefficient of 0.783. Additionally, all items within the scale contribute positively to its reliability, as evidenced by corrected item-total correlation coefficients exceeding 0.3.

4.2. Result of EFA Analysis

4.2.1. Independent Variables

Table 1. The EFA test for Independent Variables

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.763
Bartlett's Test of Sphericity	Approx. Chi-Square	1475.436
	df	120
	Sig.	.000

Source: Author's calculation

The EFA test results shown: KMO = 0.763 and significance index of Bartlett's test = 0.000 which are suitable to the benchmark. Eigenvalues = 1.124 at the 5th factor where 70.827% data variance is explained. Regarding the Rotated Component Matrix, all the values range between 0.7 and 0.9 in the scale of ± 1 . The higher the index is proportional to the correlations of items to the same factor.

4.2.2. Dependent Variable

In a similar manner to the EFA test conducted for

Table 2. The EFA test for Dependent Variable

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.689
Bartlett's Test of Sphericity	Approx. Chi-Square	217.620
	df	3
	Sig.	.000

Source: Author's calculation

the independent variables, the SPSS analysis of the dependent variables also yields three tables of results.

The KMO value of 0.689, surpassing the threshold of 0.5, and the significance index of Bartlett's test being 0.000 (less than 0.05) confirm the appropriateness of the factor analysis and the presence of correlations between the variables.

The results from the rotation matrix indicate that one factor is extracted from the observed variables during the EFA analysis. The extracted variance accounts for 69.788% of the total variance, with Eigenvalues of 2.094. Additionally, all factor loading indexes are above 0.7, demonstrating a strong correlation among the related variables.

4.3. Pearson correlation analysis

As described in the previous chapter, the significance value is a crucial indicator in Pearson correlation analysis. A significance value above 0.05 indicates that there is no significant influence of the independent variable on the dependent variable (Jones et. al., 2019). The result shown the correlations between all the independent variables and the dependent variables. Since the significance values are lower than 0.05, these variables are considered for the multiple regression analysis.

Following the rule of thumb introduced by Hair et al. (2013), it is observed that variable T has the strongest correlation with PI ($r = 0.606$), while PR exhibits the lowest correlation with PI ($r = -0.195$). Additionally, Pearson analysis provides information on the correlation levels among the independent variables. Although the significance indexes among the independent variables are below 0.05, the Pearson correlation values do not exceed 0.5. Therefore, multicollinearity is unlikely to be present in this scenario.

4.4. Multiple regression analysis

The regression equation applied in this study is presented as follows:

$$PI = \beta_0 + \beta_1 * SMM + \beta_2 * BE + \beta_3 * PR + \beta_4 * PV + \beta_5 * T + \varepsilon$$

The first measurement scale to examine the suitability of regression model is ANOVA test, in which hypothesis testing is employed:

$$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = 0$$

$$H_1: \beta_1 \neq 0, \beta_2 \neq 0, \beta_3 \neq 0, \beta_4 \neq 0, \beta_5 \neq 0$$

The ANOVA table shows a significant value (Sig.) of 0.000, which is less than 0.05. This means that the null hypothesis (H_0) is rejected. In simpler terms, it indicates that the independent variables, or at least one independent variable, have a significant impact on the dependent variable. As a result, the regression model is considered suitable for analysis.

The coefficient of Adjusted R-squared is a commonly used measure to determine whether a linear regression model is appropriate. In the table below, an Adjusted R-squared value of 0.692 indicates that the independent variables included in the regression model account for 69.2% of the variation in the dependent variable.

Additionally, the Model Summary table presents the Durbin-Watson statistic, which measures the

presence of autocorrelation in the residuals of the regression analysis. According to Field (2009), a value between 1.5 and 2.5 is considered relatively normal. In this case, with an Adjusted R-squared of 0.692 and a Durbin-Watson index of 2.077, the regression model is deemed appropriate for the given dataset.

Based on the Coefficients results, the significance values of SMM, BE, PR, PV, and T are all below 0.05. This indicates that these independent variables have a significant impact on the dependent variable, PI. Consequently, the Standardized Coefficients of SMM (0.095), BE (0.303), PR (-0.084), PV (0.437), and T (0.398) are included in the regression model, indicating a positive relationship with PI.

The analysis reveals that PV has the strongest influence on PI, followed by T, BE, SMM, and finally PR. Moreover, the Variance Inflation Factor (VIF) coefficients for all the independent variables are less than 10, in this case, less than 2, suggesting the absence of multicollinearity in the dataset (Nguyen & Nguyen, 2019).

Based on these findings, the regression equation can be finalized as follows:

$$PI = 0.437 PV + 0.398 T + 0.303 BE + 0.095 SMM - 0.084 PR + \varepsilon$$

Table 3. ANOVA^a Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.710	5	10.142	113.175	.000b
	Residual	21.955	245	.090		
	Total	72.665	250			
a. Dependent Variable: PI						
b. Predictors: (Constant), T, PR, SMM, BE, PV						

Source: Author's calculation

Table 4. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.835 ^a	.698	.692	.29935	2.077
a. Predictors: (Constant), T, PR, SMM, BE, PV					
b. Dependent Variable: PI					

Source: Author's calculation

Table 5. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.826	.166		4.978	.000		
	SMM	.072	.029	.095	2.494	.013	.846	1.182
	BE	.211	.027	.303	7.770	.000	.808	1.237
	PR	-.060	.025	-.084	-2.362	.019	.972	1.029
	PV	.290	.024	.437	11.940	.000	.921	1.086
	T	.295	.028	.398	10.590	.000	.874	1.144
a. Dependent Variable: PI								

Source: Author's calculation

4.5. Discussion of findings

With the aim of examining the significance, general agreement, and differences among the participants, this section examines the findings presented in the prior chapter. Additionally, the debate will be contrasted with the research findings and used as a foundation for developing suitable tactics.

Social Media Marketing: The study's findings suggest that social media marketing positively affects Gen Z consumers in Ho Chi Minh City's intention to buy fashion products. This is consistent with earlier studies that consistently shown how effective social media is as a marketing tool (Smith, 2018; Lee et al., 2020). A forum for participation, discovery, and inspiration, social media platforms like Facebook, Instagram, and TikTok have become indispensable components of Gen Z consumers' life (Perrin and Anderson, 2019). Fashion firms have used social media influencers and targeted advertising more frequently to interact with and reach their target demographic.

In the present study, the participants reported frequent exposure to fashion product advertisements on social media, highlighting the pervasive nature of these promotions (Johnson & Mukkadan, 2019). The continuous stream of fashion-related content, sponsored posts, and personalized recommendations has made it difficult for Gen Z consumers to escape the influence of social media marketing. Moreover, the

convenience and accessibility of social media platforms enable consumers to engage with fashion brands in real-time, explore their products, and receive instant feedback from the brand and other users. This heightened level of engagement suggests that social media marketing is a significant factor in shaping purchase intentions among Gen Z consumers in Ho Chi Minh City.

For instance, participants mentioned coming across fashion product advertisements while strolling through their social media feeds, watching stories, or browsing fashion-related hashtags. These advertisements often feature visually appealing imagery, catchy captions, and interactive elements that encourage users to explore further. Additionally, the participants expressed their likelihood to engage with fashion brands' social media content, such as liking, commenting, sharing, or even making purchases directly through social media platforms (Chen & Shih, 2021). This indicates that social media marketing has successfully captured the attention and interest of Gen Z consumers, leading to positive purchase intentions.

Brand Equity: According to the study's findings, Gen Z consumers in Ho Chi Minh City have a favourable association between brand equity and their inclination to buy fashion products. In the context of social media, fashion brands that have effectively built their brand equity have created an online persona that resonates with Gen Z

consumers. They have managed to establish a strong presence, maintain consistent messaging, and engage with their audience through various social media platforms. To establish deep connections with their target audience, these firms use storytelling, user-generated content, and influencer marketing. As a result, Gen Z customers are more inclined to think of these brands as current, appealing, and worthwhile of their money.

The significance of brand equity in affecting purchase intention is still supported by the remaining factors, even though one variable related to brand equity was removed from the research. Participants, for instance, emphasized the significant impact of fashion firms' social media presence on their purchasing choices. This shows that brand equity, as demonstrated by a company's online presence and consumer engagement, directly influences purchase intentions (Pham et al., 2022).

Perceived Risk: The study reveals that perceived risk has a negative influence on the purchase intention for fashion products among Gen Z consumers in Ho Chi Minh City. Perceived risk refers to the uncertainties and potential negative outcomes associated with a purchase decision (Grhan-Canli & Batra, 2004). As it relates to buying fashion products via social media platforms, Gen Z consumers have developed perceptions of low financial risk, low probabilities of receiving poor-quality products, and low chances of wasting time (Chen & Lin, 2019).

The participants expressed confidence in their ability to make informed decisions and avoid potential risks when purchasing fashion products through social media platforms. They trust the suggestions of their peers and think the material on these platforms is trustworthy. Additionally, participants perceived a low probability of privacy breaches or social pressures influencing their purchase decisions. These perceptions contribute to a decreased level of perceived risk and subsequently enhance their purchase intentions.

However, it is worth noting that the variable related to privacy concerns was eliminated from the analysis. Privacy concerns, such as the fear of personal data being mishandled or misused, are

significant factors that can affect perceived risk (Kwon et al., 2017). Fashion brands operating on social media platforms should address these concerns and establish trust by implementing robust privacy measures and transparent data practices. By mitigating perceived risks and ensuring a safe and secure online environment, fashion brands can foster trust and boost purchase intentions among Gen Z consumers.

Perceived Value: The research shows that among Gen Z consumers in Ho Chi Minh City, perceived value and purchase intention for fashion products are positively correlated. According to Zeithaml (1988), perceived value is the consumers' estimation of the advantages and benefits they anticipate deriving from a good or service. As it relates to fashion products on social media platforms, participants reported that acquiring information about fashion products enhances their knowledge of product quality and helps them find products that suit their personal qualities and styles (Chen et al., 2011).

Social media platforms provide a vast array of fashion-related content, including product descriptions, user reviews, and styling tips. Participants highlighted that through social media, they can explore a wide range of fashion options, discover unique and niche brands, and gain insights into the latest trends. This process of information acquisition empowers Gen Z consumers, enabling them to make more informed purchase decisions and find fashion products that align with their preferences and self-expression.

Furthermore, Social networking platforms save time by making it simple to browse a wide range of trendy products in one location. Participants claimed that they could easily browse, compare, and assess various possibilities without having to go to numerous physical stores. The perceived value of using social media platforms for fashion-related reasons is influenced by this convenience, as well as the availability of user-generated material and influencers' suggestions (Kumar et al., 2016).

Trust: The study finds that among Gen Z consumers in Ho Chi Minh City, trust has a strong impact on purchase intentions for fashion products. Consumers' belief and confidence in the

dependability, legitimacy, and integrity of social media platforms and the content posted there are referred to as trust (Cheung et al., 2018). Participants exhibited trust in the platforms themselves as well as in the advice and information they receive on social media.

The presence of reliable and trustworthy information on social media platforms allows Gen Z consumers to gather insights, opinions, and recommendations about fashion products and brands. These recommendations, particularly those from friends and influencers, hold significant weight in shaping purchase intentions. Participants mentioned that they trust their friends' recommendations and are more likely to consider buying fashion products that are recommended by people they trust.

Participants also mentioned their propensity to tell peers about good experiences they had buying fashion items or learning things on social media sites. This emphasizes the significance of trust in interactions on social media even more (Hennig-Thurau et al., 2004). Consumers are more inclined to interact with brands, share pleasant experiences, and eventually turn their intentions into actual purchases when they trust the advice and information they receive on social media.

The establishment and maintenance of trust on social media platforms are crucial for fashion brands aiming to cultivate purchase intention among Gen Z consumers. Brands should prioritize transparency, authenticity, and open communication to foster trust with their target audience. By consistently delivering reliable information, addressing concerns promptly, and engaging in genuine interactions, fashion brands can build trust and establish long-lasting relationships with Gen Z consumers.

5. Conclusion and recommendation

5.1. Conclusion

In this study, the author's main goal was to investigate the complex interaction between social media and Gen Z (GenZ) consumers' purchase intentions for fashion products in Ho Chi Minh City. The author's extensive research has yielded priceless insights that illuminate the deep influence of social media participation on GenZ consumers'

views, preferences, and purchasing behavior within the vibrant fashion business.

Through our comprehensive analysis, the author has unequivocally established the pivotal role of social media platforms, such as Instagram, Facebook, and TikTok, in shaping the fashion landscape for GenZ consumers. These platforms have emerged as vibrant spaces that not only foster fashion inspiration but also facilitate the exploration of new trends and active interaction with fashion brands. It is evident that GenZ individuals have become increasingly reliant on social media as an integral part of their daily lives, utilizing it not only as a source of information but also as a wellspring of entertainment and a platform for social interactions. Consequently, the level of social media engagement directly influences their attitudes towards fashion and significantly impacts their preferences for specific brands and styles.

Furthermore, the research demonstrated the significant impact of social media on GenZ consumers' purchase intention for fashion products. Through social media, GenZ consumers gain access to information, reviews, and recommendations from peers and influencers, which greatly influence their decision-making process. The social nature of these platforms also facilitates social comparison and social influence, as individuals are exposed to others' fashion choices and opinions. This exposure ultimately contributes to the formation of purchase intention, indicating GenZ consumers' willingness to purchase specific fashion products.

Additionally, the study highlighted the unique characteristics and behaviours of GenZ consumers in Ho Chi Minh City's fashion market. GenZ individuals consider fashion as a means of self-expression and personal branding, often seeking unique and authentic fashion experiences. They actively participate in online communities, where fashion preferences and trends are shared and discussed. Understanding the specific context and target audience is essential for developing effective marketing strategies and communication approaches to successfully engage GenZ consumers.

5.2. Recommendations

The researcher makes the following suggestions for advertisers, fashion labels, and companies engaged in the Ho Chi Minh City fashion sector in light of the study's thorough findings:

Strengthen Social Media Presence: Fashion brands should invest resources in building and enhancing their presence on social media platforms to effectively engage with GenZ consumers. Creating compelling and relevant content that resonates with GenZ values and aspirations is vital. By understanding the platforms preferred by GenZ consumers, such as Instagram, Facebook, and TikTok, brands can tailor their content to maximize engagement and reach. Utilizing multimedia elements, such as high-quality images, videos, and interactive features, can capture GenZ consumers' attention and encourage them to actively participate in brand-related discussions and activities.

Harness the Power of Influencer Marketing: Influencer marketing presents an influential strategy for reaching and influencing GenZ consumers. Fashion brands should identify influencers who align with their brand values and effectively target GenZ consumers in Ho Chi Minh City. Collaborating with these influencers can generate buzz, create brand awareness, and significantly impact purchase intention. The key is to select influencers whose content resonates with GenZ consumers' interests and aspirations, ensuring authenticity and credibility. Influencers can be engaged in various ways, such as sponsored content, collaborations, and brand ambassadorships, to effectively communicate brand messages and foster strong connections with GenZ consumers.

Cultivate Authenticity and Unique Experiences: GenZ consumers value authenticity and actively seek out unique fashion experiences. Fashion brands should focus on offering products and experiences that align with GenZ consumers' desire for self-expression and personal branding. This can be accomplished through limited edition collections, customization options, and storytelling that resonates with GenZ values. By highlighting the craftsmanship, sustainability, and individuality of their products, brands can differentiate themselves

and appeal to GenZ consumers who value unique and meaningful fashion experiences. Additionally, incorporating user-generated content and customer testimonials into brand communications can further enhance authenticity and build trust among GenZ consumers.

Encourage User-generated Content: Fashion brands should actively encourage GenZ consumers to create and share content related to their products. User-generated content, such as outfit posts, reviews, and styling tips, enhances brand engagement and fosters a sense of community among GenZ consumers. Implementing branded hashtags, social media contests, and incentives can motivate GenZ consumers to generate and share content, thereby increasing brand visibility and organic reach. By actively engaging with and amplifying user-generated content, brands can strengthen their relationship with GenZ consumers and leverage their influence in promoting fashion products.

Embrace Social Commerce: Social commerce, which combines online shopping with social networking, offers significant opportunities for fashion brands to drive conversions and sales among GenZ consumers. Brands should leverage features like "Shop Now" buttons, in-app purchasing, and augmented reality try-on experiences to create a seamless and convenient shopping journey on social media platforms. By providing a frictionless purchasing process and leveraging social proof through user-generated reviews and ratings, brands can enhance GenZ consumers' confidence in making fashion-related purchases through social media.

Continuous Monitoring and Adaptation: The fashion industry and social media landscape are dynamic and ever evolving. Therefore, it is crucial for fashion brands to continuously monitor GenZ consumers' preferences, trends, and behaviors on social media platforms. This can be achieved through data analysis, social listening, and consumer surveys. By staying updated with the latest trends and understanding GenZ consumers' evolving needs and expectations, brands can adapt their strategies and offerings to remain relevant and engaging ■

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**TÁC ĐỘNG CỦA MẠNG XÃ HỘI
ĐẾN Ý ĐỊNH MUA SẢN PHẨM THỜI TRANG:
NGHIÊN CỨU THỰC NGHIỆM ĐỐI VỚI NGƯỜI TIÊU DÙNG
THẾ HỆ GEN Z TẠI TP. HỒ CHÍ MINH**

● NGUYỄN XUÂN THỊNH¹

● LÊ QUỐC DAT²

¹Trường Đại học Kinh tế TP. Hồ Chí Minh

²Trường Đại học Ngoại thương

- Cơ sở II tại TP. Hồ Chí Minh

TÓM TẮT:

Nghiên cứu này nhằm đánh giá sự tác động của phương tiện truyền thông xã hội đến mong muốn mua sản phẩm thời trang của các khách hàng thế hệ Gen Z tại khu vực TP. Hồ Chí Minh. Nghiên cứu chỉ ra rằng mạng xã hội có tác động lớn và tích cực đến sự quan tâm của Gen Z đối với các sản phẩm thời trang, từ đó thúc đẩy ý định mua các sản phẩm thời trang tăng lên. Ngoài ra, nghiên cứu còn phát hiện ra các yếu tố như niềm tin, giá trị cảm nhận và rủi ro có ảnh hưởng đến mối liên hệ giữa mạng xã hội và ý định mua hàng.

Nghiên cứu này cung cấp dữ liệu có giá trị cho các nhà tiếp thị thời trang ở TP. Hồ Chí Minh nói riêng và tại các nơi khác nói chung; đồng thời, chỉ ra tầm quan trọng của việc sử dụng mạng xã hội như một công cụ cho chiến lược nhằm thúc đẩy ý định mua các sản phẩm thời trang của khách hàng thế hệ Gen Z.

Từ khóa: mạng xã hội, sản phẩm thời trang, Gen Z, TP. Hồ Chí Minh.