

Factors Affecting the Intention to Buy Fashion Products Online Via Facebook of Customers in Thai Nguyen City, Vietnam

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Summary

Based on theories, theories include: TAM model, TPB model, TAM - TPB model, UTAUT technology, in addition to using information from previous relevant studies as a basis for model construction and development. Through the research process with qualitative and quantitative methods for 246 observations, the results show that factors have a positive impact on the intention of consumers to shop for fashion via Facebook. in Thai Nguyen City include: Expressing Emotions, Commenting, Sharing, Content and Trends. In which the factor that has the strongest impact on fashion shopping intentions through social networks Facebook is Trend. From these, we can conclude, fashion businesses need to effectively use Facebook functions to promote brand and increase consumers' awareness of products.

Keywords: Facebook; Online fashion; Share; Comment; Emotions; KOLs; Trend.

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I. Introduction

In Vietnam, the form of selling and buying online is rapidly developing and becoming a trend in today's online community, particularly among young people in the office via browsers and applications enabled on smartphones or computers, with social networks, most notably Facebook, serving as the primary advertising channels. Facebook is one of the most popular online shopping platforms for Vietnamese people.

Fashion items are among the most popular items for which customers prefer to shop online. With the growing demand for fashion items from consumers today and the trend to buy online, many customers prefer and use the form of buying fashion online on Facebook.

THEORETICAL BASIS AND RESEARCH METHODS

Conceptual system related to customer consumption

The concept of consumer behavior

A consumer is a person, organization, or group that directly participates in or influences the shaping of need - desires, purchasing, using, and rejecting a specific product or service. They are the last people to consume the product of the manufacturing process. Buyers, influencers, and users are all examples of consumers (Tran Minh Dao, 2006). Philip Kotler (2007) also defines consumer behavior as follows: "A whole set of actions evolving throughout the process from acknowledgment of demand to purchase and after purchase of products". In addition, according to the American Marketing Association, consumer behavior is defined as the interaction between stimulating factors in the environment and human perception and behavior. change the course of their lives in a nutshell, consumer behavior refers to all of the actions that consumers engage in while researching, purchasing, using, and evaluating goods and services to meet their needs.

Definitions of Shopping Intentions

According to a study by Laroche, Kim and Zhou (1996) defined: Purchase intent can be measured by the satisfaction of the purchase expectation and the consumer's consideration of the item / service. In Vietnam, a study by Vu Huy Thong (2010) has commented that in the market economy, most of the products consumers use to meet their needs are through shopping activities. At the same time, this study concludes that buying intention is one of two factors that influence purchasing decisions of consumers. Intent is a factor used to evaluate the ability to perform behaviors in the future (Blackwell, 2001). According to Ajzen (1991), intention is a motivational factor, it motivates an individual to be willing to perform the behavior.

Concept of Online Consumer Behavior

Online consumer behavior is examined under the traditional consumer behavior theory. However, online consumers have many differences from traditional consumers because of different society and work environment. Online consumers have a different reference group than traditional consumers. New consumer

online reference groups have been identified as virtual communities such as web discussion groups. Consumers can read about the reference group's experiences and opinions (Christopher & Huarng, 2003), the online reference group identified by links to product-related websites. In addition, Monsuwe et al. (2004) pointed out that online shopping is much more convenient than traditional shopping. The Internet allows for easy information collection, finding this information does not require a lot of consumer's effort and time

Concept of Online Shopping Intendency

According to a study by Delafrooz et al. (2011) "Procurement intention is the plan of choosing where to buy products of consumers", and in this study they also stated that "Intent to shop online. Online is the certain ability of the consumer to make purchases over the Internet".

Theories Related to Online Shopping Behavior

Technology Acceptance Model (TAM)

The emergence of the smartphone movement in recent years can be seen as a new technological breakthrough. One of the tools that is useful in explaining the intention to adopt a new technology product is the TAM. According to Legris et al. (2003); Teo, T., Su Luan, W., and Sing, C.C., 2008, p.266), predicted TAM model about 40% success using a new system. TAM theory is modeled and presented:

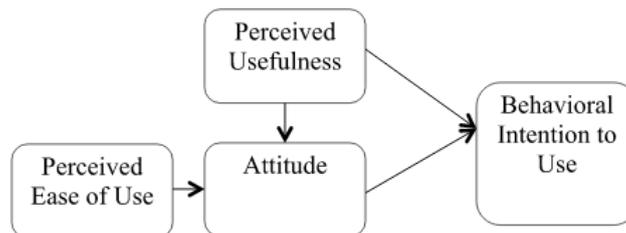


Figure 1: TAM

Planning Behavior Model (TPB)

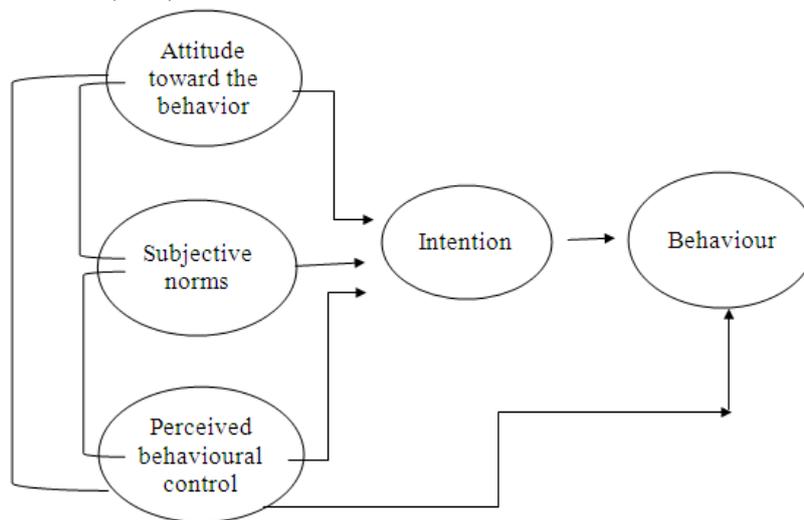


Figure 2. TPB Model

According to Ajzen's TPB planning theory model (1991), consumer behavior is explained by the intention to perform those behaviors. Intents include factors, motivations, and influences on the behavior and are defined as the level of effort a person tries to perform.

Review of research projects

Jong and Oosthoek's (2013) research on the impact of social intimacy and Facebook behavior on purchasing intention established a link between the elements of social networking that Facebook is interested in and consumption intentions. The author created a research model that includes the following variables: close social relationships, interest level, attitude, online word of mouth, and income. According to the findings of the study, close social relationships on Facebook have a stronger influence on online purchasing intentions than weak relationships on Facebook; products with a high level of interest are more likely to be influenced by close social relationships on purchasing intent; A consumer's level of social relationships and Facebook activity has a

significant impact on their purchasing intent. There is no relationship between income and purchase intentions on the social network Facebook.

A study by Richard and Guppy (2014) on the factors affecting buying intentions of consumers on Facebook has briefly introduced about Facebook and proposed a research model of the factors that influence the mind. purchase intentions of users of social networking Facebook include the following factors: Likes of a sales page, number of likes of friends for the sales page; Comments of the article; Hit share posts. Through the survey results of 216 Facebook users, the author used SPSS v.18 software to analyze the data. Research shows that the likes of social media users and the likes of friends have the strongest impact on the buying intention of Facebook users, particularly if the article has more likes of Other users and the likes of their friends are increasing the buying intent of Facebook users. Next, the article comments and shares factors are also one of the factors affecting the buying intent of Facebook users. Besides, a study by the group of authors Eranti, Veikko; Lonkila, Markku (2015) - "The social significance of the Facebook Like button" also shows the social aspects of using Like buttons for management, self-image, and online society relationship maintenance. The results of this study show that the Like button is designed to allow users to show positive reviews about the content of a post, comment on pictures on Facebook, and also influence users' likes behavior. and users reflect on their likes based on previous likes.

The work of the authors Markowitz - Elfassi, D., Yarchi, M., & Samuel-Azran, T. (2019) - "Share, comment, but not like. The effect of politicians' facial attractiveness on audience engagement on Facebook" shows that the influence of online popularity, politicians' attractive looks will be reflected by audience engagement with the above posts. Facebook in Israel's 2015 election campaign, thereby emphasizing the importance of compelling posts, will attract more attention, receive more comments and shares. Also, according to Eranti and Lonkila (2015), Facebook users are more likely to pay attention to posts that contain interesting and unique content and images. Setting up regular, timed, regular posts with relevant content is the best way to help businesses retain loyal customers who prefer to buy products online (Ballantine, Lin and Veer, 2015). The authors Macrynika and Miranda (2019) - "Active Facebook use and mood: When digital interaction turns maladaptive" concluded the importance of post content, it can affect perception, emotions. for users.

According to recent research by Pham, Shancer and Nelson, 2019, 92% of consumers believe in referring acquaintances, of which only 33% of consumers believe in online media advertising. Obviously, consumers are vulnerable and have confidence in the products introduced by the KOLs; especially if KOLs are their favorite idols. In addition, KOLs are also special agents that create market trends, the products they use, for KOLs with a large fan base, will be attracted and widely used, thereby promoting consumer product search (Bong-seob Kim, 2015).

A study by Tarek Sardouk, Sourav Sarker Shuv (2017) on the issue of Facebook media's impact on fashion-buying decisions discussed and analyzed the various impacts and influences of Facebook media on consumer buying behavior, taking Gavle University students as a case study. Research results have confirmed that the social network Facebook has an impact on the buying intent of consumers. At the same time, research shows that advertising factors through Facebook, forms of marketing communications and consumer trends generated through Facebook have a positive impact on consumers' buying intent.

Ching-Wei Ho's (2014) research on consumer behavior on social networks. This research began by developing a framework to describe and examine the relationships among Facebook participants, brand trust, community impact or, in other words, consumer trends and behavior. consumption through the social network Facebook. First, according to the findings of this study, consumer community engagement on Facebook has a direct and positive impact on brand trust and community identity. Second, this research shows that brand trust has a direct and positive impact on community identification. Finally, the study concludes that the impact of communities, as well as consumer trends, influences consumer behavior.

II. Research Methods

The article uses the method of least squares (OLS) to measure the impact of 6 factors on Expression of Emotions; Comment; Share; Post content; KOLs; Trends to Intent to buy fashion goods online through Facebook in Thai Nguyen City. The proposed research model is as follows:

$$HL = \beta_0 + \beta_1 \times CX + \beta_2 \times BL + \beta_3 \times CS + \beta_4 \times ND + \beta_5 \times KOLs + \beta_6 \times XH + \varepsilon_i \quad (1)$$

β_0 is the coefficients of freedom and the coefficients

$\beta_1; \beta_2; \beta_3; \beta_4; \beta_5; \beta_6$ are the regression coefficient of the variables CX; BL; CS; ND; KOL; XH; ε_i is random error.

The dependent variable YD is the intention to buy fashion online through Facebook in Thai Nguyen City.

The independent variable: CX is the "expressing emotions" variable; BL is the "Comment" variable; CS is a "Share" variable; ND is the "Content of the post"; KOL is a variable related to the influence of people or phenomena in society; XH is the "Trend" variable.

The data is collected from two sources: secondary data is collected from interviews with experts with experience in online business, social networks to develop and refine research variables, from which to complete the questionnaire and primary data via the questionnaire were sent to 300 Facebook users in Thai Nguyen City from August 2020 to November 2020. The total number of valid votes is 246 (the study uses international standard decimal notation).

III. Findings

Table 1. Description of quantitative variables

Description of quantitative variables					
Variables	N	Min	Max	Average	Standard deviation
Expressing Emotion	246	2.00	5.00	4.0908	0.8231
Comment	246	1.00	5.00	3.4783	0.9912
Share	246	1.00	5.00	3.8242	0.7731
Content of the post	246	2.00	5.00	4.0183	0.6300
KOLs	246	2.00	5.00	4.0678	0.6647
Trend	246	1.00	5.00	3.2981	1.1379

According to the results in Table 1, the average satisfaction level of the following factors: “Emotion Expressing” is 4,0908; “Comments” is 3.4783; “Share” is 3,8242; “The content of the post” is 4,0183; KOLs are 4,0678; “The trend” is 3.2981.

Table 2: Regression results

Model	R	R ²	R ² Corrected	Estimation's Error	Durbin-Watson
1	0.937 ^a	0.878	0.875	0.18714	2.002

According to the results Table 2 has a coefficient of determining R² is 0.878, so 87.8% change of dependent variable is explained by independent variables of the model or in other words 87.8% customers change their habits through Facebook in Thai Nguyen City which are explained by factors in the model.

Table 3. Regression Model Results

		Regression coefficients		Standardized Regression coefficients	t	Sig.	Statistical Correlate	
		constant	Standard error				Tolerance	VIF
Factors	Constant	-2.197	0.157		-13.951	0.000		
	CX	0.284	0.017	0.379	16.806	0.000	0.999	1.001
	BL	0.281	0.015	0.432	18.921	0.000	0.978	1.023
	CS	0.268	0.019	0.323	14.225	0.000	0.988	1.013
	ND	0.243	0.022	0.264	10.902	0.000	0.865	1.156
	KOL	0.292	0.024	0.298	12.127	0.000	0.844	1.185
	XH	0.262	0.013	0.446	19.551	0.000	0.977	1.023

Analysis results Table 3 shows that 6 factors are “Expressing emotions; Comment; Share; Post content; KOLs; Trends” are all statistically significant (Sig. <0.05). At the same time, these 6 factors all affect the dependent variable at the significance level in the model. Therefore, if these 6 factors are increased and promoted well, the intention to buy fashion products online through Facebook in Thai Nguyen City will be increased, namely the signs of all factors have positive signs. Specifically, “Trend” is the most important factor affecting the intention to buy fashion online via Facebook in Thai Nguyen City with the coefficient of 0.446; followed by the “Comment” factor with the coefficient of 0.432; third is “Expressing emotions” with the coefficient of 0.379; followed by the “Share” factor with the coefficient of 0.323; “KOL” factor has the coefficient of 0.298 and the last is the “Content of the Post” that has the lowest influence on the intention to buy fashion online via Facebook in Thai Nguyen City with the coefficient of 0.264.

IV. Conclusion And Some Recommendations

Conclusion

With the study, analysis of 246 observations and data collected through questionnaires, by exploratory factor analysis method EFA combined with multiple regression analysis, the author found a significant effect. The statistical significance of the factors, the reliability of the “Expressing Emotions”, “Comment”, “Sharing”, “Content of the Post”, “KOLs” and “Trend” to “Buying online fashion” through Facebook of customers in Thai Nguyen City.

Some recommendations

For the “Post Content” Factor

To entice consumers to pay attention to the product from the start, the content of the article must be complete, so that any consumers who see it feel that the information is sufficient for them to understand the product. To entice consumers to pay attention to the product from the start, the content of the article must be complete, so that any consumers who see it feel that the information is sufficient for them to understand the product. For example, green marketing (marketing products and services considered to be environmentally safe) or LGBT Marketing (marketing products and services to the LGBT community).

For the “KOLs” Factor

The influence that KOLs have on purchasing intent is regarded as an extremely effective channel for businesses, large brands, and corporations to choose when promoting their brands and products. As a result, it is critical to collaborate with characters in accordance with the ideas and designs of the fashion products that the company offers. Customers will want to hear comments and opinions about their products, so enterprises must select KOLs with in-depth knowledge and knowledge in the fashion field. On the business side, it is necessary to improve product quality, particularly to create a "highlight" for their products, in order to first make KOLs love the product, and then share their feelings in a more genuine and interesting manner. In addition to posting photos, articles, it is necessary to use other sharing facilities on Facebook such as comedy videos, music videos, stories, ... to contribute to attracting more viewers. Besides, it is necessary to choose KOLs that are "hot" and have a positive influence in the community, which are loved by many people. This will create quick trust with customers when they are wondering about countless products and services.

For the “Share” Factor

Increasing customer trust in the product will increase their purchasing intent. As a result, sellers must increase their article share. Sellers can encourage customers to share their articles, and in exchange, they will receive preferential purchasing policies such as gifts, discounts, and free shipping. In particular, for a post to receive a high number of shares, it must have appealing content, eye-catching images, and be published during a period when Facebook users are in high demand. (From 11:00 to 1:00; 17:00 to 21:00 or on weekends)

For the “Expressing Emotions” Factor

According to the findings of the study, the more times a post expresses positive emotions, the more consumers it attracts and increases their purchasing intent. As a result, fashion companies must encourage users to express positive feelings about their products and articles by providing preferential policies such as membership cards, discounts, and gifts. When posts become more popular, they attract more users. Posting within a reasonable timeframe will also result in higher engagement from your viewers. In addition, individuals and organizations can encourage people who have used the product to return to express positive feelings for writing, this will help the seller save costs but still increase the number of comments. positive contact for articles. Furthermore, the business unit must maintain contact with member customers by responding to their posts and sending information about new products and upcoming programs via messaging apps. News on Facebook will help customers pay attention to the post, expressing their feelings by clicking "Like," "Love," "Care,"... and easy access to new enterprise products.

For the “Comment” Factor

A post with a high number of positive comments will attract customers and increase their purchasing intent for that product. As a result, after individuals, organizations selling products to consumers can send messages inviting those customers to evaluate the quality and satisfaction of customers with products and services through comments on articles about the products they previously purchased. This will provide useful information to other consumers and boost the confidence of those who plan to purchase the product. Furthermore, fashion individuals and organizations must actively respond to customer comments in a timely and polite manner. Waiting too long for a response reduces a customer's buying intent and causes consumers to judge the seller's unprofessional working attitude.

As for the “Trend” Factor

Businesses in the fashion industry must pay special attention to and invest in promotional activities related to fashion trends to increase the intention of purchasing fashion online. To begin, in order to create fashion trends, new products must be featured on Facebook in order to capture the attention of customers and competitors. Second, to keep up with market trends, businesses must not only update new trends in their products, but also plan to promote them on Facebook in order to increase brand awareness. To solve the two problems mentioned above, businesses must use Facebook's ad-running service with a clear budget, reach, and target customer strategy to achieve maximum efficiency.

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