Supply Chain Management in Vietnamese Fashion Vlogger Attributes Vs Product Consumption: A Double Conceptual Framework

Quyen Ha Tran

University of Economics, Ho Chi Minh City
bakhteeyar@gmail.com

Abstract - The purpose of the research was to determine the mediating effect of supply chain management interaction in relations between vloggers attribute and product consumption from Vietnamese perspective. The study utilised SEM technique for determining a mediation effect. The researcher-executed survey where the findings have been based on 491 fashion vloggers viewers who were accessed through Instagram. The findings of the study reveals that para-social interaction partially mediates the relationship between attractiveness and product consumption and expertise and product consumption. However, no mediation effect has been computed in the relation between trustworthiness and product consumption. The study is limited to fashion vloggers of Vietnam. However, the study significantly lacks generalisability factor. Meanwhile, it is observed that significant relationship exists between the sustainable fashion supply chain and eco fashion consumption decisions.

Key Words*: Vloggers attributes, supply chain management, attractiveness, expertise, trustworthiness, product consumption, Vietnam.*

Introduction

The goal of SCM software is to improve supply chain performance. Timely and accurate supply chain information allows manufacturers to make and ship only as much product as can be sold. Effective supply chain systems help both manufacturers and retailers reduce excess inventory. This decreases the cost of producing, shipping, insuring, and storing product that cannot be sold. The influence of digital media has increased within contemporary society that is a result of the advancement of the technology and increasing diversion of people towards the digital industry. According to the study conducted by Choi and Lee (2019), the fashion industry nowadays has started focusing on the internet especially on social media that has a significant role in the purchasing behaviour of consumers. When it comes to Vloggers who are active on social media, most of the businesses take benefit out of it in terms of attracting a mass audience towards purchasing their products.

In the light of the study conducted by [1], fashion industry is highly influenced with the attributes of vloggers who have massive reaches on social media

in order to promote their brands by big names within their target audience. Over the last few years, consumers are becoming digitally empowered and are also becoming increasingly tech-savvy specifically when they make purchase decisions. According to the study conductedc by [2], within the digital empowerment on both sides of the coin, the consumer and seller relationship has been changed drastically in terms of becoming stronger than before. The power of this developed relationship between brands and consumers has changed customers' expectations in terms of driving for the demand for high quality and innovative products and experiences.

This study also found that 69 percent of these information navigation is based on searching products mostly apparels where more than 54 percent of them have a regular habit of reading blogs and watching reviews given by different vloggers on products of different brands. Moreover, it has been found in the study conducted by [3] that around 58.2 percent of these people living in Vietnam usually consider personal blogs and information provided by different vloggers to be the official news. It shows the psyche of these people in terms of their attachment and trust towards digital platforms and trust on bloggers and vloggers giving reviews about different apparels offered by brands. The study conducted by [4] states that Vietnam is a potential market for the fashion industry where most of the multinational brands are working; these brands are more focused on marketing themselves through social media influencers that is giving them their desirable outcomes in an effective manner. It shows that using vloggers within digital media is turning out to be an effective marketing tool for these fashion brands in order to influence the purchase intention of consumers through vloggers' attributes. In this regard, the following study has been conducted with the intention to achieve following objectives:

- To determine the relationship between Vietnamese fashion vloggers and product consumption.
- To evaluate whether para-social interaction mediates the relationship between fashions vloggers attributes and fashion product consumption.

In the light of the study conducted by [5], the same expectations have started developing within the

purchasing decisions of consumers for fashion clothing where the central goal of the fashion industry is based on creating a superior customer experience through ensuring high quality clothing. The trend of vlogging has come to its peak within the contemporary social media practices in terms of influencing people towards a specific thing. As most of the global population is active on social media, they tend to follow these vloggers in terms of getting inspired of their lifestyle and following their tactics in order to make purchasing decisions[6]. According to the study conducted by [7], the phenomenon of Vlogging regarding fashion and beauty has shown a drastic development over a short period of time where multiple fashion brands have started focusing on rising influence by engaging certain vloggers into their marketing campaigns. The increasing influence of vloggers through social media is showing their increasing power over consumers in terms of their purchasing intentions and in regards to other aspects. It has been found in the study conducted by [8] that the research on online purchasing behaviour of consumers carried out by TNS showed that more than 93 percent of people living in Vietnam use internet for navigating information regarding products and different brands. Currently, due to the ecological effects of current fashion consumption behaviour, researchers increased their focus on the sustainability issues on the consumption side of fashion supply chain (CSFSC). Fashion industries i.e., retailers and manufacturers are gradually promoting eco-fashion for stimulating the sustainable consumption. There is no doubt that the fashion consumers are concerned about the environment, but they hardly relate such assertiveness with eco-fashion consumption. The attitude behaviour gap in the ecological protection of fashion consumers exacerbate fashion industries and encourage the research of green advertising and eco fashion consumption to explore the determinants of eco-fashion consumption decisions (EFCD). It has been found that sustainable fashion supply chain is one of the main determinants of EFCD, which is defined as the practice of adopting change in fashion system towards the better environmental reliability and communal justice. This change is either in the form of product related attributes (PRASSC) i.e., in the design, quality and price of the product or it is in the form of store related attributes (SRASSC) i.e., shop convenience, shop's moral practices, and shop's environment.

Literature Review
Due to the increasing influence of digital media, specifically social media, there have been various studies conducted on the purchase intention of consumers through social media influencers. According to the study conducted by [9], customer experience is considered the cognitive and affective assessment of the integrated direct and indirect encounters with a brand in terms of their purchasing behaviour. The case of Vietnam is similar towards purchasing intention as majority of the population living in the country uses social media and other digital media platforms for making their purchase decisions.

Throughout the increasing influence of social media on the public, the influence of vloggers has also increased on consumers in terms of making purchasing decisions [10]. According to the study conducted by [11], with the emergence of web 2.0, the online communication has also shown a drastic change and has become stronger in terms of influencing consumers. In the light of the study conducted by [12], social media has influenced consumers in terms of making them dependent on social media influencers and at the same time, it is providing an opportunity to businesses in terms of targeting a mass audience.

According to the study conducted by [13], there are three primary motivation drivers for social media influencers specifically vloggers that include community, convenience and information sharing to their followers. Vloggers who have high number of reaches and followers are considered to be highly effective for businesses specifically fashion brands as consumers have become more conscious in terms of purchasing apparels that have become a challenge for fashion brands. In the light of the study conducted by [14], fashion brands have started availing this opportunity in terms of catching the attention of massive audience towards their brand through getting them influenced by popular vloggers in terms of influencing their purchasing intentions towards the brand.

The first attribute attractiveness can be classified into two categories that include physical and psychological attractiveness. The study conducted by [15] stated that physical attractiveness is defined as the beauty and attractiveness on the basis of physical factors including face and body. Moreover, consumers are also affected through the attractiveness of the information source that includes the content and the video quality. The second attribute is based on expertise that is based on the level of knowledge and expert opinions regarding certain things. According to the study conducted by [16], expertise in vlogging is primarily based on the information source regarding the use of a product.

H1: Attractiveness of a vlogger positively affects the viewer's product consumption.
H2: Expertise of a vlogger positively affects the viewer's product consumption.
H3: Trustworthiness of a vlogger positively affects the viewer's product consumption.

Trustworthiness is also considered one of the most important attributes of vloggers based on the level of trust that people using social media sites have on these vloggers due to their high influence on social media and the number of followers these vloggers have on social media platforms. Thus, these vloggers become trustworthy for the audience that is highly active on social media that also becomes an opportunity for different fashion brands to market their brands through these vloggers. According to the study conducted by [17], trustworthiness has become

important for vloggers and the brands using these vloggers to market their brands due to the assurance of the information in terms of the degree of the information to be true.

H4: Para-social interaction mediates the relation between attractiveness and product consumption

H5: Para-social interaction mediates the relation between expertise and product consumption.

H6: Para-social interaction mediates the relation between trustworthiness and product consumption

Product related attributes of sustainable fashion supply chain (PRASSC) and eco-fashion consumption decision (EFCD)

PRASSC are having significant effects on EFCD [18]. PRASSC regulates the consumer's first impression of the outfits, and transfers the benefits for the fashion consumers [19]. PRSSC precise the value of garment because fashion consumers choose those garments which appears appealingly pleasant [20]. For instance, when fashion consumers have to make selection among two fashion clothes of same price, they prefer that one which seems appealingly pleasant [21]. Fashion consumer are not desired to purchase expensive eco-fashion clothes [22]. Fashion consumers are dejected to purchase eco-fashion due to deprived quality, i.e.,

abrasive hand texture and rough materials [23]. Fashion consumers specified that they will not compromise on the garment quality. Thus, it is proposed that:

H_{1a}: There is positive relationship between product related attributes of sustainable fashion supply chain and eco-fashion consumption decision

Store related attributes of sustainable fashion supply chain (SRASSC) and eco-fashion consumption decisions (EFCD)

In [24] indicated that there is positive relationship between SRASSC and EFCD because when fashion consumer observed sophisticated level of consumer service quality, then they are more satisfied with the retail store which in their turn tends to increase their purchasing. In [25] believed that appealing environment of store also enhances the consumer's intention to purchase. In [5] empirically examined the association between SRASSC and EFCD. For this purpose, study utilized the data of 322 respondents. By applying SEM, study revealed the positive contributions of SRASSC in EFCD. In [6] indicated that the shop continence permits fashion consumers to access the eco-fashion easily which in their turn enhances their consumption decisions of eco-fashion. Thus, it is proposed that:

H_{2a}: There is positive relationship between product related attributes of sustainable fashion supply chain and eco-fashion consumption decision

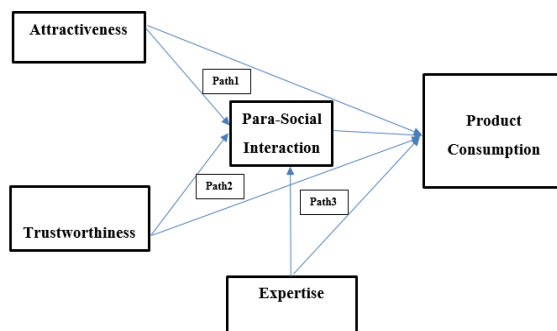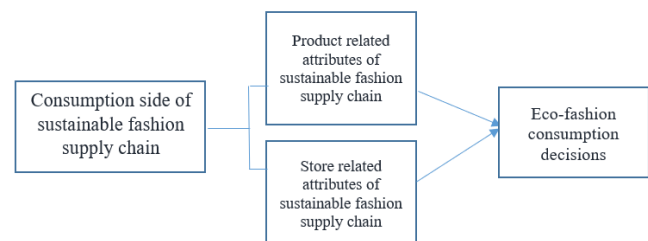## Conceptual Frameworks

Figure 1: Conceptual Model (1)

Figure 2: Conceptual Model (2)

Research Methodology

Upon calculation, the researcher obtained 384 as the sample size that can be adequately adopted. However, the researcher knew the importance of a low response rate especially for the case of online surveys. In this perspective, the researcher provided a survey questionnaire for around 600 viewers. However, the researcher obtained a considerably good response rate. There were 491 those questionnaires that could be utilised for the current research. Therefore, the response rate for the current research remained as 81.8 %.

Data Analysis Technique

In the current study, the researcher has used Structural Equation Modelling for analysing the survey

responses and, in comprehending the research phenomenon involving the mediation effect. With reference to the findings of [9], SEM is an essential statistical analysis technique that assists in comprehending the latent variables of reflecting research constructs in a more in-depth and comprehensive manner. With reference to the findings of Marsh (2014), SEM form basis on the two dimensions that are considered as factor analysis and path analysis. Within factor, the two measurement models are generally formed and are identified as exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).

In the current study, the factor analysis has been supported with confirmatory factor analysis. Furthermore, once the confirmation of factors was

done, the researcher has executed path analysis for determining the mediation effect of para-social interaction in the relation between the three different fashion vloggers attributes and product consumption.

Analysis and Results
6.1 Confirmatory Factor Analysis

CFA is the study of factors that helps in comprehending the structure of latent constructs. The study of [11], suggests that CFA is supported with factor loading, reliability, convergent validity along with discriminant validity that helps in validating the constructs involved in the study. The table below (Table 1) that helps illustrates CFA for the current study and is supported with measures like factor loading, reliability, convergent validity. With reference to the findings of [17], factor loading is assumed as the measure that helps in determining the correlation between the research constructs and latent variables. The threshold of 0.6 suggests determining the extent latent variables explain to the research construct. While referring to the table below (Table 10), it can be identified that the least factor loading has been computed as 0.717 for the indicator PSI4. Since the least computed factor loading has also appeared greater than the threshold of 0.6. From this perspective, it can be suggested that the entire indicator adequately explains to their constructs and therefore, the latent variables can be claimed as valid and appropriate.

Another aspect of CFA is concerned with validating constructs from the aspect of reliability. In CFA, mainly used two measures to help in determining the reliability of constructs. Cronbach Alpha and composite are simultaneously used measure for determining constructs' reliability. Moreover, the threshold for both the measure is considered as 0.6. It is evident from the table below (Table 1), the Cronbach alpha for the construct attractiveness, expertise; para-social interaction and trustworthiness have appeared greater than the threshold of 0.6. In this aspect, it can be claimed that those constructs are reliable. Further, composite reliability for the same sequence of constructs has been identified as 0.935, 0922, 0.833, 0.941 and 0.942. Since all the composite reliability has also appeared greater than 0.6, from this perspective, the constructs can also be claimed reliable. In addition to this, validation of constructs is also supported with convergent validity whose measure is considered as average variance extracted (AVE). AVE for the constructs attractiveness, expertise, para-social interaction and trustworthiness have been computed as 0.784, 0.746, 0.655, 0.800 and 0.803 respectively. As per the findings of [7], the threshold for AVE is assumed as 0.5. In this aspect, it can be suggested that all four respective constructs possess convergent validity.

Table 1: Convergent Validity, Composite Reliability and Cronbach's Alpha

Research Constructs	Indicators	Factor Loading	Cronbach's Alpha	Composite Reliability	(AVE)
	ATT1	0.876	0.908	0.935	0.784
	ATT2	0.898			
	ATT3	0.868			
Attractiveness	ATT4	0.899			
	EXP1	0.822			
	EXP2	0.872			
	EXP3	0.900			
Expertise	EXP4	0.860	0.887	0.922	0.746
	PC1	0.889			
	PC2	0.919			
	PC3	0.876			
Product Consumption	PC4	0.892	0.823	0.883	0.655
	PSI1	0.797			
	PSI2	0.833			
	PSI3	0.883			
Para-social Interaction	PSI4	0.717	0.916	0.941	0.800
	TR1	0.884			
	TR2	0.917			
	TR3	0.891			
Trustworthiness	TR4	0.891	0.918	0.942	0.803

Another aspect of validating constructs is discriminant validity. The table below (Table 2) identifies whether the constructs were distinct from one another. With reference to the findings of Ab Hamid (2017), the measure that is used for evaluating constructs discriminant validity is considered as an HTMT ratio

whose threshold is considered as 0.9. In the following table (Table 2), the highest computed HTMT ratio has appeared as 0.773. Since this specific ratio is still lesser than the pre-defined threshold of 0.9. In this aspect, it can be suggested that variables the constructs are distinct from one another.

586

Int. J Sup. Chain. Mgt   Vol. 9, No. 2, April 2020

Table 2: Discriminant Validity

	Attractiveness	Expertise	Para-Social Interaction	Product Consumption
Expertise	0.408			
Para-Social Interaction	0.499	0.404		
Product Consumption	0.524	0.575	0.550	
Trustworthiness	0.773	0.488	0.433	0.506

6.2 Path Analysis

Once it is confirmed that constructs are reliable and valid, the assessment of path analysis can thus proceed. In the path analysis, determination of direct and indirect effect along with the total indirect effect is determined for evaluating the mediation effect. The table below (Table 3) is devoted to determining the direct effect of an independent variable on a dependent, independent variable on the mediating and the effect of mediating variable on the dependent variable. On the basis of the statistic B=0.315, p=0.000<0.05, it can be stated that attractiveness has a direct and significant effect para-social interaction. Further, attractiveness also has a positive and significant effect on the dependent variable on the basis of the values B=0.183,

p=0.003<0.05. Additionally, a significant and positive effect of expertise has also been found para-social interaction because of the obtained values B=0.208, p=0.000<0.05. Moreover, the same variable also has a positive and significant effect on product compensation. However, trustworthiness does not have a significant effect on para-social interaction and product compensation on the basis of the obtained values of B=0.065, p=0.360>0.05 and B=0.581, p=0.179>0.05. In contrast, para-social interaction also has a positive and significant effect on the dependent variable of the study. It has been on the basis of statistics that have been appeared as B=0.249, p=0.000>0.05.

Table 3: Direct Effect

	Coefficient	T Statistics (|O/STDEV|)	P Values
Attractiveness -> Para-Social Interaction	0.315	4.922	0.000
Attractiveness -> Product Consumption	0.183	3.018	0.003
Expertise -> Para-Social Interaction	0.208	3.884	0.000
Expertise -> Product Consumption	0.325	6.223	0.000
Para-Social Interaction -> Product Consumption	0.249	4.352	0.000
Trustworthiness -> Para-Social Interaction	0.065	0.916	0.360
Trustworthiness -> Product Consumption	0.099	1.345	0.179

Below is the assessment for the specific indirect effect of mediating variables in the relation between the independent and dependent variables of the study. Below (Table 4) highlights the mediating role of parasocial interaction in the relation between attributes and product compensation. In the case of first vlogger attribute i.e. attractiveness; it has been found that para-social interaction mediates the relation between attractiveness and product compensation. The statistics of B=0.078, p=0.001>0.05 suggest that para-social interaction has a significant and positive effect in relationship attractiveness and product compensation. Additionally, in the case of second attribute i.e. expertise, it has also been found that para-social

interaction also establishes a positive and significant link between expertise and product consumption. In this aspect, it can be articulated that para-social interaction also has a significant and positive effect on the relationship with expertise and product consumption (B=0.052, p=0.006>0.05). Furthermore, in relation to the third attribute, it has been found that para-social interaction does not form a linkage between trustworthiness and product consumption. It has been on the basis of statistics B=0.016, p=0.367>0.05 suggesting that para-social interaction does not have a significant effect on the relationship between trustworthiness and product compensation.

Table 4: Specific Indirect Effect

	Coefficient	T Statistics (|O/STDEV|)	P Values
Attractiveness -> Para-Social Interaction -> Product Consumption	0.078	3.2737	0.001
Expertise -> Para-Social Interaction -> Product Consumption	0.052	2.738	0.006
Trustworthiness -> Para-Social Interaction -> Product Consumption	0.016	0.902	0.367

Once the specific direct and specific indirect effect is determined, the total indirect effect can also be evaluated. In the preceding table (Table 3), it has already been determined that attractiveness has a direct effect on product consumption. Meanwhile, the table 4 has also highlighted that attractiveness and product consumption's relationship is mediated by para-social interaction. Moreover, on the basis of the statistics B=0.078, p=0.001>0.05 (Table 5), it can also be claimed that job attractiveness has a significant and positive effect on product consumption thereby implying a mediation. However, in the presence of a direct and indirect effect, it can be stated that para-social interaction partially mediates the relationship between attractiveness and product consumption.

Further, the preceding tables (Table 3) has also suggested that expertise has a significant and positive direct effect on product consumption.

Additionally, Table 4 has also suggested that expertise has an indirect significant and positive effect on product consumption. Further, the statistic B=0.052, p=0.007>0.05 (Table 5) suggests that expertise has a total indirect positive and significant effect on product consumption thereby implying mediation. Nonetheless, these computed effects suggest that para-social interaction partially mediates the relationship between expertise and product compensation. In the case of the third attribute, the preceding tables (Table 3 and 4) has not found any significant direct and specific indirect effect of trustworthiness on product consumption. Neither, Table 5 has highlighted any significant total indirect effect of trustworthiness on product consumption. This suggests that there is no mediation effect in the relationship between trustworthiness and product consumption as these constructs even does not establish a significant direct relationship between them.

Table 5: Total Indirect Effect

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Attractiveness -> Product Consumption	0.078	3.274	0.001
Expertise -> Product Consumption	0.052	2.732	0.007
Trustworthiness -> Product Consumption	0.016	0.902	0.367

6.3 Model Quality Criteria

Assessing the quality of the model is also considered crucial while claiming the worthiness of research findings (Wong, 2013). The following table (Table 6) also depicts the two case of the dependent variable. The table suggests that independent variables i.e. vlogger' attributes explains 24 % variance to the dependent variable (mediating variable). Furthermore, the table also suggests that with the adjustment of errors, the variance was explained to 23 %. In the case of the dependent variable (product consumption), it can be stated that the 42% variance is explained by each vlogger's attribute along with the mediating effect.

Table 6: Quality Criteria

	R Square	R Square Adjusted
Para-Social Interaction	24%	23%
Product Consumption	42%	42%
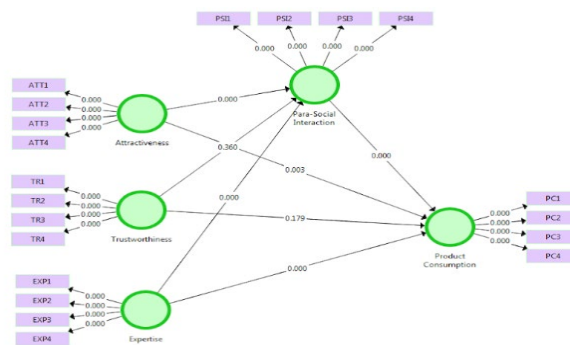
Figure 3: Model after Bootstrapping

588

Int. J Sup. Chain. Mgt   Vol. 9, No. 2, April 2020

Table 7.0 Summary of Hypothesis

S. N	Hypothesis	Status
H1	The attractiveness of a vlogger positively affects the viewer's product consumption.	Accepted
H2	Expertise of a vlogger positively affects the viewer's product consumption.	Accepted
H3	Trustworthiness of a vlogger positively affects the viewer's product consumption.	Rejected
H4	Para-social interaction mediates the relation between attractiveness and product consumption.	Accepted (Partially)
H5	Para-social interaction mediates the relation between expertise and product consumption.	Accepted (Partially)
H6	Para-social interaction mediates the relation between trustworthiness and product consumption.	Rejected

Figure 4 shows the measurement model of the study. The model is used to test the reliability and validity of different items and constructs. The model tests convergent validity, composite reliability and construct validity of different items and constructs.
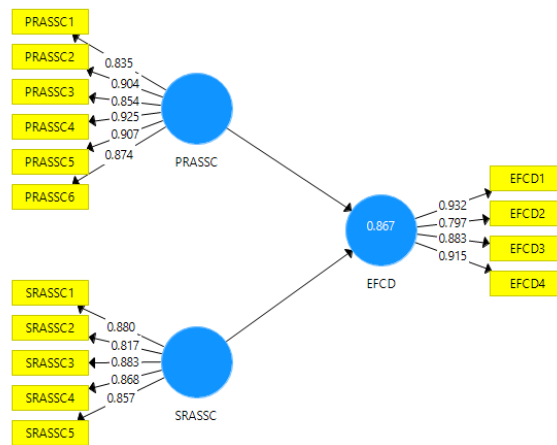

Figure 4: Measurement model (Conceptual Model 2)

Reliability and validity

Loading values shown in Table 8 show that convergent validity is present in each item as all the loading values are greater than 0.4. Outcomes of Cronbach alpha depicts that the data are highly reliable as the value of CB for all the constructs are greater than 0.7. Coefficient of CR confirms the presence of composite reliability in the data as all the values are exceeding from 0.7. Value of AVE depicts the presence of construct validity as all the values meet the threshold level i.e., all the values are greater than 0.7.

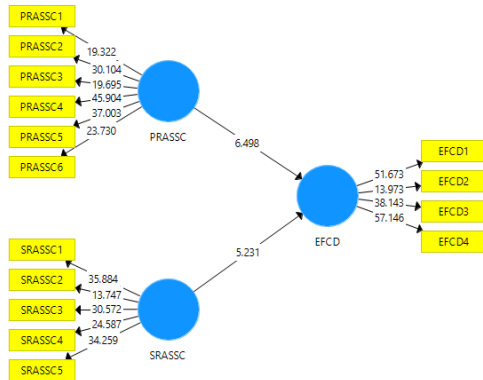**Table 8: Reliability and Validity of data**

Constructs	Items	loadings	Cronbach's alpha (CB)	CR	AVE
EFCD	EFCD1	0.932	0.905	0.910	0.780
	EFCD2	0.797			
	EFCD3	0.883			
	EFCD4	0.915			
SRASSC	SRASSC1	0.880	0.913	0.916	0.781
	SRASSC2	0.817			
	SRASSC3	0.883			
	SRASSC4	0.868			
	SRASSC5	0.857			
PRASSC	PRASSC1	0.835	0.944	0.946	0.742
	PRASSC2	0.904			
	PRASSC4	0.854			
	PRASSC4	0.925			
	PRASSC5	0.907			
	PRASSC6	0.874			

Structural Model

Figure 5 shows the structural model of the study. structural model is obtained with the help of

Table 9 shows the results of path analysis which is used to test the hypothesis. Path coefficient of PRASSC (0.537) shows positive and significant relationship between PRASSC and EFCD. For instance, 1-unit increase in PRASSC tends to increase 0.537 units of EFCD. Thus, results support the 1st hypothesis of the

Figure 5: Structural Model (Conceptual Model 2)

bootstrapping process. The model is used to test the hypothesized relationship among variables.

Path Analysis

study. Path coefficient of SRASSC (0.428) 2 also shows significant relationship between SRASSC and EFCD. Coefficient shows that 1-unit increase in SRASSC trends to increase 0.428 units of EFCD. Results also support the 2nd hypothesis of the study.

Figure 6: Path Coefficients

Table 9: Path Analysis

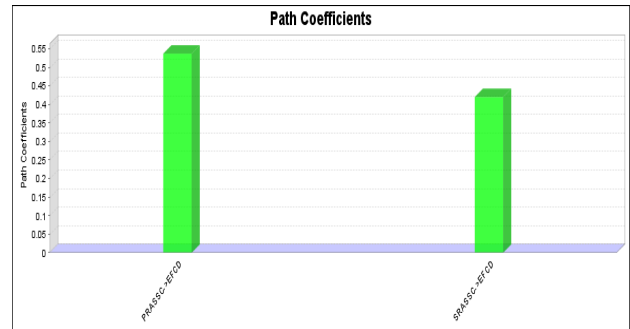| Model/hypothesis	Path	Beta	P-Values	Decision
Model 1	PRASSC→EFCD	0.537	0.000	Supported
Model 2	SRASSC→EFCD	0.428	0.000	Supported

Conclusion

The study was concerned with the analysis of the mediation effect in relation to Vietnam's fashion vloggers' attributes and product consumption by supply chai nstrategies. Through the literature findings, the researcher was able to identify the three major attributes that form the basis with product consumption. The findings of this research are based on the responses collected from 491 respondents. The study utilised SEM technique for determining a mediation effect of three identified attributes and product compensation. The study found that para-social interaction positively but partially mediates the relationship between attractiveness and product compensation. Moreover, the study has also found that para-social interaction also partially mediates the relationship between expertise and product consumption. However, no significant mediation effect of para-social interaction has been found in the relationship between trustworthiness and product compensation.

Eco-fashion consumption is essential for the sustainable development of fashion supply chain by increasing the demand of eco-fashion. Thus, fashion companies should plan advertising strategy for the promotion of eco-fashion consumption which, in turn, enhance the sustainable development of fashion supply chain. Present study provides some implications which would be beneficial for fashion companies for planning

the advertising strategies for the promotion of eco-fashion consumption. First, the study suggests that fashion companies can encourage the consumers for purchasing by enhancing their PRASSC i.e., by producing the garments in ethical ways e.g., by using the raw material of good quality. Second, the study suggests that fashion industries should improve their service quality which will also help them in attracting more customers. On the basis of the current findings, the following recommendations can be essential to follow:

- The study has found a mediation effect of para-social interaction in the relationship between fashion vloggers' attractiveness and product consumption. This implies that para-social interaction if when improved can be essential in achieving a positive effect on product consumption. This, therefore, can help fashion businesses to improve and drive fashion consumption by its consumers.
- The study has also found a mediating effect of para-social interaction on product consumption. This also suggests that the expertise of vloggers can be helpful while approaching improved product consumption. Therefore, it is suggested to fashion businesses and concerned authorities to engage experienced and skilful vlogger while driving fashion consumption.

The findings of the current research are specific to fashion vloggers of Vietnam and respondents perception who were following top fashion vloggers of Vietnam. In this perspective, the study significantly lags in generalisability and implications when the findings are intended to be applied to other sectors or countries. Moreover, the sample size can be improvised in order to further authentication of the research.

References
[1]. Arviansyah, Dhaneswara, A. P., Hidayanto, A. N., & Zhu, Y. Q. (2018). Vlogging: Trigger to Impulse Buying Behaviors. In *PACIS* (p. 249).
[2]. Aguinis, H. (2004), Regression Analysis for Categorical Moderators, Guilford Publications Incorporation, New York, NY.
[3]. Baker, J., Parasuraman, A., Grewal, D. and Voss, G.B. (2002), "The influence of multiple store environment cues on perceived merchandise value and patronage intentions", The Journal of Marketing, Vol. 66 No. 2, pp. 120-41.
[4]. Berberick, S. N. (2017). UNDOING NARRATIVE'S HETEROIDEOLOGY ON YOUTUBE: TRANS MASCULINE VLOGGERS, SHIFTING BODIES, AND UNCATEGORIZABLE ORIENTATIONS.
[5]. Bhaduri, G. and Ha-Brookshire, J.E. (2011), "Do transparent business practices pay? Exploration of transparency and consumer purchase intention", *Clothing and Textile Research Journal*, Vol. 29 No. 2, pp. 135-49.
[6]. Binet, F., Coste-Manière, I., Decombes, C., Grasselli, Y., Ouedermi, D., & Ramchandani, M. (2019). Fast Fashion and Sustainable Consumption. In *Fast Fashion, Fashion Brands and Sustainable Consumption* (pp. 19-35). Springer, Singapore.
[7]. Beard, N. (2008), "The branding of ethical fashion and the consumer: a luxury niche or massmarket reality?", Fashion Theory, Vol. 12 No. 4, pp. 447-68.
[8]. Calvin, B. and Lewis, A. (2005), "Focus groups on consumers' ethical beliefs", in Harrison, R., Newholm, T. and Shaw, D. (Eds), The Ethical Consumer, Sage, London, pp. 173-88.
[9]. Chapple, C., & Cownie, F. (2017). An investigation into viewers' trust in and response towards disclosed paid-for-endorsements by YouTube lifestyle vloggers. *Journal of Promotional Communications*, *5*(2).
[10]. Choi, W., & Lee, Y. (2019). Effects of fashion vlogger attributes on product attitude and content sharing. *Fashion and Textiles*, *6*(1), 6.
[23]. *Innovative Marketing and Tourism* (pp. 877-884). Springer, Cham.
[24]. Tran, D. (2016). Beauty bloggers' influence on Vietnamese young consumers.

[11]. Clarkson, R.M., Clarke-Hill, C.M. and Robinson, T. (1996), "UK supermarket location assessment", International Journal of Retail and Distribution Management, Vol. 24 No. 26, pp. 22-33.
[12]. Creusen, M.E.H. and Schoormans, J.P.L. (2005), "The different roles of product appearance in consumer choice", Journal of Product Innovation Management, Vol. 22 No. 1, pp. 63-81.
[13]. Friis-Jespersen, C. (2017). Celebrity endorser's credibility: effect on consumers' attitude toward advertisement: Factors influencing vloggers credibility among viewers and their relation with attitude toward advertisement.
[14]. Harnish, R. J., & Bridges, K. R. (2016). Mall haul videos: Self-presentational motives and the role of self-monitoring. *Psychology & Marketing*, *33*(2), 113-124.
[15]. Hill, S. R., Troshani, I., & Chandrasekar, D. (2020). Signalling effects of vlogger popularity on online consumers. *Journal of Computer Information Systems*, *60*(1), 76-84.
[16]. Joergens, C. (2006), "Ethical fashion: myth or future trend?", Journal of Fashion Marketing and Management, Vol. 10 No. 3, pp. 360-71.
[17]. Jalas, M. (2004), "Consumers as subjects and participants of environmental management", in Heiskanen, E. (Ed.), Environmental and Business – Everyday Practices and Critical Questions, Gaudeamus, Yliopistokustannus Oy, Tampere, pp. 211-26.
[18]. Nosita, F., & Lestari, T. (2019). *The Influence of User Generated Content and Purchase Intention on Beauty Products* (No. jmmr223). Global Academy of Training and Research (GATR) Enterprise.
[19]. NUGRAHA, A., & SETYANTO, R. P. (2018). The Effects of Vlogger Credibility as Marketing Media on Brand Awareness to Customer Purchase Intention. *Journal of research in management*, *1*(2).
[20]. Nguyen, H. M. (2018). Influencer marketing via social media: The perceptions of Vietnamese consumers.
[21]. Rabiah, A. S., Parashakti, R. D., Mahfud, I., & Adha, S. (2019). Online consumer review and beauty influencer on cosmetics purchase intention of indonesian female consumers. *Journal of Business, Management, and Accounting*, *1*(1), 34-47.
[22]. Tiago, F., Moreira, F., & Borges-Tiago, T. (2019). YouTube Videos: A Destination Marketing Outlook. In *Strategic*
[25]. Yeoman, I., & McMahon-Beattie, U. (2018). The future of luxury: mega drivers, new faces and scenarios. *Journal of Revenue and Pricing Management*, *17*(4), 204-217.