


**FACTORS AFFECTING THE DECISION TO SHOP DIRECTLY AT FASHION STORES: A STUDY OF VIETNAMESE YOUTH IN THE CONTEXT OF ONLINE SHOPPING 4.0**

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received 03 March 2023</p> <p>Accepted 29 May 2023</p>	<p><b>Purpose:</b> This study was conducted to understand the factors affecting direct shopping decisions when online shopping is a new trend in the fashion retail industry, thereby making appropriate business management recommendations.</p> <p><b>Theoretical framework:</b> The authors have built a research model based on the factors that are used extensively in previous research models, including the following five independent variables: (1) Product experience, (2) Spiritual value, (3) Customer service, (4) Emotional commitment and (5) Price.</p> <p><b>Design/methodology/approach:</b> The study conducted a customer survey to identify the deciding factors to shop directly at a fashion store. Then use SPSS 23 software to process and check the data.</p> <p><b>Findings:</b> Research results show that there are 5 factors affecting the decision to shop directly at a fashion store: 1) Product experience, (2) Spiritual value, (3) Customer service, (4) Emotional commitment and (5) Price.</p> <p><b>Research, Practical &amp; Social implications:</b> E-commerce is growing day by day at breakneck speed on the Internet. There have been speculations that online shopping will gradually overwhelm or even replace traditional shopping behavior in the future.</p> <p><b>Originality/value:</b> The study provides some solutions and recommendations for businesses doing business in the fashion sector in Vietnam.</p>
<p><b>Keywords:</b></p> <p>Consumer Behavior; Direct Shopping; Online Shopping; Fashion.</p> <div data-bbox="172 952 480 1189" style="text-align: center;">  </div>	<p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i6.2401">https://doi.org/10.26668/businessreview/2023.v8i6.2401</a></p>

**FATORES QUE AFETAM A DECISÃO DE COMPRAR DIRETAMENTE EM LOJAS DE MODA: UM ESTUDO DE JOVENS VIETNAMITAS NO CONTEXTO DA COMPRA ON-LINE 4.0**

**RESUMO**

**Objetivo:** Este estudo foi realizado para compreender os fatores que afetam as decisões de compras diretas quando as compras on-line são uma nova tendência no setor de varejo de moda, fazendo, assim, recomendações adequadas de gestão de negócios.

**Estrutura teórica:** Os autores criaram um modelo de pesquisa com base nos fatores amplamente usados em modelos de pesquisa anteriores, incluindo as cinco variáveis independentes a seguir: (1) Experiência do produto, (2) Valor espiritual, (3) Atendimento ao cliente, (4) Comprometimento emocional e (5) Preço.

**Projeto/metodologia/abordagem:** O estudo realizou uma pesquisa com clientes para identificar os fatores decisivos para comprar diretamente em uma loja de moda. Em seguida, usamos o software SPSS 23 para processar e verificar os dados.

**Conclusões:** Os resultados da pesquisa mostram que há cinco fatores que afetam a decisão de comprar diretamente em uma loja de moda: 1) Experiência com o produto, (2) Valor espiritual, (3) Atendimento ao cliente, (4) Comprometimento emocional e (5) Preço.

**Implicações sociais, práticas e de pesquisa:** O comércio eletrônico está crescendo dia a dia a uma velocidade vertiginosa na Internet. Há especulações de que, no futuro, as compras on-line gradualmente superarão ou até mesmo substituirão o comportamento tradicional de compras.

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**Originalidade/valor:** O estudo oferece algumas soluções e recomendações para as empresas que atuam no setor de moda no Vietnã.

**Palavras-chave:** Comportamento do Consumidor, Compras Diretas, Compras On-line, Moda.

## FACTORES QUE AFECTAN A LA DECISIÓN DE COMPRAR DIRECTAMENTE EN TIENDAS DE MODA: UN ESTUDIO DE JÓVENES VIETNAMITAS EN EL CONTEXTO DE LAS COMPRAS EN LÍNEA 4.0

### RESUMEN

**Objetivo:** Este estudio se ha llevado a cabo para comprender los factores que afectan a las decisiones de compra directa cuando la compra en línea es una nueva tendencia en el sector minorista de la moda, y así formular recomendaciones adecuadas de gestión empresarial.

**Marco teórico:** Los autores crearon un modelo de investigación basado en los factores ampliamente utilizados en modelos de investigación anteriores, que incluye las cinco variables independientes siguientes: (1) Experiencia del producto, (2) Valor espiritual, (3) Servicio al cliente, (4) Compromiso emocional y (5) Precio.

**Diseño/metodología/enfoque:** El estudio realizó una encuesta entre los clientes para identificar los factores decisivos para comprar directamente en una tienda de moda. A continuación, se utilizó el programa SPSS 23 para procesar y verificar los datos.

**Conclusiones:** Los resultados de la investigación muestran que hay cinco factores que afectan a la decisión de comprar directamente en una tienda de moda: 1) Experiencia con el producto, 2) Valor espiritual, 3) Atención al cliente, 4) Compromiso emocional y 5) Precio.

**Implicaciones sociales, prácticas y de investigación:** El comercio electrónico crece día a día a velocidad de vértigo en Internet. Se especula con que, en el futuro, las compras en línea superarán gradualmente o incluso sustituirán al comportamiento de compra tradicional.

**Originalidad/valor:** El estudio ofrece algunas soluciones y recomendaciones para las empresas que operan en el sector de la moda en Vietnam.

**Palabras clave:** Comportamiento del Consumidor, Compra Directa, Compra en Línea, Moda.

### INTRODUCTION

The retail industry is considered a significant business sector in the Vietnamese economy. The retail market is \$142 billion, contributing to 59% of the country's GDP (CSI Research Center, 2020). With the retail industry's growth rate always being 1.5 to 2 times higher than the national GDP growth rate and accounting for a large proportion of the total GDP, investment in retail is an investment in the future of the economy in Vietnam. Since the 1930s, marketers have been trying to understand customers' buying behavior (Waguespack & Hyman, 1993) to predict their actions and future purchases (Srivastava & Barmola, 2010). However, the retail industry has made great strides in the last few decades. Different shopping channels have been born, leading to a change in customer shopping behavior. In the twenty-first century, many new forms of shopping have been developed and have gradually replaced traditional stores (Reinartz & Imschloß, 2017).

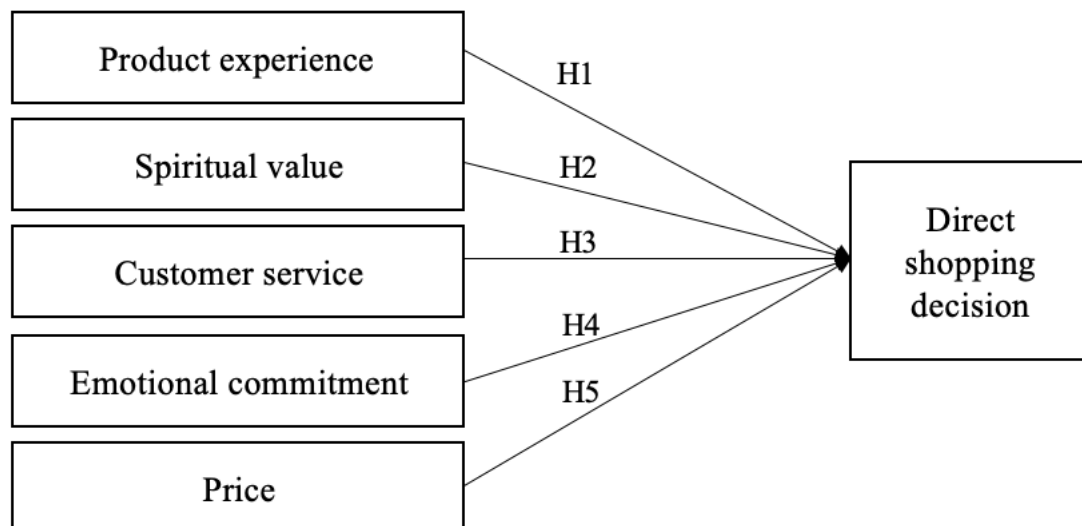
The battle between online and offline shopping in the retail industry has begun, and that flame is slowly spreading to the fashion market. Internationally, the Internet is seen as a tool to promote the development of businesses, and e-commerce in the fashion industry is seen as a

means to expand business activities. However, the growth of e-commerce has reduced revenue from physical stores. During this period, fashion brands have realized the importance of selling online. Still, a few find it difficult to expand their value online, so they have yet to be able to move entirely from the traditional retail model to the digital retail model. Therefore, the authors found that understanding the psychology and behavior of customers in choosing a shopping channel is essential to know what factors make consumers shop online instead of in-store because buying online thereby helping businesses come up with reasonable business strategies and hit the right buyer's psychology. Although many studies in the world have expressed deep interest in the effects of online shopping on online shopping behavior, in Vietnam, most of the studies only consider one of the two—these behaviors at a given time without putting them in close correlation with each other. The authors hope that through this study, they can explore aspects and measure the impact of factors that affect customers' decision to choose online shopping channels, thereby making recommendations and reasonable and scientific suggestions for businesses doing business in the field of fashion in Vietnam.

## LITERATURE REVIEW

The authors have built a research model based on the factors that are used extensively in previous research models, including the following five independent variables: (1) Product experience, (2) Spiritual value, (3) Customer service, (4) Emotional commitment and (5) Price.

Figure 1. Research model



The research hypotheses include the following:

Hypothesis H1: Product experience has a positive impact on in-store purchasing decisions.

Hypothesis H2: Spiritual value positively impacts the decision to shop directly at the store.

Hypothesis H3: Customer service positively impacts the decision to shop in-store.

Hypothesis H4: Affective commitment positively affects the decision to shop in-store.

Hypothesis H5: Price positively impacts the decision to shop in-store.

## **METHODOLOGY**

### **Scale**

To study the impacts on young people's decision to shop online at fashion stores in Vietnam, the authors have built a research model consisting of 5 independent variables, including (1) Product Experience, (2) Spiritual Value, (3) Customer Care Service, (4) Emotional Commitment, and (5) Price. Based on the hypotheses and the scales of previous studies, the author proposes six scales for five independent variables and one dependent variable. The scale used for all variables in this study is a 5-level Likert (1932) with the following conventions: (1) Strongly disagree, (2) Disagree, (3) Normal, (4) Agree, and (5) Strongly agree.

### **Data Collection Methods**

This study's primary data collection method is an online survey conducted on Google Forms and sent through social networks such as Facebook and Instagram. Due to resource constraints and the complicated situation of the epidemic (even though Vietnam has lifted the distance order), the authors could not directly survey public places. Instead, the authors actively sent an online survey to a group of fashion brands on Facebook and received positive responses. However, because of the characteristics of online surveys, many respondents perform on phone and tablet interfaces. Hence, the 5-point Likert scale needs to be displayed on the screen, leading to respondents only surveying on the scale 4. To overcome this situation, the author has repeatedly reminded survey participants to rotate the screen horizontally for the best experience.

### **Analytical Methods**

First, the authors test the reliability coefficient Cronbach's Alpha to remove unsuitable variables to analyze and evaluate the scale's reliability. In the next step, the authors use

exploratory factor analysis (EFA) - a statistical method used to describe the change between observed variables and correlation in the number of unobserved variables. A lower probability is called a factor. Then, the authors conducted Pearson correlation analysis to check the linear correlation between the dependent and independent variables to select the variable included in the regression model. Finally, after the scale is processed, the team conducts multiple linear regression analysis to see the relationship between the factors, evaluate the influence of the independent variables on the dependent variable, test research hypotheses, and test the model's fit.

## RESULTS AND DISCUSSION

### Reliability Factor Analysis

Table 1. Analysis of reliability coefficient Cronbach's Alpha

No	Factors	Cronbach's Alpha
1	Product Experience	0,972
2	Spiritual Value	0,921
3	Customer Service	0,917
4	Emotional Commitment	0,919
5	Price	0,947
6	Direct shopping decision	0,956

Source: Calculation Author (2023)

The " Direct shopping decision" scale has a Cronbach's Alpha value of  $0.956 > 0.7$ . In addition, the correlation coefficients of the sum of the three variables from PD1 to PD3 are all greater than 0.3, so it ensures that the observed variables have a constructive contribution to the reliability of the scale, which can explain the weakness of the scale—an excellent decision to buy. If we remove any variable from the scale, the coefficient of Cronbach's Alpha will decrease, so the author decided to keep all three variables.

The results of Cronbach's Alpha analysis for 22 independent variables show that all 22 variables have a total correlation coefficient greater than 0.3, so the scales will be kept unchanged and used to perform the next step - analysis exploratory factor analysis

## Exploratory Factor Analysis

Table 2. Results of EFA analysis for the dependent variable

	Component				
	1	2	3	4	5
CS3	0.835				
CS5	0.802				
CS1	0.795				
CS2	0.79				
CS4	0.728				
NFT2		0.814			
NFT1		0.78			
NFT5		0.749			
NFT3		0.711			
NFT4		0.634			
P1			0.755		
P3			0.73		
P4			0.712		
P2			0.704		
P5			0.573		
HV1				0.794	
HV2				0.781	
HV3				0.721	
HV4				0.542	
AC3					0.801
AC2					0.794
AC1					0.632
KMO coefficient			0.829		
Sig value in Bartlett's test			0.000		
Eigenvalue			2.304		
Total variance extracted			87,546%		

Source: Calculation Author (2023)

Table 3 - The results of EFA analysis for the dependent variable show that the KMO coefficient is 0.829, satisfying the condition in the range from 0.5 to 1 and consistent with the research data. Bartlett's Test is  $0.000 < 0.05$ , showing statistical significance. In addition, the Eigenvalue of 2.304 is greater than 1, which is also satisfactory. The total variance extracted is  $87.546\% > 50\%$ , showing the model's fit and explaining 87.546% of the data variation of the dependent variable. At the same time, all four observed variables have the value of the significant factor loading factor of 0.5, so they are also satisfactory. After testing the reliability of Cronbach's Alpha, the author will continue to include the observed variables in the EFA exploratory factor analysis to test the degree of correlation by a group of variables.

According to Hoang Trong and Chu Nguyen Mong Ngoc (2005), the KMO index ranges from 0.5 to 1; it can be concluded that factor analysis is appropriate for the data. In this study, the KMO index received a value of  $0.904 < 1$ , which satisfied the requirements and Sig. When Bartlett's test is  $0.000 < 0.5$ , it is statistically significant. Thus, these variables are correlated

with each other and are suitable for factor analysis. Besides, the lowest Eigenvalue result is 1,298, greater than 1, which is satisfactory. Five factors are extracted from 22 observed variables in the scale, with the total variance extracted at 68.645% > 50%, so the five factors extracted explain 68.645% of the data variation. Therefore, the author does not eliminate any variables in this analysis step. The results obtained after factor analysis exploratory EFA by square rotation Varimax included 22 observed variables converging into five groups of factors, including (1) Product experience, (2) Spiritual value, (3) Customer service, (4) Emotional commitment, and (5) Price. (Table 3)

### **Pearson's Correlation Coefficient Analysis**

Pearson correlation coefficient ( $r$ ) is used to show the closeness of the correlation between the dependent variable and the independent variables and predict and detect multicollinearity early. Pearson correlation ranges from -1 to 1; the absolute value of  $r$  closer to 1 is positive, showing a firmer and tighter linear correlation. However, the coefficient  $r$  is only significant when Sig. < 0.05.

The Pearson correlation coefficient analysis results in this study show that the Sig values of the independent and dependent variables are all less than 0.05, reaching statistical significance, so each pair of independent variables - dependencies are linearly correlated.

The correlation coefficient between the group of independent factors NFT and dependent factors PD is 0.680, the highest among all the correlation coefficients between independent and dependent factors. Therefore, the group of independent factors NFT has the strongest correlation with the group of dependent factors. In addition, the correlation coefficient between the group of independent factors HV and the group of dependent factors PD is 0.587, the lowest among all the correlation coefficients between the groups of independent factors and the group of dependent factors. Hence, the independent factor HV has the weakest correlation with the group of dependent factors.

### **Regression Analysis**

The authors started analyzing the results after they were eligible to run multivariate regression analysis: (Table 4)

Table 4. R Square results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.830	0.689	0.792	0.46071	1.989

Source: Calculation Author (2023)

Table 4 shows that the adjusted R<sup>2</sup> coefficient (Adjusted R Square) is  $0.792 > 0.05$ , so the model is quite good. It can be explained that 79.2% of the variation of the dependent variable PD is defined by five independent factors, including NFT, HV, CS, AC, and P.

Table 5. Regression analysis results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0,195	0,317		-1,171	0,250		
	NFT	0,440	0,165	0,416	6,193	0,000	0,727	1,735
	HV	0,252	0,158	0,258	3,093	0,004	0,743	1,693
	CS	0,305	0,159	0,312	4,138	0,000	0,734	1,717
	AC	0,301	0,161	0,299	3,934	0,000	0,751	1,674
	P	0,341	0,164	0,344	4,441	0,000	0,647	1,977

Source: Calculation Author (2023)

Table 5 shows that the Sig value of the t-test in each independent variable is less than 0.05, proving that five independent variables have a statistically significant impact on the dependent variable at a 5% significance level. In addition, the coefficients of  $\beta$  are all positive (+), showing that the independent variables positively impact the dependent variable, consistent with the author's original hypothesis.

Accordingly, the regression equation has the following form:

$$PD = 0.440 \cdot NFT + 0.341 \cdot P + 0.305 \cdot CS + 0.301 \cdot AC + 0.252 \cdot HV$$

Product experience factor: Through research results, the product experience factor has a regression coefficient of  $0.440 > 0$  (Sig. =  $0.000 < 0.05$ ) and is an independent variable with a high regression coefficient. This proves that the product experience factor positively impacts the direct shopping decision at a fashion store. All other things being equal, if product experience increases by 1 unit, the decision to shop direct will increase by 0.440 units. This result is supported by the study of Bauerová and Braciníková (2021).

Mental value factor: The regression coefficient is  $0.252 > 0$  (Sig. =  $0.004 < 0.05$ ), proving that this factor positively impacts direct shopping decisions. However, when compared with other factors, the level of impact of this factor is the lowest. Other things being equal, if



morale values increase by 1 unit, the decision to shop direct at a fashion store will increase by 0.141 units.

Customer service factor: With regression coefficient  $\beta = 0.305$  and  $\text{Sig.} = 0.000 < 0.05$ , customer service is the third most influential factor in young people's decision to shop directly at Vietnam's fashion stores. Keeping other factors constant, if customer service increases by 1 unit, the decision to shop online at a store increases by 0.194 units.

Affective commitment factor: A regression coefficient of  $0.301 > 0$  ( $\text{Sig.} = 0.000 < 0.05$ ) proves that this factor positively impacts direct shopping decisions and is the fourth highest impact compared to the remaining elements. When other factors remain unchanged, if emotional commitment increases by 1 unit, the decision to shop online in stores increases to 0.190 units. This result is also similar to the study of Charles Jebarajakirthy et al. (2021).

Price factor: Research results show that the price factor has a regression coefficient =  $0.341 > 0$  ( $\text{Sig.} = 0.000 < 0.05$ ) and is the independent variable with the second-highest regression coefficient in the mode. Thereby proving that the price factor positively impacts the decision to direct shop at a fashion store. All other things being equal, if the price increases by 1 unit, the decision to direct shop at the store will increase by 0.230 units.

## CONCLUSION

After conducting the research, the author has come up with five factors that affect young people's decision to direct shop at fashion stores in Vietnam as follows: Product Experience (NFT), Spiritual Values (HV), Customer care service (CS); Affective Commitment (AC) and finally Price (P). Specifically, with the results of the research's data analysis, the factors have a decreasing impact: Product experience; Price; Customer care service; Emotional Commitment, and Spiritual Values. Besides, the adjusted R-squared level is 0.681; The variation of the dependent variable, The decision to shop directly at a fashion store, is explained by the above five factors. Therefore, the model's conclusion proposed by the author is quite suitable. Based on that conclusion, the authors have some suggestions and suggestions for businesses doing business in the fashion industry in Vietnam as follows:

### About Product Experience

Firstly, when designing the store's space, businesses must choose the most suitable layout to help customers access as many products as possible. Retailers use three standard formats: grid, freeform, and racetrack (Vrechopoulos et al., 2004).

(1) Grid: This layout is designed with long lines placed parallel to each other. Grids are well-suited to consumer shopping behavior and facilitate a fast and efficient shopping experience. However, this form is only preferred by supermarket retailers (Lewison, 1996; Vrechopoulos et al., 2004).

(2) Free form: the type of layout with no consistency in the structure of aisles, shelves, and displays. Clothing stores mainly use freeform formats (Lewison, 1996; Vrechopoulos et al., 2004). The highlight of this design is to make it easy for shoppers to find products throughout the store, making consumers spend more time shopping. At the same time, previous studies suggested that the length of time shopping could be an essential factor in determining how much consumers will pay when they go to the store (Anic & Radas, 2006).

(3) Track: This layout includes a central main aisle, leading consumers along the entire store. The primary aisle function is to guide the consumer through as many areas of the store as possible. The store is divided into several departments, each with its product category. Generally, a free-form or racetrack layout is more effective when a retailer aims to provide consumers with a fun, engaging shopping experience. However, retailers should be aware of the risk of complicating the consumer search process for a racetrack layout, leading to frustration and anger (Titus & Everett, 1995).

Secondly, when decorating the store, it is necessary to display many different designs and models instead of hanging many sizes for one model because this will occupy the area of the store and, at the same time, reduce the opportunity for customers to choose to buy other products.

### **About Spiritual Values**

The authors suggest that businesses use Sensory Marketing to stimulate customers' multi-sensory, influencing consumers' purchasing choices. In particular, focusing on sight, hearing, smell, and touch is necessary to create an experience that will leave a powerful impression on the brand or store and encourage buying behavior.

Visually: The colors, lighting, and layout of a store are of prime importance, as they have a significant impact on mood and buying behavior. In addition, the store layout also needs to be clever so that customers can walk freely and easily pick up goods. Lighting is also a significant factor. Men's denim or vest stores need softer tones and lighting to create a relaxed

atmosphere. Adding lights on certain products will attract more interest from customers than others.

About hearing: Music is an aspect that affects the emotions, perceptions, and behavior of customers inside the store. The type of music, genre, and tempo of the track also determine the amount of time an individual spends in the store and how quickly they move around the merchandise. If the store wants to attract young customers, it should use dim lighting, loud music, and a young and dynamic staff. In addition, the music's tempo affects how long customers are willing to wait at checkout during busy store days.

About the sense of smell: scent is the only sense that contains emotions and memories. Many luxury brands have used scent to enhance the shopping experience for their customers because a pleasant aroma in the store will make customers spend more time looking at products and goods.

### **About Customer Service**

First, retail managers should regularly organize training sessions for salespeople. Savvy salespeople will deliver higher profits due to better customer satisfaction. Especially in liquor, technology, and fashion stores, where the expertise of the sales staff will help increase sales for the whole store thanks to their ability to convince customers.

Second, customer complaint handling processes also need to be tweaked and updated flexibly to avoid causing inconvenience and discomfort to guests. The more sophisticated the complaint handler, the higher the customer's sympathy for the brand, even though they just had a bad shopping experience.

### **About Emotional Commitment**

If the business operates in a multi-channel form (live and online), it should consider displaying products used at special events such as meetings, weddings, etc., and products used daily on the online store. Because according to the author's research results, when customers want to use their outfits to affirm their position and express their personality on special vital occasions, they tend to direct to the store to shop and will not buy online.

### **About The Price**

The author proposes some pricing and promotion strategies that businesses can refer to:

(1) Seasonal discounts: Fashion has two specific cycles that retailers need to pay attention to spring - summer, and autumn - winter. The transition between these two cycles is often when brands need to push their inventory from the previous season to prepare for the upcoming season. Typical promotions include the Mid-year sale and Black Friday.

(2) Loss Pricing Strategy: Widely used by retailers and other suppliers to attract customers into a store, products sold at a loss are sold under average cost for promotional and advertising purposes. The goal of using this strategy is to grow sales and also boost the retailer's business.

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