

Conference Paper

The Impact of Social Media Marketing on Brand Awareness and Purchase Intention: Case Study of Vietnam's domestic fashion brands

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Abstract.

The study aimed to examine the impact of social media marketing on brand awareness and purchase intention for Vietnamese domestic fashion brands. Quantitative research was conducted on 302 Vietnamese people of Generation Z. The questionnaire designed on Google forms was sent to research samples who were willing to participate. Research results determined the role and benefits of social media marketing in 2 aspects: (1) information about the brand of social media marketing on social networks and (2) brand engagement on social networks. Social media marketing has a positive impact on brand awareness and purchase intention of Vietnamese domestic fashion brands. In particular, brand information when communicating on social networks has a direct and positive impact on brand awareness and purchase intention. Brand engagement on social networks has a positive direct impact on brand awareness and a positive indirect impact on purchase intention through brand awareness. The research results show that Vietnamese domestic fashion brands do quite well in social media marketing, and are highly appreciated by the online community of generation Z in Vietnam. In the future, in order to improve brand awareness and purchase intention, Vietnamese domestic fashion brands need to pay attention to the brand information properties of social media marketing programs and need to invest more in brand engagement characteristics of social networks.

Keywords: social media marketing, brand awareness, purchase intention

1. Introduction

Facebook, Twitter, Google, YouTube, Blog, Pinterest and other social networks play an important role in consumer purchasing decisions. Previous research has shown that electronic word of mouth is a powerful tool to influence purchase intention as well as establish trust (Chetioui et al, 2020; Erkan & Evans, 2018). The buying habits of consumers who have turned to online shopping are increasing over time, because of

Corresponding Author: Vo Minh Sang; email: sangvm@fe.edu.vn

Published 7 December 2023

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the ICESG Conference Committee.

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diverse information, comparison of goods, quick and convenient prices, and convenience in shopping online about time, space. Nearly 50% of customers participating in social networks follow information about businesses. Notably, 30% of consumers claim to have purchased something after seeing it on social media. Many companies use video and live stream on social media platforms to enhance their brand awareness (Sue Yasav, 2015). There was a positive impact of fanpage engagement on brand awareness, word of mouth activities, and purchase intention of customers (Hutter et al., 2013).

There are about 4.6 billion social network users in the world. The top social networks in the world are known as Facebook, YouTube, WhatsApp, Twitter, Instagram. In Vietnam, the population is nearly 100 million people, in year 2021, the number of Vietnamese people using Facebook: 76 million people; YouTube: 66.63 million people; Instagram: 10 million people; LinkedIn: 3.99 million people; Tik Tok: 16.69 million people; Zalo: 74.7 million people (year 2022). From the above data, it can be seen that social networks in Vietnam are very attractive to brands in communicating and attracting customers. Brands can have benefit from social networks in a variety of ways, including securing their reputation, increasing sales, engaging consumers in the branding process, expand brand awareness, identify brand activity points, image and increase consumer loyalty to the brand (Kelle, 2009; Schau et al., 2009; Ulusu, 2010; Fournier & Avery, 2011). According to Sharma and Rehman (2012), good or negative information about a product or brand available on social media marketing has a great overall impact on a customer's purchasing decision.

Along with the general development trend in the world, consumers in Vietnam now have more choices, including both local and global brands. Domestic brands face many difficulties and challenges in competing at home. Domestic brands are competing to survive in a market where they are being overwhelmed by global competitors. In the field of fashion, customers increasingly have more information and choices in consumption of digital platforms and social networks. As a result, domestic and international fashion brands both face difficulties and stiff competition to thrive in the market. In the fierce competition in the fashion industry, domestic fashion brands must definitely communicate on social networks to communicate their brands, attract customers, improve brand equity, promote brand awareness and consumption intention. Therefore, research the impact of social media marketing on brand awareness and purchase intention, hopes to provide valuable information for Vietnam's domestic fashion brands for investment orientation in communication or marketing on social networks.

2. Literature review

2.1. Purchase intention

Customer's purchase intention is defined as their transactional behavior after evaluating goods and services (Tariq et al., 2017), which is the likelihood of a consumer buying a product in the future (Rizkalla and Suzanawaty, 2013). Purchase intentions are important factors that marketing managers use to predict future sales and evaluate how their actions will affect consumer buying behavior (Morwitz, 2014). If a positive perception of brand quality brings emotional value, then this will generate purchase intention. Two things can influence purchase intention: first, unexpected attitudes from others, and second, situational factors. On the other hand, unexpected circumstances can change the intention to buy (Philip and Armstrong, 2018). Consumers will have a positive attitude with good brand images that increase the purchase intention of consumers (Rizkalla and Suzanawaty, 2013). According to the theory of consumer behavior (Kotler and Armstrong, 2010), many factors influence customer behavior, including psychological, cultural, social and personal issues. The degree of influence of the above theory on the purchase intention of each person will vary depending on their self-expression. Summary of research results related to consumption intention is presented in Table 1, recording the main factors recognized by many studies that have an impact on purchase intention: perceived quality; brand awareness; emotional value; brand image; subjective norm; attitude, social media marketing, etc.

In today's technology era, customers often interact and communicate purchasing information through social media, which affects their purchase intention. Intention to purchase a product is also made based on a variety of factors, including the customer's willingness and interest in the product, the absence of social pressure from others, and general knowledge of acceptance (Vahdati and Mousavi Nejad, 2016). Based on the reviewed studies, this study proposes to study the impact of social media marketing (Thuy, 2020) and brand awareness (Syed Iqbal Shah et al., 2012; Khan et al., 2015; Charnvudh and Fernando, 2019; Vuong and Nguyen, 2018) on purchase intention of Vietnam's domestic fashion brands. Based on the reviewed studies (Thuy, 2020; Syed Iqbal Shah et al., 2012; Khan et al., 2015; Charnvudh Vajarodaya and Fernando, 2019; Vuong and Nguyen, 2018), this study proposes to study the impact of social media marketing and brand awareness to purchase intention of Vietnam's domestic fashion brands.

TABLE 1: Factors affecting on purchase intention.

Factor	Source
Perceived quality	Syed Iqbal Shah et al. (2012); Khan et al. (2015); Charnvudh and Fernando (2019); Vuong and Nguyen (2018); Thuy (2020); Oanh (2021)
Brand awareness	Syed Iqbal Shah et al. (2012); Khan et al. (2015); Charnvudh and Fernando (2019); Vuong and Nguyen (2018)
Emotional value	Syed Iqbal Shah et al. (2012); Thuy (2020)
Normative influence	Syed Iqbal Shah et al. (2012)
Consumer confidence	
Brand image	Khan et al. (2015); Oanh (2021)
Brand loyalty	Khan et al. (2015)
Subjective norm	Changhyun Nam et al. (2017)
Attitude	
Expectation	
Perception	
Perceived behavioral control	
Perceived value of money	Charnvudh and Fernando (2019)
Celebrity/ brand congruency	
Perceived Price	Vuong and Nguyen (2018)
Fashion consciousness	
Shopping value	
Store environment	
Sales promotion	
Social media	Thuy (2020)
Consumer ethnocentrism	
Interest toward fashion clothes	
Suitability	Oanh (2021)
Economy	
Aesthetics	

2.2. Social media marketing

Social media is an interactive technology that facilitates the creation and sharing of information, ideas, interests and other forms of expression through online communities (Kietzmann, 2011). Social media is based on user-centric platform, they interact together on the platform of social networks (Dijck, 2013). Social media marketing is the practice of promoting brands' websites, products and services through online social channels.

The way it works is like blogging, share photos and online posts by online communities (Yazdanparast, 2021). Social media marketing is used to know online customer behavior through blogs, discussions, reviews, and tracking on social platforms like Facebook, Instagram, etc. (Ahmad et al., 2015). Social media marketing is seen as a mechanism that actually contributes to an organization's marketing strategy and goals in terms of customer communication, customer relationship management, and customer engagement (Algharabat et al., 2017). Social networks increase consumer awareness of a company's product, providing many opportunities to communicate with customers on a personal level (Zarella, 2009). Many previous studies have confirmed the correlation between social media marketing and brand equity, in which the very positive role of social Media Marketing in developing brand equity and consumer behaviour (Babac, 2011; Karamian et al., 2015; Godey et al., 2016; Kavisekera & Abeysekera, 2016; Zollo et al., 2017). With more and more fashion brands investing in social media marketing, this study believes that social media marketing has an influence on the fashion shopping intention of generation Z in Vietnam. The following hypotheses have been proposed:

H1: Social media marketing has a significant impact on brand awareness of Vietnam's domestic fashion brand

H2: Social media marketing has a significant impact on purchase intention of Vietnam's domestic fashion brand

2.3. Brand Awareness

Brand awareness is the ability of customers to remember and recognize a brand through its name, logo, color or other related signs, consumers remember the brand at a high level can influence the purchase intention towards the brand (Keller, 2013). Brand awareness is assessed at the lowest level in brand knowledge, whose parameters range from simple brand recognition of perception by a thought-based approach based on detailed information about the brand (Mandler, 1980; Tariq et al., 2017). Brand awareness also affects consumers' purchase intention towards brands they know, brand choice of consumers and has an additional impact on considerations of brand quality versus consumer understanding of the brand (Macdonald and Sharp (2000); Tariq et al (2017). Brand awareness is very important to help us recognize how familiar a brand is the public. This requires a lot of effort and must be done continuously to get the highest brand awareness. Accordingly, the proposed hypothesis:

H3: Brand awareness has a significant impact on purchase intention of Vietnam's domestic fashion brand

Based on the literature review, the research model is proposed in Figure 1:

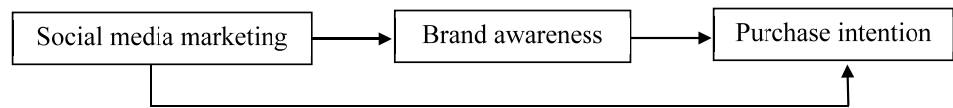


Figure 1: Research model.

The set of scales for research components in the model includes: Social media marketing; Brand awareness; and Purchase intention are summarized in Table 2:

TABLE 2: The set of scales for research components in the model.

Code	The scale of Social Media Marketing (SMM)	Source
SMM1	Social media marketing allows me to interact directly with Vietnamese local fashion brands	Zarella (2009)
SMM2	Social media marketing helps me update new products or events of Vietnamese local fashion brands	Ahmad et al. (2015)
SMM3	I will recommend Vietnamese local fashion brand products to my friends or other consumers from social media marketing	Erkan and Evans (2016)
SMM4	Social media marketing helps provide information about Vietnamese local fashion brand products	Godey et al. (2016)
SMM5	I write positive or negative feedback about the Vietnamese local fashion brand products on social networks	
SMM6	I post content from social media marketing of Vietnamese local fashion brand products on my blog or personal page	Yazdanparast et al. (2016)
SMM7	I use social media marketing to find out what other consumers think about Vietnamese local fashion brand products	Tuten et al. (2015)
SMM8	Social networks can help me easily discuss and exchange with other users about Vietnamese local fashion brand products	
SMM9	I regularly follow Vietnamese local fashion brands from social media marketing	Authors proposed
The scale of Brand Awareness (BA)		
BA1	I can quickly recognize the products of a Vietnamese local fashion brand among other competing brands	Macdonald and Sharp (2000)
BA2	I know what these Vietnamese local fashion brand products look like	
BA3	Some characteristics of Vietnamese local fashion brand products come to mind quickly	
The scale of Purchase Intention (PI)		
PI1	The possibility that I will use Vietnamese local fashion brand products is very high	Khan et al. (2015)
PI2	When I intend to consume fashion products, I will give priority to choosing Vietnamese local fashion brand products	Thuy (2021)
PI3	I am willing to buy Vietnamese local fashion brand products, even though the price is higher than other brand fashion products	Arshad and Victor (2020)
PI4	I will use Vietnamese local fashion brand products in the future	Authors proposed

3. Methodology

Quantitative research is done to justify the research hypotheses and objectives. The questionnaire is designed on the basis of the scales proposed in Table 2, the Likert scale 5 levels, from 1: very low to 5: very high. Primary data was collected on 302 Vietnamese people of generation Z who used social networks. Questionnaires were built in Google form are sent to research samples. The sample was selected based on the willingness to participate in providing information of generation Z in Vietnam.

Primary data was analyzed using SPSS 26 and AMOS software, the data analysis methods were used: (1) Descriptive statistics, description of the research sample and statistics on the actual status of measure the rating of the components in the model; (2) Exploratory factor analysis (EFA) to identify factors for the social media marketing component; (3) Cronbach Alpha method to evaluate the reliability of the sets of scale of the components in the research model; (4) Structural equation modeling (SEM) was used to determine the correlation between the components in the model and (5) T-test method and Analysis of variance (ANOVA) were used to compare the differences of the mean for the components in the model between groups of samples.

4. Result and discussion

4.1. Research sample information

The study was conducted on 302 Vietnamese people of generation Z, detailed statistics are summarized in Table 3, the participants in providing information are female (66.23%) and male (33.77%). In the sample structure by occupation, students accounted for the highest rate at 69.21%, followed by students in office workers at 13.25%, students at 10.60% and freelancer at 6.95%. With the characteristics of the research sample belonging to generation Z in Vietnam, they are those who have high interest and demand for fashion products, and they are also a group of customers who participate in social networks with a high percentage.

TABLE 3: Characteristics of the research sample by gender and occupation.

Occupation	Female	Male	Total (%)
Pupil	4.64	5.96	10.60
Student	47.35	21.85	69.21
Officer	9.60	3.64	13.25
Freelancer	4.64	2.32	6.95
Total (%)	66.23	33.77	100.00

The statistical results in Table 4 show that 33.85% of generation Z customers in Vietnam purchase through social network site; 31.43% buy through e-commerce sites, the remaining 34.72% buy directly at the store. This result shows that over 65% of customers who are generation Z in Vietnam choose digital platforms to shop for fashion products, showing that digital shopping platforms for fashion brands are very important, must invest in communication brand or marketing and promote consumption programs on social network sites and e-commerce sites.

TABLE 4: Purchase form for fashion products of generation Z in Vietnam.

Purchase form	15-18 years old	19-22 years old	23-26 years old	Total (%)
Buy directly at the store	3.28	25.22	6.22	34.72
Purchase through social network sites	6.22	24.70	2.94	33.85
Buy through e-commerce sites	3.97	25.73	1.73	31.43
Total (%)	13.47	75.65	10.88	100.00

4.2. Social media factor

Nine observed variables measuring the impact of social media marketing component are analyzed by exploratory factor analysis to identify the factors related to this component. The results of the EFA analysis have 04 observed variables, respectively, excluded from the model because they do not meet the prescribed requirements for convergence value and unidirectionality, that is: SMM3 (I will recommend Vietnamese local fashion brand products to my friends or other consumers from social media marketing); SMM7 (I use social media marketing to find out what other consumers think about Vietnamese local fashion brand products); SMM8 (Social networks can help me easily discuss and exchange with other users about Vietnamese local fashion brand products; and SMM9 (I regularly follow Vietnamese local fashion brands form social media marketing). The results of the last exploratory factor analysis are summarized in Table 5 recorded the coefficient $KMO=0.72 > 0.50$; $Sig.=0.00 < 0.05$; Total Variance Explained= 71.54% > 50% recorded that the EFA analysis meet the requirements.

The results of factor analysis summarized in Table 5 show that there are 2 groups of factors, named: group 1: Informativeness of social media marketing (ISMM) including observed variables: SMM1, SMM2 and SMM4 and group 2: Engagement from on social media marketing (ESMM), including observed variables: SMM5 and SMM6. The factor loading coefficient of each observed boundary in the factor group is all from 0.50 or

TABLE 5: Exploratory factor analysis results.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.72
Bartlett's Test of Sphericity	Approx. Chi-Square	382.80
	df	10.00
	Sig.	0.00
Rotation Sums of Squared Loadings (Total Variance Explained)		71.54

more and the difference with the other factor group is also greater than 0.30, so the variables in each factor group achieve convergence and unidirectionality.

TABLE 6: Result of factor analysis.

Observable variables	Rotated Component Matrix		
	Code	Component	
		1	2
Social media marketing allows me to interact directly with Vietnamese local fashion brands	SMM1	0.81	0.13
Social media marketing helps me update new products or events of Vietnamese local fashion brands	SMM2	0.85	0.11
Social media marketing helps provide information about Vietnamese local fashion brand products	SMM4	0.72	0.28
I write feedback about the Vietnamese local fashion brand products on social networks	SMM5	0.25	0.84
I post content from social media marketing of Vietnamese local fashion brand products on my blog or personal page	SMM6	0.11	0.89

4.3. Test the reliability of the scales

The scale sets of the components in the model, including ISMM, ESMM, BA and PI are tested for reliability by the Cronbach Alpha method. The results are summarized in Table 6, noting that all the components in the model have Cronbach's Alpha greater than 0.70 and corrected item-total correlation of each component is greater than 0.50, so, the scale sets are reliable.

The structural equation modelling (SEM) is used to determine the correlation of the components in the model, including: ISMM (Information of social media marketing), ESMM (Engagement from social media marketing), BA (Brand Awareness), and PI (Purchase intention). The results of the analysis are summarized in Table 7 noted that the correlation between ESMM and PI was not statistically significant with 95% confidence

TABLE 7: The results of testing the reliability of the scale sets in the model.

Observable variables	Code	Corrected Item-Total Correlation
Informativeness of social media marketing (ISMM), Cronbach's Alpha=0.75		
Social media marketing allows me to interact directly with Vietnamese local fashion brands	SMM1	0.58
Social media marketing helps me update new products or events of Vietnamese local fashion brands	SMM2	0.62
Social media marketing helps provide information about Vietnamese local fashion brand products	SMM4	0.54
Engagement from social media marketing (ESMM), Cronbach's Alpha=0.71		
I write feedback about the Vietnamese local fashion brand products on social networks	SMM5	0.55
I post content from social media marketing of Vietnamese local fashion brand products on my blog or personal page	SMM6	0.55
Brand Awareness (BA), Cronbach's Alpha=0.84		
I can quickly recognize the products of a Vietnamese local fashion brand among other competing brands	BA1	0.71
I know what these Vietnamese local fashion brand products look like	BA2	0.69
Some characteristics of Vietnamese local fashion brand products come to mind quickly	BA3	0.72
Purchase Intention (PI), Cronbach's Alpha=0.82		
The possibility that I will use Vietnamese local fashion brand products is very high	PI1	0.69
When I intend to consume fashion products, I will give priority to choosing Vietnamese local fashion brand products	PI2	0.61
I am willing to buy Vietnamese local fashion brand products, even though the price is higher than other brand fashion products	PI3	0.60
I will use Vietnamese local fashion brand products in the future	PI4	0.65

(P value = 0.53 > 0.05), so this relationship was removed from the SEM model. The SEM model was continued until the last time, significant relationships were recorded in the model summarized in Table 7.

TABLE 8: Summary of SEM analysis results.

Paths			SEM (The first time)		SEM (The last time)	
			Estimate	P	Estimate	P
ISMM		BA	0.369	***	0.31	***
ISMM		PI	0.213	0.004	0.24	***
ESMM		BA	0.319	***	0.38	***
ESMM		PI	0.035	0.533		
BA		PI	0.573	***	0.69	***

*** Statistically significant at 99% confidence level.

Summarizing the results of analyzing the correlation between the variables in the model by the SEM method shown in Figure 2, the following results are recorded:

The informativeness of social media marketing (ISMM) has a direct, statistically significant impact with 99% confidence on brand awareness (ISMM and BA: $\lambda=0.31$, $P=0.00 < 0.01$) and engagement of social media marketing (ESMM) has a direct, statistically significant impact with 99% confidence on brand awareness (ESMM and BA: $\lambda=0.38$, $P=0.00 < 0.01$), accordingly, hypothesis H1 is accepted. Specifically, the research results show that when generation Z's assessment of informativeness with social media increases by 1 unit, there will be a positive increase in brand awareness and purchase intention respectively 0.31 units and 0.24 units. Similarly, research results show that when the engagement of social media marketing increases by 1 unit, there will be a positive increase in brand awareness of 0.38 units. Two components ISMM and ESMM belonging to social media marketing explain 36% variations of brand awareness for Vietnamese domestic fashion brands.

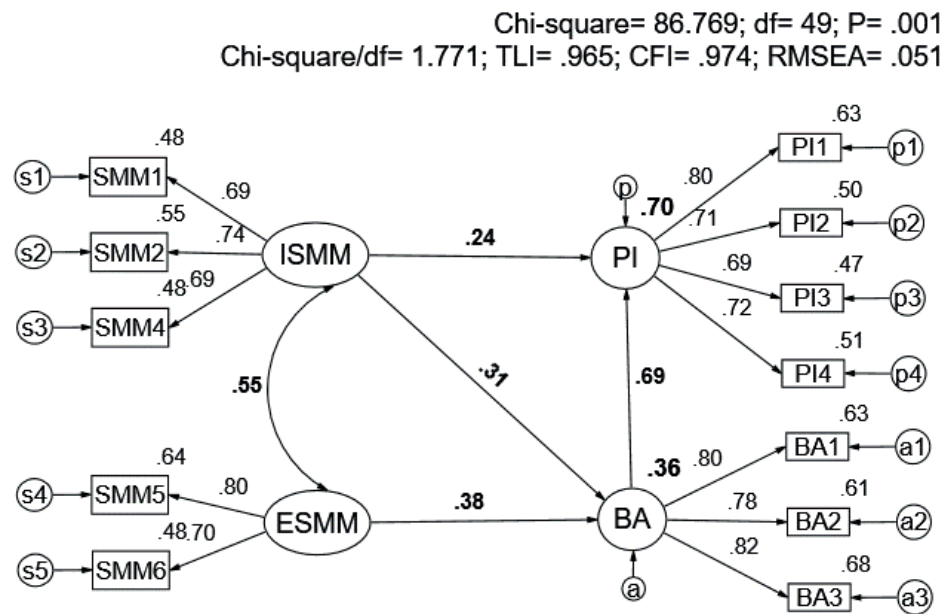


Figure 2: Correlation analysis results of components in the model.

The informativeness of social media marketing (ISMM) has a direct and statistically significant impact with 99% confidence on the intention to use domestic fashion brands of generation Z in Vietnam (ISMM and PI: $\lambda=0.24$, $P=0.00 < 0.01$). Meanwhile, brand engagement of communicating programs on social networks has a positive indirect impact on brand consumption intention through brand awareness (ESMM – BA – PI). Accordingly, the hypothesis H2 is accepted, that is, social media has a direct

positive effect on brand purchase intention in the field of Vietnamese local fashion business. Specifically, when customers' perception of the informativeness of social media marketing increases by 1 unit, there will be an increase of 0.24 units with purchase intention for Vietnamese domestic fashion brands.

The analysis results show a positive correlation with statistical significance with 99% confidence between brand awareness and the intention to consume Vietnamese domestic fashion brands of generation Z in Vietnam (BA and PI: $\lambda=0.69$, $P=0.00 < 0.01$). Accordingly, the hypothesis H3 is accepted, if the customer awareness of the brand increases by 1 unit, it will increase the intention to consume the brand by 0.69 units. The results of this study recognize the very important role of brand awareness on consumer intention for Vietnamese domestic fashion brands in the customer segment of generation Z in Vietnam.

Three components in the model, including ISMM, ESMM and BA explain 70% of the variation of the purchase intention of generation Z in Vietnam towards the domestic fashion brands of Vietnam. The results of this study confirm the role and positive contribution of social media marketing to brand awareness and increase the intention to consume Vietnamese domestic brands in the fashion industry. Therefore, domestic fashion businesses need to invest and promote communication on social networks. When communicating on social networks, it is necessary to pay attention to the informativeness and engagement of brand from media content on social networks, which will have a positive impact on increasing brand awareness and consumption in the Vietnamese local fashion industry. In order to the informativeness of brand through social networks, brands need to have a communication strategy aimed at facilitating the online community to perform: interact directly with the brand, provide product information, update new product information or events of the brands. In addition, when implementing communication through social networks, it is necessary to research to encourage and promote the online community to give feedback and keep information about the brand on customer blog or personal page. Brands have to invest a lot in social media content, really bring valuable information to the online community, so that the online community can interact with the brand, contributing to better spreading the brand in the online community.

Assessment of generation Z in Vietnam about ISMM, ESMM, BA and PI

Descriptive statistical results record the average perception of generation Z towards Vietnamese domestic fashion brands for the components in Table 8 including: ISMM=4.11/5.0; ESMM=3.63/5.0; BA=3.75/5.0 and PI=3.80/5.0. From this statistical result, it can be seen that in the past time, Vietnam's domestic fashion brands have performed well

on brand information on social networks. Regarding the interactivity of media content on social networks, it is assessed at a more limited level (mean=3.63/5.0). Brand awareness and purchase intention for domestic brands in Vietnam are relatively good.

TABLE 9: Average statistics on ISMM, ESMM BA and PI by age group and gender.

Age	N	Mean			
		ISMM	ESMM	BA	PI
15-18 years old	39	4.00	3.74	3.72	3.77
19-22 years old	224	4.13	3.64	3.74	3.79
23-26 years old	39	4.09	3.45	3.80	3.91
Total	302	4.11	3.63	3.75	3.80
Sig. of ANOVA test		0.51	0.38	0.88	0.56
Gender	N	ISMM	ESMM	BA	PI
Female	200	4.15	3.64	3.75	3.81
Male	102	4.01	3.60	3.75	3.79
Sig. of Independent Samples Test		0.07	0.71	0.95	0.85

The ANOVA test results in Table 8 noted that the difference is not statistically significant of the mean of ISMM, ESMM, BA and PI among the sample groups by age with 95% confidence (Sig. (ANOVA): 0.38-0.88 > 0.05). Similarly, the difference is not statistically significant with 95% confidence of the mean for the ISMM, ESMM, BA and PI components between the male and female sample group. The analysis results show that customer groups belonging to generation Z, including both men and women, have quite similar evaluations about ISMM, ESMM, BA and PI. Therefore, brands that target media focus on a group of potential customers aged 15-26 years old to deploy communication programs on social networks.

Synthesized from the research results, it is suggested that in the coming time, Vietnamese domestic fashion brands should focus on improving the interaction with the brand communication programs on social networks. Specifically, marketing and communication programs on social networks need to create policies to encourage the community using social networks to feedback content related to the brand's products, events, marketing programs, and communication. Continuing to invest in improving the quality of content displayed on social networks, the content must really bring value to the social network user community, specifically media content related to consumer knowledge, user experience, valuable information, contributing to bringing practical value to users.

5. Conclusion

Research results on the impact of social media marketing on brand awareness and purchase intention, a case study for Vietnamese domestic fashion brands in generation Z of Vietnam recorded when communicating online society needs to focus on investing in content and implementation methods to promote (1) Information of social marketing and (2) Interaction of the brand from social media marketing programs. In particular, the information on social media marketing has a direct positive impact on brand awareness and brand consumption intention. Brand engagement from marketing communication program on social networks has a direct positive impact on brand awareness and an indirect positive impact on purchase intention through brand awareness. The results of this study are similar to previous studies, such as Schau et al. (2009), Zarrella (2009), Keller (2013), Hutter et al. (2013), Ulusu (2010), Sue Yasav (2015), Algharabat et al. (2017), Erkan & Evans (2018), Chetioui et al (2020), Thuy (2020), and Fournier & Avery (2011). This research result has contributed to affirming the role and importance of social media marketing for businesses in building and implementing marketing and digital communication programs on social networks that need to focus on information and interaction. Brand's influence in the community of social network users. Accordingly, businesses need to invest in brand information on digital platforms, so that the online community can interact directly, update information about new products or events and provide information related to product and brand. In order to increase interaction with brands, it is necessary to focus on investing in marketing and communication content distributed on digital platforms, in which content must have value to bring to the community such as: consumption knowledge, product knowledge, consumer experience contributes to improving consumption knowledge, then users will increase sharing and interaction with the brand in the social network community.

For brands doing business in the fashion sector, brand awareness has a very important role and meaning, brand awareness has a great impact on purchase intention, if customers are well aware of the brand, it will have an impact very high on purchase intention. The results of this study support previous studies, such as Babac (2011) Syed Iqbal Shah et al. (2012), Khan et al. (2015), Karamian et al. (2015), Godey et al., (2016), Kavisekera & Abeysekera (2016), Zollo et al. (2017), Vuong and Nguyen (2018), and Charnvudh and Fernando (2019). Especially, for consumers of generation Z, the demand for fashion products is high, and they use social networks often. Therefore, Vietnam's domestic fashion brands must definitely invest and promote communication on social

networks, in order to increase information and brand interaction on social networks, thereby, influencing positively and directly to brand awareness and purchase intention.

The research results also noted that there was no statistically significant difference in average perceived social media marketing, brand awareness and purchase intention by gender and age group of consumers belong to generation Z in Vietnam. The research results also noted that there was no statistically significant difference in the evaluation of the components in the model including: social media marketing, brand awareness and purchase intention by gender and age group of consumers belonging to generation Z in Vietnam.

6. Limitations and suggestions for further research

The study was conducted on 302 Vietnamese people of generation Z, the sample size was small and concentrated mainly in the Mekong Delta. The study was limited to Vietnamese domestic fashion brands. Therefore, the future research direction can expand the research sample, research area, increase the sample size, expand the category as well as the research object so that the results are representative and more reliable. In addition, further studies may consider adding new components to the research model such as entertainment, virality, the trendiness of content media on social networks that how will affect brand awareness and purchase intention.

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