

# AN EXAMINATION OF FACTORS AFFECTING ON PURCHASING DECISION OF WOMENSWEAR IN VIETNAM

## YẾU TỐ ẢNH HƯỞNG ĐẾN VIỆC QUYẾT ĐỊNH MUA SẢN PHẨM THỜI TRANG NỮ TẠI VIỆT NAM

Ngày nhận bài: 26/08/2021

Ngày chấp nhận đăng: 09/11/2021

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### ABSTRACT

This study investigates factors affecting buyers' decision to purchase womenswear in Vietnam. The research model consists of three independent variables, namely social factors, psychological factors, and marketing promotion. The regression analysis is used to examine the relationship between factors. The actual sample size of this research amounts to 280. Based on these findings, this research has provided practical recommendations for fashion brands or womenswear providers to attract more buyers. The findings have shown that social factors have the most significant positive impact on buyers' decision of purchasing womenswear, followed by psychological factors. To raise buyers' desire in the purchase, social factors should be conducted as a priority. However, marketing promotion is found to negatively affect buyers' decisions on purchase. It is recommended that brands should develop a more prudent and intelligent marketing strategy. As a result, the communication or marketing strategy must also be reevaluated to develop properly, following the psychology and perceptions of buyers.

**Keywords:** womenswear, purchasing decisions.

### TÓM TẮT

Nghiên cứu này tìm hiểu về các yếu tố ảnh hưởng đến quyết định mua sản phẩm thời trang nữ ở Việt Nam. Mô hình nghiên cứu bao gồm ba biến độc lập, đó là yếu tố xã hội, yếu tố tâm lý và hoạt động xúc tiến tiếp thị. Phân tích hồi quy được sử dụng để xem xét mối quan hệ giữa các yếu tố. Cỡ mẫu thực tế của nghiên cứu này là 280. Dựa trên những phát hiện này, nghiên cứu này đã chỉ ra các khuyến nghị thiết thực cho các thương hiệu thời trang hoặc nhà cung cấp, sản xuất sản phẩm thời trang nữ để thu hút nhiều người mua hơn. Các phát hiện đã chỉ ra rằng các yếu tố xã hội có tác động tích cực đáng kể nhất đến quyết định mua trang phục nữ của người mua, tiếp theo đó là các yếu tố tâm lý. Để nâng cao mong muốn của người mua trong việc mua hàng, các yếu tố xã hội nên được ưu tiên hàng đầu. Tuy nhiên, trong bài nghiên cứu này, quảng cáo tiếp thị được chỉ ra rằng là có ảnh hưởng tiêu cực đến quyết định mua hàng của người mua. Từ đó, bài nghiên cứu khuyến nghị rằng các thương hiệu thời trang nên phát triển một chiến lược tiếp thị thận trọng và thông minh hơn để không tạo ra hiệu ứng ngược chiều. Chiến lược truyền thông hay marketing cũng phải được đánh giá lại để phát triển đúng đắn, theo đúng tâm lý và nhận thức của người mua theo từng khoảng thời gian thị trường thay đổi.

**Từ khóa:** thời trang nữ, quyết định mua hàng.

### 1. Introduction

The fashion industry generates revenue of 2.5 trillion USD / year, is very large in scale and continues to grow rapidly (McKinsey & Company, 2020). According to forecasts, the fashion industry revenue will double in the next 10 years with 5 trillion USD / year and 60 million employees. In the United States

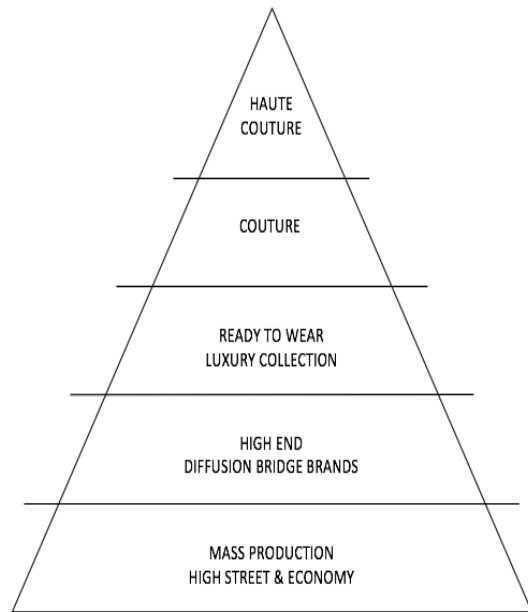
alone, buyers spent nearly \$380 billion on apparel and footwear in 2017 (Bureau of Economic Analysis, 2018). This industry also employs more than 1.8 million people in the United States (JEC Democratic, 2018).

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Not only its worldwide impact but also its important role in the economic development of developing countries, such as Vietnam, when 69% of buyers who will spend money to purchase fashion items online, placed 2nd position after travel in 2019 (Nguyen, 2020). The ability of Vietnamese people to buy fashion products is increasing, which is also a very important factor for the overall development of this industry in Vietnam.

According to Sai Gon Tiep Thi (2007), the Vietnamese fashion clothing market has never been as vibrant as it is today. Apart from Vietnamese fashion products, which have a place on the market and are favored by buyers and listed in the list brands such as Viet Tien, Thai Tuan, Ninomax, Oxy, PT 2000, Wow, Blue Exchange, and so on, the world's more luxury and expensive fashion brands are also extremely popular, with familiar brands such as Chanel, Longchamp, Nine West, CnK, and so on, as well as local/non-local emerging brands, or are known as mass production: Mono Talks, Libe Workshop, Wephobia, BOO, Mango, Zara... These brands outperform competitors in terms of quality, design, and eye-catching, professional display in high-end fashion boutiques in prime locations. They were extremely appealing and drew the attention of a large number of buyers. Unfortunately, the fashion industry in Vietnam has too few parties to investigate, learn and analyze. Typically, understanding the needs of Vietnamese people in clothing purchasing, especially women, always needs to be explored so that the advertising and development in this industry will become better in the future in Vietnam. Understanding determinants of buyers' decisions on purchasing clothes is of great importance for the fashion industry.



*Figure 1: Fashion market level*

*Source: Tutt, J., 2016*

The literature review indicates that researchers have only studied buyer's decisions on purchasing womenswear. There are a large number of studies on buyers' decisions on purchasing womenswear around the world, especially in America and Europe. However, since this industry is brand new in Vietnam and is still in process of development, there are a few studies in the fashion industry, only a handful generally of studies on Vietnamese buyers' decision on other fields.

Even though there are some studies on significant kinds of clothes, it is on specific types, such as sport clothes, or some studies were conducted only on one aspect of the decision process. In Vietnam, studies that are conducted to explore the decision-making process are those studied in the real estate field (Phan, 2012) or beauty products (Mai & Hoang, 2016). However, the studies have not been examined in terms of its effect on buyers' decision to purchase womenswear wallets in Vietnam. In light of Vietnamese buyers' decision-making behavior, and the

fact that fashion brands in Vietnam are also concerned with factors that influence their growth, it is critical that all factors that can influence decisions be examined in relation to buyers' decision to purchase womenswear in Vietnam.

Buyers' decisions are affected by many different aspects and factors. For example, social factors impact the buying behavior of buyers in the way that if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. Reference groups also include opinion leaders (a person who influences others because of his special skill, knowledge or other characteristics) (Gajja, N, B., 2013). Man is a social creature. As a result, the people around us have a significant influence on our behavior patterns, likes, and dislikes. We constantly seek approval from others around us and rarely do activities that are not socially acceptable (Ramya, N., Ali, M., 2016).

Buyers in modern marketing have a lot of options, thus the marketers' ability to persuade them has a big impact on their purchasing decisions. Buyers' behavior must be studied by marketers in order to persuade customers. The person who consumes the goods and services produced is known as a consumer. As a result, consumers play a critical role in a country's economic system because the economy would basically collapse if effective demand did not come from them. A buyer is a person, business, or other entity that purchases goods and services from another person, business, or entity (Durmaz & Jablonski, 2012). Buyer behavior can be defined as the mental, emotional, and physical behaviors that people engage in when choosing, acquiring, consuming, and discarding things and services to meet their needs and desires (Priest, Carter, & Statt, 2013).

According to Clow and Baack (2007), product sales volumes in numerous nations, including the United States, the United Kingdom, and Germany, are increasing during sales promotion periods. Certain present brand users will purchase their product in larger amounts to meet their future demands and desires; as a result, product consumption will rise. It will also assist current customers in supporting the product and becoming loyal to the brand. At the same time, due to the product price drop, buyers of competing brands may switch and purchase other branded products during the sales campaign. However, it is unknown whether or not these buyers will purchase from their original brand again. Buyers who have never purchased such a product before may be enticed to do so because of its high value; as a result, if the buyer purchases this product, his or her requirements and wants will be met at a low cost and risk.

Intending to attain the aforementioned research objectives, two main research questions shall be answered: "What are the factors that influence buyers' decision to decide on purchasing womenswear?" and "How can these decisions affect fashion brand's operation and development?"

This study is divided into six sections: (a) Introduction, (b) Theory background and hypothesis development, (c) Research methodology, (d) Empirical findings, (e) Discussion and recommendations; (f) Conclusion.

## **2. Theory background and hypothesis development**

### ***2.1. Theory background***

#### ***2.1.1. Purchasing decision***

Purchasing decision behavior is owned by decision-making units in the purchasing, usage, and disposal of goods and services

(Kotler & Levy, 1969). Purchasing decision behavior is the decision-making process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services (David & Albert, 2002). Meanwhile, Schiffman and Kanuk (2007) argued that buyers are exposed in searching for purchasing, using, evaluating, and disposing of products, services, and ideas which they expect will fulfill their requirements. It is critical to understand buyers and their purchasing decisions to conduct effective market segmentation and target marketing (Engel, Blackwell, & Miniard, 1995).

There are four aspects to deciding on purchasing clothes. First, the method of orienting prospective buyers is referred to as buyer orientation. Buyers consider, analyze, discuss, and ultimately choose a suitable supply source for purchasing a commodity. "Buyer orientation" refers to the method of locating a buyer's source (Bennett, 1997). Secondly, apart from the obvious attributes such as quality, fitness for purpose, and reliability, other important factors include price, performance, and the supplier's credibility with the buyer. Additionally, buyers look for technological and symbolic capabilities such as exclusivity, non-replaceability, and brand status. However, there are additional considerations. Buyers are concerned with value, which is unrelated to money and other factors. Next is the performance. As a result, the buyer places a premium on distance. Distance is determined not only by the buyer's access, preference, freedom of choice, and financial capability but also by the amount of time spent, which is always the most important factor. Reputation and brand strength, shopping repeatability, shopping results, and shelf shape all contribute to effective performance. Generally, performance occurs when the

buyer is generally accessible and willing to supply you with goods that meet your expectations (Bennett, 1997). Lastly, Buyers will assess the product's advantages and determine if it meets their needs before continuing their relationships with providers. The critical design and consistency of the source-finding process are contingent on the buyer's recognition of the intended resource as providing the best benefits (Bennett, 1997).

### *2.1.2. Role of purchasing business administration*

For the founders of local fashion brands, or the owners of fashion brands in the world when they intend to or have been investing in the Vietnamese fashion market, knowing the factors affecting the decision to purchase womenswear of Vietnamese citizens will be the ability to orient the business development model and future business strategy based on the purchasing behavior of buyers by the buyer on buyer insights to provide educational strategies and orient buyers to the values that the brand brings to them. Therefore, it will increase sales by developing a marketing promotion strategy to persuade a buyer to spend more on women besides, for those who are currently working in the fashion field, such as sales consultants, marketers, social media segment (producer, photographer, socials, videographer...) or for those who will likely join this they need to know their buyers' insight to improve the level of the proficiency and sensitivity to buyers' requirements and purchasing decisions and understand what buyers want from which to give good suggestions and ideas for businesses to attract buyers.

### *2.1.3. Womenswear segmentation*

Anyone who has ever purchased womenswear can be the target of this study. Today's clothing fully reflects the

irreplaceable roles and functions that clothing plays in human life. In addition to the aforementioned functions, costumes reveal a person's personality, dignity, and morality. Consider the way a person dresses and you can make an educated guess about his or her personality. While this is somewhat arbitrary, it does not necessarily imply that it is incorrect. Individuals who are polite, courteous, possess a strong will, and possess noble personalities frequently dress appropriately and decently. The weak and personality-weak frequently dress flashily, plainly, and bizarrely, expressing themselves in a devious and substandard manner. As a result of this mentality, an increasing number of domestic and international fashion brands are being launched to cater to the psychology of people, particularly women.

#### *2.1.4. Review of factors influencing purchasing decision*

The fashion industry is studied because of the context of uncertainty in which fashion companies compete (Macchion et al., 2014). The fashion system has become a global industry in which competition is worldwide. Fashion is also defined as a distinct way of life and cultural phenomenon that emerged during a particular period (Svendsen, 2010). It manifests as people's adoration and preference for a particular perception, behavior, or subject. It is typically initiated by a small group of people and then grows in popularity and copycats until it becomes obsolete. To summarize, fashion is the social norm recognized and promoted by a particular social class at a particular time. It pervades all spheres of society, most notably and famously in the clothing industry. Occasionally, fashions are referred to as styles.

Buyer purchasing behavior is influenced by cultural factors, social factors, personal

factors, and psychology (Gajja, N, B., 2013). Indicators of the purchase decision process, namely: need recognition, information research, alternatives evaluation, purchase decision, post-purchase behavior (Mulyana, 2019). Chen, Chen and Lin (2016) showed that numerous factors influence smartphone buyers' purchasing decisions in researching purchasing decisions for smartphone buyers. If a business can accurately read buyer psychology, it will avoid having to rely on price reductions to attract buyers. According to Tezera (2019), determinant factors of purchasing decision toward Diyuan ceramic in Ethiopia included personal factors (age and way of life; income level; economic Situation), social factors (family; reference the growth of word-of-mouth buzz marketing; opinion leaders), psychological influences (motivation; perception; learning; belief and attitudes), marketing mix factors (product; pricing; place; promotion).

For marketing promotion factors, promotional activities have a direct impact on buyers buying behavior. In store promotional activities, for example, discounts such as “three at the price of two” is a kind of impulse purchase trigger. Point-of-sales communication tools and promotional activities (temporary price reductions, coupons, sampling) serve as marketing stimuli and assist retailers to stimulate buyers buying behavior (Duarte et al., 2013). Certain products are purchased more rashly than others. The possibility of a product being purchased on impulse is determined by the product category, price, brand and package, and distribution (Stern, 1962). Social factors, Basic values, myths, norms, beliefs, needs, wants, and behaviors that can be learnt by a member of society are all included in society. Determine the following social dimensions: power distance (from small to large), collectivism vs.

individuality, masculinity vs. femininity, uncertainty avoidance, short-term vs. long-term orientation, and indulgence vs. restraint. These factors have a significant impact on buyer purchasing decisions. According to Kacen and Lee (2003), Asian buyers, being from collectivist cultures, have a habit of doing less purchases than individualist consumers from Caucasia, even though shopping is a major free-time activity in many East Asian countries, such as Japan, Singapore and Hong Kong. Social mood, or one of the psychological factors is thought to be an endogenous psychological construct that can override extrinsic influences on economic outcomes. On mood and individual emotion, there is a large body of psychological literature. Psychologists, on the other hand, have paid less attention to the topic of social mood and its causes. Because social mood reflects the mood of a group of people, a complete knowledge of collective

social mood necessitates a study of mood-related phenomena in individuals. The emotions of financial decision-makers reflect the overall mood of society. It has been argued that the stock market is a direct index of social mood, the collective level of optimism or pessimism in society at a given time (Elliott, 1942).

In layman's terms, buyer's behavior is concerned with the individual buying behavior of buyers. When a need arises, buyers go out of their way to seek multiple information to aid them in their purchase (Chauhan, 2013). Chauhan also presented The Black Box model - the interaction of stimuli, buyer characteristics, and decision process and buyer responses. Black box theories and models relate to the black box theory of behaviorism, where the focus is not on the processes that occur inside a buyer, but on the relationship between the stimuli and the response (seen in Table 1).

Table 1. *The Black Box Model*

Environmental Factors		Buyer's black box		Buyer's response
<i>Marketing Stimuli</i>	<i>Environmental Stimuli</i>	<i>Buyer Characteristics</i>	<i>Decision Process</i>	
Product	Economic	Attitudes	Problem recognition	Product choice
Price	Technological	Motivation	Information search	Brand choice
Place	Political	Perceptions	Alternative evaluation	Dealer choice
Promotion	Cultural	Personality	Purchase decision	Purchase timing
	Demographic	Lifestyle	Post-purchase behavior	Purchase amount
	Natural	Knowledge		

Source: Belch and Belch (1998)

In Indonesia, when studying the decision to purchase on shop fashion products mediated by attitude to shopping, the shopping result of that study shows how the decision affected the attitude, which means examine the relationship between buyer

attitudes and decisions. Here, they described the effects of usefulness, ease of use, risk on buyer attitudes, as well as buyer attitudes towards buyer decisions in choosing a shopping place of their choice (Sulemana et al., 2021).

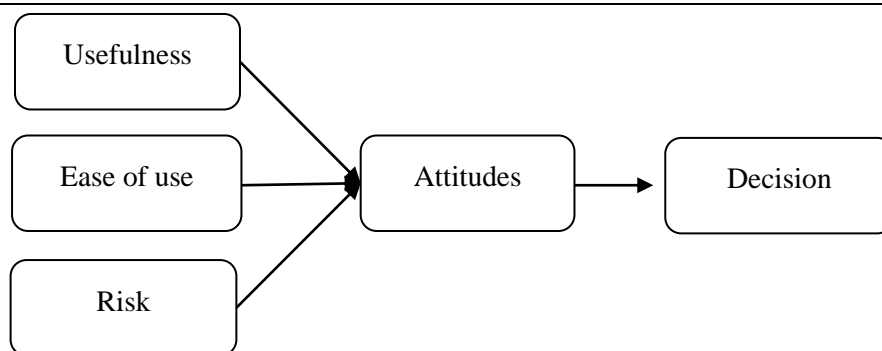


Figure 2. Relationship between buyers' attitude and decision

Source: Sulemana et al., 2021

According to Fianto (2020), the premise of the decision to buy hijab fashion products has been carefully studied through many factors. In which, Product Quality, Brand Image, and Brand Consciousness have a

positive impact on the purchase decision, while the Competitive Price factor harms this variable Y. This is shown in the following figure 3:

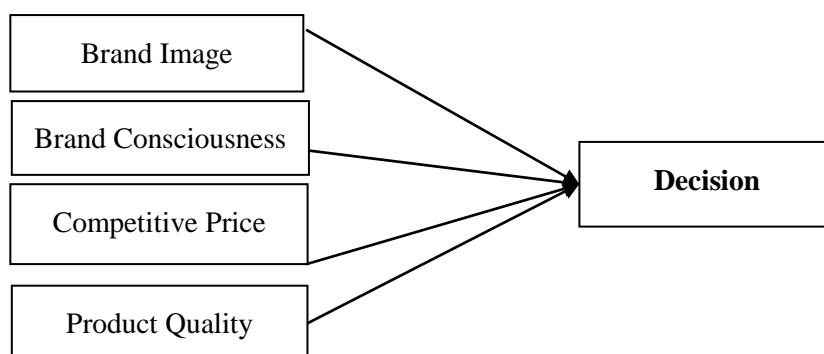


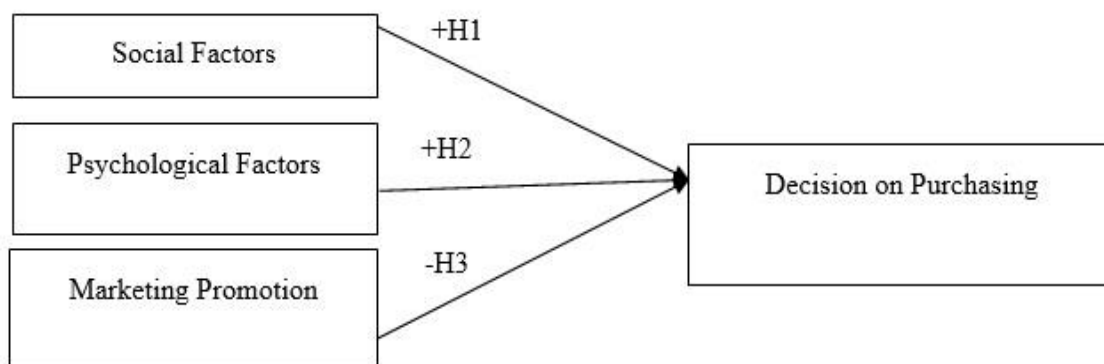
Figure 3. Product quality, brand image, brand consciousness, and competitive price on the purchase decision

Source: Fianto, 2020

## 2.2. Hypothesis development

The research framework includes three independent variables such as Social Factors,

Psychological factors, and Marketing Promotion. The framework proposes the following research model:



With the proposed model, the author expects the impact of independent variables on dependent variables as follows:

- H1: Social Factors (SF) positively affect buyers' Decision of Purchasing (DP) womenswear
- H2: Psychological Factors (PSY) positively affect buyers' Decision of Purchasing (DP) womenswear
- H3: Marketing Promotion (MP) negatively affect buyers' Decision of Purchasing (DP) womenswear

### 2.2.1. Social factors

Individuals play a variety of roles in their daily lives. Each function consists of activities and attitudes that an individual is required to conduct following the people around him (Kotler & Armstrong 2010). Individuals' social status reflects their position in social classes based on factors such as money and wealth, education, and occupation. Status is important in many cultures, and people want to be admired by others. Being good in life or being born into wealth will help you gain social status. The choice of product and brand often reflects one's social status and position. This suggests that social factors can positively affect buyers' decision of purchasing womenswear.

***H1: Social Factors (SF) positively affect buyers' Decision of Purchasing (DP) womenswear***

### 2.2.2. Psychological factors

With Psychological Factors, a buyer is an individual who has different kinds of needs. These needs can be biological like thirst or psychological arising from the need for recognition or belonging. A need can be

aroused to a sufficient level of intensity when it alters a motive. A motive is a need that drives a person to seek satisfaction (Ramya & Ali, 2016). So, motivation is the force that activates goal-oriented behavior. A person acts in response to how he or she perceives the situation. Every day, each person is exposed to thousands of sensory stimuli such as light, color, sound, smell, taste, and texture. Perception is the process of selecting, organizing, and interpreting these sensations to form a meaningful picture of the world. Three perceptual processes allow people to have different perceptions of the same stimuli: selective attention, selective distortion, and selective retention. When it comes to motivation, people who are motivated are ready to take action. Action leads to learning. Learning is the process of a person's behavior changing as a result of their experiences (Lautiainen, 2015). Without having their personal experience, people can learn by observing others. Even unintentional learning can occur. Buyers can hum a variety of jingles and recognize a variety of brands even if they have never used them. This is referred to as "accidental learning." People can continue to learn at any time. As buyers are exposed to new stimuli and situations, their understanding of the world evolves (Lautiainen, 2015). With all perspectives it brings, this factor has a positive effect on the purchasing decision.

***H2: Psychological factors (PSY) positively affect buyers' Decision of Purchasing (DP) womenswear***

### 2.2.3. Marketing promotion

According to Style-Republik - a digital newspaper about fashion stated that at first glance, "sale of" appears to be a win-win



situation: stores sell more items, sell them faster, and clear inventory (Hoang, 2020). Buyers can purchase more items for a lower price and appear to save more money. However, consider the feelings of people who just bought that product at full price a few days ago, and now it's on sale for 50% off. Their loyalty to the brand began to wane. This makes it difficult to purchase. Buyers can be exposed to 4000 to 10000 advertisements per day from anywhere (John Simpson, 2017). Advertising appears regularly, increasingly invading consumers' privacy, particularly in the digital age. Buyers are bored by the ads that chase them around social media sites, and they want to get away from them as soon as possible. As a result, when a brand's leader conducts frequent marketing promotions, the brand's sales may suffer in the long run. With the development of technology and the current trend is shifting, it is shown that marketing promotion has a negative effect on purchasing womenswear decisions.

In Vietnam, many TV viewers and viewers have recently sent their opinions to the news agencies and newspapers, reflecting their pressing opinions, disagreeing, and even strongly protesting against the advertising forms. In the past few years, many media outlets have mentioned quite harshly about meaningless advertising clips on television. However, this situation has not only remained unchanged until now, but also shows signs of confusion (Ha, 2017). The development of digital marketing has created many advertising methods, including celebrities participating in advertising.

The development of Digital Marketing has led to many different marketing methods,

including celebrities such as singers, actors... participating in promotion. However, according to the assessment of the Ministry of Culture and Tourism of Vietnam, recently some artists, actors and performers have participated in advertising activities with incorrect or confusing content about the use of products. ; using social networks to transmit unverified, unverified, personal insulting information; several organizations and individuals disseminate and circulate phonograms and video recordings with contents inconsistent with the nation's fine customs, traditions and traditions, causing negative impacts on health and dignity, degrades consumer confidence, worsens the image of artists and causes frustration among the people. From there, those services and products become ugly in the eyes of customers, reducing the likelihood of being purchased by end users (Nguyen, 2021).

***H3: Marketing Promotion (MP) negatively affect buyers' Decision of Purchasing (DP) womenswear***

### **3. Research methodology**

#### ***3.1. Research method***

The method of gathering and analyzing numerical data is known as the quantitative research method. It can be used to look for trends and averages, make forecasts, test causal relationships, and extrapolate findings to larger groups, according to Bhandari (2020). Given that this research examines buyers' behavior decisions, a quantitative approach is required to examine patterns in buyers' behavior when deciding whether or not to purchase womenswear. Because the quantitative findings are based on a larger sample that was randomly selected, they are

likely to be generalized to an entire population or a subpopulation. Besides sampling, data analysis is less time-consuming as it uses statistical software such as SPSS (Rahman, 2017).

### 3.2. *Questionnaire design*

The questionnaire consists of two parts. The first part serves the purpose of gathering demographic information of the respondents including gender, age, level of education, level of income, purchase frequency, products they often purchase, channels, and the targeted person they want to purchase for. The second part of the questionnaire consists of 22 questions that are designed based on hypothesis development.

To ensure the findings' accuracy and objectivity, the minimum sample size is set at 190 people. The sample population includes Vietnamese citizens from the age of 15 and above that are old enough to work legally (based on Vietnamese law). According to the Vietnam Statistics Office (2017), Vietnamese citizens from the age of 15 and above are estimated to be 54,445,000 people (Vietnam Statistics Office, 2017). Hence, the population size is 54,445,000. The confidence level which indicates chances of the sample's being accurate in reflecting the population's attitudes is set at a standard level of 90%, thus the z-score is 1.96. In addition, the margin of error is fixed at 6% to ensure accuracy of the results. The lower the margin of error is, the greater the accuracy of the findings is. Using the below formula, the sample size is calculated to be 190 people.

This study makes use of both primary and secondary data. Primary data are gathered to test hypotheses and provide answers to research questions. In contrast, secondary data are gathered in order to conduct a literature review and develop the research model. To be more precise, secondary data is gathered from reputable sources such as books and peer-reviewed journal articles. Additionally, articles published on websites that include sufficient information about the authors and the date of publication are used.

Primary data is collected by conducting a questionnaire. The questionnaire is designed and distributed via Google Forms. The target respondents of this research include Vietnamese people qualified to work or to have the ability to purchase womenswear. This study aims at the general public rather than just women only, but whoever has the ability and wishes to purchase. In order to reach the target respondents, a link to the questionnaire is posted on social media- more specifically, groups for fashion brands' buyers and college students on Facebook.

The questionnaire for this study is designed using the 5-point Likert scale. More precisely, respondents are asked to rate their level of agreement with a series of statements, which may be positive or negative in nature. For each statement, the answer is built on a five-point scale of agreement (Tullis & Albert, 2013). In consideration of variables identified in the research model, the questionnaire is designed based on the following measuring scales (seen in table 2).

Table 2. *Measuring scales and references for the proposed constructs*

Factors	Items	Ref source
<b>Social Factors</b>	When I purchase womenswear, I don't care what other people think or notice.	Kotler & Armstrong, 2010
	I purchase according to the majority opinion, even though I might not like it.	
	I purchased one womenswear product to get good responses from others.	
	I purchase womenswear products by reflecting the advice of someone with a good fashion sense.	
<b>Psychological Factors</b>	I purchase new fashion products just because I need to replace old products I throw away.	Kotler & Armstrong, 2010.
	I always set aside an amount of money to purchase new products every month.	
	Whenever I like a new product, even if I don't need it, I still purchase it.	Yeesuntes & Buran, 2017
	I only purchase new products for a special- occasions.	
	I care about the comfort of the fabric the most.	
	I tend to purchase products whose brand is well-known, even though it may not fit me well.	
	I put the quality and durability of use on top when I decide to purchase.	
	I like to purchase a hot and trendy product, even though it may not fit me well.	
<b>Marketing promotion</b>	I only purchase new products if there is a discount price campaign for that brand.	Yeesuntes & Buran, 2017
	I tend to purchase products of a brand that have a better product guarantee.	
	My decision to purchase a fashion product is much affected by servicing by salespersons.	
	I am more likely to purchase a product with a Free gift.	
	I am more likely to purchase a product if there is a nice and popular advertisement through social media.	
<b>Decision on purchasing</b>	Making a purchase decision for Womenswear requires a lot of thought.	O'Cass, 2000
	Making purchase decisions for Womenswear is significant to me.	
	I think a lot about my choices when it comes to womenswear	

Source: Kotler & Armstrong, 2010; Kotler & Armstrong, 2010; Yeesuntes & Buran, 2017; O'Cass, 2000

### 3.3. Sampling method

This study makes use of a random sampling technique. According to Lavrakas (2008), random sampling is a collection of selection techniques in which sample members are chosen at random and each member of the population has an equal chance, or probability, of being chosen. The majority of social science, business, and agricultural surveys use random sampling to select survey participants or sample units, which may be individuals, establishments, land points, or other analytic units. Random sampling is critical to the overall design of a survey research study (Lavrakas, 2008). Despite this method's quickness and simplicity, it may result in a sample pool lacking in individuals with the researcher's characteristic of interest (Health Knowledge, 2018).

### 3.4. Sample size

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### 3.5. Data analysis method

To analyze the quantitative data, this study employs IBM SPSS software. The following techniques are applied:

- Demographic analysis;
- Descriptive analysis;
- Reliability analysis through Cronbach Alpha
- Hypotheses testing: exploratory factor analysis, correlation analysis, and regression analysis.

### 3.6. Data collection method

Data collection is the process of gathering and analyzing data on relevant variables in a systematic manner that enables one to address stated research questions, test hypotheses, and evaluate outcomes. The objective of all data collection is to collect high-quality evidence, which translates into rich data analysis and enables the construction of a convincing and credible response to the posed questions. Regardless of the field of study or preferred method of data definition (quantitative, qualitative), accurate data collection is critical for the integrity of research (Kabir, 2016).

This study makes use of both primary and secondary data. Primary data are gathered to test hypotheses and provide answers to research questions. In contrast, secondary data are gathered to conduct a literature review and develop the research model. To be more precise, secondary data is gathered from reputable sources such as books and peer-reviewed journal articles. Additionally, articles published on websites that include sufficient information about the authors and the date of publication are used.

The target respondents in this process are mainly women, in Hanoi. This process was conducted between May, 2021 and July, 2021.

## 4. Empirical findings

### 4.1. Demographic analysis

The questionnaire was uploaded on Google Forms and distributed via social media on May 1st, 2021. The questionnaire had received 280 responses, thus the actual sample size amounts to 280. The demographic profile detailing respondents' characteristics including gender, age, education levels, income levels, and experience in using digital wallet services is presented in Table 3.

Female respondents account for the majority (91%). Over 61% of the respondents belong to the age group of 18-23. Nearly 39% of the respondents have a monthly income ranging from 2 to 5 million VND per month; about 29% ranging from 5 to 10 million VND. The majority of the respondents (66%) are likely to purchase in-store; nearly 18% of the rest tend to purchase via E-commerce platforms such as Lazada, Shopee.

Table 3. *Demographic profile of respondents*

Category		Frequency	Percentage
<b>Gender</b>	Female	255	91%
	Male	25	9%
<b>Age</b>	<18	0	0%
	18-23	171	61%
	24-30	109	39%
	31-45	0	0%
	>45	0	0%
<b>Income levels</b>	<2 million dong	77	27,5%
	2-5 million dong	109	39%
	5-10 million dong	82	29%
	10-20 million dong	8	3%
	>20 million dong	4	1,5%
<b>Main purchasing channels</b>	In-store	186	66%
	Social media platforms	44	16%
	E-commerce platforms	50	18%

Source: Authors' survey

In terms of womenswear products, the chart below depicts respondents' choice of womenswear fashion products. This chart indicates which products of this line that buyers often purchase. In the womenswear line, Tops appears to have the largest slice

base up to 62.5%. Runner-up is dresses and jumpsuits with 21.9%

#### 4.2. Reliability findings

The measure of internal consistency that was used in this research was Cronbach's coefficient alpha coefficient. This coefficient measures how well a set of variables or items measure a single construct. Values of alpha close to 0 indicate no or little correlation between the items that make up the variable, whilst values close to 1 indicate high inter-item correlations. From the calculation, the Cronbach's Alpha of the data is between 0.6 and 0.8 (shown in table 4). This confirms the Social Factors, Psychological Factors, Marketing Promotion factors and Decision on purchasing scales are appropriate and reliable. Therefore, all observed variables can be used in the next step of EFA analysis.

Table 4. *Results of variable' reliability*

Variables	Cronbach's Alpha
Social Factors (SF)	.683
Psychological Factors (PSF)	.875
Marketing Promotion (MP)	.776
Decision on purchasing (DP)	.833

Source: Author's calculation

#### 4.3. Exploratory factor analyses

Findings of the EFA analysis are summarized in Table 5. The Cumulative % of the sum of squared loadings is 70.529%, which is greater than 50%. As a result, it is concluded that exploratory factor analysis is appropriate for this data set. This also indicates that observed variables can account for up to 70.529 percent of the variability in the rotated component matrix's three factors. As a result, the cumulative percent of the sum of squared loadings of 70.529 percent is deemed satisfactory in this study. After that, all data are suitable for the EFA analysis

Table 5. *Validation of factors of the decision on purchasing*

	Components		
	Psychological Factors (PSF)	Social Factors (SF)	Marketing Promotion (MP)
PSY1			
PSY2			
PSY3	.994		
PSY4	.900		
PSY5	.898		
PSY6	.888		
PSY7	.880		
PSY8	.880		
SF3	.856		
SF1	.780		
SF2		.926	
MP3		.926	.899
MP5		.924	.894
MP4			.729
<b>Extraction of sums of squared loadings Cumulative %</b>			<b>70.529%</b>
<b>KMO and Bartlett's Test</b>			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.842
Bartlett's Test of Sphericity	Approx. Chi-Square	4899.554	
df		171	
Sig.		.000	

Source: Author's calculation

#### 4.4. *Pearson correlation analysis*

The Pearson two-tailed correlation coefficient was used to find out the degree of association among the variables. The results presented in Table 6 show that all independent variables are significantly correlated with the dependent variable, which

Table 6. *Pearson correlation*

is Decision on purchasing (DP), at 1% significance level. The Pearson Correlation coefficients of PSY, SF, MP are 0.248, 0.667, and 0.161 respectively. Social Factors has the highest Pearson Correlation coefficients (above 0.5)

		<b>Decision on purchasing (DP)</b>	<b>Psychological Factors (PSY)</b>	<b>Social Factors (SF)</b>	<b>Marketing Promotion (MP)</b>
<b>DP</b>	Pearson	<b>1</b>	<b>.248**</b>	<b>.667**</b>	<b>.161**</b>
	Correlation				
	Sig. (2-tailed)		<b>.000</b>	<b>.000</b>	<b>.007</b>
	N		280	280	280
<b>PSY</b>	Pearson		<b>1</b>	<b>.169**</b>	<b>.273**</b>
	Correlation				
	Sig. (2-tailed)			.005	.000
	N			280	280
<b>SF</b>	Pearson			<b>1</b>	<b>.257**</b>
	Correlation				
	Sig. (2-tailed)				.000
	N				280
<b>MP</b>	Pearson				<b>1</b>
	Correlation				
	Sig. (2-tailed)				
	N				

\*\* Correlation is significant at the 0.01 level (2-tailed)

Source: Author's calculation

This shows that this factor is most significantly correlated with the Decision on Purchasing. With Marketing Promotion and Psychological Factors, since their coefficient values are 0.248 and 0.161 - smaller than 0.3, they have a small correlation with Decision on Purchasing. On the other hand, all variables are positively correlated with Decision on Purchasing because they are all positive results. These findings suggest encouraging Buyers to purchase Womenswear when all factors are enhanced.

#### 4.5. Regression analysis

The multiple linear regression analysis is to predict the value of a dependent variable outcome, which is Decision on purchasing, based on the value of three independent variables, and to measure the cause and effect relationship between independent and dependent variables. Results from the multiple linear regression analysis are stated in Table 7.

Table 7. Model Summary

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. EThe error of the Estimate</b>	<b>Durbin-Watson</b>
1	.682*	.465	<b>.459</b>	.70933	.948
a.	Predictors: (Constant), PSY, SF, MP				
b.	Dependent Variable: DP				

Source: Author's calculation

#### 4.6. Summary

Based on the results of the EFA test and regression model development, several major findings are acknowledged. In conjunction with stated research hypotheses, initial Table 8. *Conclusion on hypotheses*

conclusions are shown in Table 8. In the regression analysis, given the Significance of T values of all predictors are below 0.05, it is concluded that all hypotheses are accepted.

Hypotheses	Beta Coefficient	Sig.	Conclusion
H1: Social Factors (SF) positively affect buyers' Decision of Purchasing (DP) womenswear	.653	.000	Accepted
H2: Psychological Factors (PSY) positively affect buyers' Decision of Purchasing (DP) womenswear	.150	.001	Accepted
H3: Marketing Promotion (MP) negatively affect buyers' Decision of Purchasing (DP) womenswear	-.048	.001	Accepted

*Source:* Author's calculation

Findings of this study reveal that Social Factors has the highest standardized beta, therefore this factor has the most significant impact on buyers' decision of purchasing womenswear. This is followed by Product Factors (0.143), Psychological Factors (0.150), Marketing Promotion (-0.048). These findings suggest identifying factors that directly affect Vietnamese buyers, the aforementioned factors need to be stimulated. Independent variables whose standardized beta coefficients are positive such as This is followed by Psychological Factors has positive impacts on Decision of Purchasing. On the other hand, Marketing Promotion has a negative standardized beta coefficient, thus this factor negatively influences the Decision of Purchasing.

#### 5. Discussion and Recommendation

First of all, demographic statistics show that most respondents are female, accounting for the majority (91%). Over 61% of the respondents belong to the age group of 18-23. Nearly 18% of the rest tend to purchase via E-commerce platforms such as Lazada, Shopee. This has shown the main market

share that brands can enter as well as the future sales channels they should expand.

#### 5.1. Discussion

##### 5.1.1. Social Factors

*H1: Social Factors (SF) positively affect buyers' Decision of Purchasing (DP) womenswear*

Social Factors is found to have the most significant positive impact on Decision on Purchasing because it has the highest standardized beta coefficient (0.653). Because buyers are losing faith in the claims made by businesses about their products. Rather than that, today's buyers are more "sensitive" to social cues from those in their immediate environment when making purchases. They frequently seek information about products and services to make purchasing decisions based on the opinions of those in their immediate circle who have more knowledge and experience with the service or product (such as experts, celebrities, friends, previous users, expert endorsements, and so on). This is also consistent with Lautiainen (2015) confirming



the positive of Social factors and the most effective impact on making decisions, the result shows that family, friends, and neighbors are the most important factors that affect decision making when selecting a coffee brand (Lautiainen, 2015; Hoang, Duong & Pham, 2021).

According to Nguyen (2020), buyers' purchasing decisions are heavily influenced by social factors such as their family or social status, their social networking community, or their life's social classes. For instance, when it comes to social factors such as family, each family member will exert some influence over the shopping decision to meet their family's needs. For the social factor of status, each individual will choose how to purchase products to demonstrate their status in a variety of roles. If the social factor is the community, the community can purchase the behavior of buyers through words and other forms of communication, as words frequently have a significant effect on their psychology (Nguyen, 2020).

#### 5.1.2. Psychological Factors

*H2: Psychological Factors (PSY) positively affect buyers' Decision of Purchasing (DP) womenswear*

With Psychological Factors, a buyer is an individual who has different kinds of needs. These needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters a motive. A motive is basically a need that drives a person to seek satisfaction (Ramya & Ali, 2016). So, motivation is the force that activates goal-oriented behaviour. A person acts in response to how he or she perceives the situation. Every day, each person is exposed to thousands of sensory stimuli such as light, color, sound, smell, taste, and texture. Perception is the process

of selecting, organizing, and interpreting these sensations in order to form a meaningful picture of the world. Three perceptual processes allow people to have different perceptions of the same stimuli: selective attention, selective distortion, and selective retention. When it comes to motivation, people who are motivated are ready to take action. Action leads to learning. Learning is the process of a person's behavior changing as a result of their experiences (Lautiainen, 2015). Without having their own personal experience, people can learn by observing others. Even unintentional learning can occur. Buyers can hum a variety of jingles and recognize a variety of brands even if they have never used them. This is referred to as "accidental learning." People can continue to learn at any time. As buyers are exposed to new stimuli and situations, their understanding of the world evolves (Lautiainen, 2015). With all perspectives it brings, this factor has a positive effect on the decision on purchasing.

#### 5.1.3. Marketing Promotion

*H3: Marketing Promotion (MP) negatively affect buyers' Decision of Purchasing (DP) womenswear*

This shows that Marketing Promotion negatively affects buyers' decisions on purchase decisions. In other words, Vietnamese buyers' perception of fashion marketing promotion tends to discourage them from purchasing womenswear. This is a rather novel search when marketing has always been understood as promoting buyer interest in buyers. But this can be understood. In the digital age of 4.0, many marketing methods are born, it is easy for a marketing plan to cause a backlash with buyers. Buyers online in the United Kingdom and the United States aged 18+ were polls were for the Digital Advertising Attitudes

Report from YouGov (2012), which found that 27 percent of British and 20 percent of American buyers online would stop using a product or service if they were subjected to too much advertising, such as a social networking site, according to the findings. It showed that 66 percent of online buyers in both the United Kingdom and the United States already believe they are subjected to excessive digital advertising and promotions (YouGov, 2012).

For womenswear whose buyers take this survey genuinely are in generation Y and Z (with over 68% of the respondents), Marketing Promotion is recognized as the neutral factor. According to Li Lam (Creative Director, Founder, and CEO of the Li Lam brand), who has 15 years of experience in founding and marketing the LAM brand, the challenges of marketing the fashion industry to this young Buyer group - who has very different tastes and high knowledge of fashion - are not insignificant. Instead of just buying clothes, they purchase fashion - they purchase the inspiration, the ideas, and the stories that go along with those clothes." Therefore, marketing promotion might not be the main factor that affects these buyers today.

### **5.2. Managerial contributions**

First, factor Marketing Promotion, which is the only factor that has the negative effect, it is recommended that brands should develop a more prudent and intelligent marketing strategy. Fashion is inherently a product that satisfies people's fundamental spiritual needs. Without spiritual values, each individual's clothing requirements would be much simpler. COVID-19 has brought this truth to the forefront. As a result, the communication or marketing strategy must also be reevaluated to develop part accordance with the psychology and perceptions of buyers.

Smarter marketing also entails eradicating the boredom and stereotypes that are frequently associated with established fashion brands. The cycle of launching new collections, launching look books, running advertisements, sharing feedback images, selling at the end of the season, collaborating with other businesses to access each other's Buyer files... has evolved into marketing practice. passive, lacking in creativity, and far too popular in the modern era. This is why the brand lacks a distinct brand identity or a prominent identity in a crowded market. If the product is not exceptional, the brand's development will be even more difficult. Additionally, many international fashion brands are on the lookout for and collaborating with brand ambassadors who possess a sense of fashion that is consistent with the brand's spirit and style. build. With the brand ambassador's long-term commitment and partnership, brands can create conversations that are personal, valuable, and easy to convert into revenue. Businesses can also upgrade their marketing method with comprehensive digital marketing solutions. The world economy has changed dramatically as a result of rapid technological advancements and market openings, increasing competitive pressure. Businesses must choose the best path for themselves to achieve efficiency and satisfaction while putting forth effort and money. With the advancement of technology, particularly information technology, businesses must gradually shift their focus to digital marketing activities, which can reduce costs while providing a plethora of benefits. To run a successful online fashion business, digital marketing is critical in attracting buyers to your brand. It includes these tactics: Google advertising, banner advertising, content marketing, social media marketing...

Furthermore, to raise buyers' desire in purchasing, Social Factors should be conducted as a priority. Social Factors, including economic trends, growth, the development of human society, the difference between generations. Domestic fashion businesses must now compete not only with international fashion, luxury goods, and other business competitors for market share, but also with the rapidly growing resale fashion, sustainable fashion, and rental service markets (although it is still new in the Vietnam market soon there will be startups grasping this trend). Due to increased competition, fashion business owners must determine whether now is the best time to develop strategies to reorient their growth. To enhance interest in purchasing, the quality of fashion products - womenswear in detail, also needs to improve significantly. Based on the recent "Green " lifestyle trend, it is suggested that concentrating on product quality and assisting in the reduction of environmental pollution will entirely depend on the materials used in production. If enterprise sources sustainable materials (high durability), which are environmentally friendly, have enhanced features, and are easily recyclable, the resulting products will undoubtedly meet the two criteria outlined above. As a result, long-term collaboration with businesses that supply high-quality materials is preferable to using cheap, less durable materials. Enterprises should rapidly develop and transform into a sustainable business model with a strong commitment to protecting people's living environments; because this is no longer a fad in the fashion industry, but a solution, a necessary direction, a business problem that will eventually eliminate those who remain outside the revolution. This is the global fashion industry's green.

### ***5.3. Theoretical contributions***

Regarding practical contributions, this research has identified factors affecting Vietnamese buyers' decision on purchasing womenswear. In this research, it is found that Social Factors have the most significant positive impact on Decision on Purchasing, so do Psychological Factors. However, Marketing Promotion is found to negatively affect buyers' decision on purchasing. Based on these findings, this research has provided practical recommendations for brands, fashion items or womenswear providers to attract more buyers.

From an academic viewpoint, this study has partially filled in the research gap on factors affecting buyers' decision on purchasing womenswear. Due to the nature of this study, it does not employ a specific model; rather, it draws on models from other studies, research in other fields, but still focusing on the factors affecting influence on purchase decisions, and the positive findings from those studies to develop a distinct research model. As a result, the findings of this study can also be considered novel and unique.

### ***5.4. Limitation of the research***

Firstly, the regression analysis reveals that the adjusted R square is 0.459, indicating that the five predictors in this study account for only 45.9 percent of the variability in Decision on purchasing. Given that the adjusted R square is a measure of the goodness of fit of all research models, a low value for the adjusted R square indicates

that this research model may be weak. There is no denying that numerous additional factors influencing buyers' decision to purchase womenswear have been left out of this research model. Additionally, the adjusted R square indicates that 54.1 percent of the variance in Decision on Purchasing is explained by factors not included in the research model.

Despite the fact that this study contains up to 280 observations, the sample size may not adequately represent Vietnamese buyers' purchasing decisions for womenswear. Additionally, because the sampling procedure was constrained by time constraints, the findings of this study may not be representative of Vietnamese womenswear buyers, as individual perceptions tend to evolve over time.

Furthermore, this study's findings are restricted at examining buyers' decision on purchasing womenswear. The correlation between decision and Intention has not been examined in this study. Indeed, the study falls short of addressing the significance of translating decision-making process and behavioral decision into actual action. Therefore, the correlation still needs to be examined in the context of Vietnam.

### **5.5. Future research**

Given that this study excludes all relevant research, future studies must examine the effects of buyers' gender, age, and experiences on their decision to purchase womenswear. This enables brands and womenswear providers to gain a thorough understanding of the factors that influence buyers' behavior decisions and thus develop more effective strategies for attracting diverse groups of buyers.

The correlation between buyers' theoretical decisions on purchasing and actual behavior also needs to be examined. Also, the factors that are chosen in the model for research and need more time to measure. Because this study examines a broad range of factors, the questions that represent each factor will be brief and general. Thus, subsequent researchers can research the direction of dissecting each element, avoiding the macroscopic phenomenon.

## **6. Conclusion**

In conclusion, this study identified three factors that influence buyers' decisions to purchase womenswear in Vietnam: Social Factors, Marketing Promotion, and Psychological Factors. Social factors are found to be the most significant predictor of buyers' purchasing decisions. This is followed by Psychological Factors and Marketing Promotion.

Based on the findings of this study, brands or womenswear providers are encouraged to enhance and upgrade three aspects per three factors. First of all, it is recommended that brands develop a more intelligent and prudent marketing strategy to enhance Marketing Promotion. It's inherent in fashion to make people feel good about themselves.

Striking new styles and iconoclastic messaging go hand in hand with clever marketing. A subpar product makes it challenging for the brand to grow. Several popular fashion creative and unique marketing materials like videos to appeal to young buyers. Using invested visual assets, video marketing delivers on-brand values and a collection conveying a feel to help buyers feel the brand's care and affection. Businesses must pursue emotional attachment throughout the product marketing process. Many international fashion brands also look for and work with brand ambassadors who display the same sense of fashion as the brand.

Additionally, to increase demand, Social factors must be taken into consideration. As competition increases, fashion business owners must assess whether it is time to rethink their growth strategies. Millennials and Gen Z-ers will form the next cohort of buyers in the fashion industry. In Generation Z, we have young people who have embraced displaying their accomplishments and asserting their independence through

social media platforms. Sustainable fashion, environmental protection, and climate change are critical. To enhance interest in shopping, womenswear, in detail, must improve significantly. Concentrating on product quality and assisting in the reduction of environmental pollution relies entirely on the materials used in production, given the recent "Green" lifestyle trend. Sustainable and environmentally friendly materials, have great features, and are easily recyclable would almost certainly satisfy the two criteria defined above.

The acknowledgment of factors affecting Vietnamese buyers' decision on purchasing

womenswear not only helps brands and womenswear providers, businesses that provide fashion products but also contributes to the development of the fashion industry in Vietnam. These findings of this research can help promote buyers of purchasing fashion products in general and womenswear in specific, as well as contribute to the success and development of business related to fashion in Vietnam. However, this research has not examined the correlation between decision and intention. Thus, the impact and relationship between those two matters should be investigated in the future search.

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