International Conference of Organizational Innovation 2024
Proceedings

ICOI
2024

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

Apply Theory of Reasoned Action and Theory of Planned Behavior Frameworks in Research on Consumer Behavioral Intentions towards Local Fashion Brands in Vietnam

Doan Anh Tai

8 Nguyen Van Trang St., Ben Thanh Ward, District 1, Ho Chi Minh

Hoa Sen University

Email: Doananhtai0331@gmail.com

Abstract

This study examines the factors influencing the purchase intention of local fashion brands in Vietnam. The research aims to identify the key determinants of consumers' intention to buy products from local fashion labels. The study proposes a conceptual model based on the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to investigate the impact of attitude, subjective norm and perceived behavioral control on purchase intention. A quantitative research method was employed to survey consumers. The findings are expected to provide useful insights for local fashion brands to develop effective marketing strategies and enhance their competitiveness in the market. The model of this study may also contribute to the existing literature on consumer behavior in the Vietnamese fashion industry.

Keywords: consumer behavior, local fashion

1. Introduction

In the context of the increasingly dynamic Vietnamese fashion market with the entry of countless international brands, domestic fashion is gradually affirming its own position and appeal. The shift in consumer behavior, especially the growing support for "Made in Vietnam" products, has opened up great development opportunities for local fashion brands. According to a report from the Vietnam Textile and Apparel Association (VITAS, 2023), the Vietnamese fashion industry is showing positive signs of recovery after the pandemic. The textile and garment export value reached $40.3 billion in 2023 and is expected to reach $44 billion in 2024. In the domestic market, shopping habits have shifted to online shopping on e-commerce platforms, with the revenue of the fashion segment increasing by 174% from January 2022 to August 2023, reaching around 38,500 billion VND. The development of new e-commerce platforms like Shopee has also contributed to the growth of the domestic fashion market. However, the market remains fragmented and faces competition in pricing, and domestic enterprises still face many challenges, prominently the need to understand consumer psychology and conquer purchasing decisions (Hoàng An, 2023).

Research on local fashion brands plays an important role in grasping the trend of consumer behavior of potential customers. Through in-depth analysis of the behavior of choosing, using,

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

and engaging with local fashion brands, researchers can better understand the factors such as tastes, preferences, and expectations of consumers. Recent research topics often refer to the factors that will impact the intention or decision to purchase domestic fashion brand products (Ramadhani & Prasasti, 2023; Schuiling & Kapferer, 2004; Wahyu Ardhia & Mayangsari, 2020; Wu & Kim, 2022). In Vietnam, the studied impact factors include the influence of celebrities on purchase intention (N. M. Ha & Lam, 2016; Truc Vi Ho et al., 2020); social media's impact on purchasing behavior (Ngô Vũ Quỳnh Thi et al., 2022; Sang et al., 2023); brand trust's impact on purchase intention (DAM, 2020; Lê Thùy Hương et al., 2022); and perceived factors such as value or risk also impact consumer behavior (Aufa & Marsasi, 2023; Cabeza-Ramírez et al., 2022; DAM, 2020; J.-K. Ha, 2011), as well as many other studies with similar topics.

To help domestic fashion businesses and brands in Vietnam better understand the psychology and behavior of domestic customers, it is extremely important to study the key factors that influence consumer behavior intentions. Currently, there are many studies on the intention to purchase local fashion brands in Vietnam using the TRA and TPB theoretical models as the theoretical foundation (Lam Ngoc Thuy, 2021; Le Thuy Huong et al., 2022; Mai Nguyen et al., 2020; Sang et al., 2023; Truc Vi Ho et al., 2020; VO et al., 2022) to identify the factors influencing consumer behavior. However, the factors mentioned are detailed and specific factors that are introduced to be suitable for the characteristics of each studied region, rather than verifying all the overall factors that will affect the behavioral intentions of this theoretical model. This study aims to build a general theoretical framework of the key influencing factors so that researchers and businesses can have an overall view of the behavior and psychology of consumers towards local fashion brands in Vietnam.

2. Literature Review

2.1 Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)model

The Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein is one of the important theoretical frameworks in the study of human behavior. This theory describes behavioral intention as the direct antecedent of the performance of a behavior. The intention is influenced by two main factors: the individual's attitude toward the behavior and the subjective norm related to the behavior. Attitude refers to the positive or negative evaluation of a person about performing the behavior, while subjective norm reflects the perceived social pressure to perform or not perform the behavior. According to TRA, The person's personal attitude toward the behavior. This refers to whether the person evaluates the behavior positively or negatively. The person's perception of the social pressure (subjective norm) to perform or not perform the behavior. This reflects how the person believes important people in their life would view the behavior. Thus, TRA suggests that understanding these factors will help predict and explain human behaviors.

With the addition of the "perceived behavioral control" factor, the Theory of Planned Behavior (TPB) is considered an extension and expansion of the previous Theory of Reasoned Action (TRA) model. According to TPB, an individual's behavior is determined by three key factors, rather than the two factors proposed in the TRA model: Attitude toward the behavior, Subjective

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

Norm, and Perceived Behavioral Control. The "Perceived Behavioral Control" factor represents the extent to which an individual believes they can perform the behavior easily or with difficulty. This is considered an important bridge between behavioral intention and actual behavior. The combined influence of these three factors will determine an individual's behavioral intention, which then leads to the actual behavior. The TPB framework provides a comprehensive theoretical model to understand and predict human behavior in various contexts. It has become a widely applied theoretical foundation in many areas of behavioral research.

2.2 Research concepts

Local brands. A local brand is a brand that exists within the boundaries of a single country or a limited geographic region (Wolfe, 1991). Local brands develop an identity that aligns with the people and culture of that specific area. Schuiling & Kapferer (2004) have shown that local brands can be owned by either local or global companies. Local brands that are confined to a particular geographic location are often considered to have a significant market advantage, as their products are developed to suit the unique needs and desires of the local consumer base (Dimofte et al., 2008). Local brands are designed and adapted to meet the specific needs and preferences of the local market, while also reflecting the authentic identity and requirements of local consumers (Özsomer, 2012). In this research, the definition is expanded to include "local fashion brands," which, according to Ihzaturrahma & Kusumawati (2021), are clothing brands that are designed and manufactured within a specific country, reflecting the style and culture of that nation.

Purchase intention. According to Ajzen (1991), purchase intention is an individual's psychological state, considered a measure that reflects their readiness and effort to perform a specific behavior - in this case, making a purchase. Spears & Singh (2004) view purchase intention as a person's conscious plan to make an effort to purchase a particular product. Purchase intention also encompasses a consumer's plan to buy a product at a certain time or on a specific occasion. This can be seen as a precursor to the actual purchase behavior that will follow (Rahmi et al., 2017). Purchase intention can be viewed as a clear indicator of a customer's willingness to take action, such as trying a product for the first time or committing to repurchase a product they have used before (Al-Ekam & J. M. E., 2013). For this reason, purchase intention has been widely utilized in academic literature and scientific research (Grewal et al., 1998).

This research investigates the key factors influencing Vietnamese consumers' purchase intentions towards local fashion brands. According to the Theory of Planned Behavior (TPB), an individual's intention to perform a behavior is influenced by their attitude towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Research by Kudeshia & Kumar (2017) has shown that subjective norms and perceived behavioral control are positively related to fashion purchase intentions. Furthermore, subjective norms have been found to moderate the relationship between attitude and luxury purchase intention. This suggests that the opinions and perceptions of significant others play an important role in shaping consumer behavior. Building on this prior work, the authors will construct a research framework

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

to examine Vietnamese consumers' behavioral intentions towards local fashion brands, testing the relationships among the factors in the TPB model.

Attitude is defined as a person's positive or negative feelings towards performing a particular behavior (Ajzen & Fishbein, 1975), comprising elements such as beliefs, emotions, and behavioral tendencies. It is also considered one of the key predictive factors of behavioral intention (Kotchen & Reiling, 2000). In prior fashion research, attitude has been found to significantly influence purchase intentions, as reflected through trust and positive impressions of celebrities or brands (Chetioui et al., 2020; Magano et al., 2022; Park et al., 2015). In the context of domestic fashion, consumers' positive attitudes towards the distinctive brand features have also been shown to impact their purchase intentions (Kumar et al., 2009). Therefore, we propose the hypothesis:

Hypothesis 1: Attitude towards local fashion brands has a significantly positive impact to purchase intention

Perceived behavioral control refers to the extent to which a consumer believes they have the ability to perform a specific behavior, and reflects their confidence in executing that behavior (Ajzen, 1991). This factor encompasses considerations such as time, money, or skills, which are viewed as criteria for predicting whether the behaviors people intend to perform are likely to occur (Jain, 2020). Consumers evaluate multiple factors when making purchase decisions, including brand and recent product purchases. They often consider the appropriate timing for making a purchase and assess their impressions of the product (Noor et al., 2020). In fashion research, perceived behavioral control has also been validated as one of the key determinants of purchase intentions. Therefore, we propose the hypothesis:

Hypothesis 2: Perceived behavioral control has a significantly positive effect on local fashion brands purchase intention

According to Ajzen's (1991) definition, subjective norm refers to an individual's perception of the social pressures to perform or not perform a specific behavior. Previous studies have found a clear positive relationship between subjective norm and purchase intentions (Hansen et al., 2004; Yoh et al., 2003). In fashion research, the subjective norm factor has been considered, and it has been found that the influence of those around an individual and social pressure will affect their purchase intentions when they intend to or consider making a purchase (Jain, 2020; Lira & Costa, 2022; Saricam & Okur, 2019). To validate the subjective norm factor in local fashion brand purchase intentions, we propose the following hypothesis:

Hypothesis 3: Subjective norm has a significantly positive effect on local fashion brands purchase intention

The study by Sparks and Shepherd (1992) showed that an individual may change their attitude towards a specific behavior when they are influenced by the opinions of those around them who are important to them. Previous research has found that the relationship between attitude and purchase intention can be impacted by the subjective norm (Grube et al., 1986; Newcomb et al., 1992). Recent fashion studies have shown that the subjective norm factor represents the

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

influence of those around an individual and society on their attitude when they intend to make a purchase (Yusuf & Zulfitri, 2021; De Klerk, N., 2020). Given the collectivist culture of Vietnamese people (Phương, 2015), to reflect the degree of social influence on each individual's attitudes in forming behavioral intentions, this study proposes the hypothesis:

Hypothesis 4: Subjective norm is a significantly positive moderation towards attitude to local fashion brands purchase intention

3. Research Method

Based on the research content of author Sheetal Jain (2020), who utilized the Theory of Planned Behavior (TPB) model to investigate the factors influencing fashion purchase intention, this study proposes a research model applicable to the topic of Vietnamese consumers' purchase intention towards local fashion brands. In this research, the stimulus factors include attitude, subjective norm, and perceived behavioral control, which ultimately lead to purchase intention.

Building upon these premises, the current study suggests a research model to be applied in the context of Vietnamese consumers' purchase intention towards local fashion brands. This model is expected to help researchers and managers gain a better understanding of consumer behavior towards local fashion brands within the Vietnamese market. The model comprises stimulus factors (attitude, subjective norm, and perceived behavioral control) that directly influence purchase intention.:

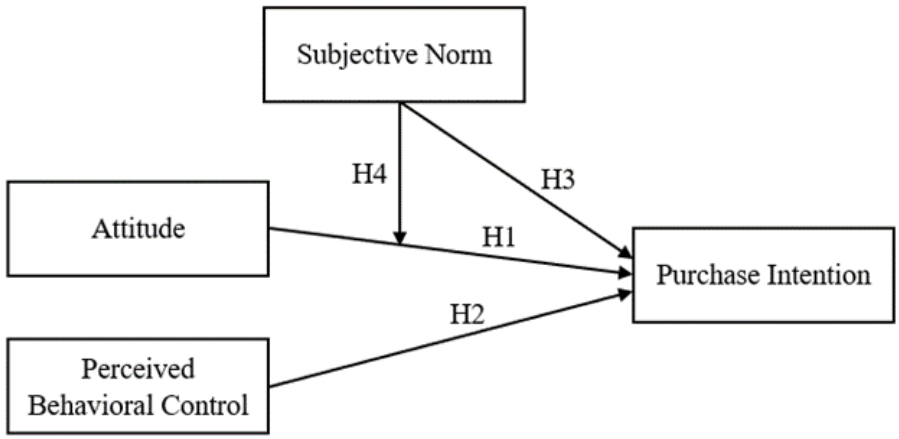


Figure 1. Conceptual Framework proposition

4. Finding and Discussion

The Likert scale was applied in this study to collect data on the factors influencing Vietnamese consumers' purchase intention towards local fashion brands. The quantitative data obtained from this method facilitates easier data analysis, which aligns with the research orientation and methodology of this study. This research has referenced, inherited, and adjusted measurement

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

scales from previous studies to suit the research topic, including:

Attitude (Kudeshia & Kumar, 2017; Schivinski & Dabrowski, 2016; Tang et al., 2011); Perceived Behavioral Control (Francis et al. 2004; Jain, 2020; Shim et al., 2001); Subjective Norm (Ajzen and Fishbein,1980; Ling 2009); and Purchase Intention (Schivinski and Dabrowski, 2014; Yoo et al., 2000; Shukla, 2011).

Based on a 5-point Likert scale (where 1 = strongly disagree and 5 = strongly agree), a questionnaire was created using the measurement scales for the independent and dependent variables in the model, which were adapted and inherited from previous studies.

Table 1. Measurement items and sources

Constructs/ dimensions	Item no.	Measurement items	Sources
Information Quality	QI1	The information about accommodation products and services on the online booking platform that you experience is updated with the latest status of the accommodation facility.	Wixom & Todd, (2005)
	QI2	The information on the online booking platform provides all the information you are interested in.	
	QI3	The information provided on the online booking platform is accurate.	
	QI4	Overall, the online booking platform provides high quality informational content.	
Perceived Interactive	PI1	When using an online booking platform, I don't pay attention to the time that has passed.	Hsu *et al.*, (2012)
	PI2	When using the online booking platform, I pay no attention to distracting noises around me.	
	PI3	When using an online booking platform, I don't pay attention to the other things I'm doing.	
	PI4	When using the online booking platform, I felt completely captivated.	
	PI5	When using the online booking platform, I feel like time passes faster.	
	PI6	When using the online booking platform, I don't pay attention to other issues.	
Safety and Privacy	SP1	When using an online booking platform, I feel that the information I provide to the	Wong & Law (2005)

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

		platform is securely protected.	
	SP2	When using the online booking platform, I feel there will be no financial risks.	
	SP3	When using the online booking platform, I feel the payment method is safe.	
	SP4	When using an online booking platform, I feel that the website is capable of preventing attacks from hackers.	
	SP5	When using an online booking platform, I feel that the website is capable of preventing attacks from hackers	
	SP6	When using the online booking platform, I am not asked for personal information unrelated to the online booking procedure.	
	SP7	When using the online booking platform, I feel that the information I provide is not used for other purposes.	
Price and Promotion	PP1	I tend to book online when I find a lower rate promotion on the platform.	Wong & Law (2005)
	PP2	I tend to research prices on online platforms before booking.	
e-WOM	EW1	I tend to choose accommodations that have positive reviews on platforms that allow accommodations to be received and reviewed.	Tsao et al., (2015)
	EW2	I tend to choose accommodations that have positive recommendations on platforms that allow accommodations to be received and reviewed.	
	EW3	I tend to consult with friends or family before deciding on an accommodation facility.	
Perceived Value	PV1	Overall, I feel satisfied using the online booking platform.	Wixom & Todd (2005)
	PV2	Overall, my experience using the online booking platform was good.	
	PV3	Overall, I enjoyed using the online booking platform.	
Intention to book hotel Online	IB1	I will use the online platform to book accommodation in the future.	Chen & Barnes (2007)
	IB2	If given the opportunity, I will continue to use the facility's website or the online travel agency to continue booking accommodation	

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

services in the future.

Notes: Answer scale choose from 1 to 5 level with (1=strongly disagree to 5 = strongly agree)

5. Conclusion

This study proposed an integrated model drawing from the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to investigate the determinants of Vietnamese consumers' purchase intention towards local fashion brands. The findings underscore the pivotal role of consumers' attitude, subjective norm, and perceived behavioral control in driving their intention to purchase local fashion products.

The results offer valuable insights for both academic researchers and fashion businesses operating in Vietnam. Specifically, fostering a positive brand image, leveraging social influence, and empowering consumers can effectively cultivate their intention to purchase local fashion brands. Further empirical validation is warranted to explore the mediating and moderating effects of variables such as consumer ethnocentrism, brand trust, and product involvement.

Future cross-cultural comparisons between Vietnam and other emerging markets could also shed light on the role of cultural and socioeconomic factors in shaping consumer behavior towards local fashion brands. From a practical standpoint, the proposed model provides a robust framework for fashion businesses to develop targeted marketing strategies that address Vietnamese consumers' key attitudinal, normative, and control beliefs.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, *82*(2). https://doi.org/10.1037/h0076477

Al-Ekam, & J. M. E. (2013). *Actual purchase behaviour of local brand antecedents in Yemen: Mediating effect of purchase intention* [Doctoral dissertation].

Aufa, A. A., & Marsasi, E. G. (2023). The Influence of Perceived Risk and Loyalty on Purchase Intention of Fashion Products Based on the Theory of Perceived Risk. *Jurnal Ekonomi Akuntansi Dan Manajemen*, *22*(1), 67. https://doi.org/10.19184/jeam.v22i1.37468

Cabeza-Ramírez, L. J., Sánchez-Cañizares, S. M., Santos-Roldán, L. M., & Fuentes-García, F. J. (2022). Impact of the perceived risk in influencers' product recommendations on their followers' purchase attitudes and intention. *Technological Forecasting and Social Change*, *184*, 121997. https://doi.org/10.1016/j.techfore.2022.121997

Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, *24*(3), 361–380. https://doi.org/10.1108/JFMM-08-2019-0157

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

DAM, T. C. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *The Journal of Asian Finance, Economics and Business*, *7*(10), 939–947. https://doi.org/10.13106/jafeb.2020.vol7.no10.939

Dimofte, C. V., Johansson, J. K., & Ronkainen, I. A. (2008). Cognitive and Affective Reactions of U.S. Consumers to Global Brands. *Journal of International Marketing*, *16*(4), 113–135. https://doi.org/10.1509/jimk.16.4.113

Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, *74*(3), 331–352. https://doi.org/10.1016/S0022-4359(99)80099-2

Grube, J. W., Morgan, M., & McGree, S. T. (1986). Attitudes and normative beliefs as predictors of smoking intentions and behaviours: A test of three models. *British Journal of Social Psychology*, *25*(2), 81–93. https://doi.org/10.1111/j.2044-8309.1986.tb00707.x

Ha, J.-K. (2011). The Effect of Perceived Risks and Information Sources on Impulse Buying Behavior on Fashion Internet Shopping Malls. *Korean Journal of Human Ecology*, *20*(5), 1035–1046. https://doi.org/10.5934/KJHE.2011.20.5.1035

Ha, N. M., & Lam, N. H. (2016). The Effects of Celebrity Endorsement on Customer's Attitude toward Brand and Purchase Intention. *International Journal of Economics and Finance*, *9*(1), 64. https://doi.org/10.5539/ijef.v9n1p64

Hansen, T., Møller Jensen, J., & Stubbe Solgaard, H. (2004). Predicting online grocery buying intention: a comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management*, *24*(6), 539–550. https://doi.org/10.1016/j.ijinfomgt.2004.08.004

Hoàng An. (2023, September 14). Thời trang Việt trong 'làn sóng' đua tranh trên các sàn trực tuyến. *Kinh Tế Sài Gòn Online*. https://thesaigontimes.vn/thoi-trang-viet-trong-lan-song-dua-tranh-tren-cac-san-truc-tuyen/

Ihzaturrahma, N., & Kusumawati, N. (2021). INFLUENCE OF INTEGRATED MARKETING COMMUNICATION TO BRAND AWARENESS AND BRAND IMAGE TOWARD PURCHASE INTENTION OF LOCAL FASHION PRODUCT. *International Journal of Entrepreneurship and Management Practices*, *4*(15), 23–41. https://doi.org/10.35631/IJEMP.415002

Jain, S. (2020). Assessing the moderating effect of subjective norm on luxury purchase intention: a study of Gen Y consumers in India. *International Journal of Retail & Distribution Management*, *48*(5), 517–536. https://doi.org/10.1108/IJRDM-02-2019-0042

Kotchen, M. J., & Reiling, S. D. (2000). Environmental attitudes, motivations, and contingent valuation of nonuse values: a case study involving endangered species. *Ecological Economics*, *32*(1), 93–107. https://doi.org/10.1016/S0921-8009(99)00069-5

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

intention of brands? *Management Research Review*, *40*(3), 310–330. https://doi.org/10.1108/MRR-07-2015-0161

Kumar, A., Lee, H.-J., & Kim, Y.-K. (2009). Indian consumers' purchase intention toward a United States versus local brand. *Journal of Business Research*, *62*(5), 521–527. https://doi.org/10.1016/j.jbusres.2008.06.018

Lâm Ngọc Thùy. (2021). Ý định mua sản phẩm thời trang nội địa: Kết quả nghiên cứu của nhóm thế hệ Z tại Lâm Đồng. *Tạp Chí Khoa Học & Đào Tạo Ngân Hàng*, *231*, 61–69.

Lê Thùy Hương, Trần Việt An, Phạm Thị Như Quỳnh, Nguyễn Thị Hà Ngân, Phạm Phương Nhung, Nguyễn Thị Ngọc Ánh, & Đỗ Thị Ngọc Anh. (2022). Các yếu tố tác động đến niềm tin thương hiệu và ý định mua sản phẩm thương hiệu thời trang nội địa của giới trẻ tại Hà Nội. *Kinh Tế & Phát Triển*, *301*(2), 78–87. https://ktpt.neu.edu.vn/Uploads/Bai%20bao/2022/So%20301%20tap%202/380701.pdf

Ling, G. (2009). *"Understanding consumer purchasing behavior regarding luxury fashion related goods in China*.

Lira, J. S. de, & Costa, M. F. da. (2022). Theory of planned behavior, ethics and intention of conscious consumption in Slow Fashion Consumption. *Journal of Fashion Marketing and Management: An International Journal*, *26*(5), 905–925. https://doi.org/10.1108/JFMM-03-2021-0071

Magano, J., Au-Yong-Oliveira, M., Walter, C. E., & Leite, Â. (2022). Attitudes toward Fashion Influencers as a Mediator of Purchase Intention. *Information*, *13*(6), 297. https://doi.org/10.3390/info13060297

Mai Nguyen, Q., Minh City, C., Van Bao, N., Vap District, G., Chi Minh City, H., Nam Thi Phuong Thanh Nguyen, V., Nguyen Dinh Chieu, C., & Nam, V. (2020). Develop Brand Love for Fashion Brands in Viet Nam. *International Journal of Management (IJM)*, *11*(6), 1336–1346. https://doi.org/10.34218/IJM.11.6.2020.122

Newcomb, M. D., Rabow, J., & HERNANDEZ, A. C. R. (1992). A Cross-National Study of Nuclear Attitudes, Normative Support, and Activist Behavior: Additive and Interactive Effects [1]. *Journal of Applied Social Psychology*, *22*(10), 780–800. https://doi.org/10.1111/j.1559-1816.1992.tb00924.x

Ngô Vũ Quỳnh Thi, Lê Việt Lâm, Nguyễn Hữu Thắng, Nguyễn Thị Lan Trinh, Cao Đặng Mỹ Uyên, & Ngô Thị Ngọc Viên. (2022). Mạng xã hội ảnh hưởng đến quyết định mua sản phẩm thương hiệu thời trang nội địa Việt Nam. *Tạp Chí Công Thương*, *17*, 210–215.

Noor, N. M., Noranee, S., Zakaria, M. F., Unin, N., & Suaee, M. A. H. M. (2020). Online Shopping. *Proceedings of the 2020 The 6th International Conference on E-Business and Applications*, 33–36. https://doi.org/10.1145/3387263.3387266

Özsomer, A. (2012). The Interplay between Global and Local Brands: A Closer Look at Perceived Brand Globalness and Local Iconness. *Journal of International Marketing*, *20*(2),

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

72–95. https://doi.org/10.1509/jim.11.0105

Park, H. H., Jeon, J. O., & Sullivan, P. (2015). How does visual merchandising in fashion retail stores affect consumers' brand attitude and purchase intention? *The International Review of Retail, Distribution and Consumer Research*, *25*(1), 87–104. https://doi.org/10.1080/09593969.2014.918048

Rahmi, Y., Sekarasih, L., & Sjabadhyni, B. (2017). The Influence of Beauty Vlog on Perceived Source Credibility and Purchase Intention. *Makara Human Behavior Studies in Asia*, *21*(1), 13. https://doi.org/10.7454/mssh.v21i1.3496

Ramadhani, J. Y., & Prasasti, A. (2023). Brand Trust Capacity in Mediating Social Media Marketing Activities and Purchase Intention: A Case of A Local Brand That Go-Global During Pandemic. *Indonesian Journal of Business and Entrepreneurship*. https://doi.org/10.17358/ijbe.9.1.81

Sang, V. M., Mai Tran, N., Duyen, H. M., Vi, L. T., Gia Bao Vi, N., & Phuong Thao, P. T. (2023). The Impact of Social Media Marketing on Brand Awareness and Purchase Intention: Case Study of Vietnam's local fashion brands. *KnE Social Sciences*. https://doi.org/10.18502/kss.v8i20.14625

Saricam, C., & Okur, N. (2019). *Analysing the Consumer Behavior Regarding Sustainable Fashion Using Theory of Planned Behavior* (pp. 1–37). https://doi.org/10.1007/978-981-13-1265-6_1

Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, *22*(2), 189–214. https://doi.org/10.1080/13527266.2013.871323

Schuiling, I., & Kapferer, J.-N. (2004). Executive Insights: Real Differences between Local and International Brands: Strategic Implications for International Marketers. *Journal of International Marketing*, *12*(4), 97–112. https://doi.org/10.1509/jimk.12.4.97.53217

Shim, S., Eastlick, M. A., Lotz, S. L., & Warrington, P. (2001). An online prepurchase intentions model. *Journal of Retailing*, *77*(3), 397–416. https://doi.org/10.1016/S0022-4359(01)00051-3

Sparks, P., & Shepherd, R. (1992). Self-Identity and the Theory of Planned Behavior: Assesing the Role of Identification with "Green Consumerism." *Social Psychology Quarterly*, *55*(4), 388. https://doi.org/10.2307/2786955

Spears, N., & Singh, S. N. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, *26*(2), 53–66. https://doi.org/10.1080/10641734.2004.10505164

Tang, Z., Luo, J., & Xiao, J. (2011). Antecedents of intention to purchase mass customized products. *Journal of Product & Brand Management*, *20*(4), 316–326. https://doi.org/10.1108/10610421111148333

Truc Vi Ho, Trong Nhan Phan, & Viet Phuong Le-Hoang. (2020). The authenticity of celebrity

e-ISSN: 3064-6030
FMI, Vol 1
23-25 July 2024

endorsement on purchase intention-case on local fashion brand in Vietnam. *International Journal of Management (IJM)*, *11*(6), 1347–1356.

VO, M. S., NGUYEN, M. T., LE, T. V., NGUYEN, G. B., HO, M. D., & PHAM, T. P. T. (2022). Impact of consumer ethnocentrism on reasoned action and brand equity: Empirical evidence from local fashion brands in Vietnam. *The Journal of Asian Finance, Economics and Business*, *9*(5), 87–98.

Wahyu Ardhia, R., & Mayangsari, L. (2020). A Study of Factors Influencing Indonesian Consumers' Purchase Intention towards Its Local Fashion Brands. *KnE Social Sciences*. https://doi.org/10.18502/kss.v4i6.6669

Wolfe, A. (1991). The Single European Market: National or Euro-Brands? *International Journal of Advertising*, *10*(1), 49–58. https://doi.org/10.1080/02650487.1991.11104433

Wu, Y. F., & Kim, E. Y. (2022). Effect of Chinese Consumers' Ethnocentrism and Cultural Affinity on Purchase Intentions for Local Fashion Brands in the Context of "Guochao" Consumption. *Fashion & Textile Research Journal*, *24*(4), 408–417. https://doi.org/10.5805/SFTI.2022.24.4.408

Yoh, E., Damhorst, M. L., Sapp, S., & Laczniak, R. (2003). Consumer adoption of the Internet: The case of apparel shopping. *Psychology & Marketing*, *20*(12), 1095–1118. https://doi.org/10.1002/mar.10110

Yoo, B., Donthu, N., & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science*, *28*(2), 195–211. https://doi.org/10.1177/0092070300282002

Yusuf, D. M., & Zulfitri, . (2021). Effect of Attitude Mediating Subjective Norm, Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention Fashion Product Category. *European Journal of Business and Management Research*, *6*(6), 266–270. https://doi.org/10.24018/ejbmr.2021.6.6.1135

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (http://creativecommons.org/licenses/by/4.0/)