



Analyzing the Influencers affecting Gen Z Customer' Purchasing Behaviour on e-Commerce and Cosmetics in Vietnam

Hoang-Long Nguyen¹, Que-Nhu Duong^{1,*}

¹ Can Tho University, Vietnam

ARTICLE INFO

Article history:

Received 29 August 2023

Received in revised form 10 April 2024

Accepted 17 April 2024

Available online 28 May 2024

Keywords:

Gen Z customers; online purchase behaviour; e-commerce industry; cosmetics industry; Vietnam

ABSTRACT

This study examines the influencers that significantly impact the purchasing behavior of Generation Z (Gen Z) customers in the e-commerce and cosmetics industries in Vietnam. By employing a mixed-methods approach, data was collected from 600 Gen Z customers in Vietnam, and behavioral intention models were used to understand their behavior. Specifically, 5 key characteristics of influencers such as trustworthiness, attractiveness, expertise, influencer match-up congruence with the brand/ product, and negative publicity are hypothesized to have significant impact on behavioral intention of Gen Z customers. The results of this research indicate that influencers play a significant role in shaping Gen Z customers' purchasing behavior in the e-commerce and cosmetics industries. Trustworthiness, attractiveness, and expertise were found to be crucial factors influencing Gen Z's decision-making process. Interestingly, the study reveals that influencers have a stronger impact than previously assumed, surpassing the theoretical expectations. The implications of these findings are significant for marketers and brands in developing effective influencer marketing strategies targeted at Gen Z customers in Vietnam. It is recommended that brands prioritize collaborating with trustworthy and compatible influencers who can create a positive brand image. Future research should consider additional factors and conduct cross-cultural comparisons to further enhance our understanding of Gen Z's behavior and the role of influencers.

1. Introduction

In the 21st century, Internet technology exploration that has been recorded so far has led to an increasing shopping trend on e-commerce platforms [1]. Furthermore, the online purchasing trend can be attributed to the partial impact of the covid-19-pandemic [2]. As a consequence of these reasons, the youngish generation (Gen Z) is the ones most affected. Gen Z is considering people born after 1995 [3]. According to Levin [4], young people often have appreciative attitudes towards advertisements displayed by real reviewers in the real environment. Moreover, youngish people often spend a lot of time participating in social media activities, but they do not have the patience to watch the advertisements even though it lasts about 10 to 30 seconds [4]. Generation Z customers are pretty active in online purchasing [5]. In the same way, Brown [7] researched that

* Corresponding author.

E-mail address: dqnhu@ctu.edu.vn (Que-Nhu Duong)

<https://doi.org/10.37934/arbms.35.1.2643>

about 67% of youngish people use smartphones to pay for online orders; in particular, many of those 67% youngish people set a smartphone aside for online purchases [6,7]. Consequently, youngish customers are attracted and proliferate by online purchasing [8]. Traditional marketing methods are gradually being replaced by more effective and modern marketing methods such as social media platforms and online influencers [9]. Based on Vero-Asean-Agency [10], Vero researchers have shown that influencers drive Generation Z, Millennials, and Generation X to buy more online on e-commerce platforms through social media [10]. It can be said that influencers have changed Gen Z's shopping trend on e-commerce platforms. In the same way, in the cosmetics industry, the youngish generation is driven by cosmetic influencers when it comes to beauty care [11]. The products introduced by beautifying influencers make a strong impression on youngish generation community because of the experiences before and after using the products on social networking platforms [12]. In addition, short videos and live streams Conducted by cosmetics influencers often lead to more Gen Z lures than regular text posts, increasing the percentage of young people buying cosmetics with high revenue [13]. As the dialectics mentioned above, e-commerce and cosmetics have different properties, so influencers in both fields will have different parts of influence on Gen Z will also be different. Therefore, this study will focus on solving the problem raised.

Previously, many researchers have applied behavioral intention models to study Gen Z's behavior, such as the theory of planned behavior [14,15]. Youngish people raised in the period from 1996 to 2010, which is inherited from Gen Y (Millennial), are considered Generation Z (Gen Z) [16-21]. Since the youngish generation was born and nurtured in an era of intelligent connectedness in many sectors such as education, travel, and entertainment, Gen Z is known as the technology generation (also known as iGen) [22]. According to Nielsen [23], Gen Z will account for 33% of the worldwide population in 2025, making them critical players in the global economy, human resources, and society's global market [23]. Similarly, Bich & Thi [24] has a similar application to the technology acceptance model or Ngarmwongnoi *et al.*, [25] application at the same time as the information adoption model. However, in terms of research topics, some aspects of GAP analysis from previous research are limited in terms of influencers' effects on Gen Z behavior. Similarly, the measurement factors have not been completed—items to measure appropriately compared to the current time [26]. Likewise, previous studies have not provided specific effects or comparisons from influencers' characteristics or limitations on Gen Z's online purchasing behaviour in Vietnam. The research topic "Comparing impacts of influencers on E-commerce and Cosmetics purchasing behaviour of Gen Z in Vietnam" will deal with the abovementioned gaps.

2 Literature Review

2.1 Influencers & Influencer Marketing

Influencers are often seen as special factors in social networking communities, who often appear on social media platforms to share experiences, personal stories, or opinions in many fields, areas, topics, products, or services [27]. Influencers get a lot of attention from brands because consumers perceive influencers as personal, authentic, reliable, and down-to-earth sources of information. Besides, with vast and wide benefits from social networks, influencers are considered a crucial target audience in brands' strategies [28-30]. Based on Audrezet *et al.*, [31], marketers have shown that using informers in marketing strategies is the second most effective advertising strategy [31]. Moreover, more than 94% of marketers find that influencer marketing works.

To date, influencer marketing has not become a stranger to any audience for Generation Z and the economic field in general [32]. Kind of social media marketing is influencer marketing that applies influencers on social networks to influence audiences to spread the coverage of products or services to niche markets [33]. Influencer marketing is the actions of external people that influence consumers' choices when following those external people [34]. Influencer marketing mainly aims to build trust and credibility with customers, thereby increasing customers' trust in that brand's products and services [35]. Moreover, influencer marketing will often focus on influencers who influence social network platforms to reach the desired target audience and promote the brand's message [36]. In addition, influencers do not stop at promoting the brand's message; but they also have to orient the image and value of the brand, thereby directly affecting the perception and loyalty of consumers in the market-their active period [35]. In the marketing world, influencer marketing is often referred to as E-WoM [37].

2.2 Influencers Characteristics

Influencers' characteristics influence the purchase intention and purchase behavior of generations [38]. Moreover, the characteristics of influencers are pretty special because they affect audiences in many different ways instead of just one [39]. Therefore, this study applies six characteristics of influencers: trustworthiness, attractiveness, expertise, familiarity, Influencer compatibility with products/services, and negative publicity to study the influence of such characteristics on Gen Z.

2.2.1 Trustworthiness

One of the crucial components of the trading process is dependability, trust, honesty, and sincerity. Younger generations will often listen to more advice to catch up with new trends than older generations. Furthermore, any person who can influence consumers, whether positively or negatively is considered a reference group, while famous people or influencers are considered a trusted reference group [40]. Based on Sliburyte [41], men are more inclined to trust male celebrities or influencers and vice versa for women. In addition, companies will often take advantage of the trustworthiness, credibility, and good public image of celebrities or influencers to influence their customer base [42]. Therefore, consumers often consider celebrities or influencers as trustworthy information sources [43]. Previous studies have shown that the trust in celebrities or influencers will often have a positive influence on consumer's purchase intention [44-46].

H1: Trustworthiness has a positive effect (+) on online purchasing behavior of Gen Z in Vietnam.

2.2.2 Attractiveness

Based on Reingen and Kernan [47], a beautiful and attractive appearance will have a special meaning in product selection. Furthermore, a product with a beautiful advertising form would create a sense of attraction and interest and positively attract consumers' attention [48]. More specifically, the looks and attractiveness of celebrities will be a critical factor in testing their attractiveness to audiences [49,50]. Attraction has many dimensions to evaluate, and it is difficult to determine the degree of interest in things when there is only one dimension [51,40]. Besides, previous studies have also shown that brand ambassadors will increase attractiveness and positively influence customers' purchase intention [44,46].

H2: Attractiveness has a positive effect (+) on online purchasing behavior of Gen Z in Vietnam.

2.2.3 Expertise

Expertise, known as expert power, falls within the framework of Raven (1965) and is presented as a method of influencing others [52]. According to Mowen [53] and Till and Busler [54], expertise celebrity endorsers will positively impact customer and product relationships. Furthermore, the level of expertise of celebrities or influencers will affect customer satisfaction, attitudes, and persuasion more positively than negatively [55,56]. Besides, the level of expertise will affect the purchase level of consumers quite large [45].

H3: Expertise has a positive influence (+) on online purchasing behavior of Gen Z in Vietnam.

2.2.4 Familiarity

Feeling emotionally in tune and interacting with renowned individuals or influencers is characterized as familiarity [57]. Familiarity is a factor that impacts a brand's experience with consumers both directly and indirectly [58]. Brand familiarity will remain in the consumer's memory once they have acquired brand knowledge. When customers are familiar with celebrities or influencers, it has a massive impact on their attitudes, perceptions, and loyalty [44,46,58,59].

H4: Familiarity has a positive effect (+) on online purchasing behavior of Gen Z in Vietnam.

2.2.5 The match-up of influencers with products/services

The match-up of influencers to a brand or product plays a critical role in modern marketing [60]. Influencer and follower relevance will be represented as adequate coverage [61]. Moreover, the relevance of brand ambassadors or influencers is confirmed by Kalu [62] to influence Gen Y customers' purchase intention directly. If products or services are advertised by celebrities or influencers whose images are related to the product or service, consumers' trust will be higher than those who have little to do with the product or service [63]. Besides, several researchers have confirmed that the relevance of influencers or celebrities will positively impact consumer purchase intention [64].

H5: Influencers' match-up congruence with the brand/ product has a positive effect (+) on online purchasing behavior of Gen Z in Vietnam.

2.2.6 Negative publicity

The application of influencers or celebrities to the business always incurs many costs [65]. That cost is not simply the cost of appearing for influencers or celebrities, but it is also the cost of ensuring the risks of negative information about influencers or celebrities [66]. Negative information about celebrities or influencers used by a brand has a severe impact on a brand's performance or reputation [67]. Furthermore, researchers have also discovered that negative information can affect the attractiveness and credibility of influencers or celebrities [68]. Besides, negative publicity of celebrities or influencers has a bearing on customer buying intent [69].

Negative information, on the other hand, has little effect on customers' purchase intentions [44,70-73].

H6: Negative publicity has a positive effect (+) on online purchasing behavior of Gen Z in Vietnam.

The 6 dimensions include Trustworthiness, Attractiveness, Expertise, Familiarity, Match-up of influencers with products/services, and Negative publicity, which are the 6 independent variables in the research framework (Figure 1). Gen Z's online purchasing behavior on E-commerce and Gen Z's cosmetics purchasing behavior in Vietnam will be the dependent variables of the research framework.

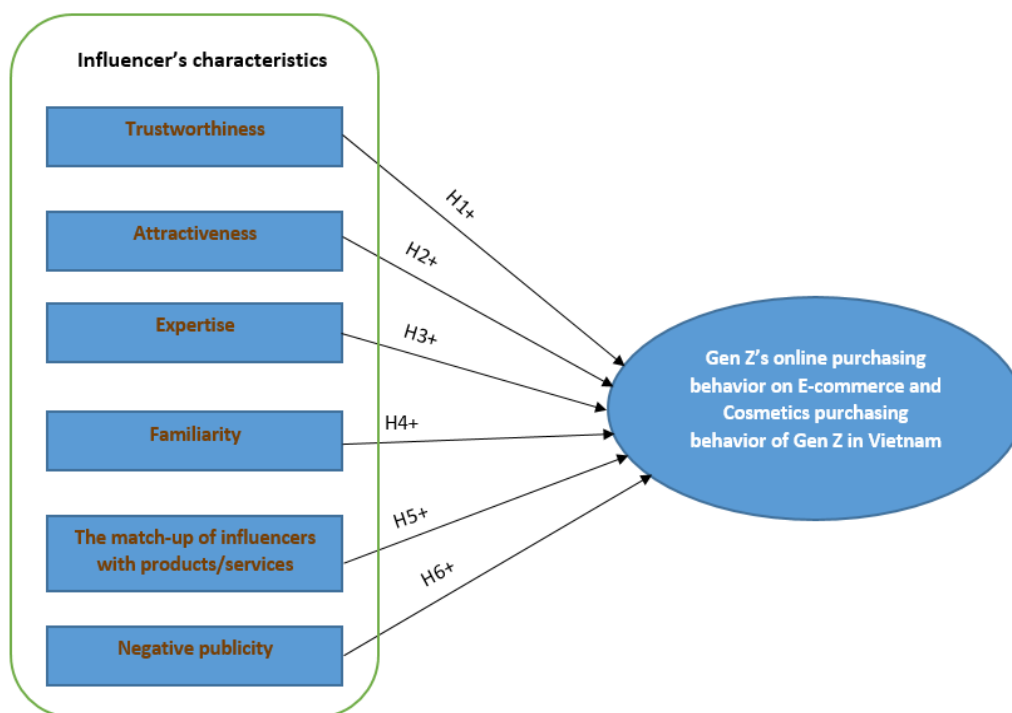


Fig. 1. Research framework

3. Methodology

The research will use a quantitative approach to start researching. The quantitative approach is to use numbers as the fundamental basis to generalize about a particular phenomenon [74]. The numbers are measured objectively and honestly to give researchers accurate information. Some common characteristics when applying quantitative methods in research. The first is to perform on a large sample size to generalize the entire population and market [75]. The large sample size will make the research highly reliable to be easily applied in practice [76]. In this study, more than 600 samples from three regions will be collected to represent Gen Z in Vietnam in the research issue.

This study will use Microsoft 365 form to conduct data collection. The collected samples will be primary data for topic research. Furthermore, the questionnaire has 43 questions 5 level of Likert-scale built in a structured way with six questions related to general information of respondents, seven questions about influencer recognition, and 30 questions about item dimensions. To obtain samples, there are three main methods of sampling: snowball sampling method (relationship method), random sampling method, and convenience sampling method. However, the snowball

sampling method was selected to collect samples in the study. This application will benefit research when it is easy to diversify the sample obtained. Specifically, the main researcher will send the survey link to friends in the three regions. Thanks to the follow-up support of the focal points in the North, Central, and South regions, the number of surveys will be replicated to collect diverse age, gender, and profession data. As for the two methods, the random sampling method and the convenience sampling method will not be used in the study. The first is the random sampling method; the sample will be representative, but the researcher needs to have a list of Gen Z age groups throughout Vietnam, so it will be challenging to get that list [77]. The second is the convenience sampling method; this is a method that when someone asks that person, the sample obtained will be significantly skewed [78]. Moreover, the reason for choosing the snowball sampling method is that the covid-19 pandemic is still raging with new strains, so it isn't easy to collect samples directly instead of indirectly online like the other two methods [79]. However, the snowball sampling method will also be biased, so the researcher needs to overcome the skewed samples by classifying the samples far from the total sample obtained. Another way to reduce biased is expanding the study when finding that many samples are biased—skewed for best results. It is, moreover, discarding samples that are not representative of such as non-Gen Z or identifiable influencers that do not fall under the category of cosmetics or e-commerce. Besides, before going into data analysis, the researcher filters and checks the collected research samples before exporting the excel file to proceed with the coding step in excel. Furthermore, the tool to analyze is SPSS software and applies data analysis methods such as frequency, description, regression, and Cronbach Alpha to test the quality, elimination, and general results of the representative variables.

Regarding ethical considerations in research, this research is separated into four basic principles as follows. First and foremost, the research project participants will know the information related to the research project before giving informed consent and conducting the survey. Secondly, answers have the right to withdraw from the survey during any research period. Thirdly, the participants only participated in the research project when they agreed officially; and allowed the project owners to use the responses for the research purpose. Last but not least, data and personal information related to the answer will be kept confidential and never disclosed in any form or manner.

4. Results

4.1 Sample Characteristics

Basic details on the sample's characteristics, including age, living area, and gender are discussed. A few of those features will reveal the general characteristics of the sample being studied. According to figure 2, a total of 600 respondents actively participated, with 241 females making up 40.2% of the participants; 150 males making up 25%; and 209 Others participants making up 34.8%. According to the survey, female gender is more likely than others to access or approach online purchasing for products related to e-commerce and cosmetics [80,81]. Additionally, the Others gender makes up a sizable portion of the research, which demonstrates that this gender has a strong propensity to purchase online [82].

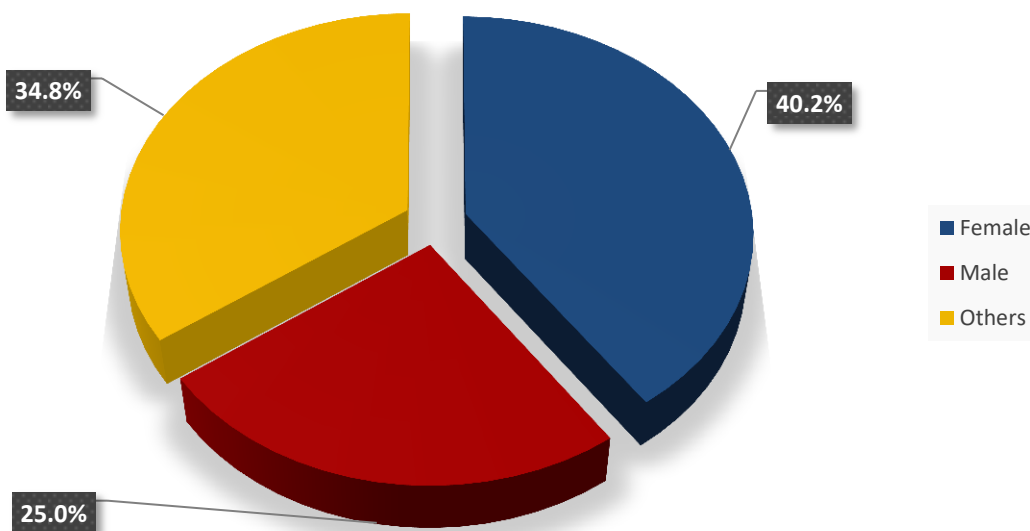


Fig.2. Structure of the sample by gender
Source: The result's analyzing SPSS from 600 participants in Vietnam, 2022.

According to Figure 3, the study's participants came from three different regions of Vietnam. More specifically, up to 210 participants, or 35% of each region, are in the South and the North. There are 180 individuals and a 30% participation percentage in the Central region. As a result, online purchasing is more common in the South and North of Vietnam than in the country's Central regions.

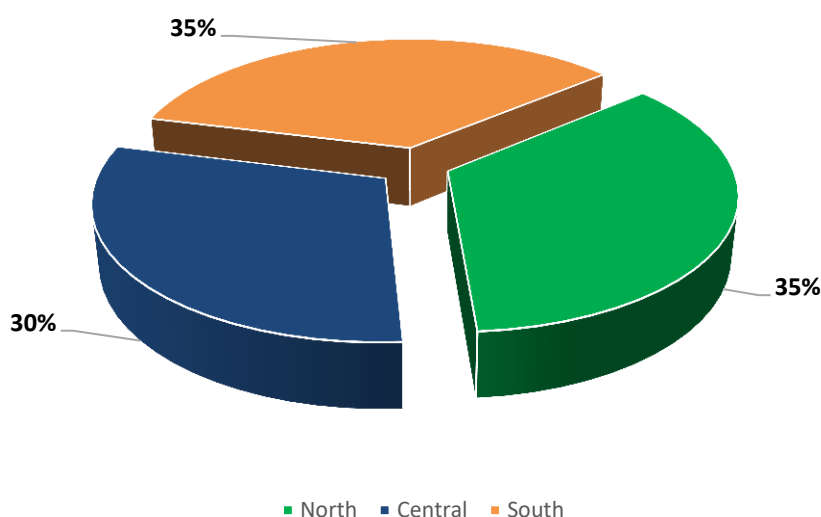


Fig.3. Structure of the sample by the living area of respondents

The survey's results revealed that the two main Gen Z age groups favor online shopping and cosmetics purchasing. The first ranges from 16 to 18 and from 19 to 25, accounting for 45% and 55% of the sample size based on figure 4, respectively. It demonstrates that Gen Zers who are older than 18 are more likely than the other age groups to make online purchases and purchase cosmetics.

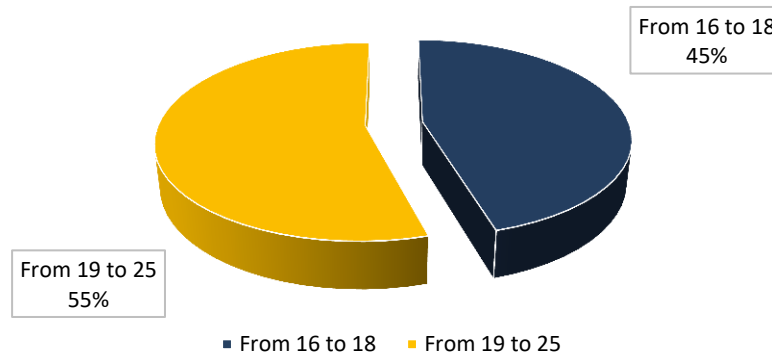


Fig.4. Structure of the sample by age.

4.2 Characteristics of Most Frequent Online Purchase Gen Z Customers

This section will explore characteristics of most frequent online purchase Gen Z customers. First, participants will be self-evaluated their frequency of online purchases. There are 5 level for participants to choose from, including Never, Seldom, Sometimes, Often, Very Often. In this section, structure of customers who choose the most online purchase frequency (Often and Very Often) will be analyzed in depth.

4.2.1 Most frequent online purchase Gen Z customers by Age

First purchase frequency broken down by age will be shown in order to better comprehend the situation in terms of buy rate from various angles. Based on figure 5, ages 16 to 18 exposures a very frequent purchase rate of 36.63%, while ages 19 to 25 experience a rate of 43.43%. This demonstrates that Gen Zers over the age of 18 have a tendency to conduct more online purchases than persons of other ages [83].

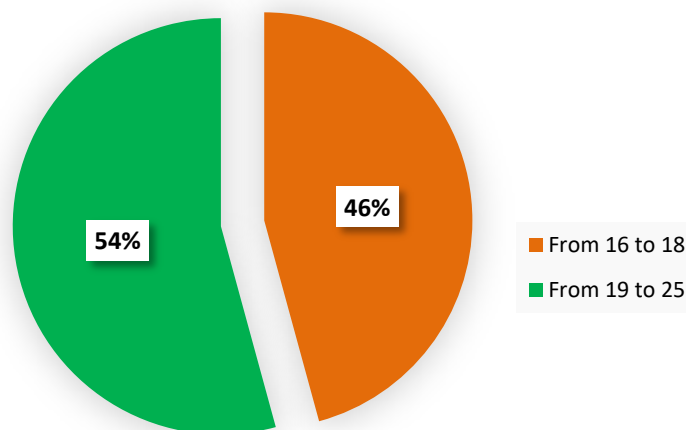


Fig.5. Most frequent online purchase Gen Z customers by Age

4.2.2 Most frequent online purchase Gen Z customers by Gender

The rate of frequent online purchases by gender is another factor, in addition to the rate of frequent online purchases by age. The first is that female often purchase online at a rate of 46.96%. With a 38.02% online purchasing rate based on figure 6, Others is next. Male is the last group, with

a rate of 15.29% for frequent purchases. According to the study, female is more likely than other genders to be interested in making online purchases related to e-commerce and cosmetics [84]. Additionally, the evidence demonstrates that since Others people have already experienced needless discrimination, they are more inclined to purchasing online [85]. They were able to get beyond those obstacles and simply purchase for cosmetics and e-commerce due to the expansion of social networking platforms, purchasing platforms, and influencers [86]. As a result, the proportion of Others people who purchase online is a little higher than that of male gender.

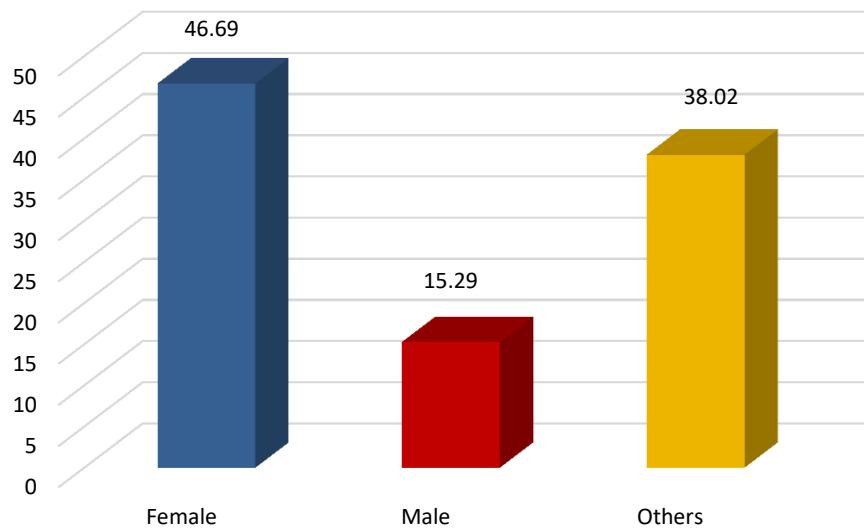


Fig.6. Most frequent online purchase Gen Z customers by Gender

4.2.3 Most frequent online purchase Gen Z customers by Living Region

In Vietnam, regional differences can also be seen in the frequency of online purchasing behavior. The North's frequent online purchasing rate is 38.84%, to start. The Central region places third with a frequent online purchase rate of 29.75%. The rate in the South is 31.40%, to final in the figure 7. The North has a larger percentage of online purchases than the other two regions, according to the survey's modified specifications. A high number of imported goods are concentrated in the North's numerous major warehouses, such as Me Linh, Quang Chau, and Long Bien, as well as huge ports (Long Bien Can Port), making it easy for customers to transfer and receive goods for online purchasing. Next, the North is the region with 6 of the top 11 provinces in terms of national per capita income in 2020 [87]. This demonstrates that, out of the three regions, the North tends to have the best purchasing potential. Thirdly, due to their location in the delta region, the majority of the provinces in the North have historically been natural places of population concentration [88]. At the same time, over the past 20 years, these provinces have led the North and the entire nation in terms of industrial zone growth [88]. According to the aforementioned analysis, Gen Z's online frequency of purchasing behavior in the North is very frequent which is reasonable.

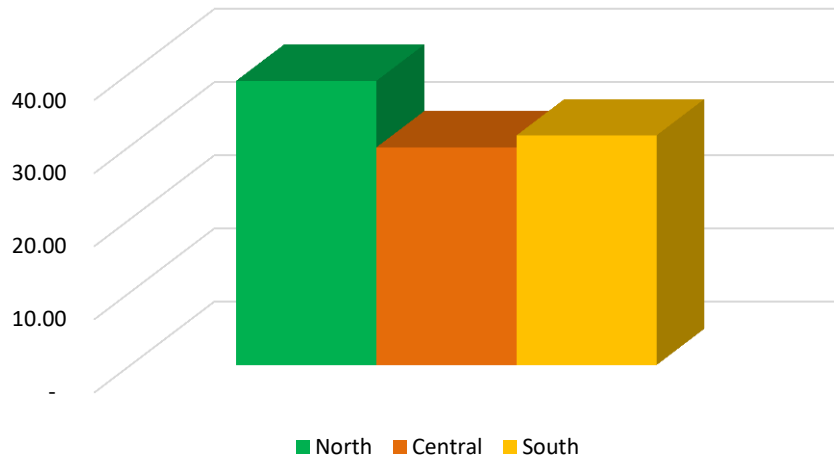


Fig.7. Most frequent online purchase Gen Z customers by Living Region

4.2.4 Top of mind influencers

The Aaker's Brand Awareness Pyramid model is used to determine which influencers are aware of both cosmetics and e-commerce. According to figure 8, Bong Tim received the most votes from the Gen Z contestants, receiving 65 votes. Gen Z is familiar with the name Bong Tim, who has 5.7 million followers on TikTok's personal page. Therefore, it is obvious that Bong Tim is a key influencer who has an impact on Gen Z's online purchasing behavior on platforms for e-commerce and cosmetics. Hau Hoang is next with 47 votes. In the ranking based on the survey, Hau Hoang is the second name cited. With 7.7 million subscribers on his personal YouTube channel, Hau Hoang is not too far from internet users. Hau Hoang is also one of the influential influencers of Gen Z. Additionally, the well-known influencers with vote rates of 39, 30, and 23 include Chang Makeup, Tun Pham, and Tran Pham. Despite having an impact on Gen Z, they have not had the same level of influence as Bong Tim. Therefore, Bong Tim is the influencer that comes to mind first when people think of influencers and has a significant influence on Gen Z's online purchasing behavior.

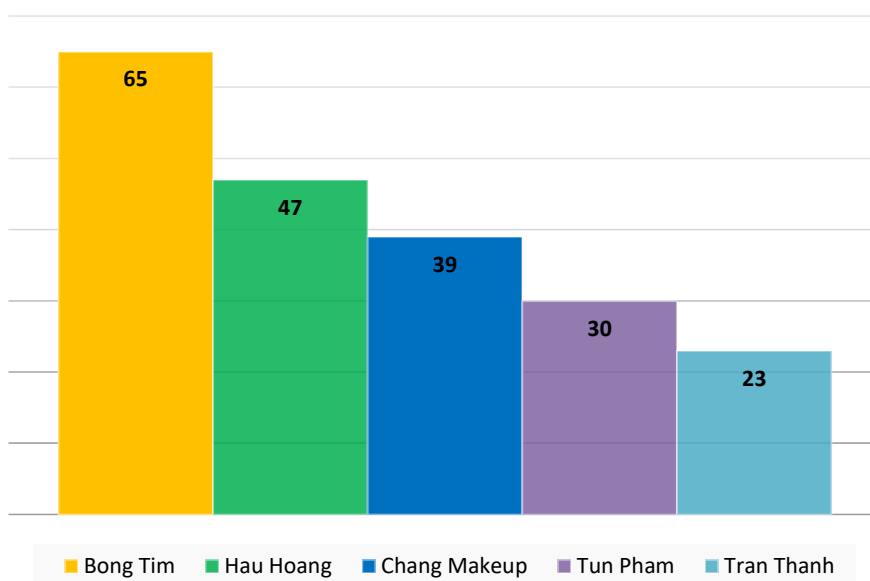


Fig.8. Top of mind influencers

4.2 Perception of Influencer's Characteristics

Cronbach alpha is used to test reliability of the scale. When the total correlation coefficients are larger than 0.3 and the Cronbach's alpha is greater than 0.5, and if all Cronbach alphas if item deleted are smaller than the original alpha, then the scale is reliable. The result indicated in the table below implies that the scale used to measure influencers' characteristics is highly reliable.

Table 2
 Reliability test of Influencers' characteristics scale

Observant variables	Total correlation	Cronbach's Alpha if Item Detected
Trustworthiness (Cronbach's Alpha = 0.771)		
A is a trustworthy person on social media	0.627	0.702
A is an honest person on social media	0.598	0.711
A is an honest person when making comments about the brand/product in the review	0.604	0.712
A is trusted to find information about products	0.450	0.760
A is a person of integrity	0.481	0.762
Attractiveness (Cronbach's Alpha = 0.570)		
The content of A's assessment is attractive	0.407	0.455
A has good looks	0.317	0.532
A attracts a large number of followers	0.350	0.501
A is persuasive	0.346	0.506
Expertise (Cronbach's Alpha = 0.607)		
A has product/service knowledge	0.449	0.380
A has experience in using products/services	0.444	0.382
A has the skills to instruct the use of products/services	0.323	0.493
Familiarity (Cronbach's Alpha = 0.648)		
You follow A for a long time	0.501	0.430
The person you follow is an individual on social media	0.407	0.504
You understand A is A's person	0.415	0.495
Influencer match-up congruence with the brand/ product (Cronbach's Alpha= 0.663)		
A's style is similar to the image of the product/service	0.403	0.617
A is suitable for the target audience of the brand	0.371	0.631
A's image matches the brand's image	0.466	0.589
The values of A are compatible with the values of the brand	0.317	0.659
The promotion is completely consistent with other articles that this A has posted before	0.537	0.553
Negative publicity (Cronbach's Alpha= 0.681)		
A introduces poor quality products/services	0.529	0.436
A fell into unreliable negative publicity	0.432	0.511
A has improper behavior with the community	0.443	0.497

4.3 Perception of Gen Z Customers on Influencers' Characteristics

To accurately assess the dimensions of Influencer characteristics affecting online purchasing behavior of Generation on E-commerce and Cosmetics industry in Vietnam, Likert-scale will be applied in the paper to measure. The scale is divided from 1 to 5 (Strongly disagree to Strongly agree). The meaning of the division from 1 to 1.8 is strongly disagree; 1.8 to 2.6 is disagree; 2.6 to 3.4 are neutral; 3.4 to 4.2 is agree; and finally 4.2 to 5.0 strongly agree. Perception of Gen Z customers on influencers' characteristics are illustrated in the table below.

Table 3
 Reliability test of Influencers' characteristics scale

Observant variables	Mean	Std. Deviation
Trustworthiness (= 4.22)		
A is a trustworthy person on social media	4.34	0.821
A is an honest person on social media	4.16	0.822
A is an honest person when making comments about the brand/product in the review	4.40	0.770
A is trusted to find information about products	4.25	0.856
A is a person of integrity	3.95	1.059
Attractiveness (= 4.39)		
The content of A's assessment is attractive	4.55	0.660
A has good looks	4.10	0.731
A attracts a large number of followers	4.40	0.683
A is persuasive	4.52	0.608
Expertise (= 4.48)		
A has product/service knowledge	4.58	0.614
A has experience in using products/services	4.66	0.621
A has the skills to instruct the use of products/services	4.19	0.790
Familiarity (= 4.46)		
You follow A for a long time	4.52	0.646
The person you follow is an individual on social media	4.51	0.643
You understand A is A's person	4.36	0.712
Influencer match-up congruence with the brand/ product (= 4.36)		
A's style is similar to the image of the product/service	4.36	0.667
A is suitable for the target audience of the brand	4.42	0.672
A's image matches the brand's image	4.55	0.660
The values of A are compatible with the values of the brand	4.10	0.731
The promotion is completely consistent with other articles that this A has posted before	4.40	0.683
Negative publicity (= 4.46)		
A introduces poor quality products/services	4.55	0.618
A fell into unreliable negative publicity	4.41	0.656
A has improper behavior with the community	4.41	0.705

First of all, the trustworthiness margin's average value is 4.22, indicating that respondents strongly agree with the opinions expressed in the provided items. The majority of the social media influencers that have an impact on Gen Z's online purchasing behavior have a fairly high level of credibility in practically every aspect, including factual content and practical application of the information. According to observations, Vo Ha Linh, a Youtuber, and Tiktoker, is a prominent influencer who is well-known for her openness and high level of trust in the online. Influencer Vo Ha Linh is renowned for her frank reviews of cosmetics as well as foods from questionable restaurants. Vo Ha Linh's content is transparent and truthful when she assesses products, which contributes to her high level of credibility. Additionally, Vo Ha Linh's information about brands and items is accurate. Furthermore, Vo Ha Linh reviews each product's praise and criticism in a clear manner. Hence, trustworthiness is so crucial for influencers. More specifically, "A is an honest person when making comments about the brand/product in the review" has the dimension with the highest mean, with a mean of 4.40. Influencers can gain trust from their followers by providing honest reviews of products or brands [89]. Giving followers frank and accurate feedback will also help them form an unbiased opinion of that brand or product [90]. Moreover, 48% of social media users want brands and influencers to be more "real" [91]. Therefore, influencers will be able to positively affect Gen Z's online purchasing behavior and trustworthiness reputation by doing this (followers).

Attractiveness comes with a mean level of 4.39, which is strongly agreed. Gen Z is highly interested in the allure of influencers, including their appearance, personal style, personality, and creative content [92]. A new trend of influencers with a desirable appearance, personality, rebellion, and extreme personality to express how they vary from everyone else around them has emerged as a result of the flourishing entertainment shows in Vietnam at the end of 2020. Because of this, Gen Z will imitate influencers who share their opinions, which will affect how Gen Z behaves when making online purchases [93]. Gen Z's online purchasing behavior will be significantly influenced by the allure of influencers in many different forms. More particularly, the dimension "The content of A's assessment is attractive" strongly agrees with the mean of 4.55. One particular finding is that hot tiktoker Be Bay has developed humorous content on daily life that has drawn a sizable following from Generation Z. According to Moran [91], lighthearted and humorous content tends to draw consumers by up to 55%. Future key consumers from Generation Z adore this type of content, and they frequently share it to promote uplifting messages that have a direct impact on Gen Z's online purchasing behaviors.

The expertise factor's strong agreement with the mean level of 4.48 is very high. The knowledge of influencers will have a significant influence on Gen Z's online purchasing behavior. When a product is mentioned by an influencer and every ingredient, use, pluses, and minuses are listed, a thorough professional evaluation will draw more customers than a single popular rating. Gen Zers, in particular, frequently need to comprehend the product before making a purchase, which directly influences how they behave while making purchases online. The dimension "A has experience with products/services" has a specific value of 4.66 with the meaning "strongly agree." If an influencer's experiences align with those of Gen Z customers, that influencer will have a significant impact on Gen Z's online purchasing behavior. More particular, followers will quickly reject to purchase light-colored shirts for themselves if the influencer has dark complexion and says in a product review that they are unsuitable for those with dark skin. Therefore, Gen Z's online purchasing behavior may be significantly influenced by the experiences of influencers.

The familiarity with the mean is 4.46, the level is considered to be "strongly agree." Before interacting with a seller directly, 47% of shoppers, according to HubSpot [94], view 3-5 brand-related promotional posts. The primary touch point for people to behavior whether to purchase a brand's products and services will be this content. The most useful content will be targeted marketing content and cutting-edge insights. Online purchase behavior will also change to some extent as influencers and Gen Z followers become more familiar with one another. Dimensions having a meaning of 4.52 and a significance level of strongly agree is "You follow A for a long time." Following influencers for a long time will help Generation Z followers learn and be familiar with the brand's products and services, thus influencing their online purchasing behaviors [28].

A dimension having a meaning of 4.52 and a significance level of strongly agree is "Influencer match-up congruence with the brand/ product". That is, the participants agree with this view. Specifically, the dimension "A's image matches the brand's image" with a mean of 4.55 is quite high with a meaning of strongly agree. Influencers will take the lead in efforts that affect consumers' online purchasing decisions as "initiators" [95]. Son Tung MPT is a macro influencer who will be connected to Oppo's image, to be more precise [96]. Additionally, Soobin Hoang Son and Son Tung MPT are linked to the Bitis Hunter image that sparked a huge fever in 2016 [97]. Immediately, Bitis Hunter's reputation began to alter, and gradually gained popularity among the Gen Z crowd. These two instances are the best illustrations of how customers' online purchasing behaviors are instantaneously impacted by the perception of the proper influencers.

Negative publicity is the final factor, with a mean of 4.46 and a significance level of strongly agree. The fact that influencers have negative information will have an impact on Gen Z's online

purchasing behaviors. The dimension "A introduces poor quality products/services" in particular has a mean of 4.41 and a highly agreed upon meaning level. The publication of subpar information by a well-known influencer will drastically alter the internet purchase behavior of Generation Z. In particular, there is a hot tiktoker that Trang Nemo misled people on peeling cosmetics. Most online shoppers have modified their opinions of influencers when false claims made regarding ingredients and other product details were proven. Negative information will have a big impact on influencers as well as online purchasing behavior quite a bit.

5. Conclusions

When 600 people participated in the survey, the research revealed that the influencer marketing generation has advanced more than before. According to the survey's subject, the respondents are representatives of the Gen Z group and range in age from 16 to 25. Additionally, female tend to online purchasing behavior pretty frequently. However, Others gender also rank among the gender groupings who purchasing online most frequently. In addition to Z generations in the North and South, online purchasing behavior is a pretty common activity.

In addition to the characteristic of the age, gender, and living area, the characteristics of influencers include the element of competence, which has a mean of 4.48, which denotes great agreement among participants. By coincidence, regression research shows that this dimension has a significant impact on Gen Z's online purchasing behaviour. In particular, the research revealed that 6 independent variables could account for 80.8% of the dependent variable. Additionally, the two models for e-commerce and cosmetics both included six independent factors in the model that, when combined, explained 81.5% and 80.8%, respectively, of the dependent variables as purchasing behaviour.

Regression analysis is used to make recommendations for marketers, administrators, and influencers with the goal of modifying Gen Z's online purchase behaviors in the near future depending on the characteristics of influencers. For instance, influencers emphasize and concentrate on two factors that have a significant impact on Gen Z's online purchase behavior while focusing on Hot Tiktoker Bong Tim, etc. After considering every factor, this study has several limitations. The samples' quality control is inadequate to ensure that they accurately reflect influencers and Gen Z reality. Further, the sample was skewed due to the use of snowball sampling, making it impossible to accurately represent Gen Z's online purchasing behaviour on cosmetics and e-commerce in Vietnam. Another obstacle for researchers is time, which prevents them from developing new models and dimensions that would be more appropriate for this subject.

References

- [1] Yadav, Mayank, and Zillur Rahman. "Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation." *Telematics and Informatics* 34, no. 7 (2017): 1294-1307.
- [2] Eger, Ludvík, Lenka Komárková, Dana Egerová, and Michal Mičík. "The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective." *Journal of Retailing and consumer services* 61 (2021): 102542.
- [3] Lanier, Kimberly. "5 Things HR professionals need to know about generation Z: thought leaders share their views on the HR profession and its direction for the future." *Strategic HR review* 16, no. 6 (2017): 288-290.
- [4] Levin, Aron. *Influencer marketing for brands*. Apress, 2020.
- [5] DWAIKAT, Nizar, and Abdelbaset QUEIRI. "The Effect of Ownership Structure of Initial Public Offerings (IPOs) on Dividend Initiation: A Case Study in Malaysia." (2021).
- [6] Gentina, Elodie. "Generation Z in France: reverse socialisation and social engagement." In *Generations Z in Europe*, pp. 109-126. Emerald Publishing Limited, 2019.
- [7] Brown, Kantar Millward. "AdReaction: Engaging Gen X, Y and Z." (2017).

- [8] AO, Hoai Thu, and Cong Van NGUYEN. "The reaction of Vietnam's generation Z to online TV advertising." *The Journal of Asian Finance, Economics and Business* 7, no. 5 (2020): 177-184.
- [9] Schivinski, Bruno, and Dariusz Dabrowski. "The effect of social media communication on consumer perceptions of brands." *Journal of Marketing Communications* 22, no. 2 (2016): 189-214.
- [10] Vero-Asian-Agency, "Vietnam's New Influencers: Gen Z, Gen Y, and the Shift of Trust," Vero Asian Agency, Dec. 17, 2019. <https://vero-asean.com/vietnam-influencers-whitepaper-release/> (accessed Feb. 17, 2022).
- [11] Sokolova, Karina, and Hajer Kefi. "Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions." *Journal of retailing and consumer services* 53 (2020): 101742.
- [12] Haenlein, Michael, Ertan Anadol, Tyler Farnsworth, Harry Hugo, Jess Hunichen, and Diana Welte. "Navigating the new era of influencer marketing: How to be successful on Instagram, TikTok, & Co." *California management review* 63, no. 1 (2020): 5-25.
- [13] Xin, Feixiao. "Online Internet Influencers: Reshaping the Digital Business in Cosmetics Industry in China." In *2020 2nd International Conference on Economic Management and Cultural Industry (ICEMCI 2020)*, pp. 106-110. Atlantis Press, 2020.
- [14] Chaturvedi, Pallavi, Kushagra Kulshreshtha, and Vikas Tripathi. "Investigating the determinants of behavioral intentions of generation Z for recycled clothing: An evidence from a developing economy." *Young Consumers* 21, no. 4 (2020): 403-417.
- [15] NGUYEN, Xuan Truong. "Factors impacting on Korean consumer goods purchase decision of Vietnam's generation Z." *Journal of Distribution Science* 17, no. 10 (2019): 61-71.
- [16] Cho, Meehee, Mark A. Bonn, and Su Jin Han. "Generation Z's sustainable volunteering: Motivations, attitudes and job performance." *Sustainability* 10, no. 5 (2018): 1400.
- [17] Haddouche, Hamed, and Christine Salomone. "Generation Z and the tourist experience: tourist stories and use of social networks." *Journal of Tourism Futures* 4, no. 1 (2018): 69-79.
- [18] Monaco, Salvatore. "Tourism and the new generations: emerging trends and social implications in Italy." *Journal of Tourism Futures* 4, no. 1 (2018): 7-15.
- [19] Stergiou, Dimitrios P. "Generation Z as young winery visitors in Greece." *Management and Marketing of Wine Tourism Business: Theory, Practice, and Cases* (2019): 63-79.
- [20] Hampton, Debra, and Darlene Welsh. "Work values of Generation Z nurses." *JONA: The Journal of Nursing Administration* 49, no. 10 (2019): 480-486.
- [21] Lestari, Diyan. "Measuring e-commerce adoption behaviour among gen-Z in Jakarta, Indonesia." *Economic Analysis and Policy* 64 (2019): 103-115.
- [22] Murad, Roslinda, Supyan Hussin, Rizal Yusof, Siti Faizah Miserom, and Md Hanafizah Yaacob. "A conceptual foundation for smart education driven by Gen Z." *International Journal of Academic Research in Business and Social Sciences* 9, no. 5 (2019): 1022-1029.
- [23] Nielsen, "Connected commerce," 2018. Accessed: Aug. 31, 2023. [Online]. Available: <https://www.nielsen.com/wp-content/uploads/sites/2/2019/04/connected-commerce-report.pdf>
- [24] Bich, Ngoc, and Hai Ninh Thi. "An investigation of generation Z's intention to use electronic wallet in Vietnam." *유통과학연구* 18, no. 10 (2020): 89-99.
- [25] Ngarmwongnoi, Chananchida, João S. Oliveira, Majd AbedRabbo, and Sahar Mousavi. "The implications of eWOM adoption on the customer journey." *Journal of Consumer Marketing* 37, no. 7 (2020): 749-759.
- [26] Ohanian, Roobina. "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness." *Journal of advertising* 19, no. 3 (1990): 39-52.
- [27] Harrigan, Paul, Timothy M. Daly, Kristof Coussement, Julie A. Lee, Geoffrey N. Soutar, and Uwana Evers. "Identifying influencers on social media." *International Journal of Information Management* 56 (2021): 102246.
- [28] Denton, Kiersten. "How social media uses the psychology of persuasion to influence the purchase of beauty products to the young generations." PhD diss., Southern New Hampshire University, 2019.
- [29] Djafarova, Elmira, and Chloe Rushworth. "Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users." *Computers in human behavior* 68 (2017): 1-7.
- [30] Yoon, Sukki, Yung Kyun Choi, and Charles R. Taylor, eds. *Leveraged Marketing Communications: The Importance of Studying the Transfer of Object-to-brand Associations*. Routledge, 2021.
- [31] Audrezet, Alice, Gwarlann De Kerviler, and Julie Guidry Moulard. "Authenticity under threat: When social media influencers need to go beyond self-presentation." *Journal of business research* 117 (2020): 557-569.
- [32] Williams, Kaylene C., and Robert A. Page. "Marketing to the generations." *Journal of behavioral studies in business* 3, no. 1 (2011): 37-53.
- [33] Jacobson, Jenna, Anatoliy Gruzd, and Ángel Hernández-García. "Social media marketing: Who is watching the watchers?." *Journal of retailing and consumer services* 53 (2020): 101774.

- [34] Hayes, Nick. *Influencer Marketing: Who Really Influences Your Customers?*. Taylor & Francis, 2008.
- [35] Nguyen, My. "The Impact of Influencer Marketing in Vietnamese Customers' Perceptions." (2020).
- [36] Smart Insight, "Online PR," Smart Insights, 2017. <https://www.smartinsights.com/online-pr/>
- [37] López, Manuela, and María Sicilia. "Determinants of E-WOM influence: The role of consumers' internet experience." *Journal of theoretical and applied electronic commerce research* 9, no. 1 (2014): 28-43.
- [38] Karaila, Juulia. "The role of social media influencer characteristics on consumer behaviour." Bachelor's thesis, 2021.
- [39] Pöyry, Essi, Matilde Pelkonen, Emma Naumanen, and Salla-Maaria Laaksonen. "A call for authenticity: Audience responses to social media influencer endorsements in strategic communication." In *Social media influencers in strategic communication*, pp. 103-118. Routledge, 2021.
- [40] Escalas, Jennifer Edson, and James R. Bettman. "Self-construal, reference groups, and brand meaning." *Journal of consumer research* 32, no. 3 (2005): 378-389.
- [41] Sliburyte, Laimona. "How celebrities can be used in advertising to the best advantage?." *International Journal of Humanities and Social Sciences* 3, no. 10 (2009): 2010-2015.
- [42] Song, Guan Feng, Sirion Chaipoopiratana, and Howard Combs. "A study of Chinese advertising practitioner's perspectives on the selection of celebrity endorsers." *Journal of Business and Behavioral Sciences* 19, no. 1 (2008): 17-32.
- [43] Goldsmith, Ronald E., Barbara A. Lafferty, and Stephen J. Newell. "The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands." *Journal of advertising* 29, no. 3 (2000): 43-54.
- [44] Osei-Frimpong, Kofi, Georgina Donkor, and Nana Owusu-Frimpong. "The impact of celebrity endorsement on consumer purchase intention: An emerging market perspective." *Journal of marketing theory and practice* 27, no. 1 (2019): 103-121.
- [45] Weismueller, Jason, Paul Harrigan, Shasha Wang, and Geoffrey N. Soutar. "Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media." *Australasian marketing journal* 28, no. 4 (2020): 160-170.
- [46] Utami, Safira Putri, Nuning Setyowati, and Putriesti Mandasari. "Celebrity brand ambassador and e-WOM as determinants of purchase intention: A survey of Indonesian celebrity cake." In *E3S Web of Conferences*, vol. 142, p. 05001. EDP Sciences, 2020.
- [47] Reingen, Peter H., and Jerome B. Kernan. "Social perception and interpersonal influence: Some consequences of the physical attractiveness stereotype in a personal selling setting." *Journal of Consumer Psychology* 2, no. 1 (1993): 25-38.
- [48] Clow, Kenneth E., Karen E. James, Kristine E. Kranenburg, and Christine T. Berry. "The relationship of the visual element of an advertisement to service quality expectations and source credibility." *Journal of Services Marketing* 20, no. 6 (2006): 404-411.
- [49] Baker, Michael J., and Gilbert A. Churchill Jr. "The impact of physically attractive models on advertising evaluations." *Journal of Marketing research* 14, no. 4 (1977): 538-555.
- [50] Winham, Donna, and Jeffrey S. Hampl. "Adolescents report television characters do not influence their self-perceptions of body image, weight, clothing choices or food habits." *Young consumers* 9, no. 2 (2008): 121-130.
- [51] Caballero, Marjorie J., and Paul J. Solomon. "Effects of model attractiveness on sales response." *Journal of advertising* 13, no. 1 (1984): 17-33.
- [52] Raven, Bertram Herbert. *Social influence and power*. California (US): University of California, Department of Psychology, 1964.
- [53] Mowen, John C. "On product endorser effectiveness: A balance model approach." *Current issues and research in advertising* 3, no. 1 (1980): 41-57.
- [54] Till, Brian D., and Michael Busler. "The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs." *Journal of advertising* 29, no. 3 (2000): 1-13.
- [55] Jin, Seung-A. Annie, and Yongjun Sung. "The roles of spokes-avatars' personalities in brand communication in 3D virtual environments." *Journal of Brand Management* 17 (2010): 317-327.
- [56] Martensen, Anne, Sofia Brockenhuus-Schack, and Anastasia Lauritsen Zahid. "How citizen influencers persuade their followers." *Journal of Fashion Marketing and Management: An International Journal* 22, no. 3 (2018): 335-353.
- [57] Gobe, Marc. *Emotional branding: The new paradigm for connecting brands to people*. Simon and Schuster, 2010.
- [58] Kent, Robert J., and Chris T. Allen. "Competitive interference effects in consumer memory for advertising: the role of brand familiarity." *Journal of marketing* 58, no. 3 (1994): 97-105.

- [59] Morgan, Carter, Tatiana M. Fajardo, and Claudia Townsend. "Show it or say it: how brand familiarity influences the effectiveness of image-based versus text-based logos." *Journal of the Academy of Marketing Science* 49 (2021): 566-583.
- [60] Lim, Xin Jean, A. M. Radzol, J. Cheah, and Mun W. Wong. "The impact of social media influencers on purchase intention and the mediation effect of customer attitude." *Asian journal of business research* 7, no. 2 (2017): 19-36.
- [61] Glucksman, Morgan. "The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink." *Elon Journal of undergraduate research in communications* 8, no. 2 (2017): 77-87.
- [62] Kalu, Felicia. "The impact of social media influencer marketing on purchase intention from an Irish male millennial's perception: a case study of Irish fashion industry." PhD diss., Dublin, National College of Ireland, 2019.
- [63] Ha, Nguyen Minh, and Nguyen Hung Lam. "The effects of celebrity endorsement on customer's attitude toward brand and purchase intention." *International Journal of Economics and Finance* 9, no. 1 (2017): 64-77.
- [64] Farivar, Samira, Fang Wang, and Yufei Yuan. "Opinion leadership vs. para-social relationship: Key factors in influencer marketing." *Journal of Retailing and Consumer Services* 59 (2021): 102371.
- [65] Lee, Po-Yen, Mehmet Ali Koseoglu, Lin Qi, En-Chieh Liu, and Brian King. "The sway of influencer marketing: Evidence from a restaurant group." *International Journal of Hospitality Management* 98 (2021): 103022.
- [66] Carrillat, François A., and Jasmina Ilicic. "The celebrity capital life cycle: A framework for future research directions on celebrity endorsement." *Journal of Advertising* 48, no. 1 (2019): 61-71.
- [67] Knott, C. L., and M. St James. "An alternate approach to developing a total celebrity endorser rating model using the analytic hierarchy process." *International transactions in operational research* 11, no. 1 (2004): 87-95.
- [68] Thwaites, Des, Ben Lowe, Lien L. Monkhouse, and Bradley R. Barnes. "The impact of negative publicity on celebrity ad endorsements." *Psychology & Marketing* 29, no. 9 (2012): 663-673.
- [69] Prameswara, Dhiajeng Hesti, and Bertina Sjabadhyni. "The effect of negative celebrity publicity and celebrity identification towards purchase intention." In *Universitas Indonesia International Psychology Symposium for Undergraduate Research (UIPSUR 2017)*, pp. 59-66. Atlantis Press, 2018.
- [70] Hafilah, Endah, Vira Chaer, and Osly Usman. "The effect of brand ambassador, brand image, product quality, and price on purchase decisions samsung smartphones." *Brand Image, Product Quality, and Price on Purchase Decisions Samsung Smartphones (January 11, 2019)* (2019).
- [71] N. T. H. Giang and P. T. Duong, "Consumer Perception of Brand Representation as a Celebrity," *Journal of Banking Science & Training*, vol. 195, no. 1, pp. 54–63, 2018.
- [72] Russell, Cristel Antonia, and Christopher P. Puto. "Rethinking television audience measures: An exploration into the construct of audience connectedness." *Marketing Letters* 10 (1999): 393-407.
- [73] Kumar, Amit. "Celebrity endorsements and its impact on consumer buying behaviour." *Available at SSRN 1802531* (2011).
- [74] R. D. Wilson and J. W. Creswell, "Research Design: Qualitative and Quantitative Approaches," *Journal of Marketing Research*, vol. 33, no. 2, p. 252, May 1996.
- [75] Onwuegbuzie, Anthony J., and Nancy L. Leech. "Sampling designs in qualitative research: Making the sampling process more public." *Qualitative Report* 12, no. 2 (2007): 238-254.
- [76] Malterud, Kirsti, Volkert Dirk Siersma, and Ann Dorrit Guassora. "Sample size in qualitative interview studies: guided by information power." *Qualitative health research* 26, no. 13 (2016): 1753-1760.
- [77] Taherdoost, Hamed. "Sampling methods in research methodology; how to choose a sampling technique for research." *How to choose a sampling technique for research (April 10, 2016)* (2016).
- [78] S. Kotz and N. L. Johnson, *Breakthroughs in Statistics*. New York: Ny Springer New York, 1992.
- [79] Akber, A., and A. Mukhopadhyay. "An overview of Kuwait's water resources and a proposed plan to prevent the spread of the Novel Corona Virus (COVID-19) pandemic through Kuwait's water supply facilities and groundwater system." *Environmental Resilience and Transformation in Times of COVID-19* (2021): 79-88.
- [80] Kartikasari, Yuliana, Sunaryo Sunaryo, and Agung Yuniarinto. "The intention to use e-commerce to purchase green cosmetics with a modified UTAUT2 approach." *Jurnal Aplikasi Manajemen* 19, no. 3 (2021): 605-615.
- [81] Nguyen Thi Nhu, Thuan. "Gender differences in determinants of customer satisfaction in beauty and cosmetic e-commerce." *Journal of Asian Finance Economics and Business* (2020).
- [82] Sirinuch, Chalayontdaecha. "AN ANALYSIS OF FACTORS AFFECTING CONSUMER PURCHASE BEHAVIOR ON C2C/B2C MARKETPLACE E-COMMERCE PLATFORM IN THAILAND." PhD diss., Mahidol University, 2021.
- [83] Tan, Kim-Lim, Joseph Kee-Ming Sia, and Daniel Kuok Ho Tang. "To verify or not to verify: using partial least squares to predict effect of online news on panic buying during pandemic." *Asia Pacific Journal of Marketing and Logistics* 34, no. 4 (2022): 647-668.

- [84] Naseri, Roszi Naszariah Nasni. "An overview of online purchase intention of halal cosmetic product: A perspective from Malaysia." *Turkish Journal of Computer and Mathematics Education (TURCOMAT)* 12, no. 10 (2021): 7674-7681.
- [85] Rosenbaum, Mark S., Germán Contreras Ramirez, and Kathy Kawon Kim. "From overt to covert: Exploring discrimination against homosexual consumers in retail stores." *Journal of Retailing and Consumer Services* 59 (2021): 102426.
- [86] Guan, Zexu. "Selling beaut in digital China: gender, platform, and econom." PhD diss., Leiden University, 2021.
- [87] Cafe Biz, "Changes in the ranking of localities with the highest per capita income: Hanoi dropped, Da Nang dropped out of the top 10," Cafe Biz, 2021. <https://cafebiz.vn/bien-dong-thu-hang-dia-phuong-co-thu-nhap-binh-quan-lao-dong-cao-nhat-ha-noi-tut-bac-da-nang-ra-khoi-top-10-20211019163913319.chn>
- [88] B. Tran, "Top 10 most densely populated provinces in Vietnam, Top-10 VN," TOP 10, May 23, 2021. <https://top-10.vn/viet-nam/top-10-tinh-thanh-pho-co-mat-do-dan-cu-chat-choi-nhat-viet-nam/>
- [89] Martínez-López, Francisco J., Rafael Anaya-Sánchez, Irene Esteban-Millat, Harold Torrez-Meruvia, Steven D'Alessandro, and Morgan Miles. "Influencer marketing: brand control, commercial orientation and post credibility." *Journal of marketing management* 36, no. 17-18 (2020): 1805-1831.
- [90] Chen, Jui-Lung, and Apritika Dermawan. "The influence of YouTube beauty vloggers on Indonesian consumers' purchase intention of local cosmetic products." *International Journal of Business and Management* 15, no. 5 (2020): 100-116.
- [91] Moran, "The curated online self: how we present ourselves online - GWI," GWI, 2022. <https://www.gwi.com/connecting-the-dots/curated-online-self>
- [92] Djafarova, Elmira, and Tamar Bowes. "Instagram made Me buy it': Generation Z impulse purchases in fashion industry." *Journal of retailing and consumer services* 59 (2021): 102345.
- [93] Priporas, Constantinos-Vasilios, Nikolaos Stylos, and Anestis K. Fotiadis. "Generation Z consumers' expectations of interactions in smart retailing: A future agenda." *Computers in human behavior* 77 (2017): 374-381.
- [94] Hubspot. "The ultimate list of marketing statistics for 2020." (2020).
- [95] Malik, Garima, and Abhinav Guptha. "Impact of celebrity endorsements and brand mascots on consumer buying behavior." *Journal of Global Marketing* 27, no. 2 (2014): 128-143.
- [96] K. Khiem, "Son Tung MTP and Advertising Times for Famous Brands," Marketing AI, Nov. 24, 2018. <https://marketingai.vn/son-tung-mtp-va-nhung-lan-quang-cao-cho-thuong-hieu-noi-tieng/#ftoc-heading-4>
- [97] N. Hanh, "https://cafebiz.vn/chien-thang-cua-bitis-hunter-tu-2-mv-son-tung-mtp-soobin-hoang-son-hieu-qua-gap-10-lan-cocacola-pepsi-luong-ban-tang-3-lan-giay-ban-sach-trong-1-tuan-20171113112846566.chn," Cafe Biz, 2017. <https://cafebiz.vn/chien-thang-cua-bitis-hunter-tu-2-mv-son-tung-mtp-soobin-hoang-son-hieu-qua-gap-10-lan-cocacola-pepsi-luong-ban-tang-3-lan-giay-ban-sach-trong-1-tuan-20171113112846566.chn>