

The Impact of Social Media Influencers' Attributes on Generation Z's Online Fast-Fashion Purchase Decisions in Ho Chi Minh City, Vietnam: The Mediating Roles of Brand Awareness and Electronic Word-of-Mouth

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ABSTRACT

In the era of digital commerce, social media influencers (SMIs) play a pivotal role in shaping consumer behavior, particularly among Generation Z—an audience known for their digital fluency and affinity for fast-fashion consumption. The main objective of this study was to examine the impact of social media influencers' attributes on Gen Z's online fast-fashion purchase decisions, with brand awareness and electronic word-of-mouth serving as mediating variables. Although prior research has underscored the direct impact of SMIs on online fast-fashion purchase decisions, there remained a paucity of studies that systematically examined the underlying mechanisms that drove this influence. Specifically, little was known about the mediating roles played by brand awareness (BAW) and electronic word-of-mouth (eWOM) in this relationship. This study adopted a quantitative research approach, collecting primary data from 522 Gen Z consumers residing in Ho Chi Minh City, Vietnam, all of whom had made at least one online fast-fashion purchase within the past three months. The data were collected using an online questionnaire designed on Google Forms. The research framework integrated structural equation modeling (PLS-SEM) to assess the causal relationships among the key constructs: SMIs' attributes (trustworthiness, expertise, attractiveness), brand awareness, eWOM, and Online Fast-Fashion Purchase Decisions (OPD). Confirmatory factor analysis (CFA) was used to validate the measurement model, followed by path analysis to test direct

and indirect effects. The empirical findings demonstrated that SMIs exert a statistically significant influence on Online Fast-Fashion Purchase Decisions both directly and indirectly. Notably, the total effect of SMIA on OPD ($\beta = 0.762$, $p < 0.001$) was predominantly driven by two indirect paths via brand awareness (SMIA \rightarrow BAW \rightarrow OPD: $\beta = 0.204$) and electronic word-of-mouth (SMIA \rightarrow eWOM \rightarrow OPD: $\beta = 0.278$). Among the influencer attributes, trustworthiness and expertise emerged as the most influential dimensions. Furthermore, both BAW and eWOM were validated as significant mediating variables, enhancing the explanatory power of the overall model (R^2 for OPD = 0.682). This study provided robust evidence that the impact of SMIs on Gen Z's online purchase behavior was multifaceted and significantly mediated by brand-related perceptions and peer-driven digital communication.

Keyword: Social Media Influencers, Brand Awareness, Electronic Word-of-Mouth, Online Fast-Fashion Purchase Decisions, Gen Z

Introduction

The global fashion industry has experienced significant and sustained growth, with its value projected to rise from USD 1.33 trillion in 2023 to USD 1.67 trillion by 2028—an increase of over 25% and a CAGR of 4.63%. The e-commerce apparel segment alone was valued at over USD 600 billion in 2022 and is forecasted to reach USD 1.427 trillion by 2032, growing at 9.1% annually (Mordor Intelligence, 2020). In Vietnam, the fashion market is expanding rapidly. Statista (2022) projects revenue to increase from USD 2.88 billion in 2024 to USD 4.84 billion by 2029, with an annual growth rate of 10.94%. Nielsen further reports that 61% of Vietnamese consumers are familiar with purchasing fashion online, where fashion accounts for 26% of total e-commerce sales—roughly USD 1 billion in 2024 (Dreamincubator, 2020).

In parallel, the fast-fashion sector has become a dominant force globally. The global fast-fashion market was valued at USD 106 billion in 2022 and is expected to reach nearly USD 179.5 billion by 2030, growing at 14.56% annually (Statista, 2023). International brands such as Zara, H&M, Uniqlo, and Shein drive this expansion through rapid production cycles and broad international distribution networks (Statista, 2020). Generation Z, born between 1997 and 2012, has emerged as a key consumer segment in this landscape. With more than 2 billion individuals worldwide, Gen Z represents approximately 30% of the global population and is projected to

make up 27% of the global workforce by 2025 (GSO, 2020). In Vietnam, Gen Z is estimated to reach 15 million by 2025, accounting for 43% of online shoppers, with fashion comprising over 60% of their online purchases (GSO, 2020).

The growing influence of social media influencers (SMIs) has reshaped consumer behavior, especially among Gen Z, who are highly active on platforms such as TikTok, Instagram, and YouTube. Prior research shows that 67% of Gen Z prefer influencer-driven advertising (Forbes, 2021), and up to 70% have purchased products based on influencer recommendations (Brown, 2023). Fashion-related products constitute the majority of these purchases (Wpromote, 2021). The authenticity, trustworthiness, and relatability of influencers make them critical in fast-fashion marketing strategies (Creative For Knowledge, 2022; SurveyMonkey, 2022).

From a theoretical perspective, three constructs are central to understanding this phenomenon. Brand awareness (BAW) reflects the extent to which consumers recognize and recall brands, influencing their consideration and purchase decisions (Sokolova, 2020). Electronic word-of-mouth (eWOM), defined as peer-to-peer communication through digital platforms, enhances credibility and purchasing likelihood by reinforcing trust and social proof (Yaqub, 2024). Online Fast-Fashion Purchase Decisions (OPD) represent the behavioral outcomes of these processes, capturing how consumers make actual purchasing choices in online contexts. These constructs are interrelated, as influencers shape BAW, stimulate eWOM, and ultimately affect OPD.

Despite extensive research on influencer marketing, most studies have concentrated on Western or Chinese markets, leaving a research gap in Southeast Asia, particularly Vietnam. Moreover, few studies have simultaneously examined the mediating roles of BAW and eWOM in explaining how influencers impact fast-fashion purchasing (Pace, 2023). This study addresses this gap by focusing on Ho Chi Minh City (HCMC), Vietnam's largest and most dynamic urban economy, which contributes nearly one-quarter of national GDP and represents the country's most advanced digital commerce ecosystem (Virac, 2021). With approximately 1.2 million Gen Z residents—over 10% of Vietnam's Gen Z population—HCMC serves as a strategic setting to investigate influencer-driven consumption (Clickinsights, 2020).

To respond to this gap, the present study develops an integrated framework grounded in Source Credibility Theory (SCT), Consumer Behavior Theory (CBT), and the Theory

of Planned Behavior (TPB). These theories emphasize how credibility, brand perceptions, and social norms shape consumer decision-making. Accordingly, this study not only examines the direct effect of SMIs on OPD but also incorporates BAW and eWOM as mediators to explain the underlying mechanisms. By doing so, this research contributes theoretical insights and practical implications for understanding how influencer marketing strategies can effectively shape Gen Z's fast-fashion purchase behavior in HCMC.

Research Objectives

The main objective of this study is to investigate the impact of social media influencers (SMIs) on Online Fast-Fashion Purchase Decisions among Generation Z consumers in Ho Chi Minh City, Vietnam. Specifically, this study aims to:

1. To examine the relationships between Social Media Influencers' attributes and Generation Z's Online Fast-Fashion Purchase Decisions for fast-fashion products.
2. To investigate the mediating effects of brand awareness and electronic Word-of-mouth (eWOM) on the relationship between Social Media Influencers' attributes and Generation Z's Online Fast-Fashion Purchase Decisions.

Research Model and Hypotheses

Based on the literature review and theoretical framework, this study proposes the following hypotheses to examine the relationships among social media influencers' attributes, brand awareness, electronic word-of-mouth (eWOM), and Online Fast-Fashion Purchase Decisions of Generation Z consumers in Ho Chi Minh City

1. H1: Social Media Influencers (SMIs) positively impact Brand Awareness (BAW).
2. H2: Social Media Influencers (SMIs) positively impact Electronic Word-of-Mouth (eWOM).
3. H3: Social Media Influencers (SMIs) directly impact Online Fast-Fashion Purchase Decisions (OPD).
4. H4: Brand Awareness (BAW) positively impacts Online Fast-Fashion Purchase Decisions (OPD).
5. H5: Electronic Word-of-Mouth (eWOM) positively impacts Online Fast-Fashion Purchase Decisions (OPD).

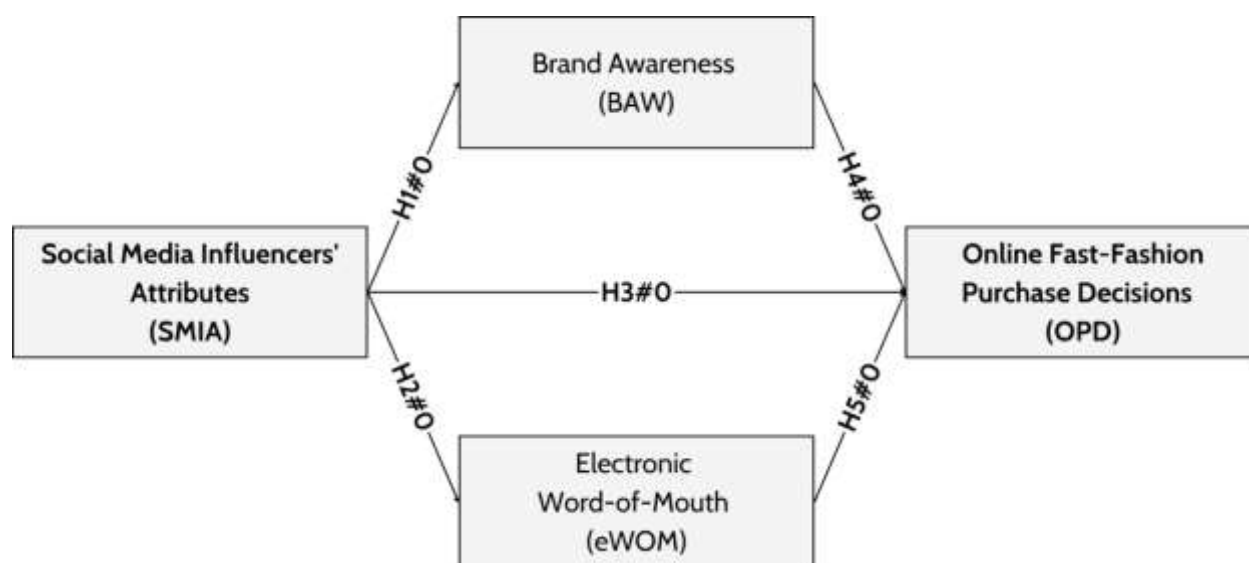


Figure 1 Research model and relationship of research variables

Study Scope

This study focuses on Generation Z individuals aged 18 to 27 residing in Ho Chi Minh City, a key demographic influencing online shopping trends in Vietnam. A random sample of approximately 522 participants was selected based on the Taro Yamane formula to represent the city's population of nearly 10 million. The research was conducted in Ho Chi Minh City, which accounts for over 9.44% of the national population, with about 70% internet usage and more than 40% engaging in regular online shopping (Statista, 2024). As Vietnam's most dynamic and developed city, Ho Chi Minh City contributes significantly to the country's economy, representing over 22% of GDP and 27% of national budget revenue (Statista, 2024). The study targets popular fast-fashion brands available locally, including international names like H&M, Zara, Uniqlo, Mango, and local brands such as Canifa and Yody. Data collection spans the first half of 2025 (January to June), coinciding with peak shopping seasons and major sales events in the online fashion sector.

Definition of Research Variables

Social Media Influencers (SMIs) are individuals who utilize social media platforms to enhance their credibility and influence within specific sectors. These influencers typically have a large following and maintain active engagement with their target audience. They may include

celebrities, bloggers, vloggers, or professionals in various fields such as fashion, beauty, sports, technology, or lifestyle. SMIs play a crucial role in shaping consumer attitudes, behaviors, and decision-making processes through their online presence and content.

Brand Awareness refers to the extent to which consumers recognize or recall a brand, its products, or services. It indicates the brand's market presence and consumer familiarity. Higher brand awareness suggests that a brand is well-known and easily identifiable, which can positively impact consumer purchase decisions and brand loyalty. Brand awareness is often developed through consistent marketing campaigns, advertising efforts, and positive customer experiences.

Electronic Word-of-Mouth (eWOM) is a form of communication that occurs via digital platforms, including social media, blogs, online forums, and review websites. Consumers exchange information, opinions, and reviews about products or services through these channels, influencing the awareness and purchasing decisions of other consumers. eWOM is characterized by its rapid spread, accessibility, and broad reach across various online platforms.

Online Fast-Fashion Purchase Decisions (OPD) refer to the process by which consumers evaluate, select, and make actual purchasing choices in online fast-fashion contexts. OPD encompasses both the intention and the final act of purchasing fashion items such as clothing, shoes, and accessories via digital platforms. It reflects the outcome of brand awareness and eWOM influences and has been widely examined in consumer behavior literature.

Theoretical Framework

Source Credibility Theory (SCT): The SCT theory emphasizes that the credibility of a source of information depends on three main factors: Trustworthiness: The degree to which a source is considered genuine, honest, and trustworthy. Expertise: The knowledge or skills that a source has in a particular field, helping to build trust and prestige. Attractiveness: The attractiveness of the image, style, or personality of the source, thereby attracting and influencing consumers. In the context of influencer marketing, this theory explains how the characteristics of Social Media Influencers (SMIs) impact the perception and shopping behavior of consumers, especially Generation Z, a group of audiences who are sensitive to social media influence.

Consumer Behavior Theory (CBT): CBT describes the process that an individual goes through to make a purchasing decision, including: Demand awareness: Identify a problem or desire to shop. Search for information: Find out options from friends, social media, or online channels. Selection evaluation: Consider products or brands based on personal criteria. Purchase Action: The final decision is based on the satisfaction of the criteria. For Gen Z, this process is greatly impacted by SMEs through constant exposure on social media platforms, changing the way they evaluate and choose fast fashion products.

Theory of Planned Behavior (TPB): TPB considers that an individual's behavioral intent is shaped by three factors: Attitude: Positive or negative perception of behavior. Subjective Norms: Social pressure or the views of those around you. Perceived Behavioral Control: The ability to perform behavior based on available resources and opportunities. In this study, TPB is applied to explain Gen Z's online shopping intentions, with the role of SMEs in forming a positive attitude towards fast fashion brands through trust, expertise, and appeal.

Comprehensive evaluation of theories with research topics

Suitability to the topic: SCT is the main theoretical basis for determining the role of SMIs (Trustworthiness, Expertise, Attractiveness) traits in influencing Gen Z's perceptions and shopping intentions. CBT assists in explaining how Gen Z makes shopping decisions, from need perception to final action, and emphasizes the role of information from SMEs in this process. TPB provides a systems approach to understanding Gen Z's shopping intentions, especially in an online environment where SMIs shape social attitudes and norms.

Relationship between theories and research theoretical frameworks: SCT lays the foundation for the development of independent variables of research (Trustworthiness, Expertise, Attractiveness). CBT clarifies the connection between Brand Awareness, eWOM, and Gen Z's shopping decisions. TPB provides a theoretical framework to test how intermediary factors (Brand Awareness, eWOM) impact online shopping intent.

Application to research: The combination of SCT, CBT, and TPB not only helps explain how SMEs influence Gen Z's shopping behavior, but also helps build a comprehensive theoretical model, with clear relationships between independent variables (Trustworthiness, Expertise, Attractiveness), intermediary variables (Brand Awareness, eWOM), etc. and the dependent variable (Online Fast-Fashion Purchase Decisions).

Research Methodology

This study adopts a quantitative research design to investigate the relationship between Social Media Influencers' Attributes (SMIA) and Gen Z's Online Purchase Decisions (OPD) in the fast-fashion sector within Ho Chi Minh City. The city was chosen as the research site because it is Vietnam's largest and most dynamic metropolitan economy, contributing nearly one-quarter of the national GDP and serving as the country's most advanced hub for digital commerce. Moreover, Ho Chi Minh City has one of the highest concentrations of Gen Z consumers, making it an ideal context for examining influencer-driven purchase behavior in the fast-fashion industry (Virac, 2021; ClickInsights, 2020). The conceptual model includes SMIA—operationalized through trustworthiness, expertise, and attractiveness—alongside Brand Awareness (BAW) and Electronic Word-of-Mouth (eWOM) as mediating variables influencing OPD. Primary data were collected via Google Forms from 522 Gen Z respondents aged 18–27, all of whom had purchased fast-fashion products online within the previous three months and reported interaction with social media influencers. A convenience sampling approach was employed through digital platforms. The achieved sample size exceeds Cochran's minimum requirement of 385 respondents (95% confidence level, 5% margin of error), thereby enhancing the reliability and generalizability of the findings.

The study integrates SPSS (descriptive, Chi-square) and SmartPLS (PLS-SEM) for analysis. Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied for data analysis using SmartPLS 4. This method was chosen because it is well-suited for predictive models with complex relationships, including multiple mediators, and does not require normally distributed data (Hair et al., 2019). Given the study's sample size of 522, PLS-SEM provides robust estimation for path coefficients and mediation effects. Bootstrapping with 5,000 resamples was performed to test the statistical significance of the path coefficients and indirect effects, following recommended practices in SEM research (Oberlo, 2023). Measurement model results indicate strong internal consistency: Cronbach's Alpha (0.902–0.926) and Composite Reliability (0.930–0.948) exceed 0.7. Convergent validity is confirmed with AVE values > 0.7 (eWOM = 0.821), and discriminant validity is supported by HTMT (< 0.85) and Fornell-Larcker criteria.

Structural model evaluation shows strong explanatory power with R^2 values: OPD = 0.682, eWOM = 0.621, and BAW = 0.604. All path coefficients are statistically significant ($p < 0.001$), with T-values > 5.5 . The total effect of SMIA on OPD reaches 0.762, indicating both

theoretical and practical relevance. Multicollinearity is not an issue ($VIF < 5$), and model fit is acceptable ($SRMR = 0.062 < 0.08$).

Results

Data were collected from 522 Gen Z individuals (aged 18–27) in Ho Chi Minh City who had purchased fast fashion online in the past three months. Demographic analysis revealed that nearly 80% were under 23, 56.5% were female, most had a monthly income between 8–15 million VND, and 86.2% used social media daily—mainly TikTok and Instagram. Descriptive statistics indicated high agreement across all variables (mean > 4.0 on a 5-point scale), with SMIA scoring highest ($M = 4.21$), followed by eWOM (4.19), Brand Awareness (4.15), and Online Purchase Decision (4.11). Chi-square tests confirmed statistically significant relationships ($p < 0.001$) between qualitative variables and shopping behaviors. Women and LGBTQ+ individuals shopped more frequently than men; TikTok and Instagram users showed stronger purchasing activity than Facebook or YouTube users; and those with higher incomes or frequent influencer engagement also demonstrated higher purchasing behavior. The measurement model in PLS-SEM showed excellent reliability (Cronbach's Alpha > 0.90 ; Composite Reliability > 0.93), strong convergent validity ($AVE > 0.7$), and fulfilled discriminant validity criteria via HTMT and Fornell-Larcker, confirming sound construct measurement.

Table 1 Scale reliability in the PLS-SEM model evaluation stage

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	Conclusion Evaluation
BAW	0.917	0.940	0.939	0.756	Good
OPD	0.902	0.931	0.930	0.729	Good
SMIA	0.926	0.940	0.942	0.700	Good
eWOM	0.925	0.947	0.948	0.821	Good

In terms of the structural model, all hypotheses are confirmed with high statistical significance ($p < 0.001$). SMIA has a significant direct effect on OPD ($\beta = 0.280$, $T = 6.056$), and also has a strong indirect impact through Brand Awareness ($\beta = 0.204$) and eWOM ($\beta = 0.278$). The total influence from SMIA on purchasing behavior reached $\beta = 0.762$ ($T = 36.982$), indicating the central role of influencers in Gen Z's fast-fashion consumption decisions. In addition, both

Brand Awareness and eWOM significantly influenced OPDs ($\beta = 0.262$ and $\beta = 0.353$, respectively).

Next, the results of the PLS-SEM measurement model evaluation confirm the reliability and value of the scales. Cronbach's Alpha indices range from 0.902 to 0.926, Composite Reliability (ρ_c) from 0.930 to 0.948, and AVE all exceed the 0.7 threshold, demonstrating good reliability and convergence. Differentiation testing through Fornell-Larcker and HTMT criteria also showed standard results.

Regarding the structural model, the hypothesis test results show that all 5 hypotheses are accepted with high statistical significance ($p < 0.001$). Concrete:

H1: SMIA \rightarrow BAW ($\beta = 0.777$, $T = 39.874$, $p < 0.001$) \rightarrow Accept

H2: SMIA \rightarrow eWOM ($\beta = 0.788$, $T = 43.681$, $p < 0.001$) \rightarrow Accept

H3: SMIA \rightarrow OPD ($\beta = 0.280$, $T = 6.056$, $p < 0.001$) \rightarrow Accept

H4: BAW \rightarrow OPD ($\beta = 0.262$, $T = 5.573$, $p < 0.001$) \rightarrow Accept

H5: eWOM \rightarrow OPD ($\beta = 0.353$, $T = 7.737$, $p < 0.001$) \rightarrow Accept

In particular, SMIA not only has a direct influence on purchasing behavior (OPD) but also has a strong indirect impact through two intermediate variables: Brand Awareness and eWOM. The total indirect effect from SMIA to OPD was 0.482 ($T = 12.987$, $p < 0.001$), including:

SMIA \rightarrow BAW \rightarrow OPD: $\beta = 0.204$

SMIA \rightarrow eWOM \rightarrow OPD: $\beta = 0.278$

Taken together, the total influence from SMIA to OPD reached $\beta = 0.762$, showing that influencers are the central factor driving Gen Z's consumption decisions in the online fast fashion market.

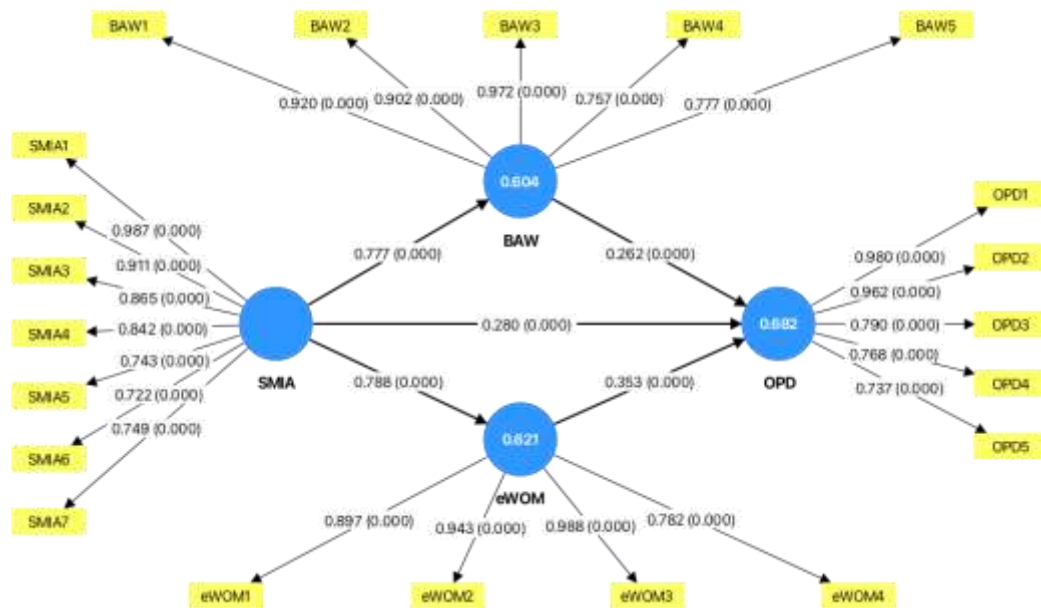


Figure 2 PLS-SEM Model Evaluation

Discussion

The results of this study provide strong empirical support for the integrated model linking social media influencers' attributes (SMIA), brand awareness (BAW), electronic word-of-mouth (eWOM), and online purchase decisions (OPD) among Gen Z in Ho Chi Minh City. All hypotheses were supported at $p < 0.001$, with SMIA exerting both direct effects on OPD ($\beta = 0.280$, $t = 6.056$) and stronger indirect effects through BAW and eWOM ($\beta = 0.482$). These findings are consistent with, who demonstrated that influencer attributes function through both direct persuasion and mediated processes.

Compared to studies in Western contexts, which emphasized influencer trustworthiness and attractiveness as primary drivers of purchase behavior, and research in China, which highlighted the role of social commerce ecosystems in reinforcing influencer credibility (Liu et al., 2020), this study contributes new evidence from an emerging Southeast Asian market. The Vietnamese context reveals that influencer impact is particularly amplified by peer-driven mechanisms such as eWOM, aligning with recent findings in other emerging economies where community-oriented digital engagement plays a crucial role in consumption (Casaló et al., 2020). By confirming the significance of both BAW and eWOM as mediators, this

research advances the understanding of how influencer marketing functions differently across cultural and market settings.

The mediating role of eWOM is especially noteworthy. The path $SMIA \rightarrow eWOM \rightarrow OPD$ ($\beta = 0.278$) shows that influencers not only deliver persuasive messages but also stimulate digital conversations that spread organically among peers. This mechanism resonates with Gen Z's socially connected values, where consumer decisions are often validated through peer interaction and online communities. In this way, eWOM amplifies influencer credibility by creating a multiplier effect: once content is shared, liked, or commented upon, it extends the influencer's reach far beyond their immediate audience. For Gen Z, who exhibit high levels of daily social media use (86.2%) and passive engagement such as liking (66.3%) and following (12.6%), this amplification effect is a critical driver of purchase behavior.

Table 2 Effect Size – f-square

	f-square	Conclusion Evaluation
BAW -> OPD	0.073	Small
eWOM -> OPD	0.127	Near Medium
SMIA -> BAW	1.526	Very large
SMIA -> eWOM	1.640	Very large
SMIA -> OPD	0.075	Small

From a perspective of marketing governance, the findings highlight the need for businesses to establish systematic criteria for influencer selection and campaign management. It is essential to evaluate influencers not only based on reach but also on the alignment of their personal values and brand image with those of Gen Z consumers. In addition, recognizing the diversity of influencer types is crucial. Micro-influencers are often perceived as more authentic and generate higher engagement rates, whereas macro-influencers and celebrities provide broader exposure. Niche influencers, on the other hand, offer targeted expertise that can be leveraged for specific product categories. Differentiating among these influencer types allows businesses to optimize resource allocation and tailor strategies to campaign objectives.

Finally, this study contributes new knowledge by contextualizing influencer marketing within Vietnam's largest urban economy, where rapid digitalization and Gen Z's active participation create fertile ground for fast-fashion consumption. The evidence demonstrates that influencer marketing is no longer a peripheral communication tool but has become

a strategic component of brand management in digital commerce. These findings not only enrich the theoretical literature but also provide practical guidance for businesses seeking to design influencer marketing campaigns that effectively strengthen BAW, stimulate eWOM, and ultimately drive online purchase decisions among Gen Z consumers.

Conclusion and New Knowledge

This study provides empirical evidence to validate the integrated model linking social media influencers' attributes (SMIA), brand awareness (BAW), electronic word-of-mouth (eWOM), and online purchase decisions (OPD) within the context of Vietnam, representing the broader Southeast Asian market. The theoretical contribution lies not only in reaffirming the direct relationship between influencers and consumer behavior but also in clarifying the mechanisms of influence transmission through cognitive brand-related factors and peer-driven digital communication. Furthermore, the study extends the understanding of Gen Z consumer behavior, a generation deeply shaped by social media engagement and the prioritization of digital experiences in shopping decisions. From an academic standpoint, the findings highlight the suitability of PLS-SEM for analyzing complex consumer behavior models in digital contexts, thereby establishing a theoretical foundation for future research in Vietnam and the region.

In addition to its theoretical contributions, the study generates practical implications for fashion businesses. The results demonstrate that influencers' trustworthiness, expertise, and attractiveness significantly enhance brand awareness and stimulate eWOM, both of which strongly mediate purchase behavior. Therefore, marketers should collaborate with influencers who possess these attributes, design campaigns that encourage eWOM to amplify brand credibility, and prioritize digital platforms such as TikTok and Instagram, which dominate Gen Z's fashion-related purchasing behavior. By integrating these insights, fashion businesses can more effectively leverage influencer marketing strategies to engage Gen Z consumers and strengthen their competitive advantage in the fast-fashion sector.

Recommendations

From a perspective of marketing governance, fashion businesses should prioritize collaborations with influencers who demonstrate high levels of credibility, expertise, and authenticity that align with Gen Z's lifestyle and values. Platforms such as TikTok and

Instagram should be positioned as central channels for influencer marketing campaigns, as they are the most impactful in shaping Gen Z's purchasing behavior. Communication strategies should be designed to strengthen brand recognition and proactively stimulate eWOM, given their strong mediating effects identified in the study.

Moreover, brands should actively promote two-way interaction between influencers and consumers by leveraging comments, livestreams, and content co-creation initiatives. Such engagement not only enhances perceived authenticity but also amplifies digital word-of-mouth, which plays a critical role in driving online purchase decisions. By integrating these measures, fashion businesses can optimize the effectiveness of influencer marketing, thereby increasing their ability to influence Gen Z's online fashion purchase decisions and secure competitive advantage in the fast-fashion sector.

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