The Effect of Materialism, Self-Monitoring, and Media Influence on Fashion Clothing Involvement: A Study among Vietnamese Consumers

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Abstract

This research assesses the relationships between self-monitoring, materialism, media influence, fashion clothing involvement, fashion oriented impulse buying, fashion clothing purchase involvement and purchase behavior. The study originally builds on the work of O Cass (2001) in relation to materialism, self-monitoring and involvement, however, this research adapted with some additional variables. Resulting from data gathering, 287 observations being achieved to investigate the links between the constructs related to fashion clothing. Particularly, the Partial Least Squares Structural Equation Modeling (PLS-SEM) program was used to clarify the key determinants of fashion involvement and tests these relationships. As the result, materialism and mass media have a significant effect on respondent level of involvement in fashion clothing. Fashion involvement has significant effect on purchase decision involvement, fashion clothing purchase behavior, and impulse buying. However, self-monitoring was not related to fashion clothing involvement. Because the sample was collected only in Ho Chi Minh City, which is the main restriction of this study.

Key Words: materialism, media influence, fashion clothing involvement
1. Introduction

Vietnam fashion industry is increasing speedily and becoming one of the main industries. In particular, the below figure shows the clothing market demand in Vietnam from 2011 to 2013, involving a prediction until 2018. In 2017, according to Statista, market demand of the Vietnam clothing market was roughly 31.29 billion U.S. dollars that prompts the fiercer rivalry among Vietnamese clothing market. Vietnamese enterprises are really concern the trend of consumption of fashionable clothes. In order to have a proper development strategy, the most important is that we have to understand Vietnamese consumers in their relation with fashionable clothing products. Products have different meanings for different people, from that, the consumers have formed different connection with the products. The iconic role of this connection, many authors have used the notion of involvement (for example, Laurent & Kapferer, 1985; Zaichkowsky, 1986). For fashion clothing products, the appeal is considered the factors influencing and accelerating the process of accepting consumer fashion (Goldsmith, Moore & Beaudoin, 1999). Involvement is an important characteristic for fashion clothing because today's clothing is not just to warm-up but also represents the image, position, and personality of the customer (O Cass, 2000). Therefore, explaining why consumers are involved in fashion clothing and understanding the effects of this appeal will provide a deeper insight into the customer psychological and behavior. This will help to establish appropriate and effective marketing strategies, which helps companies develop and build strong positions in the market. The concept of fashion clothing used in this study is understood to be beautifully (Tigert, Ring & King, 1976). Awareness of fashionable clothing can be reflected in new styles, contemporary trends, and dressing up not only in comfort, but also in style (Fairhurst, Good & Gentry, 1989).

2. Conceptual framework and hypotheses development

This study aims to conduct a conceptual model to investigate how materialism, self-monitoring, media influence effect on fashion clothing involvement, fashion-oriented impulse buying, fashion clothing purchase behavior, and fashion clothing purchase involvement. Besides, the 6 factors were also identified, and thirteen hypotheses was developed to describe those relationships.

2.1 Materialism and Fashion Clothing Involvement

Consumers’ adoption of the latest fashion is based on its social meaning, as it symbolizes a collective behavior (Solomon & Rabolt, 2004). Involvement is customer’s opinion about the products, brand name, advertising depending on the market’s needs, beliefs, and judgements (Rabolt and Solomon, 2004). Involvement of products is a connection between people and objects (Martin, 1998). It refers to how the products benefit the people’s life. If a product satisfies the need and value of a consumer, involvement towards that product increases (Mittal
and Lee, 1989). Fashion clothing is a characteristic example of those products. Involvement is a helpful measure of consumer’s behavior and market division (Kapferer and Laurent, 1985; Kim, 2005; Martin, 1998). Materialism is a concept describing how important possessions are to people’s lives. The more people possess, the greater the satisfaction (Ryan and Dziurawiec, 2001). Success, centrality, and happiness are the three categories of materialism. Success materialism is personal evaluation of one’s own or other people’s success counted on the amount of money and possessions. Moreover, centrality materialism refers to how people make possessions and properties their first priority. Happiness materialism means happiness can only be achieved by possessions, properties, and money. The effects of materialism and self-image product with fashion clothing involvement are studied in O Cass (2004). Consumers develop connections with objects through materialism. High level of materialism can set an item as the cause of happiness and/or success in life (Richins and Dawson, 1990). It is clear that materialists associate possessions as one’s reflect of the person’s individual qualification, group membership, social acceptance, etc. (Richins and Rudmin, 1994). There are products that have high symbolistic value like cars, house, and clothing. Materialists consider possessions and appearance as a sign that informs them their status among their surroundings. Attachment to certain products can fulfill such value. Its influence on product involvement, product qualification, and purchase decision makes materialism a key variable in a consumer involvement with fashion clothes.

\( H1: \) Centrality materialism has a positive effect on fashion involvement.

\( H2: \) Success materialism has a positive effect on fashion involvement.

\( H3: \) Happiness materialism has a positive effect on fashion involvement.

### 2.2 Materialism and Impulse Buying

Impulse is defined as “a process that occurs when the consumer experiences a sudden urge to purchase an item that he or she cannot resist” (Solomon, p.598). Impulse buying behavior is a complex behavior that involves sudden and compelling rapid decision without thoughtful and appropriate consideration of available choices (Bayley and Nancarrow, 1998). The materialists may even feel obligated or addicted to spend (Belk, 1995). Tatzel’s 2002 study indicates the combination of materialism and the appeal to spend, and recommends that who have high in materialism and “loose” with money have inclination to trade in "exhibitionist" buys. The consumers will display both an inspirational state of mind toward debt and an uplifting disposition toward impulsive purchases.

\( H4: \) Centrality materialism has a positive effect on fashion oriented impulse buying.

\( H5: \) Success materialism has a positive effect on fashion oriented impulse buying.

\( H6: \) Happiness materialism has a positive effect on fashion oriented impulse buying.
2.3 Self-Monitoring and Fashion Clothing Involvement

Self-monitoring indicates a person’s self-control in social setting (Lennox and Wolfe, 1984), meaning he or she has to adjust to other people and his or her surroundings. With its representative nature, clothing is highly self-monitored to modify self-presentation (O Cass, 2001). In this regard, it is expected that those with a high level of self-monitoring may establishing image and self-expression, thus may have a higher concern when purchase and wear fashion clothing, leading to the need for more confidence in their decision-making process (O Cass, 2000b). Therefore, self-monitoring plays an important role in appearance and expression accordingly.

H7: Self-monitoring Sensitivity has a positive effect on fashion clothing involvement.

H8: Self-monitoring Ability has a positive effect on fashion clothing involvement.

2.4 Media Influence and Fashion Clothing Involvement

Research on social cognitive theory has been done to deeper understand different kinds of the media and its association with consumer behavior (Stefanone et al., 2010). Media is a significant form of communication that affect fashion shopping behavior together with socialization. Researchers start to examine different categories of media, such as mass media, since the types of media platforms have been growing. Mass media is a resource widely available to the public. Another important type of media is personal media. Personal media is defined as “advertising that is created for an individual using information about the individual” (Yu and Cude, 2009), including personal criteria like geographic location, shopping history, or hobby etc. Personal media involve a wide variety of offline and online. It can be further personalized through speech, mail, or telephone for each individual rather than the mass population. The media has a great impact on consumers’ perceptions of image awareness and fashion. Fashion involvement refers to a person’s awareness and interest in fashion (Nam et al., 2007). Research indicates that women are more fashion conscious than men and prefer recreational shopping whereas men value convenience shopping (Bakewell et al., 2006; Seock and Bailey, 2008; Workman and Cho, 2012). The following are the resulting hypotheses related to fashion involvement:

H9. Fashion clothing involvement will be positively influenced by mass media.

H10. Fashion clothing involvement will be positively influenced by personal media.

2.5 Fashion Clothing Involvement and Impulse Buying

From previous studies such as Browne and Kaldenberg, 1997; Fairhurst et al., 1989; Flynn and Goldsmith, 1993, Fashion involvement was mainly used to “predict behavioral variables related to apparel products such as product involvement, buying behavior, and consumer characteristics”. In addition, the relationship between fashion involvement and buying apparel was found by Fairhurst et al., 1989; Seo et al., 2001. It means that the higher
fashion customers expect to be an apparel purchaser. Moreover, customers’ impulse buying and product involvement is a critical theory while involving with a specific product (Jones et al., 2003). Han et al., 1991 defined “fashion-oriented impulse buying occurs when consumers see a new fashion product and buy it because they are motivated by the suggestion to buy new products”.

H11a. Fashion clothing involvement has a positive effect on fashion-oriented impulse buying
H11b. Centrality materialism has indirectly effect on fashion-oriented impulse buying
H11c. Success materialism has indirectly effect on fashion-oriented impulse buying
H11d. Happiness materialism has indirectly effect on fashion-oriented impulse buying

### 2.6 Fashion Clothing Involvement and Fashion Clothing Purchase Involvement

Prior studies have concentrate on consumer involvement (Sheriff and Cantril, 1947; Muncy and Hunt, 1984; Mittal, 1989), purchase involvement (Slama and Tashchian, 1985), purchase decision involvement (Mittal, 1989), and consumer involvement (O Cass, 2000). In O Cass research, the relationship of consumer involvement with fashion clothing was found. Within the existing literature, involvement in a product category expect to lead more involvement in the purchase decision for its product within that category. By considering purchase involvement as dependent on consumers’ involvement with fashion clothing, the hypothesis is:

H12. Fashion clothing involvement has a positive effect on fashion purchase involvement

### 2.7 Fashion Clothing Involvement and Fashion Clothing Purchases Behavior

A model to theorize consumer purchase behavior with eight consumer psychological character variables such as perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive, recreational and hedonic shopping consciousness was conduct by Sproles and Kendall (1986). However, a deep exploration on how the actual buying and purchasing behavior of highly fashion involved consumers has not been done. According to Kassarjian (1971), researchers should develop their own definitions and design their instruments to measure the personality variables for the purchase behavior. To investigate consumer fashion purchasing behavior, this thesis aims to test the relationship between fashion involvement and fashion buying behavior.

H13. Fashion clothing involvement will be positively influenced by fashion clothing involvement

### 3. Research Methodology

#### 3.1 Operationalization of constructs

The seven variables were briefly described as following. First, the measurement of fashion clothing involvement was adapted from the work of O Cass, 2000a, which include eight items. Second, the nine – item measurement for fashion clothing involvement was also based on the
study of O Cass (2000a). Third, to identify the materialism, it used thirteen items from prior research of Richins & Dawson, 1992. Moreover, materialism is divided into three factors: Happiness Materialism, Success Materialism, and Centrality Materialism. The third variable self-monitoring use the twelve items adapted from O Cass (2000a), which included two factors such as self-monitoring sensibility and self-monitoring ability. Forth, the scale for media influence was adapted from previous research (Kinley et al., 1999) and modified in this study to fit the context of Vietnam. Fifth, to measure the fashion-oriented impulse buying, three items were adapted from Han et al., 1991. Finally, buying behavior concerns a consumer’s action to purchase apparel products. We assessed buying behavior by using items modified by Lam and Yee (2014).

Those validated items were adapted and modified from previous research to measure the various construct, which are all reflective. Measurement scale from previous researches are proper advance to develop questions in a study survey due to De Vaus (2002). Furthermore, this study used a seven-point Likert scale from (1) “strongly disagree” to (7) “strongly disagree”.

3.2 Survey administration and sample

To test the conceptual model and hypothesis, the questionnaire survey is used because of its efficient and effective, which is translated into Vietnamese. The survey was given hand by hand to respondents. Even this method takes time, it is cost-saving and obtain quick responses. Beside the paper questionnaire, online survey platform was also directly send to individuals in Ho Chi Minh City.

The rate of response in this study is 82% (287 responses out of 350 given surveys). Hence, there are 287 collected usable data and can reach the analysis requirement. The result also displays that 44% of the respondents is male and 56% female of respondents is female. There were 34% respondents is under 20; 21 – 30 (39%); 31 – 40 (17%); above 40 (10%). Moreover, 30% of respondent is office worker, manager account for 5%, some have other works. Especially, student takes up 46% of respondent in this survey. Most of respondent (%) get a monthly income less than 5 million VND, 21% has 5 to 10 million per month, 25% has 10 to 20 million, and only 12% has more than 20 million per month. Importantly, most of the respondent spend from 1 – 2 mil VND on clothing per month and refer Asian fashion style than Western. The demographic information of the respondents is shown in Table 6.

After running the pilot testing on 20 respondents, the result indicated that the internal reliability and consistency of the questionnaire are confirmed with all the Cronbach’s Alpha values are more than 0.7.

4. Analysis and Findings

According to Henseler et al., 2009, “the measurement model and structural model are the two sets of equation used to define PLS’s modeling path”, which are the inner and outer model.
The relations between unobserved or latent variables are inter model, and the relationships between a latent variables and its manifest variables are outer model. There are two steps to measure the research: first, evaluating the measurement model and the second one is evaluating the structural model. To determine how the measurement and structural model can satisfy the quality criteria is the purpose of these two steps (Urbach & Ahlemann, 2010).

4.1 Measurement model test

Validity and reliability test are essential because all of the constructs altered in this study include reflective indicators (Hair et al., 2014). The requirements are the factor loadings should above 0.7, the composite reliability shoule above 0.7, the average variance extracted (AVE) above 0.5, the discriminant validity based on Fornell & Larcker criterion, the square root of the AVE of each construct should be higher than its highest correlation with any other. The result indicated that various validity and reliability criteria for the measurement model were satisfied. Thus, the constructs the constructs and their measures could be adequately discriminated, and appropriated to predict relevance for the structural model and associated hypotheses.

Table 1: Factor Loadings, Average Variance Extracted and Composite Reliability of the Measurement Model

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Outer Loadings</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion Clothing Involvement</td>
<td>7</td>
<td>0.889 – 0.921</td>
<td>0.973</td>
<td>0.819</td>
</tr>
<tr>
<td>Fashion Clothing Purchase Involvement</td>
<td>9</td>
<td>0.918 – 0.943</td>
<td>0.983</td>
<td>0.865</td>
</tr>
<tr>
<td>Fashion-Oriented Impulse Buying</td>
<td>3</td>
<td>0.952 – 0.964</td>
<td>0.971</td>
<td>0.917</td>
</tr>
<tr>
<td>Fashion Clothing Purchase Behavior</td>
<td>5</td>
<td>0.813 – 0.944</td>
<td>0.968</td>
<td>0.835</td>
</tr>
<tr>
<td>Centrality Materialism</td>
<td>4</td>
<td>0.920 – 0.945</td>
<td>0.966</td>
<td>0.875</td>
</tr>
<tr>
<td>Success Materialism</td>
<td>5</td>
<td>0.897 – 0.936</td>
<td>0.965</td>
<td>0.847</td>
</tr>
<tr>
<td>Happiness Materialism</td>
<td>4</td>
<td>0.913 – 0.939</td>
<td>0.960</td>
<td>0.856</td>
</tr>
<tr>
<td>Self-monitoring Ability</td>
<td>6</td>
<td>0.895 – 0.935</td>
<td>0.970</td>
<td>0.844</td>
</tr>
<tr>
<td>Self-monitoring Sensitivity</td>
<td>6</td>
<td>0.884 – 0.914</td>
<td>0.964</td>
<td>0.819</td>
</tr>
<tr>
<td>Media Influence: Mass</td>
<td>3</td>
<td>0.938 – 0.952</td>
<td>0.960</td>
<td>0.888</td>
</tr>
<tr>
<td>Media Influence: Personal</td>
<td>2</td>
<td>0.963 – 0.964</td>
<td>0.963</td>
<td>0.928</td>
</tr>
</tbody>
</table>

Note: CR = Composite Reliability, AVE = Average Variance Extracted
4.2 Assessment of structural model

The predictive accuracy ($R^2$) of the model was evaluated in terms of the percentage of the variance explained. The results indicated that the model was capable of explaining 87.3% of the variance in Fashion Clothing Involvement (FCI). Meanwhile, centrality materialism and fashion clothing involvement explains 67.8% of the variance in fashion oriented impulse buying (FOIB). On the other hand, 61.1% of the variance in fashion clothing purchase involvement (FCPI) is explained by fashion clothing involvement. Lastly, fashion clothing involvement explains 71.4% of the variance in fashion clothing purchase behavior (FCPB). According to Stone (1974) and Geisser (1975), the predictive relevance ($Q^2$ value) is an extra assessment of model fit. The $Q^2$ value larger than zero means that the certain variable was predicted by the model (Chin, 2010). After using SmartPLS blindfolding function, all of the $Q^2$ value for dependent variable of this thesis is higher than zero. To sum up, the model revealed an acceptable fit and high predictive relevance.

To test the structural model, the nonparametric bootstrapping (Wetzels et al., 2009) with 1000 replications was applied. Table 3 shown the paths analysis between all the variables. The result indicated that the fashion clothing involvement is directly influenced by centrality materialism ($\beta=0.242$, $t=2.562$, $p<0.05$), success materialism ($\beta=0.317$, $t=3.311$, $p<0.001$) and mass media ($\beta=0.260$, $t=3.521$, $p<0.001$). Then, hypotheses H4, H5, and H9 are supported. Furthermore, from the analysis, fashion clothing impulse buying is directly influenced by the centrality materialism ($\beta=0.376$, $t=3.543$, $p<0.001$) and fashion clothing involvement ($\beta=0.303$, $t=2.588$, $p<0.05$). Hence, the hypotheses H1 and H11a are supported. In addition, in this study, the fashion clothing impulse buying is also indirectly influenced by the centrality materialism, mediating by fashion clothing involvement, which indicated that H11b is supported. Meanwhile, fashion clothing involvement has significant effect on fashion clothing involvement.

### Table 2: Result of the discriminant validity using Heterotrait-monotrait ratio

<table>
<thead>
<tr>
<th></th>
<th>CM</th>
<th>FCI</th>
<th>FCPB</th>
<th>FCPI</th>
<th>FOIB</th>
<th>HM</th>
<th>MIM</th>
<th>MIP</th>
<th>SA</th>
<th>SM</th>
<th>SS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM</td>
<td>0.936</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCI</td>
<td>0.890</td>
<td>0.905</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCPB</td>
<td>0.811</td>
<td>0.781</td>
<td>0.914</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCPI</td>
<td>0.825</td>
<td>0.845</td>
<td>0.785</td>
<td>0.930</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOIB</td>
<td>0.800</td>
<td>0.794</td>
<td>0.849</td>
<td>0.824</td>
<td>0.957</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HM</td>
<td>0.862</td>
<td>0.873</td>
<td>0.739</td>
<td>0.803</td>
<td>0.765</td>
<td>0.925</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>MIM</td>
<td>0.843</td>
<td>0.878</td>
<td>0.735</td>
<td>0.817</td>
<td>0.758</td>
<td>0.842</td>
<td>0.942</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MIP</td>
<td>0.829</td>
<td>0.838</td>
<td>0.750</td>
<td>0.807</td>
<td>0.745</td>
<td>0.809</td>
<td>0.856</td>
<td>0.964</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>SA</td>
<td>0.727</td>
<td>0.715</td>
<td>0.674</td>
<td>0.678</td>
<td>0.640</td>
<td>0.676</td>
<td>0.744</td>
<td>0.682</td>
<td>0.919</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SM</td>
<td>0.897</td>
<td>0.903</td>
<td>0.780</td>
<td>0.814</td>
<td>0.777</td>
<td>0.905</td>
<td>0.848</td>
<td>0.826</td>
<td>0.706</td>
<td>0.920</td>
<td></td>
</tr>
<tr>
<td>SS</td>
<td>0.747</td>
<td>0.730</td>
<td>0.646</td>
<td>0.680</td>
<td>0.663</td>
<td>0.700</td>
<td>0.742</td>
<td>0.683</td>
<td>0.842</td>
<td>0.730</td>
<td>0.905</td>
</tr>
</tbody>
</table>

Diagonals (in bold) represent square root of the AVE
purchase behavior and fashion clothing purchase involvement with the significant level p<0.000.

Table 3: Structural Model Analysis

<table>
<thead>
<tr>
<th>Factors</th>
<th>Path Coefficient</th>
<th>Observed T-statistics</th>
<th>P Values</th>
<th>Hypotheses Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM -&gt; FCI</td>
<td>0.242</td>
<td>2.562**</td>
<td>0.011</td>
<td>Supported</td>
</tr>
<tr>
<td>CM -&gt; FOIB</td>
<td>0.376</td>
<td>3.543***</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>FCI -&gt; FCPB</td>
<td>0.781</td>
<td>25.031***</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>FCI -&gt; FCPI</td>
<td>0.845</td>
<td>31.299***</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>FCI -&gt; FOIB</td>
<td>0.303</td>
<td>2.588**</td>
<td>0.010</td>
<td>Supported</td>
</tr>
<tr>
<td>HM -&gt; FCI</td>
<td>0.074</td>
<td>1.220</td>
<td>0.223</td>
<td>Not supported</td>
</tr>
<tr>
<td>HM -&gt; FOIB</td>
<td>0.157</td>
<td>1.548</td>
<td>0.122</td>
<td>Not supported</td>
</tr>
<tr>
<td>MIM -&gt; FCI</td>
<td>0.260</td>
<td>3.521***</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>MIP -&gt; FCI</td>
<td>0.081</td>
<td>1.427</td>
<td>0.154</td>
<td>Not supported</td>
</tr>
<tr>
<td>SA -&gt; FCI</td>
<td>0.005</td>
<td>0.086</td>
<td>0.932</td>
<td>Not supported</td>
</tr>
<tr>
<td>SM -&gt; FCI</td>
<td>0.317</td>
<td>3.311***</td>
<td>0.001</td>
<td>Supported</td>
</tr>
<tr>
<td>SM -&gt; FOIB</td>
<td>0.021</td>
<td>0.162</td>
<td>0.872</td>
<td>Not supported</td>
</tr>
<tr>
<td>SS -&gt; FCI</td>
<td>0.014</td>
<td>0.278</td>
<td>0.781</td>
<td>Not supported</td>
</tr>
</tbody>
</table>

Note: ***p<0.01 ; **p<0.05

Table 4: Direct and Indirect Effects on Fashion Oriented Impulse Buying

<table>
<thead>
<tr>
<th>Causal Effect</th>
<th>DVs</th>
<th>IVs</th>
<th>Direct</th>
<th>Indirect</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOIB</td>
<td>FCI</td>
<td>0.303</td>
<td>---</td>
<td>0.303</td>
<td></td>
</tr>
<tr>
<td>SM</td>
<td>FOIB</td>
<td>0.021</td>
<td>0.096</td>
<td>0.117</td>
<td></td>
</tr>
<tr>
<td>CM</td>
<td>FCI</td>
<td>0.376</td>
<td>0.073</td>
<td>0.450</td>
<td></td>
</tr>
</tbody>
</table>

5. Discussion

As the result, centrality materialism has positive influence on involvement toward fashion clothing (β=0.242, p<0.05). It is believed that buying and owning fashion product are important in their life. This result is steady with earlier studies that studied the extent to which fashion involvement (O Cass, 2001). For example, O Cass proved that customers are more materialist, the more they involved in fashion clothing. In Auty and Elliott (1998) study, they also suggest that consumers with stronger materialistic and self-monitoring intent to use fashion clothing for impression. Browne and Kaldenberg (1997) also shown that both materialism and self-monitoring affect product involvement. Conversely, the results in this thesis indicate that success, centrality materialism were predicted to have an effect on fashion clothing involvement, except for happiness materialism and self-monitoring. Furthermore, the mass media has a significant and positive effect on fashion clothing involvement (β=0.26, p<0.001). The study of Lam and Yee, 2014 shown that media influence has the greatest impact on fashion involvement. There is an interesting result from Shephard et al.2016, which indicates that mass media has effect fashion consciousness for both male and female, however, females pay

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attention to mass media such as billboards or television ads vs magazines and sales associates. Nonetheless, the personal media appeared to have no effect on fashion clothing involvement in this study. The result showed that fashion clothing involvement has significant and positive relationship on fashion clothing purchase involvement ($\beta=0.845, p<0.001$). This model has as its foundation the theoretical proposition of Mittal and Lee (1989) who argued that “product involvement is an antecedent to purchase decision involvement”. In a study of O Cass, he also found the relationship of consumer involvement and fashion clothing. The more the consumer involve in fashion clothing, the more involved he would be in purchase decision. Moreover, the relationship between fashion clothing involvement and fashion oriented impulse buying is quite strong ($\beta=0.303, p < 0.05$). This result supported and suggested that fashion involvement affects fashion-oriented impulse buying behavior. High fashion involvement consumers would purchase clothing in trend or new arrivals when they just saw it. Also, in the result, the fashion involvement also has a positive effect on fashion clothing purchase behavior ($\beta=0.781, p<0.001$). Fashion involvement individuals are more willing to take part in consumption practices. Consumers with various levels of fashion involvement differ in their buying intentions and behaviors (Nam et al., 2007). This result has been supported a strong and significant relationship between fashion involvement and clothing fashion buying behavior. Moreover, in this research, success and centrality materialism has both direct and indirect relationship on fashion clothing involvement. The plentiful people judge accomplishment as a component of the number and nature of belonging possessed and that those high in realism put a higher incentive on things that can be worn or found out in the public (Richins and Dawson, 1992). Our work supports previous theories (Belk 1995; Tatze 2002; Troisi, Christopher, and Marek 2006) that there is a relationship between materialism and impulse buying.

6. Conclusion and Implications

This study provides insights to marketers and researchers for understanding relationships between materialism, self-monitoring, mass media and buying behavior through fashion involvement. Customers who believe that trendy fashion clothing is a form of success are likely involved in fashion. Most of them also positioned fashion clothes at the center of their life. Therefore, the businesses related to fashion should show the fashionability on their products, better than emphasized performance. Nowadays, in fashion industry, all the well-known fashion brand names were beaten by Zara, a fast-fashion retailer. In addition, companies should know that customers need their products to be impress others. Moreover, there are implications that fashion involvement and materialism are important predictors of consumers’ fashion-oriented impulse buying. Additionally, the results also suggest that materialism indirectly affect fashion-oriented impulse buying. Fashion involvement has more affected fashion-oriented impulse buying, which supports the strong involvement of product lead to the tendency for product-
specific impulse buying (Jones et al., 2003; Seo et al., 2001) when shopping for clothes. Therefore, in their advertisements, organizations should put an accentuation on what sort of an impact having that item will have on design contribution. Moreover, organizations that position their items and brands as indicated by the mold ought to look at that as some buyers consider the garments they buy as a pointer of progress. In this way, they ought to accentuate materialistic emotions that include the impact of having a mold item on society and what it conveys to the client. Along these lines, the desires of customers firmly associated with fashion will be satisfied all the more adequately. Similarly, as organizations can manage the business sectors for which they offer items or administrations overall, they can likewise isolate them into components in light of numerous criteria and apply important promoting techniques as indicated by their objective market. There is a wide assortment of media accessible today and each kind of media can differently affect shoppers’ mindfulness and buy of form products. Not at all like past examinations which have inspected the impact of individual media stages (Apeagyei, 2011; Stefanone et al., 2010), this investigation utilized another approach by looking at media in light of its strategy for spread: broad communications versus individual media. Furthermore, retailers ought to guarantee that business partners are educated about their items with the goal that they may likewise give customized data. As the result, mass media additionally has impact on fashion contribution, while individual media has no impact on form apparel inclusion. This is a fascinating outcome which shows that client give careful consideration to broad communications, for example, bulletins or TV advertisements versus magazines than deals partners. This shows retailers should keep on promoting their items through broad communications. Because of the positive connection between form association and broad communications, TV programing and promoting have been observed to be an effective technique for achieving youthful buyers since era Y buyers have viewed a more noteworthy measure of TV and approached more extensive TV programing than past eras (Wolburg and Pokrywczynski, 2001). Retailers may profit by having their items worn by TV and motion picture famous people and additionally advancing their items through TV publicizing amid programing with a comparative target showcase. In Vietnam, Biti’s with their fashion product, Biti’s Hunter, is a successful case. Biti's marketing strategy is aimed at promoting and attracting new brands and products, especially to young people. To accomplish this goal, Biti's chose Viral Video, Son Tung MTP's MV, and Sobin's "Going Back" music video for promoting their products.

Reference


