Bachelor of Business Administration Thesis

TOPIC:

IMPACT OF SOCIAL MEDIA MARKETING CONTENTS ON BRAND AUTHENTICITY AND CUSTOMER'S REPURCHASE INTENTION FOR SPORT SHOES BRANDS IN MEKONG DELTA, VIET NAM

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EXECUTIVE SUMMARY

The advent of social media has not only changed the way people communicate with each other, but also the way companies do business and deliver their messages to customers. It allows brands to connect directly with customers, build brands, and ultimately sell more products. Much research has been done on consumer behavior on social media platforms. However, more research is needed to examine the impact of social media marketing on the athletic footwear industry and how it affects authenticity and repurchase intention through electronic word of mouth. Therefore, this study attempts to create a research model describing the impact of social media marketing on the authenticity and repurchase intention of customers for sports shoe brands in the Mekong Delta. At the same time, some solutions are proposed to increase the brand value and purchase intention of sports shoes in the Mekong Delta market.

This research was conducted with a sample size of 428 Vietnamese people from 15 years old (regardless of gender). They are exposed to the marketing programs of sport shoe brands through social media. This was convenient for us to be able to collect information. The methods of testing the scales include multiple linear regression analysis, Cronbach alpha, T-Test, ANOVA, etc. The results of this study show that all variables are positively correlated, specifically (1) social media marketing content " has a positive effect on Brand authenticity" (including Entertainment, Engagement, Trends, Customization) has a positive impact to brand authenticity (including Integrity, Reliability, Symbolism, Continuity, Originality, Credibility); (2) brand authenticity has a positive impact on Repurchase Intention; (3) social media marketing content has a positive effect on repurchase intention.

So we are willing to give valuable opinions. Understanding the interrelationships between these factors can help explain the underlying reasons why customers are more likely to buy from that brand than other brands. From there, giving marketers the right direction for building media content through social networks and identifying the target audience. At the same time, the study proposes a number of solutions to enhance brand equity as it has a significant impact on purchase intention. This study also proposes some solutions to help marketers orient their marketing campaigns properly by clearly identifying the components of the social media marketing that have a positive impact on purchase intention row. From there, focus on developing appropriate content to increase marketing effectiveness on social networks and call customers to action through social networks. It also helps brands build better, stronger relationships with customers.

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Due to the limited resources of our knowledge and practical experience in this field, the thesis will inevitably have many shortcomings and limitations. With the spirit of eagerness to learn and constantly absorb, our team sincerely thanks and looks forward to receiving your comments so that we can learn from experience, continue to learn, and improve better and better.

Wish all the best to everyone.

Sincerely.

Can Tho, April 2023

DECLARATION

We hereby declare that the topic "The impact of social media marketing content on brand authenticity and customer's repurchase intention for sports shoe brands in the Mekong Delta" is our own research work. We promise that the data and research results in this study are true, have legal validity, and have never been published in any way by others. All of the information cited and figures in this thesis have been clearly identified, specified and published.

Can Tho, April 2023

LIST OF ABBREVIATION

Abbreviation	Explanation
AMOS	Analysis of Moment Structures
BA	Brand Authenticity
CUS	Customization
CON	Continuity
CRE	Credibility
CFA	Confirmatory Factor Analysis
ENT	Entertainment
EFA	Exploratory Factor Analysis
INT	Interaction
ITY	Integrity
ORI	Originality
REL	Reliability
RI	Repurchase Intention
SYM	Symbolism
SM	Social media
SMM	Social media marketing
SMMC	Social media marketing content
SPSS	Statistics Package for Social Sciences
SEM	Structural Equation Modeling
TRE	Trendiness

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CHAPTER 1: INTRODUCTION

Overview

The research proposal is presented, describing the study's background as well as academic and practical problems. This material is used by our team to emphasize the research goals, research questions, and research process outlines, including the methods and scope of the study.

1.1 BACKGROUND OF RESEARCH

In recent years, as the internet has grown rapidly, we have seen the rapid rise of social networks, particularly Facebook. This has ushered in a new era, bringing with it both huge opportunities and major obstacles, compelling businesses to do everything they can to reach their target clients via websites. social media networks (Gallaugher & Ransbotham, 2010; Kozinets, de Valck, Wojnicki, & Wilner, 2010). It is well known that this marketing channel is rapidly expanding and spreading throughout the world in general, and in Vietnam in particular. According to statistics, this channel has quickly reached more than two-thirds of Internet users, giving an exceptional chance for firms to adopt marketing communications (Correa, Hinsley, & De Ziga, 2010); Spillecke & Perrey, 2012). According to global internet user data, there are approximately 4.9 billion people using the Internet in January 2022 (62.5%; a rise of 8.3% compared to 2020), with Europe and Asia having the most users, accounting for more than 49% of the global total. According to, we are social-Hootsuite research, Vietnam has a high number of Internet users. As of January 2021, Vietnam has over 75.7 million Internet users, accounting for 77% of the total population (an increase of more than 1.8% over 2020), and these figures are expected to rise. In terms of social networks, Vietnam presently has 72 million users using them for entertainment, connection, sharing, and even advertising (a figure that is rising more than 11% from 2020). The rise of the Internet and social networks has altered people's life in all socioeconomic spheres, particularly communication.

Today, social networking has become a very powerful tool for brands, not only as a marketing communication channel or an expanded online sales channel, but also as a tool for businesses to listen to customers' opinions in order to understand their behavior, or the interaction conveys information about the product brand to customers, thereby improving identification and creating interactions with businesses. As previously said, the growth of social networks will provide several options for businesses to easily communicate their messages to target clients. The

problem for businesses here, however, is to measure and analyze the effectiveness of this instrument (Kaplan and Haenlein, 2010).

Social media now has a significant effect on our world, and its growing significance has stoked interest in social media's appropriate application by companies. Businesses can promote goods and establish a strong brand presence and image using social media very effectively. It also gives marketers a ton of data that can be evaluated and used to boost business success.

In today's highly competitive public market of sports and casual gear, there are several brands that are most recognized in the Sportswear business, including Nike, Puma, and Adidas. According to an Export Genius business intelligence report on Vietnam exports of sports footwear, Nike dominated the Vietnamese sports footwear industry. This sports shoe manufacturer in Vietnam is a leading footwear brand, accounting for more than 30% of the country's sport shoe industry. In 2017, its entire sports shoe business was valued at US$ 1465649840. Here are the top ten sports footwear companies in Vietnam, along with their market share in Vietnam.

Table 1: *Market share of sports shoe brands in Vietnam (2017)*

Brand	Value USD (%)
Nike	31.13
Adidas	19.45
ASICS	6.52
Puma	5.53
New Balance	3.79
Converse	3.64
Reebok	3.36

Source: Export Genius business intelligence report (2017)

In addition to genuine distribution stores, there are many small individual divisions that trade in big-brand products with the content of "portable - lower cost" products, which affects Not small to the company, because the problem of counterfeit goods in the Vietnamese market is becoming more and more complicated, even being sold right away on e-commerce platforms, live stream

sales on social networking channels such as "Facebook, Tiktok,...", some products are sold for half the price, or many things are only one-fifth of the original price, yet the style and design are 99% identical to the original price. While large-brand sports shoe items in Vietnam are still highly valued in comparison to the average pay of Vietnamese people, this brand is still under market competitive pressure. There are many stylish brands of sports shoes on the market today, from domestic to other big brands, to give consumers more options, but the issue of brand authenticity is particularly tough at this moment. Branding has evolved into a vital and important component of brand success. To do so, managers must first understand the nature of brand authenticity and its ramifications. Yet, there have been many studies in Vietnam on CBBE (Customer Based Brand Equity) brand value, but there has been no research on CBBA (Customer Based Brand Authenticity), particularly in the sports shoes sector, according to Google search data. Overseas, while some earlier research has investigated the features and scales that comprise brand authenticity, the majority of them focus on multidimensionality with little emphasis on the core criteria of authenticity. Morhart et al. (2015) investigated brand realism (brand consistency, brand customer orientation, and brand consistency in Eggers et al., 2013; reliability, integrity, symbolism, and relevance). In the study of Kim Soon Ho et al (2021), however, three views on authenticity given by Napoli et al (2014) were used, including the commitment to quality, heritage, and authenticity. The results revealed that features of brand authenticity have an influence on brand and customer loyalty as a basis for model creation and testing with these important attributes in the Korean coffee shop environment.

Previous studies in the service sector in Vietnam, on the other hand, have primarily focused on the antecedents of brand loyalty, namely service value and customer satisfaction (the study by Nguyen Thi Mai Trang, 2016 stated that service quality has the strongest impact on customer satisfaction, thereby affecting customers' return and loyalty to supermarkets; Bui Thi Quynh Trang (2019), customer satisfaction has a substantial impact on customer loyalty in hotels in Vietnam; Vo Thi Ngoc Ha and Tran Ha Van Anh (2020) found that the more satisfied consumers are with the value the bank provides, the more loyal they are to the bank. Service value and satisfaction are viewed as key factors of a brand's long-term success.

However, not too much research has been conducted on buyers' intentions to repurchase shoe brands. Repurchase intention is a consumer's good attitude toward an e-retailer that will result in repeat purchases. (Repeat buying behavior). Zhou et al., 2009; Kim et al., 2009 (2012).

The choice to acquire another service from the same company, taking into account the existing position and potential situations, is referred to as repurchase intention. With the tremendous rise of online retail, repeat purchasing is becoming increasingly significant in marketing research. Therefore, the author has chosen the topic "The impact of social media marketing content on brand authenticity and customer's repurchase intention for sports shoe brands in the Mekong Delta" in this context. The purpose of this research was to look into the relationship between social media marketing content (SMMC), brand authenticity (BA), and customer's repurchase intention (RI).

1.2 RESEARCH OBJECTIVE

Due to the strong growth of social media usage, content marketing is becoming more and more important for every sports shoe brand to grow further in this age of technology.

In order to conduct this, the study will analyze and evaluate the impact of social media marketing content on brand authenticity and customer repurchase intention. brand sports shoes in the Mekong Delta, Vietnam systematically and fully. Secondly, assessing the relationship between brand authenticity and consumer repurchase intention. Last but not least, from the results obtained, some recommendations are made to improve the relationship between social media marketing content, brand authenticity, and customer repurchase intention. sports shoe brand in the Mekong Delta.

1.3 RESEARCH QUESTION

This study is designed to answer the questions below:
- How social media marketing content affects brand authenticity and customer repurchase intention for fashion brands in Vietnam?
- What is the correlation between brand authenticity and consumer repurchase intention?
- What managerial implications might be suggested?

1.4 RESEARCH SCOPE

Survey subjects: Subjects 15 years of age and older who utilize social networks to research brands before purchasing goods and are clients of the questioned representative brand were considered for this study due to the nature of the study as social media marketing content, this demographic is fully informed.

Research scope: Only for customers living and working in Mekong Delta.

Research field: Sports shoe brands.

Research scope:

- Spatial scope: Mekong Delta, Viet Nam

- Time range: Primary data is collected from January 2023 to March 2023

- Format: Primary data will be collected by online and offline platforms. The online format is conducted by Google Forms. On the other hand, the offline format is the way respondents have received paper questionnaires and the team will proceed with data collection.

- Scope of content: The topic focuses on commonly used sport shoe brands in Mekong Delta such as Adidas, Nike, Converse, Vans, ... etc.

1.5 METHODOLOGY AND DATA OVERVIEW

There are two methods that we are going to use in this study. They are primary research and secondary research. The details are presented below.

Firstly, we use primary research as a quantitative method that collects the data directly by doing surveys with suitable solutions and then use those statistics software such as IBM SPSS Statistics and AMOS for analysis. The number of surveys was 428 observations.

Secondly, we use secondary research to find out information that is necessary to support our evaluation of the situation in sport shoe brands in Vietnam at the previous time. From that, we process the secondary data as a basement and combine it with the primary data to make the analysis complete. The source of secondary data can be on the internet, through mediums of media such as broadcast, television, newspaper, and magazine.

1.6 OUTLINE

Chapter 1: Introduction

This chapter provides readers with essential information about the importance of social media marketing today as well as an overview of the situation of sports shoe brands in the Mekong Delta, Vietnam. This defines practical problems and theoretical problems and the literature gap, the research objective, the research question, the methodology, and the data overview.

Chapter 2: Literature Review

This chapter provides an overview of theories related to definitions, key models, and factors affecting social media marketing content, brand authenticity, and customer repurchase information. Thereby providing a research framework.

Chapter 3: Methodology

This chapter is determining and gives more details about the methods used to collect data, sample characteristics, and limitations of the study. The quantitative method is fundamental that our group is using.

Chapter 4: Data Analysis

In this chapter, we carry out primary research and show the results. Next, we are waking up to analysis and discussion of key findings.

Chapter 5: Conclusion and Recommendation

In the final chapter, our group is clarifying the research question, and how to apply the results of the research in practice. Next, we plan to cover the key findings and make recommendations for our topic.

Besides, we also illustrate the research objectives, and scope, describe the methodology, and data overview. For more details about our study, we will present in Chapter 2 clearly.

CHAPTER 2:

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

This chapter will clarify theories related to social media marketing content, repurchase intention, and brand - authenticity. From there, a theoretical model for this problem was proposed and the component - scales for this study were formed.

2.1. LITERATURE REVIEW

2.1.1 Social media marketing and social media marketing content

2.1.1.1 Social media

Leanne (2018) comments on today's growing and widespread social media, allowing us to express our beliefs, ideas, and ways in entirely new ways. Social media is being used more than traditional media. As it is considered such an important part of our lives, the use of communication on social networking platforms is having greater power to shape public opinion than ever before. The use of social networks is a growing phenomenon in today's society. It gives users great experiences, serving all human needs. Social networking platforms are increasingly used by more and more people as a means of communication at work as well as in daily life. Next, Thomas D.M. Ayfiel d I (2011) talked about social networking, which is also a place to help me exploit information and creative ideas to serve my work in the best way. It can be said that this is the most effective "inspirational" place on the Internet today. From those good sides, social networks are interesting and applied by businesses in developing their products. For cosmetic products, they use blogs or bloggers to introduce them to more people.

More and more people are spending time on social networks and people can freely chat and share with each other. Therefore, using comments to threaten others' self-esteem and self-worth online is a regular occurrence on social networking platforms, this is what Leanne Townsend (2018) reviewed. A social media platform where anyone can easily learn and have fun anywhere. It makes it possible for people to keep memories, to discover things. On social media platforms, everyone is a content creator with their own style. Using social media platforms effectively can positively influence people's social standing and help them gain political support, which can lead to problems influencing topics they find important. This statement was made by Watson et al (2002) study.

Saravanakumar (2012) stated that many companies now realize that without the right social media strategy and plan, they will not stand a chance to stand out. in this rapidly changing digital landscape. If company leaders can put these things together, they have a good chance of becoming a leader in social media marketing. Through the tremendous growth of social sites like Twitter, Facebook, and LinkedIn, a new era of social networking has been opened. Social media helps brands create effective ways of communicating with consumers and helps brands increase their relationships with customers. From social networking sites, businesses can predict, and capture consumer needs to make suitable products and avoid negative customer feedback on the brand's products. surname. Advertising plays an important role in the social media platform, helping businesses talk to customers so that businesses can learn their essential needs to bring products to market.

2.1.1.2 Social media marketing content

Social media marketing content is developed and disseminated on social networking sites like Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, and others in order to capture the attention of clients and consumers. In other words, this is a collection of methods and tactics used by marketers to interact with users by producing a large amount of helpful material in order to attract potential consumers, and target customers.

There are numerous application platforms for conducting marketing communications on social networks, including Youtube, Instagram, Zalo, Twitter, and Facebook (which is the most widely used application in Vietnam at the moment and is the application explored by the author in this issue). Marketers must employ a variety of content types to establish the best connection with users on these platforms, including long-form articles, short pieces of material, design pictures, and videos. According to current trends, video content is one of the most effective types of material in terms of views, interactions, and distribution speed.

The value of social media, according to Miller, Fabian, and Lin (2009), rests in the connection between consumers and communities. Social networking has become a part of most people's lives; nevertheless, for social media to become successful communication tools, supporting relationships and activities, engaging, creative, and interesting material that can enrich the user experience is required. Furthermore, the usage of social media today provides a beneficial platform for listening to and maintaining relationships with users, who are the brand's customers,

increasing the price of brand equity and having a big influence on consumer behavior. Social media has given marketers an immensely valuable tool for reaching out to the target population that brands seek (Kelly, Kerr, & Drennan, 2010). Social media marketing allows firms to use their content and photos to communicate messages, meanings, and tales to consumers in a vibrant and visual manner. using the internet (Tsai & Men, 2013).

Social media marketing is critical to the success of mid - and high-end brands (Phan et al., 2011). According to Kim and Ko (2012), social media marketing for mid - and high-end brands involves the following elements: entertainment, interoperability, trends, customization, and word of mouth (WOM). Apart from that, Yazdanparast et al. (2016) identified that social media marketing content influences brand attitudes and suggested that marketers delivering social media content should create appropriate entertainment -experiences with customers' motivation to use social networks.

2.1.1.2.1 Entertainment

The pursuit of pleasure through games that originate from popular media experiences is referred to as entertainment (Agichtein et al., 2008). A key factor in social media that promotes positive emotions, encourages participation, and creates the intention to use continuously is entertainment (Kang, 2005). Users of social media are in need of entertainment, which they see as a means of bringing them joy and enjoyment, as well as an experience (Manthiou, Chiang, & Tang, 2013). Many academics feel that finding pleasure in the amusement is another reason people use social networks (Kaye, 2007; Muntinga, Moorman, & Smit, 2011; Park, Kee, & Valenzuela, 2009). According to Muntinga et al. (2011), social media users view brand-related content for enjoyment and fun. Following Courtois, Merchant, De Marez, and Verleye (2009), social media users' interest in brand content pushes brands to maintain and develop content on social networks to suit user needs. Thus, this study employs a poll to determine whether the social media marketing of mid - and high-end brands is worth measuring and evaluating. People who use social media for hedonistic reasons are considered to be finding entertainment and pleasure, and the virtual community for them is organized focusing on clear interests (Bagozzi and Utpal, 2002; Manthiou et al., 2013). This assumes that social media entertainment may affect performance (Guo et al., 2018 & Yazdanparast et al., 2016)

The scale of entertainment is based on the theories of Kang (2005) and Agichtein et al. (2008). This study uses a survey to assess positive emotions, fun, and pleasure to measure - entertainment.

2.1.1.2.2 Interaction

Interoperability through social media activity gradually alters the ability of brands and customers to communicate (Gallaugher & Ransbotham, 2010; Kaplan and Haenlein, 2010). According to Daugherty, Eastin, and Bright (2008), one of the main criteria for collecting user-generated content, which gives very useful information for any user, any brand, is social engagement and exchange. Social networks are tools and mean for users and brands to engage, communicate, and trade ideas, as well as users to users. As per the Muntinga et al. (2011), social networks enable users to interact and exchange information about a specific product or brand, as well as meet and become friends with people who share similar interests.

Given that social media is a space for consumers to discuss and exchange ideas, interactions in social media offer insights into users who contribute to social media platforms related to particular brands; these users meet and interact with one another and discuss specific products, services, and/or brands (Godey et al., 2016). Besides, Zhu and Chen (2015) categorize social media marketing into two types based on the nature of the relationship and interaction (description-based and content-based). Individuals are frequently targeted in social media marketing since the information related to the members allows them to readily assess and evaluate user behavior.

Social media marketing communication that drives engagement, on the other hand, is primarily content-based since they have to talk and comment on the posted content, which is what businesses want. Gallaugher and Ransbotham (2010) contend that consumer discussion activities on social networks are extremely powerful, and they abstracted this activity using three widgets: speaker frame, magnet, and screen. Customer-to-customer communication is represented by speakers, customer-to-customer communication is represented by magnets, and customer-customer interaction is represented by the display. Thus, brands must offer distinctive content in order to receive user contact, as a good interaction connection will boost the brand's prestige and trust (Manthiou et al. al., 2013).

According to Kilgour et al. (2015), content marketing is the active role of consumers' interactive engagement to share and active participation in response in the media space becomes their concern. On the other hand, social media is used by customers and potential customers to communicate. For example, most consumers choose clothing based on the appearance of others wearing the same clothes. Interaction is sharing information and exchanging ideas with others through social media.

Based on the theories of Godey et al. (2016); Muntinga et al. (2011); Daugherty et al. (2008), Gallauter and Ransbotham (2010), Kaplan and Haenlein (2010) this study defines interaction as share information and exchanges ideas, interact with another, brand-customer communication.

2.1.1.2.3 Trendiness

Social media is the platform that gives the most up-to-date and trending information, as well as a wealth of product and brand information (Naaman, Becker, & Gravano, 2011). Currently, as social networks become an unavoidable and rapidly increasing trend, consumers find it easier to gather information, and they regard it as a more reliable and receptive source of information when compared to older means of marketing communication (Mangold & Faulds, 2009; Vollmer & Precourt, 2008).

Muntinga et al. (2011) define new and trendy information on social media as having four components: observation, knowledge, pre-purchase reference, and inspiration. Observation informs users about what information is trustworthy. Knowledge is information about items and brand images obtained by people through observation. Customers will use reference information before purchasing to help them choose and make purchasing decisions. Thirdly, perceived value is tied to the consumer's impression of the company's communication activities; if a brand is constantly coming up with new ideas that are in step with trends, an exciting manner of communicating will also come up. Customers are inspired, making it easier for them to make judgments. Apart from that, trendiness is defined as providing the latest and up-to-date information regarding products for customers (Godey et al., 2016). Consumers enjoy reading trendy information on social media platforms, including current trends, brand-related news, and other hot topics related to the products (Cheung et al., 2020). Consumers seek to contribute to

brand communities on social media and they tend to share trendy information with like minded peers and users on social media platforms (Mishra, 2019).

According to Creevey et al. (2022), trendy information encourages consumers to create content and share their brand experience with like-minded users on social media platforms. Numerous studies demonstrate that trendiness is particularly useful in reinforcing and driving consumer intent to create content.

The ideas of Godey et al. (2016) and Naaman et al. (2011) are the foundation for the trendiness scale. Given the discussion above, trendiness is defined in this research in terms of the most recent information, up-to-date information, and hot discussion topics.

2.1.1.2.4 Customization

Customization is defined as the creation of a unique design to meet or satisfy the needs of an individual (Schmenner, 1986). Brands may improve brand loyalty by personalizing their profiles and customizing and expressing their individuality to the vast majority of customers (Martin & Todorov, 2010).

According to Zhu and Chen (2015), there are two ways to convey a brand's message: one is in the form of a message aimed at a specific audience, and the other is to convey the same message to all audiences with needs, interest, and demand; which form to choose depends on the target audience and the brands' communication goals. For example, if a brand texts to announce a customer's acquired points, the information will be tailored to that customer. If a company wishes to remind all of its consumers about a promotion, it will send an identical message. Social media marketing content provides personalized messages and services combined with customized marketing efforts to create value for a specific group of consumers, facilitating customized (Zhu & Chen, 2015) and contributing to building the relationship between consumers and brands (Kim & Ko, 2012).

It also helps to assist consumers when they are searching for needed information (Godey et al., 2016), and consumers are willing to browse through relevant information available on social networking platforms. Customization is also the degree to which social media channels provide customized information search and service for their customers (Godey et al., 2016).

The scale of customization is based on the theories of Schmenner (1986); Martin and Todorov (2010) and Godey et al. (2016); Kim and Ko (2012) The elements of this scale are individual preferences, uniqueness, customized information search, customized service.

2.1.2 Brand Authenticity

Consumer researchers have investigated how to create customer impressions of authenticity. Brown et al. (2003), for example, investigated the authenticity of retro brands and discovered that, while some consumers use physical cues as motive-related traits to judge the authenticity of a car, others judge authenticity more holistically by examining whether the brand remains true to its essence. Similarly, Beverland (2006) asserts that in the premium wine business, customers use both factual evidence, such as a brand's commitment to quality, and figurative renderings of reality, such as less commercial exploitation, to assess authenticity. Grayson and Martinec (2004) define two forms of authenticity employed by tourists. The verifiable features of an object are referred to as target authenticity, whereas symbolic authenticity refers to something that bears a physical similarity to something with target authenticity. In the first scenario, the individual judges the object's authenticity using verifiable qualities, whereas in the second case, they focus on the impressive indicators for evaluation. Beverland and colleagues (2008) did an impressive study on the relationship of indexicality and iconicity in beer advertising. According to their findings, consumers frequently rely on information they believe to be objective and indexical (such as proof of origin) to make authenticity judgements in some circumstances. In some circumstances, though, they believe in the abstract and iconic parts of advertising (such as the impression of sincerity). Additional studies, such as Alexander (2009), Chronis and Hampton (2008), Ewing et al. (2012), Muoz, Wood, and Solomon (2012), provide information on the antecedents of perceived authenticity (2010).

This means that an absolute and objective criterion is utilized to determine genuineness (Wang 1999). Brown and colleagues (2003) demonstrate in consumer research that consumers utilize the physical qualities of the brand to evaluate the preservation of the brand's essence, a key component of brand identification and brand authentication. Following Grayson and Martinec (2004), consumers build an image of authenticity by using index signs (signs that may be confirmed with relation to actual experience). This viewpoint posits that perceptions of brand authenticity come from objective facts about the brand (or information perceived as objective

by consumers, see Grayson et al. Martinec 2004), such as original label, age, ingredients, or actual performance.

According to supporters of constructive authenticity, the sense of authenticity varies depending on the individual and the environment. Authenticity is thus defined as the projection of one's own beliefs, expectations, and perspectives onto an entity, which is a major viewpoint in the subject of sociology (Vannini and Williams 2009; Wang 1999). This type of authenticity is the focus of a substantial section of consumer research (e.g., Beverland and Farrelly 2010; Rose and Wood 2005). Since this viewpoint says, assessments of authenticity are based on subjective judgments rather than marked objective brands, perceptions of authenticity might occur in fiction, imitation, imagination, or duplication. A brand is regarded as authentic if it is successful in positioning itself as an authentic brand in the perceptions of consumers. Hence, authenticity is found in customers' perceptions of more abstract ideas, such as brand position or brand image (Beverland et al. 2008), rather than only the customer aspects of a business. A brand is regarded as authentic if it is successful in positioning itself as an authentic brand in the perceptions of consumers. Hence, authenticity is found in customers' perceptions of more abstract ideas, such as brand position or brand image (Beverland et al. 2008), rather than only the customer aspects of a business.

The existentialist view of authenticity, which includes the notion that being authentic is synonymous with being truthful to oneself, is a basic premise in philosophy and psychology (Golomb 1995; Kernis and Goldman 2006). Beverland and Farrelly (2010) associate the quest for authenticity with genuine self-expression. "In the setting of current authenticity, individuals feel they are in contact with both the real world and their real self," write Leigh et al (2006). Authenticity exists in the context of brands in connection to a brand's ability to serve as a resource for customers to expose their true selves or to allow consumers to feel they are remaining true to themselves by consuming that brand. So, authenticity, from an existentialist perspective, is not an objective feature inherent in an object, but derives from that object's ability to function as a resource related to the object count's identity. In light of the aforementioned, the usage of self-relevant information about the brand (e.g., the brand's face; Rose and Wood 2005) can help customers create their identities.

Brand authenticity is defined as 'the extent to which consumers perceive a brand to be authentic to themselves and the consumer, loyal and at the same time supporting consumers to stay true to themselves (Morhart et al., 2015, p. 202). As traditional sources of meaning in our cultures such as family and religious institutions have lost their appeal to younger consumers, they have turned to consumer and community products (As Grayson and Martinec 2004). To distinguish brand authenticity, it is necessary to rely on the brand concept and satisfaction. Brand satisfaction is understood as a positive emotional state in the subconscious of the brand's consumption Morhart, Malär, & Grèvremont (2014) gave a scale of consumer perceived brand authenticity (PBA) in four dimensions: Continuity, Credibility, Integrity, and Symbolism. Virtue-based integrity is reflected in the brand's intentions and in the values it conveys, Continuity will reflect the age, history, and ability of the brand to break through trends. Symbolism is the ability to reflect the values or relationships that consumers consider important to identity building. Credibility, brand willingness, and ability to deliver on their promises According to Bruhn et al. (2012), based on the available psychological scales they have developed and reflected on customers' perception of brand authenticity. Besides, the author also proposes that qualitative research should include the following four basic aspects: Originality is when a company's culture is expressed based on symbols and values that represent the local culture. Through it, consumers will receive the content that the advertisement wants to convey. Continuity is about maintaining a brand and creating a sense of tradition that endures over time. Naturalness towards a genuine or natural brand. Reliability is establishing a brand that creates trust, trustworthiness, and association across different target groups. Consumer-based brand authenticity symmetrical scale. Comprising three dimensions of brand authenticity: Quality commitment Craftsmanship, Related to a brand's values and principles, Nostalgia, and design consistency. Brand authenticity is a significant predictor of purchase intentions and is empirically discriminated from brand trust and credibility (Napoli at al. 2021). According to Choi et al. 2015 a holistic approach to assessing and considering brand drivers for a brand's loyalty and commitment. The authenticity of a fashion brand consists of seven factors: Authority is the consumer's perception of the suitability of the product for the customer as well as their trends and tastes. Creativity will highlight the product's creativity compared to other brands' products. Sustainability is concerned with environmental and social actors and responsibilities including provenance and brand identity. Heritage is based on the formation and development

of the brand's history. Reputation, Fashionability, Creativity, and Sustainability are important predictors of brand engagement. Authority, Consistency, and Creativity are important predictors of brand loyalty. Trademarks mean trademarks protected by intellectual property law. Making a brand stand out will also influence consumer decision - making as well as stand out among brands with similar attributes. Rely on a scale to understand consumer behavior about brand authenticity.

The dimension scale of Morhart et al (2016) and Bruhn et al (2012) seems to have fully introduced the factors related to fashion industry brands, so a composite scale between the two sets of scales.

2.1.3 Repurchase Intention

The intention to repeatedly purchase or retain customers, which is considered as defining the degree of success, is a crucial aspect of a company's marketing strategy and business defense (Cronin et al., 2000). The company's competition is becoming fiercer, and gaining new customers will take a lot of time and money, thus corporations are focused on defensive methods. Instead of focusing solely on new consumers and expanding market share, they prioritize customer retention.

According to Oliver, a good aim and genuine dedication to a particular brand are regarded as recurrent buying (1997). The author has related the loyalty component with the intention to repeat purchases, implying that this behavior stems from the customer's loyalty. Customers that are particularly devoted to a brand are more inclined to promote the brand or its products to other customers (Janes and Sasser, 1995). Crosby et al. (1990) suggest that if the services are trustworthy and satisfactory, customers will be more loyal and will continue to purchase from the company.

According to Jackson (1985), repurchase intention is defined as a consumer's desire, behavior, or consumption proclivity to increase, decrease, or retain the number of services from an existing supplier. Meanwhile, Fornell (1992) contends that repurchase intention refers to the likelihood of reusing a service provider in the future.

Both meanings are concerned with a customer's ability and proclivity to repurchase products or services from the same brand or source in the future. Nevertheless, Boonlertvanich (2011) emphasizes on brand re-usability, whereas Ranaweera and Prabhu (2003) focus on customers'

proclivity to continue utilizing services from the same brand supplier. Also, the definition of Ranaweera and Prabhu (2003) demonstrates a negative aspect of repeat purchase intention, namely, customers can move to use services from other providers if they are dissatisfied with the services provided by one provider.

Repurchase intention describes a customer's positive opinion of an online store that will result in more purchases (repeat buying behavior). Consumers with repurchase intentions are those who are interested in using online shopping to make a purchase, will use online shopping again in the future, and are interested in suggesting online shopping since they themselves use it (Zhou et al. (2009) and Kim et al. (2012)). According to Kotler and Keller (2009), buyers may be pleased or dissatisfied after buying a product and display post-purchase behavior. Consumers who are pleased with a product will repurchase it, suggest it to others, ignore the advertising and other brands, and buy more goods from the same company.

There are two similar opinions of two people Ismail & Safa, (2014) and Hellier et al. (2003) state Repurchase intention refers to an individual purchasing goods or services at the same brand store. M. A. Jones et al., 2000; M. A. Jones et al., 2003; Julander et al., 2003; Tsai et al., (2016). Repeat buying behavior is described as actual consumer behavior that leads to multiple purchases of the same product or service. Customers repeatedly buy similar products from similar suppliers. Most purchases represent a sequence of events rather than a single transaction. Several researchers have examined the relationship between customer repurchase intention and customer repurchase behavior. Environmental awareness has a positive effect on repurchase intention. After purchasing and using eco-friendly products, customers can determine if businesses make environmental claims for that product. Consumer confidence influences consumer repurchase intention. Green trust plays an important role in consumer repurchase intention. According to Gefen and Straub (2004), repurchase intention is important because the cost of retaining a customer is much lower than the cost of acquiring a new customer.

Importance

The most crucial goal of successful businesses, as per Janes and Sasser (1995), is to keep existing customers and create frequent acquisitions from them. A loyal consumer who purchases a company's products or services, again and again, might create significantly more revenues than attracting new customers. They also feel that keeping solid ties with existing clients and making regular purchases from them will help the organization achieve long-term market competition.

According to Rosenberg and Czepiel (1984), the cost of acquiring a new client is approximately six times that of retaining an existing one. As a result, retaining loyal consumers and generating frequent repurchases from them can assist a company in saving expenses and increasing profits.

As a result, businesses are focusing their efforts on maintaining existing consumers and making recurring acquisitions. Companies are working hard to develop strong relationships with existing customers, provide better service, and make appealing promotions to persuade consumers to buy new customers and urge customers to buy their products or service again.

2.2 THEORETICAL FRAMEWORK

On the basis of a draft literature review, the theories mentioned are related to brand equity and purchase intention. Since then, the following theoretical framework (Figure 1) and hypotheses.
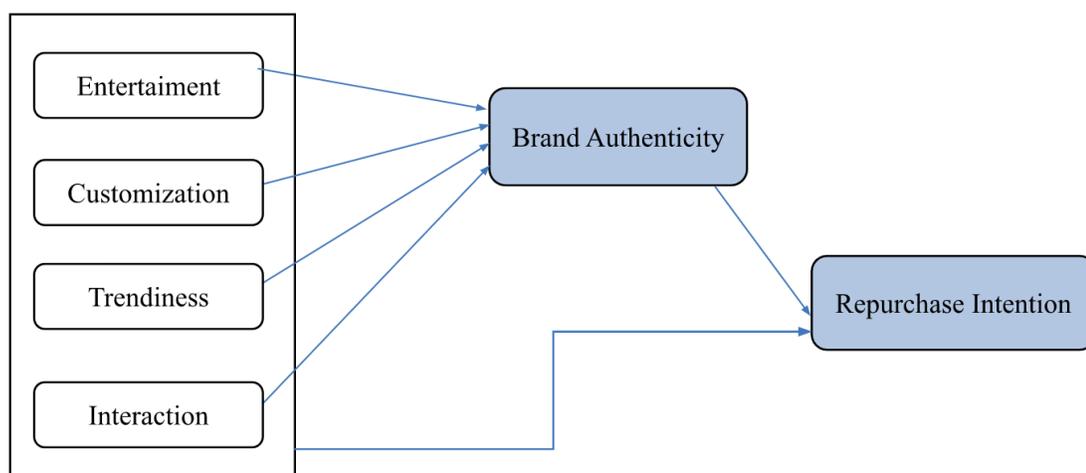
Figure 1: *Research Model*

Hypotheses Development

Social Media Marketing Content and Brand Authenticity

Brand marketing communication has been shown to influence the perception of brand authenticity (O'Guinn et al., 2014). First, consumer evaluations of brand marketing will directly influence brand authenticity by providing information that consumers will use to think about the brand (McCracken, 1986). In addition, brand marketing will also help shape brand positioning, thereby influencing consumer reviews and brand authenticity (Dwivedi & McDonald, 2018; Krishnan, 1996). Therefore, this study makes the following hypotheses:

H1: Social Media Marketing Content has a positive effect on Brand Authenticity.

H1.1a: Entertainment has a positive effect on Integrity.

H1.1b: Entertainment has a positive effect on Credibility.

H1.1c: Entertainment has a positive effect on Originality.

H1.1d: Entertainment has a positive effect on Reliability.

H1.1e: Entertainment has a positive effect on Continuity.

H1.1f: Entertainment has a positive effect on Symbolism.

H1.2a: Customization has a positive effect on Integrity.

H1.2b: Customization has a positive effect on Credibility.

H1.2c: Customization has a positive effect on Originality.

H1.2d: Customization has a positive effect on Reliability.

H1.2e: Customization has a positive effect on Continuity.

H1.2f: Customization has a positive effect on Symbolism.

H1.3a: Interaction has a positive effect on Integrity.

H1.3b: Interaction has a positive effect on Credibility.

H1.3c: Interaction has a positive effect on Originality.

H1.3d: Interaction has a positive effect on Reliability.

H1.3e: Interaction has a positive effect on Continuity.

H1.3f: Interaction has a positive effect on Symbolism.

H1.4a: Trendiness has a positive effect on Integrity.

H1.4b: Trendiness has a positive effect on Credibility.

H1.4c: Trendiness has a positive effect on Originality.

H1.4d: Trendiness has a positive effect on Reliability.

H1.4e: Trendiness has a positive effect on Continuity.

H1.4f: Trendiness has a positive effect on Symbolism.

Brand Authenticity and Repurchase Intention

The source characteristics that influence consumers' attitudes and subsequent behavior towards a given brand are determined by the source credibility model (Hovland, Janis & Kelly, 1953; Ohanian, 1990). In which, the consumer's attitude towards a brand is usually understood as a psychological tendency towards a particular thing or event, usually assessed through the degree of support or disapproval (Eagly & Chaiken, 1993). On the other hand, consumer behavioral intent is often understood as purchase intention, repurchase intention, recommendation behavior, brand store/website visit, and much more (e.g. Oh et. al., 2019; Yang et al., 2021). According to the results of previous studies, increasing the authenticity of a brand is likely to be accompanied by consumer attachment to that brand, which in turn leads to a positive brand attitude (Fritz, Schoenmuller & Bruhn, 2017; Ewing, Allen & Ewing, 2012; Spiggle, Nguyen, & Caravella, 2012), as well as purchase/ repurchase intention and highly more recommend behaviors (Lu, Gursoy & Lu 2015; Napoli et al., 2014; Morhart et al., 2015; Spiggle, Nguyen & Caravelle, 2012). Based on the above studies, this study hypothesizes that the elements of Brand Authenticity will have a positive effect on Repurchase Intention, specifically as follows:

H2. Brand authenticity has a positive effect on Repurchase intention.

H2.1: Integrity has a positive effect on Repurchase intention.

H2.2: Credibility has a positive effect on Repurchase intention.

H2.3: Originality has a positive effect on Repurchase intention.

H2.4: Credibility has a positive effect on Repurchase intention.

H2.5: Continuity has a positive effect on Repurchase intention.

H2.6: Symbolism has a positive effect on Repurchase intention.

Social Media Marketing Content and Repurchase Intention

Social Media Marketing when creating good entertainment content will create interesting experiences for users, help promote consumption, increase satisfaction, and promote brand promotion on social networks (Pöyry et al., 2013; Tsai & Men, 2017). Entertainment content will encourage consumers to use social networks to access brand media pages and consume brand-related content (Liu et al., 2019), which gradually leads to buying behavior, re-purchasing or sharing and recommending information to others (Cheung et al., 2021; Gensler et al., 2013). From there, this study proposes the following hypothesis:

H3: Social Media Marketing Content has a positive effect on Repurchase Intention.

    H3.1: Entertainment has a positive effect on Repurchase Intention.

In addition, personalized, customized content on social media platforms also helps consumers find the necessary information (Godey et al., 2016). Personalized content is also often allowed by users to be displayed on their social networks (Schulze et al., 2015). Therefore, when brands provide personalized marketing content, consumers will experience a positive impact on attitudes, behavior, use and purchase, or sharing about the brand's products. From there, we have the next hypothesis:

    H3.2: Customization has a positive effect on Repurchase Intention.

Interaction between consumers and brands is also an important driver for consumers (Yadav & Rahman, 2018). In the context of social media, brand posts are more interactive and attract consumers' attention, thereby stimulating consumers' intention to use and share (Simon & Tossan, 2018). From there, this study puts forward another hypothesis:

    H3.3: Interaction has a positive effect on Repurchase Intention.

In addition, the timely and useful information available on the brand's social media pages will help drive consumer intent to read and share information, and enhance the intention to use the product of the brand (Liu et al., 2019). Once consumers enjoy reading trendy information on social networks, such as current trends, and news related to brands and products they are

interested in, product usage and sharing behavior will also be increased (Cheung et al, 2020; Liu et al., 2019). We form the hypothesis:

H3.4: Trendiness has a positive effect on Repurchase Intention.

Measurement

Based on the literature review, the components in the model are explained in detail and the scale is formed in Table 1. The survey questionnaires in the original language version are shown in Appendix 1.

Table 2: *Scale of components*

Dimensions	Variables	Items	Author
Entertainment	ENT1	The social media marketing of X brand brings positive emotions	**Kang (2005); Agichtein et al. (2008)**
	ENT2	The social media marketing of X brand is fun	
	ENT3	The social media marketing of X brand is a pleasure	
Interaction	INT1	The social media marketing of X brand is easy to discuss and exchange ideas with other users	**Godey et al. (2016); Muntinga et al. (2011); Daugherty et al. (2008), Gallauter and Ransbotham (2010), Kaplan and Haenlein (2010)**
	INT2	The social media marketing of X brand is easy to share information with other users	
	INT3	The social media marketing of X brand is easy to interact two-way with X brand	
Trendiness	TRE1	The X's social media marketing of X brand brings hot discussion topic	**Godey et al. (2016); Naaman, Becker, & Gravano, (2011)**
	TRE2	The X's social media marketing of X brand brings the latest information	
	TRE3	The use of brand X's social media of X brand is very up-to-date	
Customization	CUS1	The social media marketing of X provides the interesting information	**Schmenner (1986); Martin and Todorov (2010) and Godey et al. (2016); Kim and Ko (2012)**
	CUS2	The social media marketing of X brand provides customized service	
	CUS3	The social media marketing of X brand is unique	
Brand authenticity			
Continuity	CON1	I think the brand is consistent over time.	**Bruhn et al, (2012)**
	CON2	A brand with a story	
	CON3	The brand has a clear concept that it pursues.	
	CON4	A brand that survives trends.	

Dimensions	Variables	Items	Author
Originality	ORI1	The brand is different from all other brands.	
	ORI2	The brand stands out from other brands.	
	ORI3	I think the brand is unique.	
Reliability	REL1	My experience of the brand has shown me that it keeps its promises.	
	REL2	The brand delivers what it promises.	
	REL3	The brand makes reliable promises.	
Credibility	CRE1	A brand that will not betray you.	
	CRE2	An honest brand.	
	CRE3	A brand that accomplishes its value promise.	
Integrity	ITY1	A brand that gives back to its consumers.	**Morthart et al (2014)**
	ITY2	A brand true to a set of moral values.	
	ITY3	A brand that cares about its customers.	
Symbolism	SYM1	A brand that adds meaning to people's lives.	
	SYM2	A brand that reflects important values people care about.	
	SYM3	A brand that connects people with their real selves.	
Repurchase intention	RI1	I will keep this provider in mind when repurchasing.	**Zhou et al. (2009) and Kim et al. (2012)**
	RI2	I will always use this provider although other firms are better known.	
	RI3	The X fashion brand is always in your mind.	

CHAPTER 3:

RESEARCH METHODOLOGY

This chapter presents the research process, research methods, data analysis, scales and sample information from the responses to the quantitative research section.

3.1 RESEARCH METHODOLOGY AND RESEARCH APPROACH

3.1.1 Research Methodology

In this study, the main research methods used are Cronbach's Alpha reliability, Exploratory Factor Analysis, Confirmatory factor analysis, and Structural Model. These methods are further described through the hypothetical deductive approach, "developing a hypothesis or hypotheses based on existing theory and then designing a research strategy to test that hypothesis" (Wilson, J., 2010). A study of Gulati, P.M (2009) states that inference means inferring to the general from the particular. If a causal relationship or a link seems to be implied by a particular theory or situation, it may be true in a lot of cases. Then inferential design can check to see if this relationship or association is achieved in more general cases or not.

The quantitative method is a method that emphasizes objective measurements and statistical analysis of data obtained through surveys, polls, and questionnaires, which may also be the use of data pre-existing statistics using computational techniques. Quantitative research focuses on collecting data and generalizing those data to find associations between groups of people or explain a phenomenon (Babbie, Earl R., 2014).

Using qualitative methods in order to comprehend ideas, opinions, or experiences, qualitative research entails gathering and analyzing non-numerical data (such as text, video, or audio), according to Bhandari (2023). It can be utilized to produce fresh study ideas or to gather in-depth insights into a problem. Because a researcher must make sense of the socially constructed and subjective world being studied and then develop a more in-depth theoretical perspective than that offered in the literature, qualitative research is linked to interpretivism and the inductive method (Denzin and Lincoln, 2011; Saunders, Lewis, and Thornhill, 2012).

3.1.2 Research Approach

The purpose of this scientific study is to estimate and evaluate the impact of social media marketing content on brand authenticity and repurchase intention about sport shoe brands in the Mekong Delta, Vietnam. This scientific study also deals with quantitative data generated through students and ages ranging from 15 years old in Vietnam.

3.2 RESEARCH DESIGN

3.2.1 Measurement

This research was conducted with the aim of studying the impact of Social Media Marketing Content on Brand Authenticity and the Repurchase Intention of customers in the Mekong Delta, Vietnam on sports shoe brands. After studying the previously used scales, the research team decided to use the scales. Accordingly, latent variables will be measured through the measurement items on a 5-point Likert scale with scores: 1 (= "Strongly disagree"), 2 (= "Disagree"), 3 (= "Neutral"), 4 (= "Agree") and 5 (= "Strongly agree").

3.2.2 Questionnaire

The survey is divided into 51 sub-questions. Out of these 51 questions, 34 were all about factors related to Social Media Marketing Content, Brand Authenticity, and Repurchase Intention, and 17 were about survey respondents' personal information. More specifically, the research factors are divided into 3 groups including: factors of Social Media Marketing Content, factors of Brand Authenticity, and Repurchase Intention. In all three groups of questions, we propose questions based on the content of valid scales, suitable for each concept proposed in the model. Demographic factors or user personal information are placed at the bottom of the survey.

3.3 DATA COLLECTING METHOD

3.3.1 Sampling Method

The research object of the questionnaire can be any individual who is a customer of sports shoe brands in Vietnam. Furthermore, the respondents of the questionnaire were not restricted by age, gender, occupation or location. Therefore, for the purpose of this article, our team decided to choose the method of convenience sampling (Convenience Sampling), which means that the research team can reach any object, at anywhere and anytime, to do the survey. This method will make it easier for the group to reach as many survey subjects as possible. This also makes

the team more cost-effective than judgmental sampling and is more convenient. Moreover, the research team chose this method to ensure the representativeness of the survey sample. Therefore, the choice of this convenience sampling method did not have any negative influence on the results of this study.

For this research, the analytical method of this paper is the statistical method according to the SEM structural equation model, and according to Bentler & Chou (1987), the minimum number of samples required is 5 times the number of observed variables. Therefore, the minimum number of samples that this study needs is 170 samples, corresponding to 34 observed variables in the article. This also means that the research team must collect at least 170 meaningful answer sheets.

3.3.2 Researching Methods

This scientific research is conducted through two main stages, including: preliminary investigation and formal investigation.

3.3.2.1 Preliminary Investigation

During the preliminary investigation, the research team first identified and clarified the research problem. Based on the available theoretical foundations, the research team has selected a research model and considered the factors of Social media marketing content affecting brand authenticity and repurchase intention. In addition, the group has also adjusted the research model and scale to suit the actual research conditions in the context of Vietnam, and at the same time made hypotheses about the relationships between the concepts included in the research model.

To ensure the ease of understanding and comprehensiveness of the official questionnaire, the research team developed a pilot questionnaire to conduct the investigation and collect the required data. Our team has conducted a pilot survey on test subjects who are mainly students to be able to edit and produce the final completed questionnaire from the official scale.

After designing the survey based on verified models from previous studies, the research team conducted a pilot survey with a group of subjects in the survey sample of the research topic to adjust the questionnaire accordingly.

3.3.2.2 Formal Investigation

After finishing the preliminary investigation phase with the official scale and questionnaire, the research team started the formal research process. The group has surveyed and surveyed 438 people with two forms: direct paper survey and indirect survey via online form to collect data. After that, the research team conducted filtering and cleaning of the sample data set to prepare for the process of running and testing the model.

After data cleaning, the research team started to run the model with the cleaned data set on IBM SPSS Statistics software to provide descriptive statistics for the research sample. From the results of the descriptive statistics, the brief descriptive coefficients of the study sample will be expressed. Thereby, the research team will capture the typical characteristics or general properties of the research sample, contributing to the orientation of explanations of research hypotheses based on the research sample.

After calculating the necessary descriptive statistics, the research team continued to analyze the measurement model, including the following steps: analysis of confirmatory factors, testing the discriminant of the concepts, and checking the fit of the measurement model on AMOS software. As a result, the research team will establish a well-suited measurement model that can be used to test the structural model. In the next step, the group continues to test the structural model on AMOS software to find the correlation coefficients between the concepts and determine the appropriateness of the structural model.

After obtaining the necessary statistical results, the research team presents the research results based on the statistical data. Statistical data after being analyzed will give results along with conclusions and research proposals.

3.4 DATA ANALYSIS METHOD

Prepare your data: Make sure the data is clean and complete, and that it meets the assumptions for the research. This may include checking for missing values, outliers, and normality.

Conduct descriptive statistics: Use descriptive statistics to summarize the key characteristics of the data, such as the mean, standard deviation, and range. This can help the research team identify any patterns or trends in the data.

Calculate Cronbach's alpha reliability: Cronbach's alpha is a measure of internal consistency for a set of items or questions. Calculate Cronbach's alpha to assess the reliability of the

measurement instrument. Generally, a Cronbach's alpha of 0.70 or higher is considered acceptable.

Conduct exploratory factor analysis (EFA): EFA is used to identify the underlying factors that explain the correlations between the variables in the data. This can help the research team reduce the number of variables in the analysis and identify which variables are most important.

Conduct confirmatory factor analysis (CFA): CFA is used to test a theoretical model that explains the relationships between the variables in the data. In CFA, the team specifies a hypothesized model and tests how well the data fits that model. This can help us assess the validity of the measurement instrument.

Conduct structural equation modeling (SEM): Finally, SEM is used to test a more complex model that includes both measured and latent variables. In SEM, the research team specifies a hypothesized model that includes both the measurement model (CFA) and the structural model (the relationships between the latent variables). SEM can help us test theoretical models and assess the complex relationships between variables.

Interpret the results: Once the research team has completed the analysis, the research team can draw conclusions based on the results above.

After successfully collecting the qualified answer sheets for analysis, the research team decided to use the statistical method of conceptual equation modeling for statistics and data analysis. Conceptual equation modeling (SEM), a new type of statistical analysis technique, was applied to analyze survey responses. SEM examines and analyzes the relationships of observed and latent variables with multiple regressions, then provides overall consistent statistics (Iacobucci, 2009). In addition, SEM can also calculate measurement errors with observed variables (Hair et al., 1992), whereas older statistical techniques can often only test the relationship with one dependent variable at a certain point in time (Iacobucci, 2009). Therefore, SEM has been preferred for theoretical experimental studies, including those on consumer behavior.

According to Anderson and Gerbing (1988), the SEM structural equation model will have a two-step approach: confirmatory factor analysis of a measurement model and analysis of the relationships of the structural model. In the measurement model, the relationships between latent variables and observed variables will be specified, providing more information about the measurable attribute of the observed variable (e.g., validity, reliability, etc) (Anderson and Gerbing, 1988). For structural models, the relationship between latent variables is clearly

defined (Anderson and Gerbing, 1988). It is these relationships that can describe the theoretical predictions that researchers are interested in (Anderson and Gerbing, 1988).

This study is conducted to test the proposed model and the corresponding hypotheses, therefore, to ensure the coherence of the results, SEM is considered a suitable research technique. The data was checked and cleaned before running the actual SEM on AMOS.

The model was validated using the bootstrap test. An alternative resampling technique called Bootstrap uses the original template as a crowd. In quantitative research approaches using the sampling method, we typically need to split the sample into two subsamples in order to assess the reliability of the estimates. Half is used for re-evaluation, and the other half is used to estimate model parameters. Repeating the study with a different sample is another option. The structuring method frequently necessitates a large sample, which is time-consuming and expensive, rendering the previous two methods unworkable (Anderson & Gerbing, 1988). Bootstrap is a good substitute in these circumstances (Schumacker & Lomax, 2006). In the iterative Bootstrap sampling technique, the initial template represents the crowd.

CHAPTER 4:

ANALYSES AND FINDINGS

This chapter will review the sample structure, describe sports shoe buying behavior, analyze the impact of social media content on brand authenticity and consumer's repurchase intention, and explore the differences in the impact of demographics for variables, thereby uncovering new findings and making recommendations for businesses.

4.1 DESCRIPTIVE STATISTIC

The research survey was conducted from 1/1/2023 to 3/1/2023 and collected 438 responses, of which 10 responses were rejected due to incomplete responses or inconsistencies in responses, thus 428 appropriate answers for further analysis with a response rate of 97.95%.
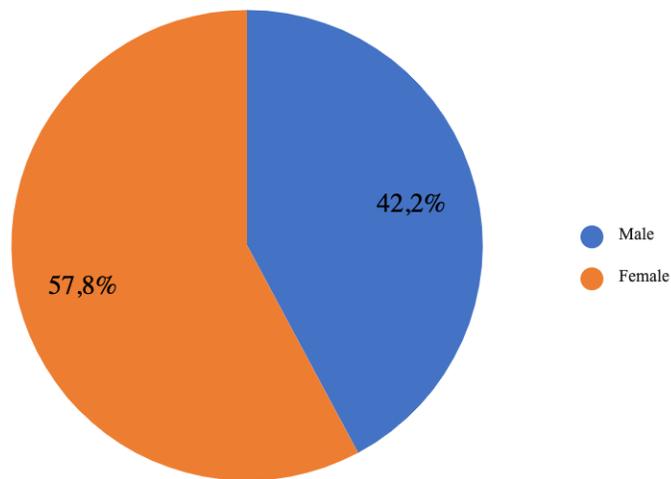
Figure 2: *Descriptive Statistics by Gender*

The pie chart shows that the gender ratio of survey participants is depicted in the pie chart above. We collected 428 persons based on survey data, comprising 181 men (42.2%), and 247 women (57.8%). According to the data presented above, women like to buy sports shoes 16% more than men.
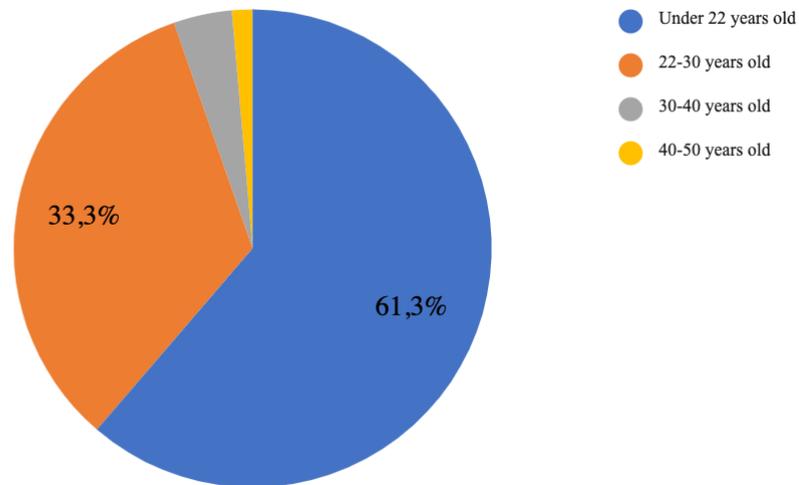
Figure 3: *Descriptive Statistics by Age*

The survey respondents' ages are depicted in the data and pie chart above. According to the survey results, the bulk of survey participants are still in school and some working individuals are under the age of 22 (61%). Then there are those who have worked with personal income and are between the ages of 22 and 30 (33%). Next, between the ages of 30 and 40, they have the most steady and secure jobs (4%). Finally, the age group between the ages of 40 and 50 has the lowest rate of 2%.

Table 4.1: *Descriptive Statistics*

Variable	Group	Frequency	Percentage	Cumulative Percentage
Education	College	15	3.5	3.5
	University	349	81.4	84.8
	Highschool	39	9.1	93.9
	After university	22	5.1	99.1
	Secondary school	4	0.9	100.0
Occupation	Businessman	23	5.4	5.4
	Officer	15	3.5	8.9
	Employee	28	6.5	15.4
	Student	363	84.6	100.0

Source: Self-derived from SPSS 22

Because the survey can be easily accessed and distributed to the target group of university students, the target group with university education is the main respondent of this study (81.4%), followed by high school students (9.1%) (Table 4.1). For that reason, the majority of

respondents are students (84.6%) and the common age groups are under 22 years old (61.3%) and from 22 to 30 years old (33.3%). Therefore, up to 94.9% of the subjects in the survey group are still single and still living with their families (with the number of family members from 4 to 5 people).

Table 4.2: *Descriptive Statistics*

Variable	Group	Frequency	Percentage	Cumulative Percentage
Average monthly income	Less than 5 million	287	66.9	66.9
	More than 20 million	29	6.8	73.7
	10-15 million	24	5.6	79.3
	15-20 million	11	2.6	81.8
	5-10 million	78	18.2	100.0
Monthly shopping expense	Less than 500,000	121	28.2	28.2
	More than 5 million	24	5.6	33.8
	1-3 million	99	23.1	56.9
	3-5 million	34	7.9	64.8
	500,000-1 million	151	35.2	100.0

Source: Self-derived from SPSS 22

The sample survey mainly consists of students - students, so the number of subjects with an average monthly income falling below 5 million reached 66.9%, from 5 to 10 million reached 18.2%, and have a monthly income of 10 million or more. This data is quite consistent with survey information on the spending levels of Vietnamese people, according to a survey by Q&Me in 2021. According to this survey, the average salary of students is around 3 million VND/month, and half of the candidates say they paid about 1 million VND for monthly purchases (Q&Me, 2021). When asked about the monthly shopping amount, 35.2% of the surveyed people pay between 500,000 and 1 million for shopping, and 28.2% only pay less than 500,000 for shopping, in line with the above survey. However, 23.1% of people surveyed spend from 1 to 3 million on monthly shopping.
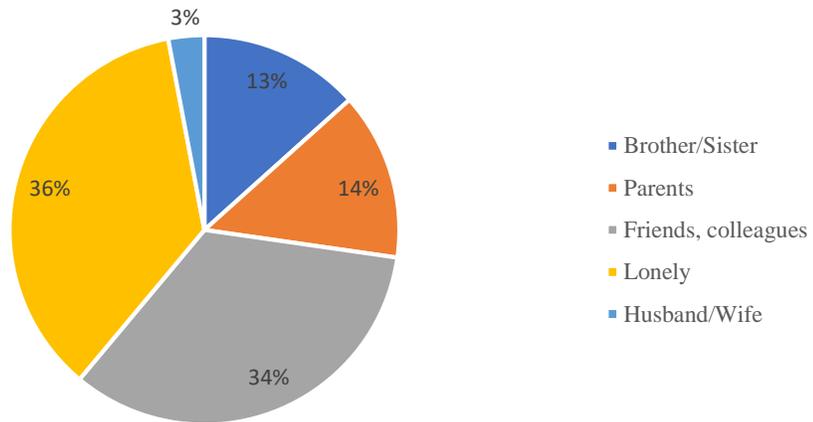
Figure 4: *Descriptive people who go shopping with*

In addition, we also asked more specific subjects about their sports shoe buying behavior. The number of individuals shopping for shoes with friends/colleagues or alone is quite similar (more than 30%), followed by siblings or parents (more than 13%). When having to make a choice to buy shoes, the majority of respondents made the decision on their own (85.8%).
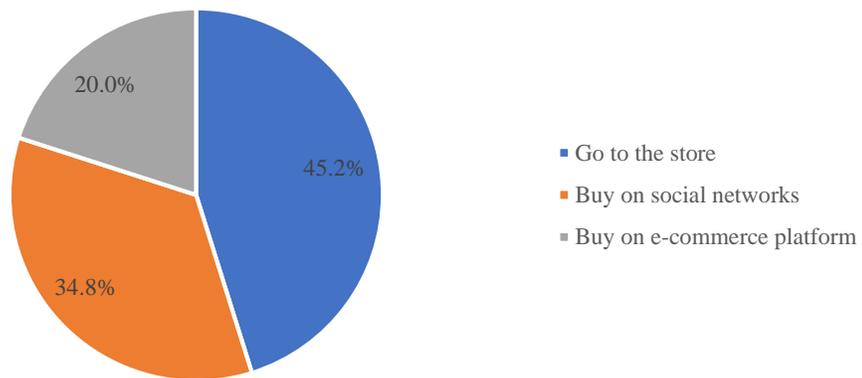
Figure 5: *Descriptive how to go shopping for sportswear*

Purchasing methods also become more diversified when customers can buy goods directly on social networks (34.8%) and buy on e-commerce platforms (20%), in addition to buying goods directly at the traditional store (45.2%). This is entirely appropriate as social networking sites and e-commerce channels are becoming more and more popular in Vietnam (Mai Phuong, 2022).

Table 4.3: *Descriptive common sport shoe brands in the Mekong Delta*

Variable	Group	Frequency	Percentage (%)	Cumulative Percentage
Favorite sports brand	Adidas	220	20.2	20.2
	Balance	43	3.9	24.1
	Biti's	109	10.1	34.2
	Converse	126	11.5	45.7
	COX	6	0.5	46.2
	Hunter	109	10.1	56.3
	New	43	3.9	60.2
	Nike	280	25.7	85.9
	Puma	69	6.3	92.2
	Vans	85	7.8	100.0

Source: Self-derived from SPSS 22

Following the table 4.3, the most popular and commonly used brands in the Mekong Delta are Nike, and Adidas at around 25.7% and 20.2% respectively. These are also two famous sportswear brands in the world. The two most popular brands are Converse, about 11.6%, and Biti's Hunter, about 10%. In which Biti's Hunter is a Vietnamese brand. Contrary to Biti's hunter, although COX is also a Vietnamese brand, it has not been used much in the Mekong Delta, accounting for only about 0.6%. The remaining New Balance, Puma, and Vans brands account for about 3.9%, 6.3%, and 7.8%, respectively.

4.2 MEASUREMENT MODEL

4.2.1 The reliability of the scales: Cronbach's Alpha

In quantitative research, the measurement of large factors will be very difficult and complicated. It is not possible to use only simple scales (using only 1 question through observation and measurement) but must use detailed scales (using multiple observational questions to measure the factor) to understand the properties of the large factor. Testing the reliability of Cronbach's Alpha scale is a frequently used tool in measurement research papers. This tool will help check if the observed variables of the parent factor are reliable or not, good or not. This test reflects the degree of the close correlation between observed variables in the same factor. It shows which

of the observed variables of a factor has contributed to the measurement of the concept of the factor, and which has not. The Cronbach Alpha results of the good factor show that the observed variables we listed are very good, showing the characteristics of the parent factor, we have a good scale for this parent factor.

According to Nunnally (1978), a good scale should have Cronbach's Alpha reliability of 0.7 or higher. Hair et al. (2012) also suggested that a scale that ensures unidirectionality and reliability should reach Cronbach's Alpha threshold of 0.7 or higher, however, as a preliminary exploratory study, the threshold is Cronbach's Alpha of 0.6 is acceptable. The higher the Cronbach's Alpha coefficient, the higher the reliability of the scale. The results of running Cronbach's Alpha reliability test are shown in Table 4.4.

Table 4.4: *Cronbach's Alpha results*

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ENT = 0.698				
ENT1	6.76	1.797	.518	.602
ENT2	6.69	1.768	.494	.633
ENT3	6.78	1.748	.531	.586
INT = 0.710				
INT1	7.03	1.782	.553	.589
INT2	7.03	1.936	.481	.677
INT3	6.99	1.764	.553	.589
TRE = 0.706				
TRE1	7.63	1.636	.552	.579
TRE2	7.59	1.723	.507	.635
TRE3	7.54	1.655	.511	.631
CUS = 0.645				
CUS1	6.36	1.628	.485	.505
CUS2	6.33	1.946	.395	.626
CUS3	6.33	1.844	.490	.503
ORI = 0.769				
ORI1	6.62	1.714	.606	.685
ORI2	6.72	1.713	.606	.685
ORI3	6.68	1.723	.594	.698
REL = 0.728				
REL1	6.62	1.990	.534	.662

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REL2	6.51	1.774	.570	.615
REL3	6.58	1.670	.552	.642
CRE = 0.719				
CRE1	7.56	1.695	.528	.643
CRE2	7.55	1.752	.519	.654
CRE3	7.60	1.586	.571	.590
ITY = 0.718				
ITY1	7.43	1.829	.512	.659
ITY2	7.56	1.780	.515	.656
ITY3	7.45	1.589	.588	.564
CON = 0.842				
CON4	9.06	4.104	.687	.798
CON1	9.13	3.882	.639	.817
CON2	9.07	3.747	.700	.789
CON3	9.07	3.860	.686	.795
SYM = 0.665				
SYM3	6.66	1.875	.449	.605
SYM1	6.56	1.709	.540	.482
SYM2	6.65	1.846	.443	.614
RI = 0.765				
RI3	6.06	1.699	.626	.652
RI1	6.02	1.789	.612	.669
RI2	6.04	1.977	.558	.728

Source: Self-derived from SPSS 22

According to the results in Table 4.4, we can see that all Cronbach's Alpha coefficients of the variables are greater than 0.6, higher than the allowable threshold. In addition, the Cronbach's Alpha if Item Deleted coefficient of all observed items is smaller than the Cronbach's Alpha value of the large variable. Through this, we can confirm that the scale of this study is reliable.

4.2.2 Exploratory Factor Analysis (EFA)

Due to using scales for variables from many different research papers, we decided to perform exploratory factor analysis (EFA) to determine the relationship between variables and hidden

concepts. The method of exploratory factor analysis (EFA) is an analytical method used to examine the relationship between variables in all different factors, in order to discover observed variables that load many factors or other observed variables are factored from the beginning (Moosbrugger & Schermelleh-Engel, 2008; Kyriazos, 2018). In this section, we have considered the Kaiser-Meyer-Olkin coefficient (KMO) to consider the appropriateness of factor analysis and performed Bartlett's test of sphericity to consider the correlation between observed variables in the factor analysis. factor, Eigenvalue to determine the number of factors in EFA analysis, Total Variance Explained to consider model fit, and Factor loading to consider the correlation relationship between variables (Williams, Onsman & Brown, 2010). In addition, because this model includes independent variables, intermediate variables, and dependent variables, the research team will run EFA for the above variable groups in turn.

For the group of independent variables (variables of Social Media Marketing Content include Entertainment, Interaction, Trendiness, and Customization), the results of running EFA are shown in Table 4.5 and Table 4.6.

Table 4.5: *KMO and Bartlett's Test of independent variables*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			0.781
Bartlett's Test of Sphericity	Approx. Chi-Square		1160.655
	df		66
	Sig.		0.000

Source: Self-derived from SPSS 22

Table 4.6: *Rotated Component Matrix of independent variables*

	Component			
	1	2	3	4
ENT3	0.752			
ENT2	0.749			
ENT1	0.697			
INT3		0.785		
INT1		0.727		
INT2		0.710		
TRE1			0.802	
TRE2			0.760	
TRE3			0.749	
CUS1				0.805
CUS3				0.803
CUS2				0.655

Source: Self-derived from SPSS 22

First, the Kaiser-Meyer-Olkin coefficient reached 0.781 > 0.5, sig Bartlett's Test equals 0.000 < 0.05, so the EFA exploratory factor analysis for the group of independent variables is appropriate. In addition, there are 4 factors extracted with the eigenvalue criterion greater than 1 (1.079), which proves that these 4 groups of factors can summarize the information of 12 observed variables included in EFA. Besides, with a total cumulative variance of 63.672% (greater than 50%), the 4 extracted factors explained 63.672% of the data variation of 12 observed variables participating in EFA. Looking at the results in Table 4.6, the rotation matrix shows 12 observed variables classified into 4 factors and all observed variables have Factor loading greater than 0.5, proving that there is no bad variable.

We continue to perform the same EFA analysis with intermediate variables. The KMO coefficient is greater than 0.5 and Bartlett's test sig is less than 0.05, indicating the appropriateness of the EFA model. Eigenvalue and total variance explained are also satisfactory. However, when performing the rotation matrix for the first time, the observed variables of the two groups of factors Originality and Reliability are uploaded to the same group, similar to the observed variables of the two groups of factors Integrity and Credibility. This represents a large correlation between ORI and REL, ITY, and CRE. However, because the number of observed variables uploaded by the Originality and Reliability factors are similar (3 variables for each factor group), we did not remove any observed variables and decided to form a new factor group,

which is ORE (including 6 observed variables of ORI and REL). Similar to ITY and CRE, we have a new factor group called ICR. Thus, after performing the first rotation matrix, the research team decided to reduce it to 4 groups of factors, respectively ORE, ICR, CON, and SYM. The results of the second EFA analysis with the group of intermediate variables are shown in Tables 4.7 and 4.8.

Table 4.7: *KMO and Bartlett's Test of intermediate variables*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.840
Bartlett's Test of Sphericity	Approx. Chi-Square	3026.713
	df	171
	Sig.	0.000

Source: Self-derived from SPSS 22

Table 4.8: *Rotated Component Matrix of intermediate variables*

	Component			
	1	**2**	**3**	**4**
ORE1	0.784			
ORE5	0.771			
ORE3	0.756			
ORE2	0.749			
ORE4	0.705			
ORE6	0.685			
ICR6		0.740		
ICR3		0.729		
ICR1		0.725		
ICR4		0.715		
ICR5		0.712		
ICR2		0.655		
CON2			0.838	
CON4			0.831	
CON3			0.820	
CON1			0.797	
SYM1				0.821
SYM2				0.740
SYM3				0.740

Source: Self-derived from SPSS 22

The coefficients KMO (0.840 > 0.5), sig Bartlerr's test (000 < 0.05), Eigenvalue (1.743 > 1), and Total Variance Explained (60.279) are all within acceptable levels. The results of the rotation matrix also show that the observed variables have now been classified into 4 factors, all Factor Loading is greater than 0.5 and no longer have bad variables.

Finally, the dependent variable Repurchase Intention was also run through EFA analysis (Table 4.9). In this analysis, we also get the results within the allowable limit. The loading coefficients of 3 observed variables for the RI factor group are also greater than 0.5, therefore, no observed variables are excluded. Eigenvalue (2.042 > 1), and Total Variance Explained (68.069) are all within acceptable levels. An analytical method of testing EFA for the research model is also completed.

Table 4.9: *KMO, Bartlett's Test and Communalities of the dependent variable*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.691
Bartlett's Test of Sphericity	Approx. Chi-Square	328.354
	df	3
	Sig.	0.000
Communalities	RI1	0.712
	RI2	0.696
	RI3	0.634

Source: Self-derived from AMOS 20

4.2.3 Confirmatory Factor Analysis (CFA)

Next, the confirmatory factor analysis (CFA) test was used to verify the measurement model by testing convergent validity, discriminability, and internal consistency of concepts (Slade, 2015). First, about testing for convergence of hidden concepts, this study applied the three-test procedure proposed by Anderson and Gerbing (1988), including factor loading, composite reliability, and average variance extracted is extracted (Table 4.10). First, the loading coefficients of all concepts are in the range of 0.562-0.785, which is above the limit of 0.5 (Gefen et al., 2000). Second, the aggregate reliability of all hidden concepts exceeds 0.6 (Haji-Othman & Yusuff, 2022), indicating consistency within the concepts. Third, only the average variance extracted (AVE) of the factors ORE, CON, and RI (values 0.504, 0.576, and 0.523 respectively), was higher than the limit to be achieved of 0.5 (Fornell and Larcker, 1981). The

remaining factors, although having a value higher than 0.3, do not exceed 0.5. However, according to Lam (2012), the average variance extracted can still be accepted when not greater than 0.5, if the aggregate reliability CR is higher than 0.6. Thus, the AVE value in the study is still accepted. Taken together, these values confirm the validity of the convergence test of the hidden concepts in this study.

Table 4.10: *Confirmatory Factor Analysis*

	FL	CR	AVE		FL	CR	AVE
ENT		0.699	0.437	**ICR**		0.83	0.449
ENT1	0.687			ICR1	0.668		
ENT2	0.611			ICR2	0.679		
ENT3	0.682			ICR3	0.668		
INT		0.713	0.454	ICR4	0.665		
INT1	0.71			ICR5	0.636		
INT2	0.613			ICR6	0.703		
INT3	0.695			**CON**		0.844	0.576
TRE		0.702	0.442	CON1	0.708		
TRE1	0.669			CON2	0.785		
TRE2	0.589			CON3	0.768		
TRE3	0.729			CON4	0.772		
CUS		0.652	0.389	**SYM**		0.673	0.411
CUS1	0.707			SYM1	0.562		
CUS2	0.509			SYM2	0.761		
CUS3	0.638			SYM3	0.582		
ORE		0.859	0.504	**RI**		0.767	0.523
ORE1	0.714			RI1	0.734		
ORE2	0.719			RI2	0.691		
ORE3	0.743			RI3	0.744		
ORE4	0.639						
ORE5	0.739						
ORE6	0.702						

Source: Self-derived from AMOS 20

Furthermore, we conducted a discriminant test of the concepts (Table 4.11). We compared the square root of the AVE of each factor with the correlation values of the concepts in the correlation matrix. A concept is discriminant if the square root of AVE is greater than all correlations between concepts. As we can see, the square root of the AVE of each concept, expressed on the diagonal, is always higher than any correlation value of that concept with another, hence the discriminability of the confirmed concepts. This holds true for all the concepts used in this study, which indicates that our concepts satisfy the discriminant validity.

Table 4. 11: *Discriminant Validity*

	ENT	INT	TRE	CUS	ORE	ICR	SYM	CON	RI
ENT	**0.653**								
INT	,486**	**0.675**							
TRE	,288**	,334**	**0.650**						
CUS	,103*	,158**	,167**	**0.624**					
ORE	,420**	,306**	,464**	.037	**0.711**				
ICR	,271**	,357**	,404**	,250**	,452**	**0.670**			
SYM	.008	-.059	.048	.041	.066	,107*	**0.758**		
CON	,112*	.061	-.027	.042	,145**	.030	.008	**0.642**	
RI	,396**	,403**	,479**	,264**	,568**	,526**	,174**	,184**	**0.721**

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

*. Correlation is significant at the 0.05 level (2-tailed).

According to Hu and Bentler (1999), the indicators in Table 4.12 in the Appendix show how well the general CFA model fits. The variable's CMIN/DF is 1,900 which is less than 3 and leads to good model parameters. TLI and CFI are the next two indications that need to be mentioned. Since CFAs typically range from 0 to 1, the closer to 1 the better. Therefore, the model is good because the CFI is 0.915. Besides, TLI>0.8 is an acceptable model. The indexes RMSEA = 0.046 < 0.06 and PCLOSE = 0.779 > 0.05 meet the requirements to assess the goodness of fit of the model. In addition, according to two studies by Baumgartner and Homburg (1995) and Doll, Xia, and Torkzadeh (1994), the GFI of the ordinal variable is excellent 0.894 > 0.8, which is acceptable. In summary, based on the criteria after data analysis, the variable data has a high degree of concordance with the research model.

Table 4.12: *Model fit indexes*

	Acceptable value	Measurement model
CMIN/DF	< 3	1.900
GFI	> 0.8	0.894
AGFI	> 0.8	0.858
CFI	≥ 0.08	0.915
RMSEA	< 0.08	0.046
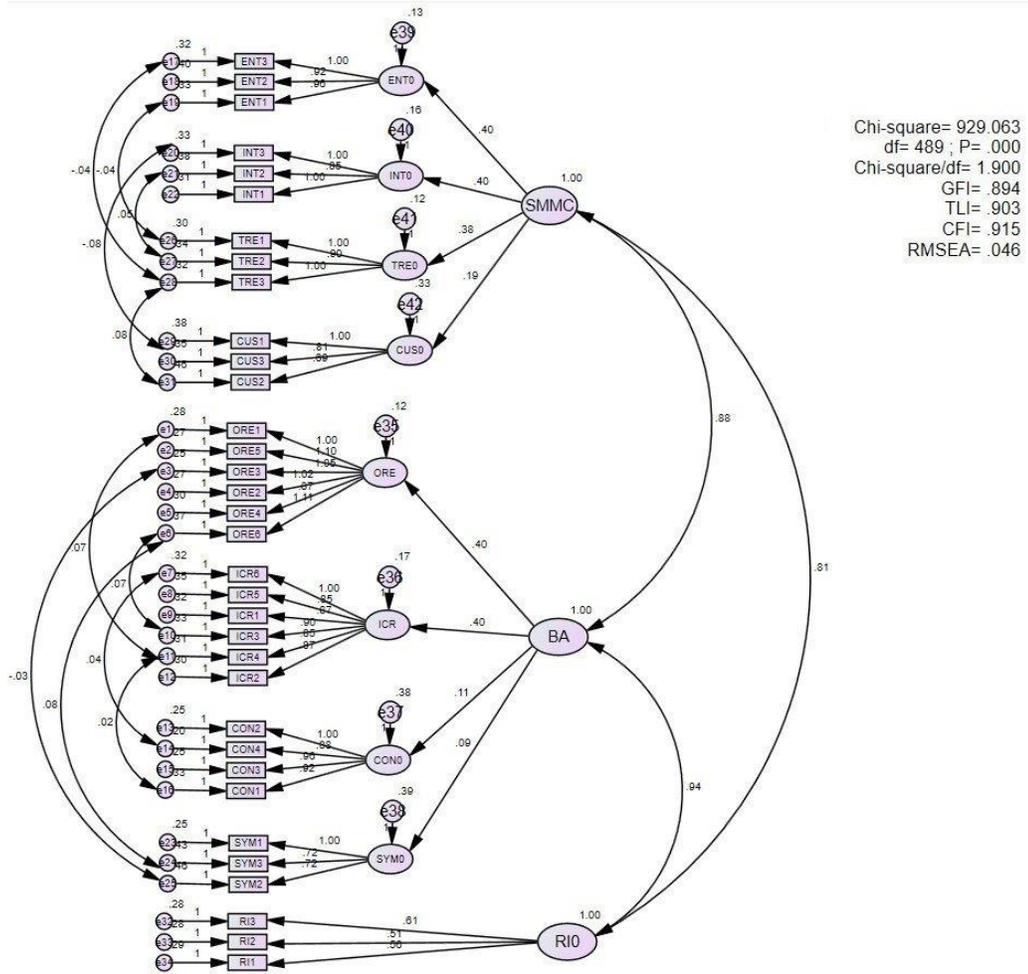
Figure 6: *CFA Model*

4.2.4 Structural Model

The proposed hypotheses were tested in structural equation modeling (SEM) with the support of AMOS software. In general, show the model's fit. After checking the fit of the model, we continue to analyze the relationship between concepts by SEM method (Table 4.13).

Table 4.13*: Hypotheses testing*

Hypothesis	Path	Beta	Result
H1.1a	ENT -> ICR	ns	Rejected
H1.1b	INT -> ICR	ns	Rejected
H1.1c	TRE -> ICR	0.479***	Accepted
H1.1d	CUS -> ICR	0.163***	Accepted
H1.2a	ENT -> ORE	0.532***	Accepted
H1.2b	INT -> ORE	-0.236**	Accepted
H1.2c	TRE -> ORE	0.579***	Accepted
H1.2d	CUS -> ORE	-0.124**	Accepted
H1.3a	ENT -> CON	0.285***	Accepted
H1.3b	INT -> CON	ns	Rejected
H1.3c	TRE -> CON	ns	Rejected
H1.3d	CUS -> CON	ns	Rejected
H1.4a	ENT -> SYM	ns	Rejected
H1.4b	INT -> SYM	-0.232*	Accepted
H1.4c	TRE -> SYM	0.146*	Accepted
H1.4d	CUS -> SYM	ns	Rejected
H2.1	ICR -> RI	0.196***	Accepted
H2.2	ORE -> RI	0.333***	Accepted
H2.3	CON -> RI	0.151***	Accepted
H2.4	SYM -> RI	0.174***	Accepted
H3.1	ENT -> RI	ns	Rejected
H3.2	INT -> RI	ns	Rejected
H3.3	TRE -> RI	0.221**	Accepted
H3.4	CUS -> RI	0.186***	Accepted

Source: Self-derived from AMOS 20
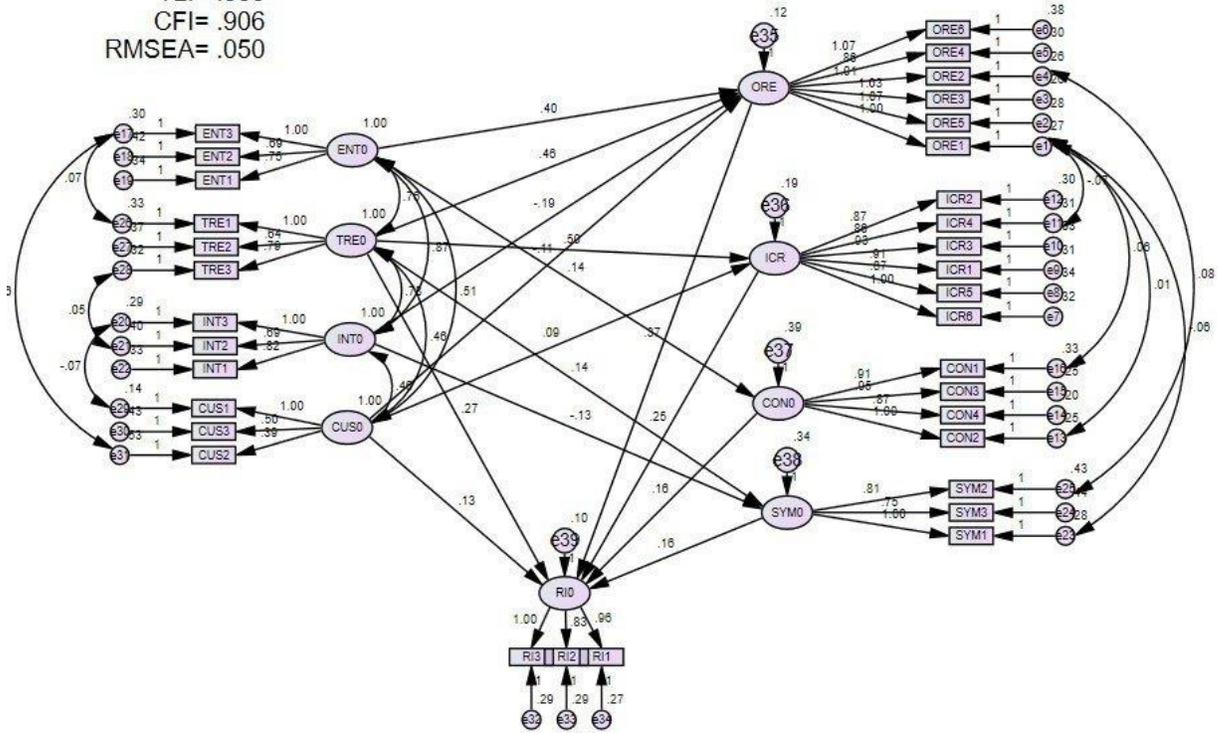
Figure 7: *Model structure analysis results*

First, we will talk about the relationship between the elements of Social Media Marketing Content and the factors of Brand Authenticity. The results show that only Trendiness and Customization have a positive, direct, and statistically significant effect on Integrity and Credibility (β coefficients are 0.479 and 0.163, respectively, $p < 0.01$), therefore hypothesis H1. 1c and H1.1d are accepted. All elements of Social media marketing content have a direct and uniform impact on Originality and Reliability factors, accepting hypotheses from H1.2a to H1.2b. What is interesting, however, is that Interaction and Customization have a negative effect on ORE (β is -0.236** and -0.124**, respectively), while Entertainment and Trediness have a

rather strong positive effect on ORE. ORE (β is 0.532*** and 0.579***, respectively). Only Entertainment has a positive, direct, and significant effect on Continuity (β coefficient is 0.285, p < 0.01), the rest of Interaction, Readiness, and Customization has no significant impact, rejecting the hypothesis. H1.3b to H1.3d. In the hypothesis of factors affecting Symbolism of Brand Authenticity, Trendiness has a direct and positive effect on Symbolism (β = 0.126*), while Interaction has a direct but negative impact on Symbolism (β = -0.232) *). However, we did not prove the impact of Entertainment and Customization on Symbolism (hypotheses H1.4a and H1.4d were rejected). Also according to the study results, the factors of Social Media Marketing Content only explain a small part of Symbolism and Continuity of Brand Authenticity, but they can explain more than 40% of the variance of Integrity - Credibility and Originality - Reliability.

Next, we consider the relationship of Brand Authenticity factors to Repurchase Intention. All four factors of Brand Authenticity have been shown to have a direct, positive, and statistically significant impact on Repurchase Intention. Among them, the group of factors Originality - Reliability was proven to have the strongest effect on RI (β = 0.333***), and Continuity was shown to have the weakest effect among the 4 factors of Brand Authenticity (β). = 0.151***). The group of factors Integrity - Credibility and Symbolism have also been shown to have a positive impact on Repurchase Intention (β coefficient is 0.196*** and 0.174*, respectively. **). Therefore, hypotheses from H2.1 to H2.2 are accepted.

Social Media Marketing factors are also considered for impact on Repurchase Intention. Trendiness has a positive effect (β = 0.221) and is statistically significant at 95% when it affects Repurchase Intention. In addition, Customization has also been shown to have a similar effect on RI (β = 0.186***). However, we did not prove the relationship between Entertainment and Social Media Marketing Content's Interaction and Repurchase Intention. Thus, two hypotheses H3.1 and H3.2 are rejected, while hypotheses H3.3 and H3.4 are supported. The independent and intermediate variables explain 74.9% of the variance of Repurchase Intention

Table 4.14: *Squared multiple variances*

	Estimate
ORE	0,574
RI	0,749
CON4	0,598
SYM1	0,578
CON3	0,592
CON2	0,614

Source: Self-derived from AMOS 20

Finally, we consider the Squared Multiple Correlations table. This table shows the R-squared value of the impact of the independent variables on the dependent variable.

The R-squared value of the RI is 0.749 = 74.9%, so the independent variables affect 74.9% of the variation of the RI. On the other hand, the R-squared value of the ORE is 0.574 = 57.4%, so the independent variables affect 57.4% of the variation of the ORE.

Similarly, the R squared of CON2 is 0.614 = 61.4%, so the independent variables affect 61.4% of the variability of CON2. R squared of CON4 is 0.598 = 59.8% and of CON3 is 0.592=59.2%, so it can be inferred that independent variables affect 59.8% of CON4's variation and 59.2% of CON3's variation.

4.2.5 Bootstrap Testing
The final model as well as other suitable models need to have independent datasets, or rather large initial sample sizes. In the quantitative research method by sampling method, usually we have to divide the sample into 02 subsamples. The first subsample is used to estimate the model parameters and the second subsample is used for re-evaluation. The Cross-Validation Index (CVI) measures the distance between the matching Covariance matrix in the first subsample and the sample's Covariance matrix. The minimum CVI allows us to expect a more stable repeat sample state. Another way is to repeat the study with a different sample. The above two methods are often impractical because the structural model analysis method often requires large samples, making this work costly and time-consuming (Anderson & Gerbing, 1985). In such cases, Bootstrap (Schumacker & Lomax, 1996) Bootstrap is an alternative resampling method in which the original sample acts as a crowd.

The Bootstrap method performs with the number of repeated samples N times. Estimates from N samples are averaged, and this value tends to be close to the population estimate. The smaller the difference between the mean estimated by Bootstrap and the model estimate with the original sample, allowing the conclusion that the model estimates can be trusted. For this test, Critical Ratios (C.R) is expected to be less than 1.96, which means that the P-value is greater than 5%. In other words, with P-value > 5%, the estimated model of the study can be trusted. The Bootstrap test results of the study are shown in Table 4.15.

Table 4.15: *Bootstrap testing results*

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	C.R
ORE	<---	ENT	0.469	0.01	0.658	0.126	0.015	0.00
ICR	<---	ENT	0.309	0.007	0.207	0.058	0.01	0.00
CON	<---	ENT	0.221	0.005	0.332	0.046	0.007	0.00
SYM	<---	ENT	0.286	0.006	0.15	0.027	0.009	0.00
ORE	<---	INT	0.512	0.011	-0.37	-0.133	0.016	0.00
ICR	<---	INT	0.353	0.008	-0.001	-0.066	0.011	0.00
CON	<---	INT	0.237	0.005	-0.173	-0.044	0.008	0.00
SYM	<---	INT	0.325	0.007	-0.27	-0.038	0.01	0.00
ORE	<---	TRE	0.127	0.003	0.594	0.015	0.004	0.00
ICR	<---	TRE	0.116	0.003	0.488	0.009	0.004	0.02
CON	<---	TRE	0.093	0.002	-0.067	0.001	0.003	0.74
SYM	<---	TRE	0.123	0.003	0.154	0.008	0.004	0.05
ORE	<---	CUS	0.12	0.003	-0.121	0.004	0.004	0.32
ICR	<---	CUS	0.103	0.002	0.167	0.004	0.003	0.18
CON	<---	CUS	0.08	0.002	0.051	0.004	0.003	0.18
SYM	<---	CUS	0.102	0.002	0.046	0.002	0.003	0.51
RI	<---	ENT	0.816	0.018	0.029	-0.026	0.026	0.32
RI	<---	INT	0.843	0.019	0.177	0.033	0.027	0.22
RI	<---	TRE	0.287	0.006	0.209	-0.012	0.009	0.18
RI	<---	CUS	0.112	0.002	0.187	0.001	0.004	0.80
RI	<---	ORE	0.248	0.006	0.337	0.005	0.008	0.53
RI	<---	ICR	0.085	0.002	0.192	-0.003	0.003	0.32
RI	<---	CON	0.048	0.001	0.151	0.000	0.002	1.00
RI	<---	SYM	0.052	0.001	0.177	0.004	0.002	0.05

Source: Self-derived from AMOS 20

As can be seen, all C.R values of the study are less than 1.96. This means that we accept the null-bias hypothesis. Therefore, we can conclude that the non-zero deviation is not statistically significant at the 95% confidence level, or that the estimation model can be trusted.

4.2.6 One-way ANOVA

4.2.6.1 Differences in educational attainment affect Repurchase intention

Table 4.16: *ANOVA test results of Repurchase intention and educational attainment*

ANOVA					
RI					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.266	4	6.816	10.466	0.000
Within Groups	276.138	424	0.651		
Total	303.403	428			

Table 4. 17: *Test results Multiple Comparisons of Repurchase intention and educational attainment*

Multiple Comparisons						
Dependent Variable:	RI					
Tamhane						
(I) 2.3. What is your education level?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
College	University	0.365	0.232	0.771	-0.40	1.12
	High school	0.297	0.260	0.954	-0.51	1.10
	After university	-0.752	0.306	0.181	-1.67	0.17
	Intermediate	0.067	0.228	1.000	-0.69	0.82
University	College	-0.365	0.232	0.771	-1.12	0.40
	High school	-0.067	0.132	1.000	-0.45	0.32

	After university	-1,116[*]	0.209	0.000	-1.76	-0.47
	Intermediate	-,298[*]	0.043	0.000	-0.42	-0.18
High school	College	-0.297	0.260	0.954	-1.10	0.51
	University	0.067	0.132	1.000	-0.32	0.45
	After university	-1,049[*]	0.239	0.001	-1.76	-0.34
	Intermediate	-0.231	0.124	0.523	-0.60	0.14
After university	College	0.752	0.306	0.181	-0.17	1.67
	University	1,116[*]	0.209	0.000	0.47	1.76
	High school	1,049[*]	0.239	0.001	0.34	1.76
	Intermediate	,818[*]	0.204	0.006	0.18	1.46
Intermediate	College	-0.067	0.228	1.000	-0.82	0.69
	University	,298[*]	0.043	0.000	0.18	0.42
	High school	0.231	0.124	0.523	-0.14	0.60
	After university	-,818[*]	0.204	0.006	-1.46	-0.18

*. The mean difference is significant at the 0.05 level.

The results in Table 4.17 show that the value pairs College and University, College and High school, College and After university, College and Intermediate, High school and University ,Intermediate, and High school all have Sig. > 0.05, so there is no difference between the groups of customers belonging to the above-mentioned pairs of values. Besides, we see the Sig value. = 0.000 < 0.05 when comparing the Repurchase intention between the pair of University - After university education groups. The Mean Difference column of this row is -1.116*, which proves that the Mean Repurchase intention of the University group is lower than the After university group. In other words, the After university group has a statistically significant difference compared to the University group in the Repurchase intention problem. Value pairs University and Intermediate, High school and After university, After university and Intermediate, all have Sig. < 0.05, that is, there is a difference in Repurchase intention between the group of customers with University level compared to the Intermediate group, between customers with High school

level compared to customers in the After university group, and finally the group of After university versus the group Intermediate.

4.2.6.2 Difference between one-year average of athletic shoe purchase and Repurchase Intention

Table 4. 18: *Anova test results of Repurchase Intention and one-year average of athletic shoe purchase*

ANOVA					
RI					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.924	3	7.975	3.281	0.021
Within Groups	1032.962	425	2.430		
Total	1056.886	428			

Table 4. 19: *Test results Multiple Comparisons of Repurchase Intention and one-year average of athletic shoe purchase*

Multiple Comparisons						
Dependent Variable: RI						
Bonferroni						
					95% Confidence Interval	
(I) 3.8. On average, how many times a year do you go shopping for sports shoes?		Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Less than 2 times	From 2 to 3 times	-0.202	0.168	1.000	-0.65	0.24
	From 4-5 times	-,847*	0.317	0.047	-1.69	-0.01
	From 5 times or more	-0.532	0.276	0.330	-1.26	0.20
From 2 to 3 times	Less than 2 times	0.202	0.168	1.000	-0.24	0.65
	From 4-5 times	-0.645	0.328	0.300	-1.51	0.22
	From 5 times or more	-0.330	0.289	1.000	-1.09	0.44
From 4-5 times	Less than 2 times	,847*	0.317	0.047	0.01	1.69
	From 2 to 3 times	0.645	0.328	0.300	-0.22	1.51
	From 5 times or more	0.315	0.395	1.000	-0.73	1.36
From 5 times or more	Less than 2 times	0.532	0.276	0.330	-0.20	1.26
	From 2 to 3 times	0.330	0.289	1.000	-0.44	1.09
	From 4-5 times	-0.315	0.395	1.000	-1.36	0.73

*. The mean difference is significant at the 0.05 level.

Bonferroni's test of the difference between each pair of purchases shows:

The group of purchases Less than 2 times and From 4-5 times, From 4-5 times and Less than 2 times all have Sig. = 0.047 < 0.05. Thus, there is a difference in RI between pairs of purchase groups. The Mean Difference value of From 4-5 times compared to the Less than 2 times group has a positive sign and is the largest in the Mean Difference column of the groups of purchases compared to each other.

4.2.6.3 Difference between Average amount each time spend to buy sports shoes and Repurchase intention

Table 4. 20: *Anova test results of Repurchase Intention and Average amount each time spend to buy sports shoes*

ANOVA

RI

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	118.696	3	39.565	17.923	0.000
Within Groups	938.189	425	2.208		
Total	1056.886	428			

Table 4. 21: *Test results Multiple Comparisons of Average amount each time spend to buy sports shoes*

Multiple Comparisons

Dependent Variable: RI Bonferroni (I) 3.9. Average amount each time you spend to buy sports shoes?…………..million/time		MeanDifference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Under 1,000,000 VND	From 1,000,000 - 2,000,000 VND	-.994*	0.162	0.000	-1.42	-0.57
	From 2,000,000 - 5,000,000 VND	-1.202*	0.207	0.000	-1.75	-0.65
	From 5,000,000 VND and up	-0.788	0.398	0.291	-1.84	0.27
From 1,000,000 -	Under 1,000,000 VND	.994*	0.162	0.000	0.57	1.42

2,000,000 VND	From 2,000,000 - 5,000,000 VND	-0.208	0.215	1.000	-0.78	0.36
	From 5,000,000 VND and up	0.207	0.402	1.000	-0.86	1.27
From 2,000,000 - 5,000,000 VND	Under 1,000,000 VND	1.202*	0.207	0.000	0.65	1.75
	From 1,000,000 - 2,000,000 VND	0.208	0.215	1.000	-0.36	0.78
	From 5,000,000 VND and up	0.414	0.423	1.000	-0.71	1.53
From 5,000,000 VND and up	Under 1,000,000 VND	0.788	0.398	0.291	-0.27	1.84
	From 1,000,000 - 2,000,000 VND	-0.207	0.402	1.000	-1.27	0.86
	From 2,000,000 - 5,000,000 VND	-0.414	0.423	1.000	-1.53	0.71

*. The mean difference is significant at the 0.05 level.

Table Post Hoc Tests multiple comparisons Through that table can see the difference between the RI of the group Under 1M VND with From 1,000,000 - 2,000,000 VND, From 2,000,000-5,000,000 VND and From 5,000,000 VND and up all have Sig. less than 0.05.

Under 1,000,000 VND compared to From 1,000,000 - 2,000,000 VND, From 2,000,000 - 5,000,000 VND and From 5,000,000 VND and up have negative Mean Difference. That is, the mean value of the reference value Under 1,000,000 VND is smaller than the average values of the comparison values From 1,000,000 - 2,000,000 VND, From 2,000,000 - 5,000,000 VND and From 5,000,000 VND and up.

CHAPTER 5: CONCLUSION

This study was conducted based on quantitative methods, with data from 428 sports shoe consumers in the Mekong Delta, Vietnam. The study in turn performed tests such as Cronbach's Alpha, EFA, CFA, and SEM reliability tests to study and analyze the relationship between social media marketing contents, brand authenticity, and repurchase intention. The results show that there exists a statistically significant relationship between the above variables.

5.1 THEORETICAL IMPLICATIONS

Like the opinion of many previous studies, Social Media Marketing Content in general still has a certain impact on Brand Authenticity. First, we must mention the impact of Social Media Marketing Content on the Originality and Reliability of a brand. According to the research results, entertainment and content marketing updated in accordance with the development of society have a positive and statistically significant effect on brand authenticity. This can be explained that recent marketing content is increasingly creative in terms of content, however, those creations and trends are always associated with the core values of the brand and country (Hassan, Qayyum & Zia, 2022). With new campaigns but still sticking to core values and brand images, sports brands are gradually building reliable images for customers. Catching trends or customizing products can also increase the prestige of the brand, by using brand faces, influencers or KOLs to attract the attention of users. However, sometimes, interaction and customization have the opposite effect. One possible explanation for this problem is that, when brands have large interactions, or have personalized products that have been widely distributed, campaigns cause controversy or publicity. A negative ambassador image will have the opposite effect and reduce the level of trust of customers in the brand (eg., Siddiqui & Singh, 2016; Stephen, 2016).

In addition, the factors of Brand Authenticity have all been shown to have a positive and meaningful impact on consumer Repurchase Intention. Among the factors studied, Originality – Reliability is the one with the strongest impact (0.333***) on consumers' intention to continue to purchase, showing the importance of a trusted brand for consumer behaviors. This is also proven through previous studies, when Brand Authenticity is enhanced, consumers' attitudes towards fashion brands will also become more positive, which in turn leads to stronger purchase intentions (Lu, Gursoy & Lu 2015; Napoli et al., 2014; Morhart et al., 2015; Spiggle, Nguyen & Caravelle, 2012). In addition, according to Choi et al. (2015), the fact that a brand

continuously affirms the value it brings to customers through advertising campaigns, products that combine national culture and development trends of young people, or popular trends in the current period, also positively affects brand's loyalty, thereby encouraging customers to return to buy from the company. This result is also consistent with the results of this study, when trendiness or customization also has a positive effect on the repurchase intention of customers. Through this, we see that social media marketing content not only has an impact on brand authenticity, but also has an impact on customers' repurchase intention for sportswear brands in this study.

5.2 MANAGERIAL IMPLICSTIONS

First, we realize the importance of carefully considering the amount of marketing content, especially in an era when social media channels are developing strongly like today. For marketers, it is extremely important to think up and develop creative content to attract the attention of viewers and impress consumers. However, besides developing trendy, highly entertaining, and brand-valued content, the use of social, personal or creative factors in content creation is no easy task. Brands need to do thorough research about their target audience, potential customer groups, culture and usage needs, to be able to offer effective and civilized content marketing. In addition, the use of KOLs, influencers or ambassadors for the brand is also a common form through which celebrities will communicate about the brand on their social media channels. However, certain risks still exist. The marketing content, or the image of the representative, may still have points of controversy, or cause conflicting opinions. This may go against the brand's purpose when developing marketing content or using influencers to promote products. Especially, as social media grows more and more, bad information about the brand will very quickly be shared on social networks, affecting brand authenticity and customer behaviors.

In addition, the development of entertaining, up-to-date and culturally appropriate advertising content will also have a good impact on the brand authenticity and repurchase intention. In the context of Vietnam, although consumers still tend to use foreign goods, the trend of Vietnamese people using Vietnamese goods is becoming more popular than ever (Duc & Cang, 2018). Therefore, with marketing content that is integrated between the existing cultural elements of Vietnam, the image of the brand and the newly developed cultural features, sports brands are increasingly achieving higher authenticity. Besides, with promotional content causing social

media storms, marketers can completely create trends on social media. These trends are quickly transmitted and spread by social media users, thereby creating brand symbolism. In particular, the main research group of this article belongs to the group of students, under 25 years old and has a great interest in footwear. Not only an important customer group at the moment, but this customer group also still has the ability to expand further and has the potential to exploit in the future. Therefore, carefully studying young customer groups will help sports shoe brands better grasp the development trend, thereby creating more effective marketing content and promoting customer behaviors.

5.3 LIMITATIONS AND FUTURE RESEARCH

Besides theoretical contributions or practical recommendations, our research still has some shortcomings.

First, because the research team lives and studies in Can Tho, the data for this study were collected mainly through online surveys and mainly from Can Tho. Therefore, the results obtained mainly come from sports shoe consumers who are also living, studying and working in Can Tho. Therefore, the results of the research topic need to be analyzed and interpreted carefully. In the future, it will be useful for the research team or other researchers to test this model on a larger and more diverse sample of consumers (e.g., in more cities/provinces in Vietnam), or even study this model in a multinational context.

Secondly, this research topic is proposed with the aim of studying the impact of social media marketing content on brand authenticity and repurchase intention of sports shoe brands in the Mekong Delta, Vietnam. However, each brand will have different core values and marketing styles, which can lead to differences in brand authenticity and repurchase intention. Therefore, our research team proposes a future research direction: research on the brand authenticity or repurchase intention of a specific sports shoe brand in Vietnam.

Third, this study only uses quantitative methods due to time and resource constraints. Therefore, future research articles may use a combination of both quantitative and qualitative research methods, such as in-depth interviews with experts in the field, to better understand the nature of customer behaviors and further explain the quantitative results, the causes of the quantitative results, or the possible solutions for fashion sports shoe brands.

5.4 CONCLUSION

In recent years, when the Internet is having strong development steps, social networking sites such as Facebook, Twitter, etc. are increasingly making great strides thanks to their convenience and constant updates. Not only developing in developed countries, social media marketing channels are gradually expanding and spreading throughout developing countries, including Vietnam. Thanks to the development of the Internet and social networks, the lives of people around the world in general and Vietnam in particular are also undergoing significant changes in all fields, especially in the field of communication. Social networking sites have become an effective tool for brands, including sports shoe brands, to attract customers' attention. Although sports shoe companies are still trying to develop more in the Vietnamese market, the market competition pressure is still increasing and the issue of brand authentication is still an open research topic. Therefore, understanding this situation, our team decided to study the topic "Impacts of Social Media Marketing Contents on Brand Authenticity and customers' Repurchase Intention for sport shoes brands in Mekong Delta, Vietnam".

With our research based on previously proposed models, we once again examine the factors of Social Media Marketing Content (including Entertainment, Interaction, Trendiness, and Customization), factors of Brand Authenticity (including Integrity, Credibility, Originality, Reliability, Continuity, and Symbolism) and Repurchase Intention of customers. To be able to collect consumer data, the research team chose a convenient sample method to collect data, through which, online surveys and paper surveys were distributed mainly in the MeKong Delta, Vietnam. Most of the survey subjects are individuals under 25 years old and most of them are studying subjects. As mentioned above, this is completely consistent with the development context of social media in Vietnam.

Based on survey results and statistics, Social media marketing content has a statistically significant impact on Brand authenticity and Repurchase Intention. Accordingly, the fact that marketers develop content marketing that is highly entertaining, catches up with trends, and is associated with the core values of the brand will increase the prestige level and positively impact the image of the brand. However, the development of marketing content should be carefully considered to avoid using controversial content, thereby negatively impacting brand authenticity. In addition, if the brand authenticity is higher, the user's attitude towards the brand

becomes more positive, gradually encouraging consumer buying behavior. Through those results, the research team also emphasizes the importance of developing content marketing on social media, not only for sports shoes brands but also for other brands.

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APPENDIX 1. QUESTIONAIRE

Respondent's name: ………………………………………………….…………………

Current place of residence:……………………………

Telephone::……………………………….

Date of interview:: …………………………….

Code:………..………........................

I. SCREENING SECTION
1.1 Please tell me, have you ever shopped for sports shoes?

No 1 (Stop)
Yes 2 (Continued)

II. GENERAL INFORMATION
2.1 Please indicate your gender?

Male 1
Female 2

2.2 Please indicate which of the following age groups do you belong to?

< 22 1
From 22 – 30 2
From 30 – 40 3
From 40 – 50 4
> 50 5

2.3 What is your education level?

High school 1
Intermediate 2
College 3
University 4
After university 5

2.4 Your current occupation?

Student 1
Public servants and public employees 2
Workers – Employees 3
Business 4

Housewife 5

2.5 Your marital status?

Single 1

Married but no children 2

Married with children under 18 years old 3

Married with children over 18 years old 4

2.6 Number of members in your family?:…… people

2.7 Your average monthly income: .... million VND/month

< 5 million 1

From 5 to 10 million VND 2

From 10 to 15 million VND 3

From 15-20 million VND 4

> 20 million 5

2.8 The amount of monthly spending on your shopping is?…………..million/month

Up to 500.000 VND 1

From 500,000 - 1 million VND 2

From 1 - 3 million VND 3

From 3 - 5 million VND 4

From 5 million or more 5

III. CUSTOMER BEHAVIOR

3.1 Who do you usually choose to go shopping for sports shoes with?

Parents 1

Couple 2

Siblings 3

Friends, colleagues 4

Alone 5

3.2 When shopping, who usually decides?

Decide for yourself 1

Accompanying person 2

Sellers 3

3.3 What brand of sports shoes do you usually buy?

Adidas 1
Nike 2
Biti's Hunter 3
Puma 4
Converse 5
Vans 6
New Balance 7

3.4 Why do you choose to shop for sports shoes?

Sports practice 1
Express your active personality 2
Comfort and flexibility 3

3.5 Why do you choose to shop for sportswear at your chosen sports shoe brand? (The brand you chose in question 3.3)

Good material, durable 1
Beautiful and diverse models 2
Famous brand 3

3.6 What kind of sports shoes do you usually choose to buy?

Basketball shoes 1
Soccer shoes 2
Training Shoes 3
Running Shoes 4
Tennis shoes 5

3.7 Besides sports shoes, what other products do you buy?

Clothes 1
Bags/backpacks 2
Accessory 3
Sport equipment 4
Hat 5

3.8 On average, how many times a year do you go shopping for sports shoes?

Less than 2 times 1
From 2 to 3 times 2
From 4-5 times 3
From 5 times or more 4

3.9 Average amount each time you spend to buy sports shoes?…………..million/time

Under 1,000,000 VND 1
From 1,000,000 - 2,000,000 VND 2
From 2,000,000 - 5,000,000 VND 3

3.10 How do you choose to shop for sports shoes?

From 5,000,000 VND and up 4

Go to the shop 1
Buy on social networks 2
Buy on e-commerce platform 3

Other (Specify):………………………………………………….

3.11 Do you often use social networks?

Never been used 1
Planning to use 2
Have used 3
Use it very often 4
Irregular use 5

3.12 Do you often interact with brands on social networks?

Never 1
Very often 2
Seldom, no often, rarely 3

IV. IMPACT OF SOCIAL NETWORKS ON AUTHENTICITY AND RE-purchase intent
4.1 How much do you agree with the following statements? (Circle NUMBER selected)

1: COMPLETELY DISAGREE □ 5: TOTALLY AGREE

Symbol	Criteria	Satisfaction level				
SMMC	Social media marketing content of sports shoes brand sports shoes brand X	Very disagreement	Disagree	Normal	Agree	Very agree
ENT1	The social media marketing content of X brand brings positive emotions	1	2	3	4	5
ENT2	The social media marketing content of X brand is pleasure	1	2	3	4	5
ENT3	The social media marketing content of X brand is fun	1	2	3	4	5

		Very disagreement	Disagree	Normal	Agree	Very agree
INT1	The social media marketing content of X brand is easy to discuss and exchange ideas with other users	1	2	3	4	5
INT2	The social media marketing content of X brand is easy to share information with other users	1	2	3	4	5
INT3	The social media marketing content of X brand is easy to interact two-way with X brand	1	2	3	4	5
TRE1	The X's social media marketing content of X brand brings hot discussion topic	1	2	3	4	5
TRE2	The X's social media marketing content of X brand brings the latest information	1	2	3	4	5
TRE3	The use of brand X's social media of X brand is very up-to-date	1	2	3	4	5
CUS1	The social media marketing content of X provides the interesting information	1	2	3	4	5
CUS2	The social media marketing content of X brand provides customized information search	1	2	3	4	5
CUS3	The social media marketing content of X brand is unique	1	2	3	4	5
BA	**The authenticity of the social media content of the fashion brand X**	**Very disagreement**	**Disagree**	**Normal**	**Agree**	**Very agree**
CON1	I think the X brand is consistent over time.	1	2	3	4	5
CON2	X brand with story	1	2	3	4	5
CON3	X brand has a clear concept that it pursues.	1	2	3	4	5
CON4	X brand that survives trends.	1	2	3	4	5
ORI1	X brand is different from all other brands..	1	2	3	4	5
ORI2	I think X brand is unique.	1	2	3	4	5
ORI3	X brand stands out from other brands.	1	2	3	4	5

		Very disagreement	Disagree	Normal	Agree	Very agree
REL1	My experience of the X brand has shown me that it keeps its promises.	1	2	3	4	5
REL2	X brand delivers what it promises.	1	2	3	4	5
REL3	X brand makes reliable promises.	1	2	3	4	5
CRE1	X brand that will not betray you.	1	2	3	4	5
CRE2	X brand is an honest brand.	1	2	3	4	5
CRE3	X brand that accomplishes its value promise.	1	2	3	4	5
ITY1	X brand that gives back to its consumers.	1	2	3	4	5
ITY2	X brand true to a set of moral values.	1	2	3	4	5
ITY3	X brand that cares about its customers.	1	2	3	4	5
SYM1	X brand that adds meaning to people's lives.	1	2	3	4	5
SYM2	X brand that reflects important values people care about.	1	2	3	4	5
SYM3	X brand that connects people with their real selves.	1	2	3	4	5
RI	**Customers' Repurchase intention for fashion brand X**	**Very disagreement**	**Disagree**	**Normal**	**Agree**	**Very agree**
RI1	I will buy back products of X brand in the future.	1	2	3	4	5
RI2	I will always use this provider although other firms are better known.	1	2	3	4	5
RI3	X fashion brand is always in mind.	1	2	3	4	5

4.2. Do you intend to continue to buy/use the products of X sports shoes brand? Please tell me why?

Select Yes/No/Reason

4.3.Do you intend to introduce the products of the X sports shoe brand to your friends or relatives?

4.4. Do you intend to switch to another sports shoe brand? Please tell me why?

THANK YOU FOR YOUR INFORMATION SHARED!!!

APPENDIX 2. OUTPUT

Descriptive

Variable	Group	Frequency	Percentage	Cummulative Percentage
Gender	Male	181	42.2	42.2
	Female	248	57.8	100.0
Age range	Under 22 years old	263	61.3	61.3
	22-30 years old	143	33.3	94.6
	30-40 years old	17	4.0	98.6
	40-50 years old	6	1.4	100.0
Marriage Status	Married, no children	4	0.9	0.9
	Married, children under 18 yeards old	14	3.3	4.2
	Married, children above 18 years old	4	0.9	5.1
	Single	407	94.9	100.0
Number of family members	1	3	0.7	0.7
	2	11	2.6	3.3
	3	62	14.5	17.7
	4	205	47.8	65.5
	5	96	22.4	87.9
	6	38	8.9	96.7
	7	10	2.3	99.1
	9	4	0.9	100.0

Variable	Group	Frequency	Percentage	Cummulative Percentage
Shoes buying yearly frequency	Less than 2 times	227	52.9	52.9
	2-3 times	138	32.2	85.1
	4-5 times	27	6.3	91.4
	More than 5 times	37	8.6	100.0
Shoes expense/ times	Less than 1 million	194	45.2	45.2
	1-2 million	150	35.0	80.2
	2-5 million	70	16.3	96.5
	More than 5 million	15	3.5	100.0
Social media usage experience	Never use	11	2.6	2.6
	Used to use	15	3.5	6.1
	Have intention to use	3	0.7	6.8
	Use not very often	27	6.3	13.1
	Use very often	373	86.9	100.0
Sports brand interaction experience	Never	42	9.8	9.8
	Not very often	212	49.4	59.2

	Very often	175	40.8	100.0
Shopping mate	Siblings	94	13.4	13.4
	Parents	98	13.9	27.3
	Friends/ Colleauges	238	33.8	61.1
	Alone	253	35.9	97.0
	Spouse	21	3.0	100.0
Decision-making person	Person along	57	12.1	12.1
	Store employee	10	2.1	14.2
	Byself	405	85.8	100.0
Things to buy	Sport equipment	82	9.8	9.8
	None	8	1.0	10.8
	Hat	52	6.2	17.0
	Many things	2	0.2	17.2
	Accessories	177	21.2	38.4
	Clothes	319	38.2	76.6
	Bag	195	23.4	100.0
Buying method	In-store	327	45.2	45.2
	Through social media platforms	252	34.8	80.0
	Through e-commerce platforms	145	20.0	100.0

Exploratory Factor Analysis (EFA)

Total Variance Explained

Compone nt	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Varianc e	Cumulative %	Total	% of Varianc e	Cumulative %	Total	% of Varianc e	Cumulative %
1	5.023	26.439	26.439	5.023	26.439	26.439	3.542	18.640	18.640
2	2.782	14.641	41.080	2.782	14.641	41.080	3.276	17.244	35.884
3	1.904	10.022	51.103	1.904	10.022	51.103	2.780	14.632	50.516
4	1.743	9.176	60.279	1.743	9.176	60.279	1.855	9.762	60.279
5	.807	4.247	64.526						
6	.749	3.943	68.469						
7	.673	3.543	72.012						
8	.621	3.270	75.282						
9	.599	3.153	78.435						
10	.544	2.865	81.300						
11	.516	2.715	84.016						
12	.480	2.526	86.541						
13	.435	2.288	88.830						
14	.423	2.229	91.059						
15	.402	2.113	93.172						

16	.383	2.018	95.190
17	.329	1.732	96.921
18	.312	1.640	98.561
19	.273	1.439	100.000

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
RI3	1.000	.712
RI1	1.000	.696
RI2	1.000	.634

Extraction Method: Principal Component
Analysis.

Total Variance Explained

	Initial Eigenvalues		Extraction Sums of Squared Loadings
Cumulative %	Total	% of Variance	
68.069	2.042	68.069	
85.791			
100.000			

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.042	68.069	68.069	2.042	68.069	68.069
2	.532	17.722	85.791			
3	.426	14.209	100.000			

Extraction Method: Principal Component Analysis.

CFA

Model fit:

	Acceptable value	Measurement model	Structural model
CMIN/DF	< 3	2,236	2,276
GFI	> 0.8	0.877	0.873
AGFI	> 0.8	0.851	0.848
CFI	>= 0.08	0.883	0.878
RMSEA	< 0.08	0.054	0.055

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
ENT1	<---	ENT	0.687
ENT2	<---	ENT	0.611
ENT3	<---	ENT	0.682
INT1	<---	INT	0.71
INT2	<---	INT	0.613
INT3	<---	INT	0.695
TRE1	<---	TRE	0.669
TRE2	<---	TRE	0.589
TRE3	<---	TRE	0.729
CUS1	<---	CUS	0.707
CUS2	<---	CUS	0.509
CUS3	<---	CUS	0.638
ORE1	<---	ORE	0.714
ORE2	<---	ORE	0.719
ORE3	<---	ORE	0.743
ICR1	<---	ICR	0.668
ICR2	<---	ICR	0.679
ICR3	<---	ICR	0.668
CON1	<---	CON	0.708
CON2	<---	CON	0.785
CON3	<---	CON	0.768
SYM3	<---	SYM	0.562
SYM1	<---	SYM	0.761
SYM2	<---	SYM	0.582
RI1	<---	RI	0.734
RI2	<---	RI	0.691
RI3	<---	RI	0.744
CON4	<---	CON	0.772
ORE4	<---	ORE	0.639
ORE5	<---	ORE	0.739
ORE6	<---	ORE	0.702
ICR4	<---	ICR	0.665
ICR5	<---	ICR	0.636
ICR6	<---	ICR	0.703

SEM

			Estimate	S.E.	C.R.	P	Label
ORE	<---	ENT	0.552	0.112	4,936	***	
ICR	<---	ENT	0.146	0.091	1,605	0.108	
CON	<---	ENT	0.315	0.121	2,603	0.009	
SYM	<---	ENT	0.105	0.101	1,041	0.298	
ORE	<---	INT	-0.224	0.102	-2,206	0.027	
ICR	<---	INT	0.058	0.087	0.668	0.504	
CON	<---	INT	-0.13	0.114	-1,138	0.255	
SYM	<---	INT	-0.183	0.099	-1,839	0.066	
ORE	<---	TRE	0.644	0.091	7,086	***	
ICR	<---	TRE	0.503	0.081	6,218	***	
CON	<---	TRE	-0.08	0.088	-0.911	0.363	
SYM	<---	TRE	0.135	0.077	1,752	0.08	
ORE	<---	CUS	-0.111	0.053	-2,090	0.037	
ICR	<---	CUS	0.137	0.051	2,688	0.007	
CON	<---	CUS	0.044	0.064	0.698	0.485	
SYM	<---	CUS	0.033	0.055	0.6	0.548	
RI	<---	ENT	0.06	0.12	0.499	0.618	
RI	<---	INT	0.144	0.099	1,458	0.145	
RI	<---	TRE	0.26	0.116	2,234	0.025	
RI	<---	CUS	0.175	0.052	3,341	***	
RI	<---	ORE	0.351	0.094	3,758	***	
RI	<---	ICR	0.219	0.073	2,978	0.003	
RI	<---	CON	0.15	0.045	3,343	***	
RI	<---	SYM	0.221	0.065	3,416	***	
ENT1	<---	ENT	1,000				
ENT2	<---	ENT	0.944	0.096	9,877	***	
ENT3	<---	ENT	1,022	0.097	10,566	***	
INT1	<---	INT	1,000				
INT2	<---	INT	0.84	0.083	10,174	***	

INT3	<---	INT	0.991	0.089	11,126	***
TRE1	<---	TRE	1,000			
TRE2	<---	TRE	0.889	0.096	9,310	***
TRE3	<---	TRE	1,178	0.108	10,859	***
CUS1	<---	CUS	1,000			
CUS2	<---	CUS	0.679	0.092	7,389	***
CUS3	<---	CUS	0.826	0.105	7,868	***
ORE1	<---	ORE	1,000			
ORE2	<---	ORE	1,008	0.073	13,856	***
ORE3	<---	ORE	1,042	0.073	14,233	***
ICR1	<---	ICR	1,000			
ICR2	<---	ICR	0.972	0.083	11,784	***
ICR3	<---	ICR	1,034	0.087	11,863	***
CON1	<---	CON	1,000			
CON2	<---	CON	1,104	0.079	14,027	***
CON3	<---	CON	1,052	0.076	13,840	***
SYM3	<---	SYM	1,000			
SYM1	<---	SYM	1,368	0.183	7,465	***
SYM2	<---	SYM	1,069	0.136	7,844	***
RI1	<---	RI	1,000			
RI2	<---	RI	0.888	0.069	12,889	***
RI3	<---	RI	1,051	0.076	13,775	***
CON4	<---	CON	0.96	0.069	13,898	***
ORE4	<---	ORE	0.856	0.069	12,318	***
ORE5	<---	ORE	1,079	0.076	14,118	***
ORE6	<---	ORE	1,096	0.082	13,384	***
ICR4	<---	ICR	0.978	0.083	11,744	***
ICR5	<---	ICR	0.959	0.085	11,291	***
ICR6	<---	ICR	1,110	0.09	12,285	***
ICR6	<---	ICR	1,110	0.09	12,285	***

			Estimate				Estimate
ORE	<---	ENT	0.532	INT3	<---	INT	0.698
ICR	<---	ENT	0.149	TRE1	<---	TRE	0.638
CON	<---	ENT	0.285	TRE2	<---	TRE	0.574
SYM	<---	ENT	0.122	TRE3	<---	TRE	0.733
ORE	<---	INT	-0.236	CUS1	<---	CUS	0.695
ICR	<---	INT	0.065	CUS2	<---	CUS	0.515
CON	<---	INT	-0.128	CUS3	<---	CUS	0.649
SYM	<---	INT	-0.232	ORE1	<---	ORE	0.717
ORE	<---	TRE	0.579	ORE2	<---	ORE	0.723
ICR	<---	TRE	0.479	ORE3	<---	ORE	0.743
CON	<---	TRE	-0.068	ICR1	<---	ICR	0.67
SYM	<---	TRE	0.146	ICR2	<---	ICR	0.669
ORE	<---	CUS	-0.124	ICR3	<---	ICR	0.674
ICR	<---	CUS	0.163	CON1	<---	CON	0.705
CON	<---	CUS	0.047	CON2	<---	CON	0.783
SYM	<---	CUS	0.044	CON3	<---	CON	0.769
RI	<---	ENT	0.055	SYM3	<---	SYM	0.56
RI	<---	INT	0.144	SYM1	<---	SYM	0.76
RI	<---	TRE	0.221	SYM2	<---	SYM	0.586
RI	<---	CUS	0.186	RI1	<---	RI	0.732
RI	<---	ORE	0.333	RI2	<---	RI	0.689
RI	<---	ICR	0.196	RI3	<---	RI	0.741
RI	<---	CON	0.151	CON4	<---	CON	0.773
RI	<---	SYM	0.174	ORE4	<---	ORE	0.64
ENT1	<---	ENT	0.672	ORE5	<---	ORE	0.737
ENT2	<---	ENT	0.61	ORE6	<---	ORE	0.697
ENT3	<---	ENT	0.675	ICR4	<---	ICR	0.666
INT1	<---	INT	0.712	ICR5	<---	ICR	0.636
INT2	<---	INT	0.609	ICR6	<---	ICR	0.704

	Squared multiple variances
	Estimate
SYM	0.034
CON	0.048
ICR	0.426
ORE	0.574
RI	0.749
ICR6	0.495
ICR5	0.404
ICR4	0.444
ORE6	0.486
ORE5	0.543
ORE4	0.41
CON4	0.598
RI3	0.55
RI2	0.474
RI1	0.535
SYM2	0.343
SYM1	0.578
SYM3	0.314
CON3	0.592
CON2	0.614
CON1	0.498
ICR3	0.455
ICR2	0.448
ICR1	0.449
ORE3	0.552
ORE2	0.522
ORE1	0.514
CUS3	0.421

CUS2	0.265
CUS1	0.483
TRE3	0.537
TRE2	0.329
TRE1	0.407
INT3	0.488
INT2	0.371
INT1	0.506
ENT3	0.456
ENT2	0.373
ENT1	0.452