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Factors affecting Customer Relationship and the Repurchase Intention of Designed Fashion Products

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Abstract

Purpose: Human life is increasingly improved, so human needs are also growing more and more. One of the increasingly demanding industries is the fashion market. Fashion is an industry that produces essential items for human life, so manufacturers always need to know how to improve the relationship with customers, and make them repurchase. The study aims to discover the relationship between the factors that create a relationship with customers and the repurchase intention of designed fashion products. **Research design, data, and methodology:** The mix research method is applied to achieve research objectives. The qualitative research via the in-depth interview with 11 experts, and the quantitative research via the survey with 467 respondents was done in Ho Chi Minh city, the most developed city in Vietnam. **Results:** The research results point out that the fashion designer reputation, social media marketing, and the fashion store atmosphere have the positive impact on the relationship between the customer and fashion store, as well as the intention to repurchase of designed fashion products. In particular, customer relationship also affects the repurchase intention of designed fashion products positively. **Conclusions:** The study also proposed some managerial implications to develop a relationship with the customer and repurchase behavior of the customer in the fashion industry.

Keywords: fashion designer reputation, social media marketing, fashion store atmosphere, perceived customer relationship, repurchase intention of a designed fashion products.

JEL Classification Code: M31

1. Introduction

The concept of the market as a collection of customers with similar interests and needs has been changing in recent decades. This change leads to an emphasis on the need to shift marketing activities from mass to targeted groups or individuals. Many marketing scholars are researching the concept of the customer relationship. Relationship marketing, in both business practice and the

focus of academic research, studies on relationship marketing have been carried out over the past decade (Srinivasan & Moorman, 2005), in which relationship marketing aims at establishing, developing and maintaining successful relationship between customers and suppliers. Most studies and practices suggest that relationship marketing's efforts to create stronger customer relationship help improve seller performance, including revenue growth, shares, and profits (Morgan & Hunt, 1994), but several studies have shown ineffective aspects of customer relationship building activities (Colgate & Danaher, 2000). Researchers also suggest that in some situations, relationship marketing can have a negative impact on the performance of the business because of the wrong approach (De Wulf, Odekerken-Schröder, & Iacobucci, 2001). The fashion industry is a highly individualized industry, whereby stable relationship are created between the contact of seller and customer, and so the parties in the relationship know each other. Therefore, the development of the relationship will lead to the positive behaviors of the

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customer as purchasing intention, loyalty (Macintosh & Lockshin, 1997).

The appearance of some small foreign brands in the Vietnam fashion market can only cause a little difficulty for domestic businesses. However, customers are familiar, as well as have priority for domestic brands; the presence of foreign enterprises is not enough to reduce the market share of domestic fashion businesses. However, a series of famous fashion brands in the world, such as HZM, Masimo, Stradivarius have entered to Vietnam fashion market since 2017. Vietnam's fashion industry is under considerable pressure and competition with foreign brands. The current capacity of the international fashion brands not only meet the shopping needs of the "fashion followers" but also caused enormous pressure for domestic market fashion brands. With such enormous competitive pressure, brands compete not only in products but also in service throughout the selling process. The competition takes place between not large enterprises in the fashion industry but also the fast brand and the designed fashion brands, those who build a brand and make the unique fashion product from their personality.

Table 1: The summary of researches related the customer relationship, customer behavior in the fashion industry.

| Author | Context | Result |
|-----------------------------|-----------------------|---|
| Marzo-Navarro et al. (2004) | Fashion Retailers | The benefits derived from maintaining a stable, personal relationship between the service provider and a customer have a positive impact on satisfaction, and satisfaction has a positive impact on a customer's loyalty. |
| Kim and Ko (2010) | Luxury fashion brand | The entertainment has a positive effect on intimacy, trust, and purchase intention. Other positive effects are customization on trust, interaction on purchase intention, word of mouth on intimacy and purchase intention, and the trend only on trust. |
| Kim et al. (2010) | Luxury Fashion Stores | The social relationship was positively related to perceived salesperson effect and satisfaction. A functional relationship with a salesperson had no significant effect on purchase decision and satisfaction. |
| Kim and Ko (2012) | Luxury fashion brand | The brand equity has a negative impact on customer equity; but, value equity and relationship equity have not. Value equity and relationship equity had positive effects on purchase intention, while relationship equity had no. There is a significant relationship between purchase intention and customer equity. |
| Gautam and Sharma (2017) | Luxury fashion brand | There are positive impacts of social media marketing and customer relationships on consumers' purchase intentions. Besides, the research confirmed the full mediation of customer relationships in the relationship between social media marketing and consumers' purchase intentions. |

Most of the researches concentrated on the impact of fast fashion brands on customer behavior more than individual designer brands or designed fashion products. While manufacturers' brand is well-known based primarily on communication and marketing activities, designer brands are known in a very different way. The concept of customer relationship management has received the attention of many researchers in various fields; however, little academic research has examined the customer relationship using theories about management fads and fashions, especially in the field of designed fashion (Madsen & Johanson, 2016). In addition, studies on the influence of customer relationships, and consumer behavior in the fashion industry focus on luxury fashion products and shopping intention (Kim & Ko, 2010; Kim, Kim, & Johnson, 2010; Gautam & Sharma, 2017) as well as customer satisfaction (Marzo-Navarro, Pedraja-Iglesias, & Rivera-Torres, 2004), and customer equity (Kim & Ko, 2012) (Table 1). Meanwhile, the most significant value of customer relationships is the maintenance of customer shopping behavior such as loyalty or repurchase, which has not received much attention from researchers (Amatulli, Mileti, Speciale, & Guido, 2016).

Therefore, in addition to contributing managerial implications for businesses; based on the Relational Mediator Meta-Analytic Framework and the Stimulus - Organism - Response model, this research defined three key factors affecting customer relationship and the repurchase intention of designed fashion products, including fashion designer reputation, social media marketing, fashion store atmosphere.

The rest of this study will present the literature review, the research methodology, research results, discussions, and conclusion of the research.

2. Literature review

2.1. The development of the fashion industry in Vietnam.

With a long history and unique culture, Vietnamese costumes have gone through many periods and brought their characteristics. Before 1945, Vietnamese costumes were imprinted with feudalism and were distinguished by social class. Since 1954, women's blouses, skirts, and dresses have been increasingly rich and diverse in styles and materials: round-neck, split, non-necked shirts, deep-cut oval, horizontal necks; short-sleeved, long-sleeved, bulging; sew with a white cloth, colored cloth or floral fabric. After 1968, mini-skirts began to be introduced to Vietnam and favored by women, the short skirt on the knee,

the shorter the fashion. Jeans also became popular during this period, especially the flare type 30-40cm, combined with large leather belts. After 1975, the concepts and ideas seemed to be more open with the process of economic and cultural exchanges. Vietnam fashion diversified and developed at high speed. In recent years, Vietnamese fashion has changed dramatically and become one of the developed industries of the country. Vietnamese fashion has made rapid progress; the issue of dress is getting more and more attention; Vietnamese people start to choose stylish clothes and regularly update world fashion trends. Besides, the emergence of talented designers, the birth of countless brands, shops, shopping centers shows the bustling picture of the fashion industry in Vietnam (Hue, 2018).

The young Vietnamese consumers significantly increased spending on clothing in 2017. 26% of people shop for clothes 2-3 times per month, 52% said they usually shop for clothes once a month. It is estimated that the consumption value of Vietnamese textiles and garments annually reaches about 5-6 billion USD. Businesses believe that reality may be much larger, because on the market today, unknown goods, knockoffs, portable goods are also heartily consumed, especially in rural areas. Vietnam's fashion market will grow by 15-20% in the second quarter of 2018 (Tu, 2019).

2.2. Relationship marketing

Many researchers have demonstrated a shift from transactional to relationship marketing. What remarkable about this change is that an organization tries to build its long-term customer relationship instead of attracting customers in short-term. While the relationship marketing involves creating customer relationship, transaction marketing focuses on sale and marketing (Christopher, Payne, & Ballantyne, 2013). Compared to other fundamental theories in the system of marketing theory, relationship marketing is a relatively young theory concept developed over the last 25 years. Previous marketing theories and practices primarily focused on the exchange of goods/services between buyers and sellers. Many previous research and marketing strategies considered selling-buying transactions as separate events, rather than relationship. Dwyer, Schurr, and Oh (1987) developed a framework describing the process of developing a sales-purchase relationship, thereby stimulating new research directions. According to Dwyer et al. (1987), relationships evolve through five main stages: (1) awareness, (2) discover (3) expansion, (4) commitment, (5) dissolution. Each stage in this process corresponds to the significant shifts in showing mutual interest between partners. Through this study, relationship are considered to be

preserved to create advantages in marketing strategies and the basis of relationship marketing.

Relationship marketing can be interpreted as a strategic orientation focused on developing customer loyalty. Relationship marketing is characterized as a type of marketing that organizations strive to improve and strengthen the close relationship with customers. In other words, the goal of relationship marketing is to build a long-term relationship, which is an essential condition for an organization's success. Moreover, relationship marketing can be considered as a process of participating in business cooperation with direct customers to enhance or create value.

2.3. Conceptual model

The development of designed fashion brands is tied to individual fashion designers. Therefore, the study focuses on the inputs related to a fashion designer (seller) for the conceptual model. Brengman and Willems (2009) pointed out five determinants of fashion store personality from the consumer perspective, i.e., store atmosphere, merchandise, retailer's reputation, service, and the store's format as well as its location. Robert and John (1982) mentioned that the store atmosphere could cover the service in-store, the store's format, and location. Therefore, this research focused on three antecedents of marketing relationship and customer behavior, including the store atmosphere, the communication merchandise between the seller and buyer through the social media, and the fashion designer's reputation.

The Relational Mediator Meta-Analytic Framework (RMMAF) is established by Palmatier, Dant, Grewal, and Evans (2006), which is a general model of the antecedent, mediator, and consequence of relationship marketing. It has shown that seller-focused and dyadic antecedents in RMMAF, which are the elements related to the seller, are one of the components that will create a relationship. In particular, seller expertise is an essential element that represents seller-focused antecedent, and communication between seller and buyer is part of the dyadic antecedents. Fashion designers have a personal reputation based on their capacity. Meanwhile, in the context of social network development, businesses actively communicate with customers through the mean of social networking, that we call social media marketing. Moreover, Mehrabian and Russell (1974) conceptualized the S-O-R framework explaining the impact of environmental stimuli (S), affecting individuals (consumers; O) and leading to their responses (R). According to this model, physical stimulus, i.e., color, scent, music, and lighting, will stimulate sensations such as pleasure (Ha & Lennon, 2010). The subject (O) can be a customer with reactions with

excitement such as satisfaction, euphoria, feeling confident, valuable. Response (R) can manifest in finding search (browse) for shopping stores and in the intention of buying and repurchase behavior. Therefore, atmosphere elements in a fashion store, including lighting, decoration, facilities, and scents, can be seen as the premise of the relationship between fashion shops and customers, leading to repurchase intention of customers. Hence, the conceptual model is proposed in Figure 1.

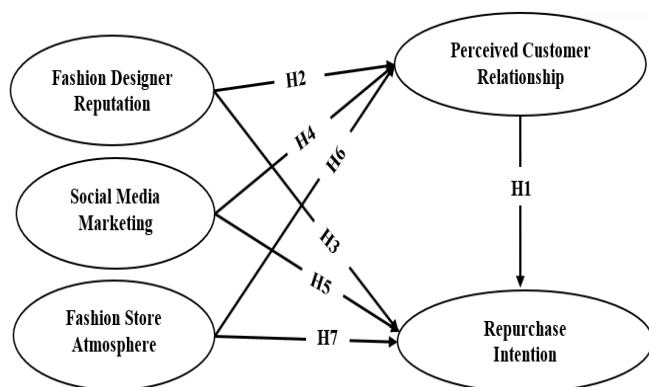


Figure 1: The conceptual model

2.4. Repurchase Intention (RI)

Maintaining customers is considered as an essential factor determining the level of success in the company's marketing strategy (Cronin Jr, Brady, & Hult, 2000). Increasing competition between companies and attracting new customers will take more time and cost, so many companies are focusing on defensive strategies. They focus on protecting existing customers or making them buyback rather than primarily focusing on new customers and increasing market share. Repetitive buying is a good intention, and shows a deep commitment of customer to a particular brand (Oliver, 1999). Repurchase intention is the behavior stemming from the loyalty of that customer, which means that the customer is very loyal to the brand, more likely to introduce the brand or its products to other customers. Moreover, if services are reliable and satisfactory, customers will have higher loyalty and continue to buy from companies in next times. Seiders, Voss, Grewal, and Godfrey (2005) raised the notion that the intention to repurchase represents a customer's predictability associated with the acquisition behavior again. After customers make a purchase, they have thought of coming back to buy at the previous place of purchase. Some researchers rely on a group of different factors to form an intention to acquire, including personal characteristics (such as customer perceptions of purchasing results and processes, beliefs), many other factors such as

habits and experience (Bhattacharjee, 2001; Benlian, Titah, & Hess, 2012; Zhou, Fang, Vogel, Jin, & Zhang, 2012).

2.5. Perceived Customer Relationship (PCR)

According to the S-O-R model, the customer repurchasing response will be the result of the subject's cognitive process. In commercial transactions, when customers are aware of the connection between themselves and the seller, they will have repurchasing behavior. The theory of relationship marketing has shown that perceived customer relationships will be an essential factor in creating a long-term relationship with the customer (Madsen & Johanson, 2016). Perceived customer relationships will create a close bond between customers and businesses, and it is a premise to develop customer loyalty towards the business. At the same time, loyal customers also receive more benefits than non-loyal customers (Zeithaml, Berry, & Parasuraman, 1996). From activities to make the customer satisfied, such as planning to have the right segment of the customer and serving target customers most effectively (Swift, 2001). Besides, relationship quality is also one of the crucial factors to build a customer relationship management (CRM) program to increase profitability for businesses as well as maximize repurchasing behavior (Gronroos, 2007). Besides, the two fundamental elements of CRM, trust, and commitment, are also considered as factors affecting the development and maintenance of the relationship between the seller and the buyer in the transaction (Morgan & Hunt, 1994; Garbarino & Johnson, 1999)

Chaudhuri and Holbrook (2001) indicated that customers with a high level of trust and commitment would often be loyal to the business, so these two factors are considered to have a positive relationship with the customer's intent to behave (Nguyen & Khoa, 2019b). In the same opinion, Morgan and Hunt (1994) also believed that trust and commitment are "key mediating variables" in the relationship between relationship awareness and customer loyalty. Therefore, the study suggests that if customers are aware of the designer's fashion store relationship, they will continue to buy more fashion products in the future. Therefore, the study proposed the hypothesis:

H1: Perceived Customer Relationship has a positive impact on Repurchase intention

2.6. Fashion Designer Reputation (FDR)

The concept of business reputation attracts academic attention from the areas of management, economics, sociology, and marketing (Brown, Dacin, Pratt, & Whetten, 2006). In general, researchers conceptualize a company's

reputation from an economic perspective and consider its reputation as a customer expectation and estimate of specific organizational attributes. In the absence of a means to directly assess quality, the customers will use "alternative" indicators, which is maybe the reputation. In the fashion industry, fashion stars or celebrities are viewed as a reference source for fashion trends and tastes. However, stars themselves may not be sure what style is right, and so they choose fashion products designed by reputable designers whom they admire or believe (Hilton, Choi, & Chen, 2004). Consistent with this view, the research that determines the reputation of fashion companies depends on the reputation of the designer (Weiss, Anderson, & MacInnis, 1999).

Past research indicated that reputation has a positive effect on financial performance for the business (Roberts & Dowling, 1997). Besides, a good reputation can significantly help companies in different ways, including (1) countering the volatility of competitors in the industry, (2) assuring customers, little especially in uncertain markets, (3) attracting higher quality and more excellent investment from the stock market, (4) maintaining high morale among employees, (5) taking advantage of cost due to fewer contract and supervision costs with suppliers and lower remuneration rates among employees, and (6) support and strengthen the product introduction and recovery strategy in the event of a crisis (Carmeli & Tishler, 2005). Therefore, if a fashion designer has a good reputation, they will be more reliable than the others and make the customer return next time. In addition, the reputation is the antecedent of trust and commitment (Sadeghi, Ghujali, & Bastam, 2019). Therefore, the perceived customer relationship is also improved. The hypotheses are proposed:

H2: Fashion Designer Reputation has a positive impact on Perceived Customer Relationship.

H3: Fashion Designer Reputation has a positive impact on Repurchase intention

2.7. Social media marketing (SMM)

Thanks to the rapid development of Information Technology in the world, the business has more and more choices to promote product and service, as well as easily attract larger potential customers via the social networking site. This method is considered a great and potential opportunity for business to comfortably reach its target customer.

According to Van der Waldt, Rebello, and Brown (2009), entertainment is the level of emotion that users receive when viewing advertising. Entertainment services can increase customer repurchase and add value to the customer. Bilgin (2018) concluded that customization is an

essential factor in marketing activities through social media. Customization is expressed to the extent that a brand's product or service is tailored to customer satisfaction (Schmenner, 1986). Customization also shows the brand's consulting efforts for each customer about the information that the customer is interested in, providing them with tools to search for goods that fit their needs (Bilgin, 2018). Interactivity is the degree of interaction between user and the type of advertising, described as a means for individuals to communicate effectively with each other, regardless of distance and time (Yaakop, Anuar, & Omar, 2013). At the same time, it is a characteristic of the environment that allows users to participate in creation and entertainment. Interaction on the Internet changes the way users to perceive the advertising. Social media influences every stage of consumer decision-making, as well as influencing public opinion and attitude formation. The trend is a component of marketing communications through social media that play the role of updating the latest and trending products' information to customers (Godey et al., 2016). According to Naaman, Becker, and Gravano (2011), social media is a vibrant communication channel that reflects issues that are of interest to millions of users. Electronic word of mouth (E-WOM) is considered an essential element of communication activities through social media (Godey et al., 2016). According to research by Gruen, Osmonbekov, and Czapslewski (2006), word of mouth brings credibility, empathy and customer relationship to the brand more than the content provided by marketers on the social networking site. Bickart and Schindler (2001) argued that consumers appreciate the role of word of mouth in decision because word of mouth information is reliable, transparent, and useful to them. Besides, the electronic word of mouth demonstrates the honest and fair assessment of a brand through the opinions of those who have experienced the brand, by endorsement or condemnation of the brand on social networking page (Cheung, Luo, Sia, & Chen, 2009).

Kim and Ko (2010) have shown that marketing through social media in the fashion field will have a positive impact on customer relationships and the intention to buy fashion products. According to Miller, Fabian, and Lin (2009), the importance of social media lies in the interaction between consumers and the business. From there, the research has two hypotheses:

H4: Social Media Marketing has a positive impact on Perceived Customer Relationship.

H5: Social Media Marketing has a positive impact on Repurchase intention

2.8. Fashion Store Atmosphere (FSA)

The concept of "atmosphere," first introduced by Kotler (1973), in which the store atmosphere is defined as an attempt to design a purchasing environment to create a specific emotional effect in humans. Many retailers realize that store atmosphere design is a crucial element of marketing strategy; thus, retailers strive to develop the store atmosphere, which is identified as a potential competitive advantage. Not surprisingly, many fashion retailers spend millions of dollars periodically designing, refurbishing their stores, because the central challenge lies in understanding consumers' needs. They try to provide an attractive store atmosphere for consumers (Chu & Lam, 2009). The environmental stimulus, as a mental stimulus, in the store, are positively related to the level of entertainment experienced in the transaction (Tai & Fung, 1997; Nguyen & Khoa, 2019a).

Positive atmosphere factors in the store can create a positive experience with the store and ultimately contribute to creating a pleasant consumer response. Joy refers to the extent to which consumers feel good, happy, and satisfied in the excellent store atmosphere. Stimulation refers to the extent to which consumers feel controlled or free to act in the store atmosphere. Baker, Levy, and Grewal (1992) point out that, when surrounding signals interact with social signals, they can affect consumers about the emotional state of pleasure. The store atmosphere is likely to cause emotions (Darden & Babin, 1994). The atmosphere in the fashion store can be considered as the hedonic value, which brings the comfortable, relaxed, enjoyable to the customer, will be the antecedent of the preference when the customer has the purchasing decision (Nguyen & Khoa, 2019c). A positive emotional stimulus store can contribute to an enjoyable shopping experience for consumers. Therefore, there is an essential relationship between the store's characteristics, mood, satisfaction, and consumer behavior. Hence, the hypotheses are proposed:

H6: Fashion Store Atmosphere has a positive impact on Perceived Customer Relationship.

H7: Fashion Store Atmosphere has a positive impact on Repurchase intention

3. Research methodology

The focus of this research is quantitative research for testing model and research hypotheses. However, before conducting proper quantitative research, the study has conducted qualitative research to select and develop research models as well as the items of scales in the research model.

The study conducted 11 in-depth interviews with experts who are experienced in purchasing designed fashion brands,

and professional fashion designers in Ho Chi Minh City for over three months. The interviewees were carefully selected to ensure representation according to several criteria, including occupation, gender, age, experience in purchasing designed fashion products for customers, and design experience for fashion designers. The interviews are conducted according to the semi-structured interview. The results confirmed their perceptions of customer relationships that would create their repurchase intention, and the proposed factors impact perceived customer relationships such as the fashion designer reputation, social media marketing, and fashion store atmosphere also received consent.

The scale of constructs in the research model is developed based on the original scales of previous studies and adjusted after qualitative research. The model has five research constructs with 20 items, which are measured by the 5-point Likert scale, which is presented in Table 2.

Table 2: The scale of constructs

| Constructs | Items | Source | The content of scale |
|---------------------------------|-------|-------------------------|---|
| Fashion Designer Reputation | 4 | Kawamura (2004) | Talent, creativity, innovative designs, consistent style |
| Social Media Marketing | 5 | Kim and Ko (2012) | Customization, Entertainment, Trend, Interactivity, E-WOM |
| Fashion Store Atmosphere | 4 | Parsons (2011) | Music, Service, Temperature, Light/color |
| Perceived Customer Relationship | 4 | Palmatier et al. (2006) | Commitment, Trust, Relationship satisfaction, Relationship quality |
| Repurchase intention | 3 | Choo and Park (2013) | Intention to repurchase, Possibly repurchase, Intention to purchase to other products |

Table 3: The sample statistic

| | | Frequency | % |
|------------|----------------|-----------|------|
| Gender | Female | 258 | 55.2 |
| | Male | 209 | 44.8 |
| Age group | 18 - 25 | 114 | 24.4 |
| | 26 - 35 | 111 | 23.8 |
| | 36 - 45 | 134 | 28.7 |
| | Above 45 | 108 | 23.1 |
| Occupation | Student | 146 | 31.3 |
| | Office Worker | 163 | 34.9 |
| | Business Owner | 158 | 33.8 |

After conducting qualitative research, the study has selected the research model as well as the scale of the model construct. The quantitative study conducted on a

sample of 467 respondents using a questionnaire. These data are used to evaluate scales, test model, and hypotheses. Respondents are mainly students, office workers, and business owners, who need shopping for fashion designer clothing for life, or work (Table 3). The researchers used the purposive and snowball sampling method because of its ease of contact and target correctly in approaching respondents, shortening data collection time. However, this method is somewhat limited in the representativeness of the sample for the whole, so to overcome, the author conducted data collection in many other locations.

4. Result

4.1. Reliability and Validity Assessment

The study will evaluate the Cronbach's Alpha (CA), Composite Reliability (CR), the Average Variance Extracted (AVE), and Heterotrait-Monotrait Ratio (HTMT) to evaluate the reliability and validity of the constructs.

The research will test the discriminant validity via HTMT (Hair, Hult, Ringle, & Sarstedt, 2016). All HTMT values in Table 4 are less than the thresholds of 0.85. The maximum of HTMT value is 0.838. Hence, the constructs in this study have discriminant validity

Table 4: The result of HTMT value

| | FDR | FSA | PCR | RI | SMM |
|-----|-------|-------|-------|-------|-----|
| FDR | | | | | |
| FSA | 0.435 | | | | |
| PCR | 0.453 | 0.469 | | | |
| RI | 0.649 | 0.742 | 0.838 | | |
| SMM | 0.485 | 0.527 | 0.476 | 0.673 | |

According to Nunnally and Bernstein (1994), the reliability of a scale can be measured through Cronbach's Alpha (CA). The threshold of reliability is that the CA coefficient will be greater than or equal to 0.7. According to Table 5, the lowest CA coefficient is 0.810; therefore, the constructs in the study gain reliability for analysis. Moreover, Fornell and Larcker (1981) also proposed strengthening the assessment of reliability and convergence value through CR and AVE with CR is greater than or equal to 0.6, and AVE is greater than or equal to 0.5. Research results show that the lowest CR of the construct is 0.888, and the lowest AVE is 0.727. The outer loadings are recommended to check the relationship between the items and their construct. According to Table 5, all outer loadings of each construct are more significant than 0.708 (Hair et al., 2016). It means all items are related to their construct. As a result, all constructs accomplish reliability and convergence validity.

Table 5: The result of CA, CR, AVE, and outer loadings

| | FDR | FSA | PCR | RI | SMM | CA | CR | AVE |
|------|-------|-------|-------|-------|-------|-------|-------|-------|
| FDR1 | 0.836 | | | | | 0.879 | 0.918 | 0.737 |
| FDR2 | 0.783 | | | | | | | |
| FDR3 | 0.929 | | | | | | | |
| FDR4 | 0.879 | | | | | | | |
| FSA1 | | 0.856 | | | | 0.936 | 0.952 | 0.797 |
| FSA2 | | 0.85 | | | | | | |
| FSA3 | | 0.859 | | | | | | |
| FSA4 | | 0.854 | | | | | | |
| PCR1 | | | 0.883 | | | 0.81 | 0.888 | 0.727 |
| PCR2 | | | 0.868 | | | | | |
| PCR3 | | | 0.931 | | | | | |
| PCR4 | | | 0.874 | | | | | |
| RI1 | | | | 0.787 | | 0.912 | 0.938 | 0.791 |
| RI2 | | | | 0.917 | | | | |
| RI3 | | | | 0.850 | | | | |
| SMM1 | | | | | 0.927 | 0.879 | 0.918 | 0.737 |
| SMM2 | | | | | 0.901 | | | |
| SMM3 | | | | | 0.893 | | | |
| SMM4 | | | | | 0.892 | | | |
| SMM5 | | | | | 0.850 | | | |

4.2. Partial Least Squares Structural Equation Modeling (PLS-SEM)

Moreover, Hair et al. (2016) also mentioned some additional criteria to test the reliability of PLS-SEM results, including VIF value, R^2 value, f^2 value, and Q^2 value. Table 6 shows the value of all additional criteria. Firstly, the collinearity assessment shows that all VIF value is less than 5.0; therefore, there is no collinearity in the conceptual model. Secondly, the R^2 value of the two dependent constructs is 0.287 (PCR) and 0.702 (RI). It means four constructs in this study explain 70.2% of the change of repurchase intention. Hence, the research model has a great explanation in the designed fashion products context. Although the R^2 of PCR is 0.287, Hair et al. (2016) mentioned that in consumer behavior, 0.2 of R^2 could be accepted. Thirdly, all f^2 value is accepted with the range from 0.05 to 0.482, in which FSA and PCR have a substantial effect size to RI. The rest have small effect sizes for PCR and RI. Lastly, the research will assess the predictive relevance value (Q^2). The threshold of Q^2 is

greater than 0; consequently, the result of Table 6 pointed out that the PLS-SEM has excellent predictive relevance.

According to Hair et al. (2016), PLS-SEM should have the Bootstrapping procedure with 5000 random subsamples. Table 7 pointed the PLS-SEM result with the β coefficient and the result of testing hypotheses in the conceptual model. All independent constructs have a positive impact significantly on the dependent constructs with p-value is less than 0.001.

Table 6: The result of VIF, R^2 , f^2 , and Q^2 .

| | VIF | | R^2 | f^2 | | Q^2 |
|-----|-------|-------|-------|-------|-------|-------|
| | PCR | RI | | PCR | RI | |
| FDR | 1.302 | 1.366 | | 0.050 | 0.080 | |
| FSA | 1.364 | 1.436 | | 0.053 | 0.189 | |
| PCR | | 1.403 | 0.287 | | 0.482 | 0.209 |
| RI | | | 0.702 | | | 0.479 |
| SMM | 1.442 | 1.521 | | 0.055 | 0.067 | |

Table 7: PLS-SEM result

| | β | St. Deviation | P Values | Hypothesis | Result |
|------------|---------|---------------|----------|------------|----------|
| PCR -> RI | 0.449 | 0.041 | 0.000 | H1 | Accepted |
| FDR -> PCR | 0.215 | 0.058 | 0.000 | H2 | Accepted |
| FDR -> RI | 0.180 | 0.046 | 0.000 | H3 | Accepted |
| SMM -> PCR | 0.237 | 0.057 | 0.000 | H4 | Accepted |
| SMM -> RI | 0.175 | 0.044 | 0.000 | H5 | Accepted |
| FSA -> PCR | 0.226 | 0.062 | 0.000 | H6 | Accepted |
| FSA -> RI | 0.284 | 0.040 | 0.000 | H7 | Accepted |

5. Discussion

The research results have shown similarities and differences compared with previous studies. Moreover, with the empirical context in a developing country environment, the research has uncovered interesting facts about repurchase behavior for designed fashion products.

The repurchase intention of designed fashion products is influenced by the mediating role of the perceived customer relationship, under the impact of three elements of fashion designer reputation, social media marketing, and fashion store atmosphere. All hypotheses H1, H3, H5, H7, are accepted. In particular, perceived customer relationship has the most powerful impact on customer repurchase intention ($\beta = 0.449$). This result has contributed to affirming the important role of CRM strategies in today's context, which has been confirmed through previous studies (Sheth & Parvatlyar, 1995; Palmatier et al., 2006; Kim & Ko, 2010). Also, the intention to repurchase in a fashion store depends

heavily on the atmosphere of the store ($\beta = 0.284$), which is different between each fashion designer. The selection of factors such as music, scent, temperature, light/color has been mentioned as the determining factor of a store's success (Parsons, 2011). The fact that customers feel comfortable and relaxed to choose products is an important factor determining their return to the store in the next time (Robert & John, 1982; Jalil, Fikry, & Zainuddin, 2016). In addition, the reputation of fashion designer ($\beta = 0.180$) and social media marketing ($\beta = 0.175$) are also factors that influence the customer's intention to buy back at a store in the future (Weigelt & Camerer, 1988; Walsh & Beatty, 2007; Ismail, 2017).

A long-term relationship with the customer is increasingly important and becomes the competitive advantage of the business. For designed fashion brands, the source of customers is mainly through personal channels such as previous relationships or referrals from old customers. Therefore, building more factors will strengthen

the strengths and create competitive advantages for fashion business (Khoa, 2020). Hypotheses of H2, H4, H6 are accepted. Among the three identified factors of the study affecting perceived customer relationship in the fashion industry, of which social media marketing is the most influential factor ($\beta = 0.237$), followed by the fashion store atmosphere ($\beta = 0.226$), and finally the fashion designer reputation ($\beta = 0.215$). This result is not too surprising with the research context. Currently, according to Vietnam eCommerce and Digital Economy Agency (2019), the number of users of social networking sites in Vietnam accounts for about 60% of the population, so reaching out to fashion buyers via Facebook or Zalo, is the solution that brings the highest efficiency. Many studies also agree with the effect of social network marketing on building a relationship with customers (Kim & Ko, 2010; Ismail, 2017). Besides, the atmosphere of fashion stores is also an essential factor. As mentioned above, the atmosphere of each designed fashion store depends a lot on the designer. Scarpi (2006) has shown that different atmospheres can lead to different customer behaviors. In addition, another factor affecting the perceived customer relationship is the reputation of the fashion designer. Fashion designer's features like talent, creativity, innovative designs, consistent style, a designers will convince customers to trust and commit to their brand. Reputation has long been considered an essential factor in the decision to stick with a brand, which guarantees the value of the relationship as well as customer satisfaction (Hilton et al., 2004; Sterlacci, 2019)

6. Conclusion

The development of quality of life leads to the development of demand for fashionable clothes. Besides fast fashion brands, designed fashion products are also an option for today's consumers. The common points of the designed fashion product are beautiful and unique designs due to a limited number of sewing patterns, good fabric quality, higher durability. In particular, customers can order costumes according to their collections with their needs. With the fashion trend, the research related the designed fashion is vital for the development of this field.

The research pointed out the relationship between the fashion designer reputation, social media marketing, fashion store atmosphere, perceived customer relationship, and repurchase intention of designed fashion products. In particular, perceiving customer relationship plays a mediating role between factors related to seller and customer's repurchase intention for designed fashion products. First, the results of the study add a new relationship between factors associated with the fashion

industry rather than toward results as buying intention (Kim & Ko, 2010; Kim et al., 2010; Gautam & Sharma, 2017), customer equity (Marzo-Navarro et al., 2004), or satisfaction (Kim & Ko, 2012) in prior researches. Secondly, the field of designed fashion is closely linked to the individual characteristics of the designer, so the antecedents in the conceptual model have suggested for further studies on the relationship between these antecedents and outputs like loyalty, word of mouth, etc.

The result pointed out three factors that affect the perceived customer relationship, including social media marketing, fashion designer reputation, fashion store atmosphere. Therefore, the fashion designer brand should build the fan page on the social network to increase communication with the customer. It can be said that Vietnam's fashion industry is still young, and through each stage of development, the fashion market requires fast response to fashion, multi-style fashion, continually updating new trends, and expanding. The domestic brands have not kept up, marketing is simple and still keeps the traditional trend, making large budgets but low efficiency, challenging to reach customers to compete, making the market share narrow. Increasing management and content creation for business social networking is one of the best outreach policies for customers. The content of the fan page should update the fashion trend every day or try to customize content in target advertising. Moreover, the fan page needs to improve the entertainment with mini-game, as well as update the promotion program on the page for sharing by customer.

Besides, designed fashion brands should create a different atmosphere at the stores to create a match in the relationship with customers. Designed Fashion brands need to create a different atmosphere at the store to create a relationship with customers. The display space in front of the store needs to attract the eyes of passers-by but must not obscure the path and elements inside the store. The choice of music, decoration or color should relate to the characteristics of the customer and the products being sold. Fashion shops should choose non-lyrics, symphonic or young music to suit the style of the designer, or the products on display at the store. Moreover, many customers go to a fashion store to shop for entertainment purposes to reduce the pressure of work, choosing scents, i.e., roses, lemons are a necessity to reduce the customers' stress. The temperature inside the store is also an essential factor; the store staff must always adjust the temperature to the outside temperature according to the time of day or the weather. The stores' temperature should not be too low, this problem leads to the feeling of heat shock for customers when entering the fashion store. The lighting system, paint color are also factors that make a good impression on customers' eyes for fashion stores.

Therefore, the designer should choose colors that enhance the store's products rather than making the product sink in the color of the lamp or wall.

At the same time, fashion designers should also build separate styles that are creative, innovative, and shape their design style of individual brands. The global fashion brands bring Vietnam their own identity and thus promote the development market. Competing with the fast fashion trend of global brands is not worrying because they are located in a broad segment, so they often do not go deep into the Vietnamese market. Due to their global nature, H&M or Zara cannot design collections that are specific to a particular market, nor can they cover small stores to places where sales cannot be reached. Fashion designers should focus on building a personal brand in the direction of personalization by choosing specific customers but challenging to meet the needs of gender or age.

Research has tried to make perfection, but it is not possible with some limitations. First, some of the factors proposed in the research model have not been studied much in the field of fashion, such as the reputation of fashion designers, or the perceived customer relationship. Therefore, more research on these factors needs to be paid more attention in subsequent studies. Moreover, it is essential to expand research in developed countries to gain insights into consumer behavior. Lastly, there should be comparative studies between individual designers' designed fashion and famous fashion brand in the future.

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