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Fashion Buying Behavior through Awareness of Brand Ambassador is Celebrity of Young Consumers in Vietnam

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Abstract

With the growth of media, many modern and creative forms of marketing have been created, typically “influencer marketing” is probably no longer strange to Vietnamese consumers. The use of brand ambassador as a marketing method is becoming more and more popular, and the fashion industry is no exception to this trend. Through analyzing data from 315 surveys collected from young consumers in Vietnam, the research has proven that the fashion buying behavior is influenced by their awareness of brand ambassador is celebrity. Factors that impact their buying behavior include “Trustworthiness”, “Expertise”,

“Attractiveness”, “Familiarity” and “Subjective Norms”. Besides, the factor “Relevance” plays an important role in moderating the relationship between the ambassador’s trustworthiness and buying behavior. In addition, the study also discovered that young people’s fashion buying behavior through awareness of brand ambassador is celebrity differs between different income groups. The research results are expected to have practical contributions for fashion brands to have the most appropriate and effective strategies for selecting celebrities as brand ambassadors.

Keywords: Brand Ambassador, Celebrity, Buying Behavior, Fashion, Young Consumers

1. Introduction

Vietnam's fashion industry has shown strong development in recent years, as both domestic and foreign fashion brands have quickly expanded and positioned their brands in the market. However, the development of media has made consumers' ability to find and evaluate information easier, and fashion brands when bringing any product to market, invest in it. Investing in brand promotion is also an extremely important activity (Todor, 2014) ^[55]. Besides, as society develops and consumer awareness increases, it becomes more difficult for them to choose a specific brand or product. In order for the public to remember their brand, marketers will face the challenge that they must create marketing strategies that are attractive enough to attract and gain customers' trust. In fact, the number of advertising images that can actually impact customers' minds, compared to the total number of advertising images appearing on the market, is relatively low (Giang and Duong, 2018) ^[19].

Using celebrity images is one of the popular and effective marketing strategies of many fashion brands in the world today, which includes choosing celebrities as brand ambassadors. These characters not only help brands attract customers' attention, but also contribute to boosting actual sales (Giang and Duong, 2018) ^[19]. A typical example is the fashion brand Dior, with the global brand ambassador Jisoo from the famous girl group Blackpink, which has brought about a growth of more than 400% in sales and brought outstanding media value. rank for Dior when participating in brand events. Or in Vietnam, the Biti's brand has created a spectacular comeback right at the risk of being forgotten thanks to the companionship of brand ambassadors Son Tung M-TP or Soobin Hoang Son. However, Biti's is only one of the few brands in Vietnam that pays to invite celebrities to be brand ambassadors, but most other fashion brands have not had any signal for this activity. (according to Advertising Vietnam). Most fashion brands in Vietnam just stop at inviting celebrities to participate in a certain advertising campaign, attend an event or become a KOL/KOC. There are many reasons that can lead to this situation, but mainly "cost" and "risk" (Misra and Beatty, 1990) ^[38]. The cost to pay for the position of "brand ambassador" when inviting celebrities is relatively high, while scandals on social networks of famous people appear more and more often, and this has consequences. can greatly affect a brand's image. The question is: How to use the image of a celebrity brand ambassador effectively? The results of the study are expected to be strategic suggestions for fashion brands in Vietnam in using celebrity brand ambassadors to enhance brand position and business activities in the trend current direction.

2. Theoretical basis and research hypotheses

2.1 Celebrities and Brand Ambassadors

Celebrities are people who receive public and media attention (McCracken, 1989) ^[37], including singers, actors, models, experts, or even the current trend of content creators. (content creator). Celebrities often have many lovers and they even tend to "imitate" their idols (Giang and Duong, 2018) ^[19]. Celebrities can attract customers and influence their purchasing decisions (Biswas *et al.*, 2009; Rashid *et al.*, 2002) ^[7, 47]. Therefore, this is considered the basis for many brands to use celebrities to promote their products and services.

Today's marketing through brand ambassadors or celebrities is considered relatively common (Kurzman *et al.*, 2007) ^[36]. Brand ambassadors have a communication function and play an important role in conveying messages about the products offered to consumers. The purpose of companies using brand ambassadors is to influence or invite consumers to use the product, and the choice of brand ambassadors themselves is often a celebrity (Kuncoro and Windyari, 2021) ^[35]. In fact, it is necessary to clearly distinguish the position of "brand ambassador" from other positions such as "spokesperson", "advertising face" or "KOL/KOC". Brand ambassadors are cultural or identity symbols, where they act as marketing tools that represent products (Siskhawati and Maulana, 2021) ^[51]. Brand ambassadors embody the "human" component of a brand's value structure (Chernatony, 2001) and exhibit characteristics that can be imitated by their status (Kuncoro and Windyari, 2021) ^[35]. Brand ambassadors can be used as a reference for consumer ratings and perceptions of the brand in general (Mudzakir, 2018) ^[39]. In short, a brand ambassador is a "human version" of the brand, similar to the brand's personality and values, existing in the customer's subconscious-that is, when customers mention a brand. They can easily grasp the brand's characteristics through comparison with the chosen ambassador, not simply attracting customers through influence or popularity.

2.2 Brand Ambassador Credibility

The theory of "Trustworthiness" refers to the objectivity, integrity, and acceptability of the endorser (Erdogan *et al.*, 2001) ^[16]. Among them, consumers have a general belief that celebrities are trustworthy sources of information (Goldsmith *et al.*, 2000) ^[20]. Celebrities who gain public trust will be effective brand ambassadors (Giang and Duong, 2018) ^[19]. Celebrity credibility refers to the honesty, integrity, and trustworthiness of the endorser (Erdogan, 1999) ^[15], and reflects consumers' confidence in the accuracy of the statements made. created by famous people (Hovland *et al.*, 1953) ^[24]. This is also described as integrity, sincerity and is accepted by buyers more than any other person in society, they are considered a trustworthy source to persuade consumers to believe things that are not true. Visible (Onu *et al.*, 2019) ^[43]. In general, a brand ambassador who is a trustworthy celebrity will easily convince consumers, because the information they provide will be a useful and reliable reference source about a product or brand.

Ohanian (1990) ^[41] suggests that when a celebrity is perceived as more trustworthy, the message will be more effective and the recipient will be more inclusive. A strong emotional connection between a consumer and a celebrity enhances the celebrity's credibility (Thomson, 2006) ^[53]. Many previous research results have demonstrated that

brand ambassador trust has a positive impact on consumer buying behavior (Bhatt *et al.*, 2013; Giang and Duong, 2018; Goldsmith *et al.*, 2000; Ohanian, 1990; 1991; Osei-Frimpong *et al.*, 2019) ^[6, 19, 20, 41, 42, 44]. Besides, Utami *et al.* (2020) ^[57] pointed out that the quality of electronic word of mouth (e-WOM) from brand ambassadors will build consumer trust, thereby increasing consumer purchase intention. Surname. Therefore, the hypothesis is:

H1: The trust of celebrity brand ambassadors positively impacts the fashion shopping behavior of young consumers in Vietnam.

2.3 Brand Ambassador Expertise

The theory of "Expertise" is defined as the degree to which the communicator is perceived as a valid source of assertion about the knowledge, experience or skills that the endorser himself or herself possesses (Erdogan, 1999; Hovland *et al.*, 1953) ^[15, 24], regarding the products they endorse (Till and Busler, 1998) ^[54]. On the other hand, according to Ohanian (1990) ^[41], a brand ambassador's expertise is the consumer's perception of that person's knowledge, experience or ability about the product they represent, and highly specialized people will serve consumers better than those with low expertise. Expertise is said to be sustainable because it is not influenced by negative public opinion, while other factors such as trust or reputation are (Priyankara *et al.*, 2017) ^[46]. In fact, consumers think and believe that a celebrity has expertise (Ohanian, 1991) ^[42]. However, celebrities who are considered experts in a particular field provide better brand recognition than celebrities who are not considered experts in that field (Speck *et al.*, 1988) ^[52].

Ohanian (1990) ^[41] asserts that the ambassador's expertise is considered a more important factor than trustworthiness or charisma. Many previous studies have also shown a positive relationship between brand ambassadors' expertise and consumer buying behavior (Braunstein and Zhang, 2005; Giang and Duong, 2018; Ohanian, 1990; 1991; Priyankara *et al.*, 2017; Weismueller *et al.*, 2020) ^[8, 19, 41, 42, 46, 60]. Van der Waldt *et al.* (2009) ^[58] even found that celebrities may be perceived as having more expertise than trained spokespersons. From the above arguments, the research hypothesis is set out as:

H2: The expertise of a celebrity brand ambassador positively impacts the fashion shopping behavior of young consumers in Vietnam.

2.4 Attractiveness of Brand Ambassadors

The theory of celebrity "Attractiveness" refers to consumers' perceptions of a brand representative's appearance and appearance, which is particularly effective in endorsing related goods (Ohanian, 1990) ^[41]. Attractive endorsers have more influence on consumers than less attractive ones (Joseph, 1982; Kahle and Homer, 1985) ^[29, 30]. However, this is considered a very difficult factor to determine because of its multidimensional nature, as well as each person will have a different assessment of a person's attractiveness. Attraction requires not only physical attractiveness but also endorsement of skills, intelligence, personality, and life (Erdogan, 1999) ^[15]. For example, celebrities (in this case, athletes) may become attractive because they have performed great sports, earned the respect of the public and therefore feel attractive. By them (Priyankara *et al.*, 2017) ^[46]. Giang and Duong (2018) ^[19] pointed out that an attractive brand representative must not simply be liked, but

must have similarity with the target audience. However, attraction sometimes also has its downsides, such as not being suitable for the brand (Priyankara *et al.*, 2017)^[46], or even causing the brand to be overshadowed (Ho *et al.*, 2020)^[23].

There have been many different views on the relationship between brand ambassador attraction and consumer purchasing behavior. Celebrity attraction positively influences brand attitudes (Kahle and Homer, 1985)^[30], and it is also recognized as constantly changing and appealing to consumers (Koththagoda and Weerasiri, 2017)^[34]. Most opinions also agree with the view that attraction positively affects buying behavior (Hakimi *et al.*, 2011; Giang and Duong, 2018; Ohanian, 1990; 1991; Osei-Frimpong *et al.*, 2019)^[22, 19, 41, 42, 44]. However, Baker and Churchill (1977)^[5] argued that although attraction has a positive effect on evaluation, it does not affect purchase intention. Through the above arguments, the proposed research hypothesis is:

H3: The attraction of celebrity brand ambassadors positively impacts the fashion shopping behavior of young consumers in Vietnam.

2.5 Brand Ambassador Familiarity

“Familiarity” in the context of celebrity endorsements demonstrates the consumer's knowledge of the celebrity and shows that they know the celebrity (here chosen as a brand ambassador) so well that any, through all media exposure (Cuomo *et al.*, 2019)^[11]. The characteristic of familiarity is that consumers have been exposed to celebrities many times and over a long period of time (Ha and Lam, 2017)^[21], and when consumers recognize celebrities when they see them. recalling a brand or product becomes easier as demand increases (Afifah, 2022)^[2]. Agreeing with the above views, Udo and Stella (2015)^[56] stated that when consumers become familiar with famous figures through increased exposure to the media, they form relationships. Imaginative, one-way social relationships with celebrities-these relationships are real in consumers' perceptions and form an important part of their subjective social experience. In short, familiarity represents consumers' clear knowledge of celebrities through many interactions, and the image of the celebrity truly exists in their minds.

According to Fleck *et al.* (2012)^[18], the effectiveness and acceptance of the message may depend on the individual's level of familiarity with the celebrity chosen as the brand ambassador. That is, when consumers are familiar with that celebrity, they will seek less outside information and vice versa. Celebrity familiarity is found to have a positive impact on purchase intention because it makes advertising more impressive and stays longer in consumers' minds (Afifah, 2022)^[2]. Previous literature has also shown a positive relationship between celebrity brand ambassador familiarity and purchasing behavior (Cuong *et al.*, 2021; Ha and Lam, 2017^[21]; Osei-Frimpong *et al.* event, 2019^[44]). Therefore, the hypothesis is:

H4: The familiarity of celebrity brand ambassadors positively impacts the fashion shopping behavior of young consumers in Vietnam.

2.6 Subjective Standards

The theory of “Subjective Norms” is defined as the perception influenced by social forces to perform a specific behavior, that is, social approval or disapproval of a certain behavior that is perceived by society. Implementation (Jalil

and Shaharuddin, 2019)^[28]. Not only do people behave under social power, but subjective norms also provide them with facts about the correctness of the considered behavior (Jager *et al.*, 2000)^[26]. In other words, it refers to the belief that a significant person or group of people will accept and support a particular behavior (Nhu and Nghia, 2020). Subjective norms are determined by the totality of accessible normative beliefs related to the expectations of important reference groups (Ajzen, 1991)^[3], or the individual's motivation to conform to the expectations of others important to them (Venkatesh *et al.*, 2000)^[59].

Subjective norms have been found to be able to be used to predict individuals' behavior (Fishbein and Ajzen, 1975)^[17]. If consumers believe that their reference group considers a particular product to be good, they are more likely to purchase that product (Kim and Chung, 2011)^[33]. In the field of fashion, there have been many previous studies showing a positive relationship between subjective norms and consumer buying behavior (Cheah *et al.*, 2015; Jain and Khan, 2017; Jalil and Shaharuddin, 2019; Wiriyapinit, 2007; Salem and Chaichi, 2018)^[9, 27, 28, 61, 49]. Therefore, the research team proposes the following research hypothesis:

H5: Subjective norms about celebrity brand ambassadors have a positive impact on the fashion shopping behavior of young consumers in Vietnam.

2.7 Relevance of Brand Ambassadors

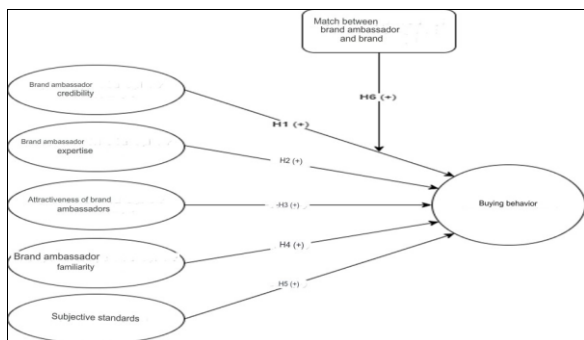
The theory of “Congruence” is defined as the consistency between the highly relevant characteristics of the chosen celebrity and the highly relevant attributes of the brand (Misra and Beatty, 1990)^[38]. The choice of celebrity must be consistent with the associations that the brand currently has (Ohanian, 1991)^[42]. Agreeing with this point of view, Erdogan (1999)^[15] pointed out that there needs to be a balance between the behavior or personality of the celebrity represented and the brand's attributes. Brand partnerships are more effective if consumers perceive a congruence in the images of the two “brands”, that is, between the brand ambassador and the brand product (Dickinson and Heath, 2006, Simonin and Ruth, 1998)^[13, 50]. Consumers perceive endorsers as more “relevant” when they can convey relevant brand information through two elements: (a) providing relevant information related to the brand and its characteristics trademark; (b) possess characteristics consistent with partner brands (Ilicic and Webster, 2013)^[25]. However, previous studies mostly focused on the direct relationship between fit and purchasing behavior (Afifah, 2022^[2]; Cuong *et al.*, 2021; Ho *et al.*, 2020^[23]; Pradhan *et al.*, 2016^[45]), which has not shown the relationship between fit and trust with purchasing behavior. Because in reality there have been many cases where brands (in all fields including fashion) have chosen inappropriate ambassadors (or advertising faces) and have caused controversy. Even when the person they choose is someone who is very popular and has a voice. Typical brands include GAP with Sarah Jessica Parker, Volvo with Chriselle Lim, Buick with Tiger Woods, Carl's Jr with Paris Hilton, Yamaha's Nozza Grande with Ho Ngoc Ha and Ngo Thanh Van. Kamins (1990) pointed out that a celebrity endorsing a product that suits them increases the celebrity's own credibility. Additionally, high congruence between the endorser and the product creates a higher level of trust in advertising (Cooper, 1984; Ho *et al.*, 2020; Kamins and Gupta, 1994; Ohanian, 1991)^[10, 23, 31, 42], because it leads to better

information reception, thereby positively influencing brand personality (Rockney and Green, 1979; Till and Busler, 1998) [48, 54] and purchasing behavior. Therefore, the research hypothesis is set out as:

H6: The suitability of a celebrity brand ambassador positively impacts the relationship between Trust and Fashion Shopping Behavior of young consumers in Vietnam.

3. Research Models and Methods

Based on the original model of Ohanian R. (1990) [41] and Giang, N. T. H., & Duong, P. T. (2018) [19], along with the above arguments, the research team proposes the following research model:



Source: Suggested by author

Fig 1: Research model

To survey the "trustworthiness" of brand ambassadors, the research team used a scale including 05 questions based on the scale designed by Giang and Duong (2018) [19]; The variable "expertise" includes 4 questions based on Ohanian's (1990) [41] scale; The variable "attraction" includes 5 questions based on Ohanian's (1990) [41] scale; The variable "familiarity" includes 3 questions based on the scale of Simonin and Ruth (1998) [50]; The variable "subjective norm" includes 03 questions based on the scale of Al Zubaidi (2020) [4]; The variable "appropriateness" includes 3 questions based on the scale of Keller and Aaker (1992) [32]; Finally, the variable "Buying behavior" is measured through 05 questions based on the scale designed by Giang and Duong (2018) [19]. The questionnaire, after testing and editing, was sent to the subjects of this research, which are young consumers aged 16-30 years old, currently living, studying and working in Vietnam City, Vietnam; Survey

time is from July to September 2023. After the survey and data filtering process, the team received 315 valid responses to conduct formal analysis, using SPSS 26 software.

3.1 Measurement Model

The study obtained relatively good results when the Cronbach's Alpha coefficient of all scales reached a value greater than 0.8. Besides, the total variable correlation value for all observed variables is greater than 0.6. From here, all measurement scales achieve very high reliability.

Table 1: Cronbach's Alpha test results for the scales

Symbol	Factor	Number of measuring scales	Cronbach's Alpha
TC	Trust	5	.882
CM	Specialize	4	.885
TH	Attraction	5	.926
QT	Familiarity	3	.865
CQ	Subjective standards	3	.881
PH	Suitability	3	.878
HV	Buying behavior	5	.902

Source: Author's compiled results

Next, the KMO value reached $0.918 > 0.5$, and Sig Bartlett's value reached $0.000 < 0.05$, showing that the data is appropriate, the total accumulated variance reached $76.497\% > 50\%$, showing that the observed variables are meaningful. Correlation and explains 76.497% of the data variation of 28 observed variables participating in EFA. EFA results for 28 observed variables are divided into 07 factors, all observed variables have loading coefficients greater than 0.5 and there are no bad variables, so the scale has convergent validity.

3.2 Testing Research Hypotheses

* Linear regression analysis

The results after running SPSS analysis showed $1.5 < \text{Durbin-Watson value} = 2.049 < 2.5$, so we conclude that autocorrelation does not occur. Next, the model's adjusted R-square index is $0.53 > 0.5$, showing that the proposed model is quite good, meaning that 53% of the variation in fashion shopping behavior at brands represented by celebrities of the young consumer group in Vietnam are explained from the linear relationship between research concepts.

Table 2

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.036	.220		.163	.870		
	TC	.154	.056	.150	2.762	.006	.510	1.961
	CM	.204	.045	.229	4.559	.000	.593	1.685
	TH	.244	.050	.259	4.932	.000	.542	1.847
	QT	.160	.056	.147	2.883	.004	.576	1.736
	CQ	.202	.050	.201	4.080	.000	.619	1.616

Source: Model running results of the authors

According to the results of multivariate regression analysis, the variance magnification factor VIF of each factor has a value of less than 2, showing that there is no multicollinearity among the independent variables, and the research model is Very good. Next, the sig values of the

independent variables TC, CM, TH, QT, CQ are all less than 0.05, concluding that all variables have an impact on the dependent variable. Thereby, hypotheses H1, H2, H3, H4, H5 are accepted. That is, the factors "Trust", "Expertise", "Attractiveness", "Familiarity", "Subjective norms" about

celebrity brand ambassadors all have a positive impact on behavior. Fashion shopping of young consumer groups in Vietnam. In particular, the scale "Attractiveness" has the strongest impact on Buying Behavior ($\beta = 0.259$), followed by "Expertise ($\beta = 0.229$), "Subjective Norms" ($\beta = 0.201$), "Trust "trust" ($\beta = 0.150$) and "Familiarity" has the weakest impact ($\beta = 0.147$).

* Test the moderator variable

The moderating relationship in this study is mentioned as the impact relationship of the moderating variable PH on the relationship of the independent variable TC and the dependent variable HV, the results are as follows:

Table 3: Results of moderator variable analysis

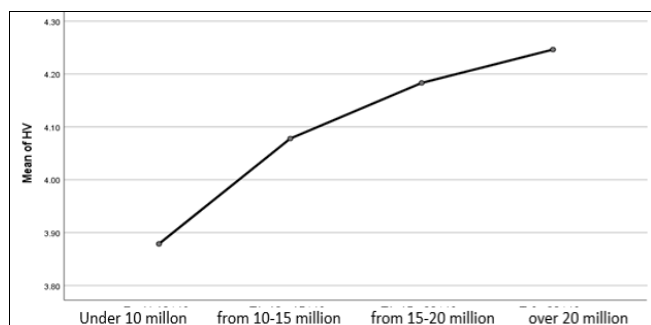
	coeff	se	t	p	LLCI	ULCI
constant	3.8402	.8460	4.5391	.0000	2.1755	5.5049
TC	-.5055	.2227	-2.2700	.0239	-.09437	-.0673
PH	-.2417	.2038	-1.1861	.2365	-.6426	.1592
Int 1	.1886	.0513	3.6728	.0003	.0876	.289

Source: Model running results of the authors

The results show that the product TC.PH has an impact on the dependent variable HV because $p\text{-value} = 0.0003 < 0.05$. Besides, we see that the coeff index of the product TC.PH is $0.1886 > 0$, this shows that when the regulating variable PH increases, the independent variable TC has a stronger impact on the dependent variable HV, or when the compatibility The higher the relationship between the brand ambassador and the brand, the more strongly the brand ambassador's trust will influence purchasing behavior. Therefore, we conclude that the variable PH has a moderating role in the impact of the independent variable TC on the dependent variable HV, and thereby, accept hypothesis H6.

* Check the difference

The collected research sample did not show differences in purchasing behavior between gender and age groups, but differences did exist between different income groups:



Source: Model running results of the authors

Fig 2: Testing differences between income groups

Research results show that the higher the income, the higher the fashion shopping behavior at brands with celebrity brand ambassadors. Mark Twain once wrote: "Clothes make the man. Naked people have little or no influence on society." This shows that fashion has greatly influenced the "stratification" of social classes around the world. Similarly, in Vietnam, demand for goods and services also depends heavily on consumers' income. The higher the income, the greater and more complex the changes will be. Consumers' shopping goals at this time will not just stop at "eat well and wear warm clothing" but will gradually shift to "eat well and wear nice clothes", and at the same time, new purchasing

motives will appear such as the motive to show off. Aggressive motivation. As mentioned, consumers can evaluate and rate brands through brand ambassadors (Mudzakir, 2018) [39]. Therefore, the brand's image or name is becoming increasingly important to people with high incomes; and the image of brand ambassadors who are famous people (people who are widely known and have a certain voice in society) can be considered a brand's commitment to quality, image and "commitment". Social stratification" of users of the brand's products. Thereby, people with higher incomes will want to own products endorsed by celebrities.

4. Conclusion and Recommendations

The analysis results show that all 6 research hypotheses are accepted. Specifically, there are 5 factors that directly and positively influence the fashion shopping behavior of young consumers in Vietnam at brands whose brand ambassadors are celebrities, including the following variables: "Trust", "Expertise", "Attractiveness", "Familiarity", "Subjective Norms". In addition, the analysis results also show that the factor "Conformity" has a role in regulating the relationship between brand ambassador trust and buying behavior.

The study shows that the factor Attractiveness of the brand ambassador has the strongest impact on buying behavior. That is, when celebrities wear products such as clothes, shoes or fashion accessories, that item will immediately become attractive and attract consumers. Brands when choosing celebrity brand ambassadors need to consider their "attractiveness" factor, including based on appearance (luxury, charm, elegance) and dedication to attract consumers effectively.

In addition, young people's fashion shopping behavior is also influenced by the brand ambassador's expertise. Consumers will often tend to listen to "reviews", meaning feelings, compliments-criticisms, and advice from people who have used the product or brand before to consider making a buying decision. Therefore, instead of just choosing brand ambassadors based on their popularity, they must also be knowledgeable about the fashion field, have skills and experience in using fashion products (typical image is about the ability to coordinate outfits) and show consumers that they are capable of representing the brand.

Next is the factor Consumers' Subjective Norms that influence their fashion shopping behavior. The Subjective Norm scale refers to two main aspects, related to the approval of their relatives and their social interactions that will stimulate fashion shopping at brands represented by celebrities. This shows that before making a decision to choose someone as a brand ambassador, fashion brands need to research and build customer insight, thereby forming "valuable" and appropriate criteria with target customers to select ambassadors who meet those criteria, thereby attracting and stimulating consumers' shopping motivation.

The research results also show that the factor of brand ambassadors' trustworthiness also needs to be emphasized. The selected person must have a good public image, be trusted by consumers for being honest, trustworthy and always be honest when endorsing a product or brand. That is a prerequisite to make consumers trust information about the brand they represent, otherwise consumers will switch to other brands. To do this, the ambassador must actually use the brand's products, instead of just appearing with the brand through commercial channels and communication purposes.

Not stopping there, the Familiarity factor also has an impact on consumer buying behavior, although in the research results, this factor shows the least impact. The familiarity of celebrities will have many positive effects because consumers can easily accept the messages given by celebrities. Using faces that have become familiar to consumers will easily create their sympathy and willingness to "listen", thereby making communication programs more attractive and easily accessible with the majority. However, this may be the factor with the least weight when considering choosing a representative for a brand.

In addition, the research results show that another important factor is that the higher the compatibility between the ambassador and the brand, the stronger the trust of the brand ambassador will be on buying behavior. This shows that even though brand ambassadors are trusted by the public, if their image does not match the fashion brand they agreed to represent, the brand's products may not be able to appear in the shopping cart or in the consumer's preferences, it can even cause controversy. The harmony between the image of the brand ambassador and the brand itself will help consumers easily identify or compare through the characteristics and personalities of both sides, and even have more positive impacts when Customers find that they are in sync with the celebrity in some way, thereby increasing their intention to buy. Therefore, marketing managers need to consider the compatibility between the ambassador and the product and brand.

5. Limitations of the Study and Directions for Future Research

The research team's results have proven the hypotheses of the proposed model in the context of consumers in Vietnam. However, the research still has many limitations in data collection, stemming from the geographical scope of being only in Vietnam, and only focusing on young consumers. Therefore, the team proposes that the following research articles can expand the sample size and expand the investigation subjects to have a more complete reflection of the impact of brand ambassadors on consumer buying behavior.

In addition, there are still many other factors related to the image of brand ambassadors and celebrities that can impact customers' buying behavior; At the same time, there are many research variables that can moderate these relationships, such as variety search, switching costs, etc. Further research can test the model with new related variables.

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