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# The impact of KOCs' short video marketing on students' unplanned purchases of pre-loved footwear

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## ABSTRACT

In the digital economy, impulsive shopping behavior among Vietnamese students is gaining attention, driven largely by the influence of short videos from Key Opinion Consumers (KOCs). This study explores how KOCs impact impulsive buying, especially for second-hand footwear, an affordable and unique item that frequently attracts students. The research examines the role of KOCs' short video content in shaping students' unplanned purchase decisions. A mixed-method approach was employed, beginning with semi-structured interviews to gauge initial insights, followed by a quantitative survey of 524 students in Ho Chi Minh City. After data refinement, 512 responses were analyzed using the PLS-SEM model in SMARTPLS-4 software. The study concludes that KOCs play a substantial role in driving impulsive purchases among Vietnamese youth in the digital era. These findings offer insights for financial management education and effective influencer marketing strategies within Vietnam's growing digital consumer landscape.

## INTRODUCTION

According to Cervellon et al. (2012), second-hand fashion refers to clothing and accessories that are no longer new and have been previously used. Purchasing second-hand is understood as buying items that were previously owned and used by someone else. Today, second-hand fashion is known for its affordability and good quality, often sold at resale or consignment stores (Narts, 2013).

The study of students' impulsive buying behavior influenced by short videos from KOCs (Key Opinion Consumers) is a noteworthy topic. According to VnEconomy, the Vietnamese e-commerce market is projected to reach \$14,7 billion in 2024 and continue to grow robustly until 2029. An article from Quan Doi Nhan Dan regarding the state of e-commerce in Vietnam forecasts that, over the next 10 years, the market will continue to grow at an annual compound growth rate (CAGR) of 12-15%, highlighting the strong development potential of e-commerce in the country. In 2023, the total value of online shopping is estimated to reach around \$13,5 billion, accounting for 7% of total retail sales. This reflects the increasing popularity of online shopping through social media and video platforms, particularly among students. Additionally, a 2023 survey by the Pew Research Center indicated that 82% of college students watch online videos at least once a day, encompassing genres such as music, comedy, product reviews, and personal experiences from KOCs.

The e-commerce landscape is evolving rapidly, significantly influenced by the increasing role of social networks. This shift has notably impacted consumer shopping habits, particularly among young people, with impulsive buying behavior becoming more prevalent. Among student consumers, impulsive purchases are often driven by content shared by influencers, particularly Key Opinion Consumers (KOCs).

In Vietnam, KOCs have emerged as a critical component of marketing and promotional strategies for many businesses. Recent data highlights their growing prominence; for instance, a report from Vecom reveals that Vietnam is home to approximately 1 million active KOCs on platforms like Facebook, Instagram, and TikTok. Of these, around 30% have a substantial impact on shaping consumer purchase decisions. Furthermore, VnEconomy reports that nearly half of consumers consider KOCs' recommendations when making purchasing choices. By offering authentic, experience-based reviews and consumer-focused insights, KOCs play a pivotal role in fostering trust and enhancing product perception. Consequently, their influence has become indispensable for brands aiming to connect with consumers and strengthen loyalty.

Exploring the trends and influences of KOCs on purchasing decisions can provide businesses with essential insights into this dynamic market. Such research allows companies to gain a deeper understanding of the behaviors and preferences of student consumers, helping them craft targeted marketing and advertising strategies to effectively connect with potential customers. Additionally, businesses, particularly in the e-commerce and retail sectors, can use these insights to refine their marketing efforts and boost sales performance.

For these reasons, the topic "The Impact of KOCs' Short Video Marketing on Students' Unplanned Purchases of Pre-Loved Footwear" will provide practical value, both theoretically and in practical application.

## LITERATURE REVIEW

### Relevant background theory

The term "Key Opinion Consumer" (KOC) was first introduced by the RED platform to differentiate its approach to influencer marketing from the widely recognized concept of Key Opinion Leader (KOL). Unlike KOLs, who are prominent influencers with large followings (often exceeding 20,000) and monetized content, typically embodying crafted personas for mass appeal (Turner, 2010), KOCs are seen as ordinary individuals with smaller audiences, typically between 5,000 and 20,000 followers (Smith, 2023). They are valued for their relatability and perceived authenticity, making them more akin to trusted friends whose personal experiences can sway consumer decisions (Abidin, 2016). Notably, the Chinese cosmetic brand Perfect Diary capitalized on this relatability by engaging KOCs on the RED platform, effectively using them to communicate marketing messages and highlight key product features. This innovative strategy has since gained popularity throughout China's platform economy (Hund & McGuigan, 2019; Smith, 2023).

Second-hand footwear products refer to previously owned shoes that are resold, often through donation, thrift stores, or exportation from developed to developing countries. These products can offer significant consumer benefits and economic opportunities, particularly in developing regions where they support livelihoods through activities like trading, distribution, repairing, and restyling. However, the trade of second-hand footwear also raises concerns about its long-term sustainability. While it can provide affordable footwear and create jobs, it has been linked to the decline of local textile and shoe production industries, as seen in West Africa during the 1980s and 1990s. Additionally, exporting worn shoes to regions with insufficient waste management infrastructure can contribute to environmental strain, emphasizing the need for further examination of the trade's social, economic, and environmental implications. (Rahimifard et al., 2007)

Short videos are brief, dynamic clips, typically lasting a few minutes or less, designed to engage viewers quickly and effectively. They have become increasingly popular on social media platforms, with TikTok being the most downloaded app globally in 2021 (Apptopia, 2021). Instagram Reels has also seen substantial growth, attracting 2.35 billion monthly active users (Ruby, 2023), while YouTube Shorts reported a 135% year-over-year increase, reaching over 1.5 billion monthly users (Tiru, 2023). Marketers have widely embraced short videos, with 85% identifying them as the most effective format for social media engagement (Bretous, 2022). Their appeal lies in their easy production process, including simple tools for editing music, animations, and visual effects, as well as their versatility across various content genres such as beauty, cooking, education, and technology (Wang, 2020).

Research on buying behavior has been a topic of interest for over six decades, with early studies conducted by Applebaum (1950), Clover (1950), and West (1951). Following World War II, both American and European economies transitioned from a seller-driven to a buyer-driven market, leading to the emergence of the Buyer Behavior School of Thought. This approach concentrated on examining individual purchasing behaviors, including needs, desires, motivational drivers, and the influence of social and cultural factors. Advances in technology and evolving lifestyles during the post-1950s further contributed to the rise of impulse buying, making it a significant aspect of consumer behavior (Sheth, 1985).

Impulse buying plays a significant role in consumer behavior, driven by factors such as higher income levels, diverse payment methods, and the rise of online and mobile shopping options. Many shoppers engage in impulse purchases, with studies showing that over half of mall visitors and more than a third of department store customers make unplanned purchases, highlighting their importance to retail profitability (Dawson & Kim, 2009). A 2014 Creditcards.com survey cited by USA Today revealed that three out of four American adults admitted to impulse buying. Similarly, a 2013 study indicated that shoppers in the UK and USA spent approximately £24 billion annually on impulse purchases. In Britain, such buying behavior accounted for 45% to 100% of retail turnover, while in the United States, impulse buys represented about 62% of supermarket sales and 80% of luxury product sales. Additionally, a 2012 report by Point-of-Purchase Advertising International (POPAI) found that 76% of purchase decisions in the U.S. were made in-store. In Turkey, multiple studies conducted in various regions revealed that 70% to 80% of participants frequently engaged in impulse buying (Dursun et al., 2006; Ünal, 2008).

### **Theoretical Model**

The SOR (Stimulus-Organism-Response) model, introduced by Mehrabian and Russell in 1974 within the framework of environmental psychology, offers a structured method for examining consumer behavior, particularly impulsive buying tendencies among students. This model outlines the journey from external stimuli through internal processing, ultimately resulting in behavioral outcomes. In the context of online shopping, the SOR model is instrumental in identifying emotional triggers that fuel the urge for spontaneous purchases.

Expanding on the SOR model, the Technology Acceptance Model (TAM), formulated by Fred Davis in 1989, has become a foundational tool for understanding the adoption of new technologies. TAM explores the factors influencing user acceptance or rejection of technology, focusing on two core components: perceived usefulness and perceived ease of use. When individuals recognize tangible benefits and find a technology easy to use, they are more likely to form a favorable attitude, which translates into the intention and eventual adoption of the technology.

With the swift expansion of e-commerce, a more comprehensive framework was needed to address emerging challenges in the digital landscape. To address this, Joongho Ahn introduced the E-Commerce Acceptance Model (E-CAM) in 2001. E-CAM integrates concepts from TAM and the theory of perceived risk, providing a robust framework for understanding the adoption and usage of e-commerce. This model emphasizes the significance of increasing perceptions of usefulness and ease of use while reducing perceived risks, offering valuable insights into converting online users into active customers.

### **Research hypotheses**

#### **Video Informative Attractiveness (VIA)**

Video informative attractiveness (VIA) plays a crucial role in stimulating customers' impulsive buying behavior (Li et al, 2022). Elements like social presence and effective information presentation evoke emotions and viewer engagement, thereby enhancing the intention to make unplanned purchases. According to the study by Li et al. (2022), video informative attractiveness plays a crucial role in stimulating customers' impulsive buying behavior. Elements such as social presence and effective presentation of

information can evoke emotions and viewer engagement, thereby enhancing the intention to make unplanned purchases. Informativeness, as described by Ducoffe (1996), is critical in today's online advertising landscape for attracting and retaining customers. It is defined as the capability to deliver complete, accurate, and useful information, which fosters customer trust and confidence in a brand, leading to positive attitudes and increased likelihood of impulsive purchases. Kaasinen (2003) emphasizes that clear and concise information helps consumers make well-informed decisions, while Nguyen et al. (2013) note that valuable content enables brands to stand out, enhancing credibility and customer attraction. Additionally, KOCs (Key Opinion Consumers) significantly influence consumer behavior by sharing authentic, detailed product experiences (Orapin, 2009; Bai et al., 2019). Their informative and relatable videos build trust and positively impact impulsive buying behavior by providing honest, experience-based reviews (Gantulga & Ganbold, 2022; Lim & An, 2021).

H1: Video Informative Attractiveness influences customers' impulsive buying behavior.

### **The Popularity and Influence of KOCs (PIKOCs)**

Ali et al. (2022) emphasize that social groups—including family, friends, and social media influencers—play a critical role in shaping consumer attitudes and driving purchasing behavior. Key Opinion Consumers (KOCs), in particular, stand out due to their authentic, experience-based content and honest reviews that build trust and foster impulsive buying. Social influence, as discussed by Ajzen (1991) and Orapin (2009), affects consumer behavior by establishing trust and expectations through these social groups, intensifying decision-making (Li et al., 2016; Jacinda, 2023). The unique ability of KOCs to produce highly engaging, viral content enhances their influence, making them central to contemporary marketing strategies that leverage user interactions and social proof (Djafarova & Rushworth, 2017; Broxton et al., 2013; Wang & Lan, 2018). The halo effect (Thorndike, 1920) underscores that video virality can further shape consumer perceptions and spontaneous purchasing behavior.

H2: The Popularity and Influence of KOCs on Customers' Impulsive Buying Behavior

### **Affordability Factor (AFF)**

Kotler et al. (2014) define price as the monetary value that customers need to pay to obtain a product. Similarly, Venkatesh et al. (2012) describe price as the perceived trade-off between the benefits a service offers and the financial cost incurred to access it. In the context of online shopping, price exerts a positive influence when customers believe the value they gain exceeds the amount they spend. This highlights the critical role of price in shaping consumer purchasing behavior.

Willingness to pay refers to an individual's readiness to pay a higher price, reflecting their attitude toward price differences between products (Khoiriyah & Toro, 2018). In Vietnam, Giao and Mø (2017) found that product pricing directly affects consumer behavior, where a higher willingness to pay correlates with a stronger intention to purchase. Chaudhary (2018) further emphasizes that consumers are often willing to spend more on products they perceive as delivering higher value, which enhances their willingness to pay a premium.

H3: Affordability (AFF) influences customers' impulsive buying behavior (IBB).

### Instant Emotions (IE)

Verhagen and van Dolen (2011) demonstrated that instant emotions, particularly positive ones like excitement and enthusiasm, play a significant role in driving impulsive buying behavior by prompting spontaneous purchase decisions. This underscores the importance of emotional states in online shopping, where Youn and Faber (2000) also observed that positive perceptions accelerate purchasing actions. Liu et al. (2013) highlighted that consumers' self-assessment of buying behavior influences their immediate emotional responses, whether positive or negative, both of which can trigger impulsive buying. Mood, described by Hawkins and Best (2001) as an uncontrollable psychological state, is pivotal in shaping purchasing decisions, with Beatty and Ferrell (1998) noting that a heightened positive mood enhances hedonic value and spontaneity in shopping. Moreover, Liu et al. (2013) found that negative emotions, such as frustration, can also lead to impulsive purchases as a means of emotional relief.

H4: Instant Emotions (IE) Influence Customers' Impulsive Buying Behavior.

### Promotions (PM)

Product characteristics, such as categories, pricing, and associated symbols, significantly impact consumers' impulsive buying behaviors. Certain products tend to attract more buyers due to these factors. Among them, price plays a vital role in influencing purchase decisions. Discounts, in particular, make consumers more susceptible to impulse purchases. Promotions and reduced prices often evoke positive emotions, encouraging consumers to seize what they perceive as a favorable deal. These emotions enable them to justify their desires while downplaying concerns about financial risks or the negative emotions that might otherwise deter impulsive buying (Campbell & Diamond, 1990). From a research perspective, price promotions are known to drive short-term sales while increasing consumer price sensitivity (Bogomolova et al., 2017). Furthermore, monetary discounts are generally more impactful than percentage-based ones, making consumers more likely to engage in impulsive purchases.

H5: Promotions (PM) influence customers' impulsive buying behavior.

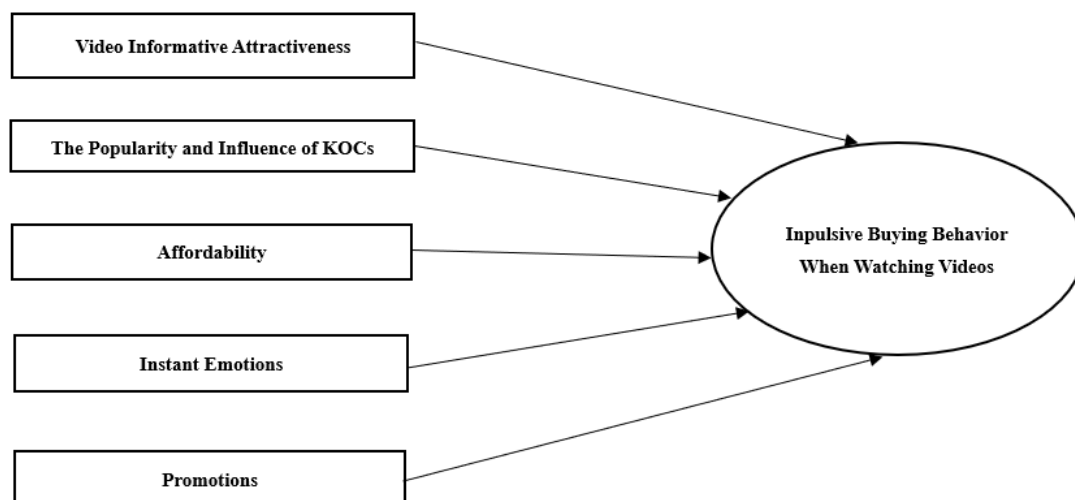


Figure 1. Proposed Research Model

## **METHODS**

### **Qualitative research method**

The initial phase of this study employed a qualitative approach through semi-structured interviews. The objective was to gain an in-depth understanding of students' impulsive buying behavior after watching KOCs' short videos. Between 20 and 30 students were interviewed, exploring their shopping behaviors, emotional reactions, awareness of KOCs, emotional triggers, and psychological factors influencing impulsive purchases. Open-ended questions facilitated detailed responses, allowing for deeper probing and providing a rich qualitative foundation for subsequent quantitative investigation. The insights gleaned from these interviews directly informed the development of the survey instrument for the quantitative phase, ensuring relevance and accuracy in capturing real-world behaviors and attitudes related to impulsive buying.

### **Quantitative research method**

Following the qualitative phase, a quantitative approach was adopted using a structured online survey. Likert scale questions were used to measure key variables, including mood, affordability, product informativeness, and the appeal of KOCs.

### **Sampling method and sample size determination**

The survey was distributed online through social media platforms like Facebook and Zalo, targeting students in Ho Chi Minh City. This represents a convenience sampling method. Out of 524 collected responses, 512 were deemed valid for analysis after data cleaning. While the final sample size of 512 appears aligned with general recommendations for PLS-SEM and complex models (Bollen, 1989), the study would benefit from a more robust justification, ideally including a power analysis calculation specifying the effect size, significance level, and desired power to confirm its adequacy.

### **Data collection methods**

Data for this study was collected in two stages. Initially, qualitative data was gathered through semi-structured interviews with students to explore the nuances of their shopping behavior and emotional responses after watching KOCs' short videos. This data informed the development of the survey for the subsequent quantitative phase. Quantitative data was then collected through an online survey using a structured questionnaire with Likert scale questions, distributed via social media platforms to students in Ho Chi Minh City. The survey measured key variables related to impulsive buying behavior influenced by KOCs. The collected data was then analyzed using PLS-SEM in SMARTPLS-4 software. Reliability and validity were assessed using Cronbach's Alpha, Composite Reliability, AVE, and the Fornell-Larcker criterion. VIF was also evaluated to rule out multicollinearity. The sequential mixed-methods approach, moving from qualitative exploration to quantitative validation, strengthens the study's rigor and contributes to a comprehensive understanding of the phenomenon. However, a more detailed explanation of how theoretical models like SOR, TAM, and E-CAM are integrated into the research design, along with a formal power analysis for sample size justification, would further enhance the study's methodological robustness.

## RESULTS AND DISCUSSION

### Descriptive Statistics

The survey received a total of 512 valid responses, consisting of 291 females (56.8%) and 221 males (43.2%). All participants reported having prior experience with online shopping. Given the study's focus on online shopping behavior, it is notable that females tend to shop online more frequently than males. Most respondents fall within the age range of 18 to 25 years (93.6%) and report a monthly income of 2 to 5 million VND (78.3%). These findings suggest that the primary demographic for this study consists of students, who are typically younger and have lower income levels compared to other groups.

**Table 1.** Descriptive statistics of the survey sample

Characteristic		Frequency	Ratio
Gender	Female	221	43,2%
	Male	291	56,8%
Age	18 to 25 years old	479	93,6%
	Different	33	6,4%
Income	From 2 million to 5 million VND	401	78,3%
	Over 5 million VND	111	21,7%
Have you ever shopped online?	Yes	512	100%
	No	0	0%
	Over 5 million VND	111	21,7%

### Testing the measurement model

The reliability of the measurement scale was evaluated using Cronbach's Alpha (CA) and Composite Reliability (CR), with both indicators required to be 0.7 or higher for acceptable reliability (DeVellis, 2012). The analysis revealed that CA values ranged from 0.779 to 0.890, indicating strong reliability. Similarly, CR values between 0.872 and 0.919 confirmed that the study variables met reliability standards and showed no observed variable redundancy.

**Table 2.** Aggregate Reliability Assessment

Construct	Cronbach's Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)	Outer Loading
AFF	0.841	0.893	0.677	0,801 - 0,853
IBB	0.839	0.893	0.677	0,723 - 0,862
IE	0.822	0.894	0.737	0,851 - 0,872
PI	0.779	0.872	0.694	0,783 - 0,868
PR	0.847	0.897	0.687	0,779 - 0,877
VIA	0.890	0.919	0.696	0,759 - 0,887

Convergent validity was measured using the Average Variance Extracted (AVE) coefficient. According to Hock & Ringle (2010), a scale demonstrates convergent validity if its AVE value is at least 0.5. The analysis results showed that all variables had AVE values above 0.5, affirming convergent validity.

The Outer Loading coefficients were used to assess the quality of observed variables. Leguina (2015) suggests that a coefficient of 0.7 or higher indicates significant contribution from an observed variable. The PLS-SEM analysis demonstrated that all Outer Loading values exceeded 0.7, highlighting the significance of all observed variables.

Discriminant validity was evaluated using the Fornell-Larcker criterion, comparing the square root of AVE (diagonal values) with the correlations between constructs. Discriminant validity is confirmed when the correlation between any two variables is less than twice the square root of the AVE for those variables (Fornell & Larcker, 1981). The results in Table 3 confirmed that all factors met this criterion, as no correlation coefficient exceeded twice the square root of AVE for any factor pair.

**Table 3.** Fornell - Larcker Discriminant Validity

	<b>AFF</b>	<b>IBB</b>	<b>IE</b>	<b>PI</b>	<b>PR</b>	<b>VIA</b>
<b>AFF</b>	0.823					
<b>IBB</b>	0.749	0.823				
<b>IE</b>	0.778	0.870	0.859			
<b>PI</b>	0.768	0.870	0.881	0.833		
<b>PR</b>	0.738	0.864	0.866	0.856	0.829	
<b>VIA</b>	0.710	0.859	0.849	0.843	0.843	0.834

Furthermore, discriminant validity was tested using the HTMT (Heterotrait-Monotrait Ratio) method, which provides a more rigorous assessment. Henseler et al. (2015) suggest HTMT values below 0.9 are acceptable, with values under 0.85 indicating stronger discriminant validity. The results in Table 4 indicated that all HTMT coefficients were below 0.9, ranging from 0.687 to 0.878, supporting the discriminant validity of the measurement scale.

**Table 4.** Heterotrait-Monotrait Ratio (HTMT) Discriminant Validity

	<b>AFF</b>	<b>IBB</b>	<b>IE</b>	<b>PI</b>	<b>PR</b>	<b>VIA</b>
<b>AFF</b>						
<b>IBB</b>	0.878					
<b>IE</b>	0.825	0.726				
<b>PI</b>	0.687	0.852	0.863			
<b>PR</b>	0.752	0.695	0.865	0.845		
<b>VIA</b>	0.743	0.811	0.786	0.825	0.836	

### Testing the structural model

To verify the absence of multicollinearity among the study variables, the Variance Inflation Factor (VIF) should remain below 5 (Hair et al., 2017). The analysis revealed that the VIF values for all observed variables fell between 1.490 and 3.018, all well under the threshold of 5, indicating no multicollinearity issues in the dataset.

The R<sup>2</sup> value, obtained from the PLS Algorithm analysis, represents the extent to which the independent variable explains the variance in the dependent variable. It serves as a measure of the model's overall fit, indicating its explanatory power. Hair et al. (2010) suggested that R<sup>2</sup> values can be interpreted as substantial at 0.75, moderate at 0.50, and weak at 0.25.

**Table 5.** VIF values

	VIF values		VIF values		VIF values
<b>AFF1</b>	1.626	<b>IE3</b>	1.888	<b>VIA3</b>	3.018
<b>AFF2</b>	2.027	<b>PI1</b>	1.764	<b>VIA4</b>	2.502
<b>AFF3</b>	1.907	<b>PI2</b>	1.670	<b>VIA5</b>	1.935
<b>AFF4</b>	1.983	<b>PI3</b>	1.490		
<b>IBB1</b>	2.267	<b>PR1</b>	1.856		
<b>IBB2</b>	2.141	<b>PR2</b>	2.149		
<b>IBB3</b>	1.519	<b>PR3</b>	2.842		
<b>IBB4</b>	2.128	<b>PR4</b>	2.460		
<b>IE1</b>	1.885	<b>VIA1</b>	2.160		
<b>IE2</b>	1.775	<b>VIA2</b>	2.923		

The results from table 6 show R2 is 0,842 and adjusted R2 is 0,840 is appropriate in this research case, so the independent variables in the model explain 84,2% “Impulsive Buying Behavior When Watching Videos”.

**Table 6.** R2 Values

	R Square	R Square Adjusted
<b>IBB</b>	0.842	0.840

The  $f^2$  statistic is utilized to assess the influence of independent variables, with the following interpretation: values below 0.02 suggest a negligible or no effect, values between 0.02 and 0.15 indicate a small effect, values from 0.15 to 0.35 represent a moderate effect, and values of 0.35 or higher signify a large effect (Cohen, 2013). The analysis results reveal that Affordability (AFF) has minimal influence on Impulsive Buying Behavior (IBB) with an  $f^2$  of 0.010. Conversely, factors such as Instant Emotions (IE), The Popularity and Influence of KOCs (PI), Promotions (PR), and Video Informative Attractiveness (VIA) demonstrate a significant impact on Impulsive Buying Behavior When Watching Videos (IBB), with  $f^2$  values ranging from 0.039 to 0.085.

**Table 7.**  $f^2$  Values

	AFF	IBB	IE	PI	PR
<b>AFF</b>		0.010			
<b>IBB</b>					
<b>IE</b>			0.039		
<b>PI</b>				0.058	
<b>PR</b>					0.065
<b>VIA</b>					

The results of the Bootstrap analysis, presented in Table 8, assess the relationships between influencing factors. The factors "Affordability (AFF)," "Instant Emotions (IE)," "The Popularity and Influence of KOCs (PI)," "Promotions (PR)," and "Video Informative Attractiveness (VIA)" all have P-values below 0.05, indicating statistical significance in demonstrating their impact on Impulsive Buying Behavior When Watching Videos. Consequently, hypotheses H1, H2, H3, H4, and H5 are all supported.

**Table 8.** Testing the Structural Model

Relationships	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Result
AFF → IBB	H3	0.066	0.066	0.026	2.519	0.012	Accept
IE → IBB	H4	0.199	0.199	0.044	4.572	0.000	Accept
PI → IBB	H2	0.234	0.232	0.041	5.672	0.000	Accept
PR → IBB	H5	0.233	0.234	0.047	4.972	0.000	Accept
VIA → IBB	H1	0.249	0.251	0.039	6.355	0.000	Accept

Table 8 reveals that the coefficients for the Original Sample are statistically significant compared to the Sample Mean derived from the bootstrapping process, with all factors achieving a confidence level of 95% or higher. This led the authors to conclude that the model is reliable. Among the factors, Video Informative Attractiveness (VIA) exerts the most substantial influence on Impulsive Buying Behavior (IBB) with a coefficient of  $\beta = 0.249$ . The Popularity and Influence of KOCs (PI) follows closely with  $\beta = 0.234$ , while Promotions (PR) hold a  $\beta$  value of 0.233. Instant Emotions (IE) contribute with  $\beta = 0.199$ , and Affordability (AFF) has the smallest impact with  $\beta = 0.066$ .

## Discussion

This study investigated the factors influencing impulsive buying behavior among Vietnamese students when watching KOCs' short videos promoting second-hand footwear. Below, we will analyze each factor in detail and their level of influence.

Video Informative Attractiveness (VIA) ( $\beta = 0.249$ ). As the most influential factor, VIA has a clear and significant impact on impulsive buying behavior. This is consistent with the findings of Li et al. (2021), who emphasized how video attractiveness can drive unplanned purchases through factors like social presence and effective communication of information. In the case of second-hand footwear, where concerns about product quality and origin are crucial, videos created by KOCs that are both detailed and visually engaging play an essential role in influencing consumer choices. For student buyers, who often seek unique and affordable products, such content becomes particularly compelling. Furthermore, studies by Gantulga & Ganbold (1) and Lim & An (2) suggest that relatable and well-constructed video content helps build trust, which reduces perceived risks and increases the likelihood of spontaneous purchases. However, while the importance of VIA is undeniable, future research should explore how it interacts with other factors, such as consumer attitudes and shopping environments, to provide a more holistic understanding of its influence.

The Popularity and Influence of KOCs (PIKOCs) emerged as the second most influential factor ( $\beta = 0.233$ ) driving impulsive buying behavior in this study. This result underscores the significant role that KOCs play in shaping students' spontaneous purchasing decisions, particularly through their short video content. Consistent with previous research (3-5), these finding highlights how social influencers, including KOCs, can impact consumer attitudes and foster unplanned purchases. In the context of second-hand footwear, KOCs address students' common concerns regarding product quality and usability. Through engaging and visually appealing videos, KOCs reduce the perceived risk associated with purchasing pre-owned items. This aligns with findings by Djafarova & Rushworth (6) and (Wang & Lan (7), suggesting that captivating video content enhances perceived product value and purchase intent.

Although Promotions (PR) were not the main factor, they still had a clear impact on impulsive buying behavior ( $\beta = 0.233$ ). This finding supports the work of (Bogomolova et al.(8), who pointed out that price promotions can drive consumer decisions, especially by encouraging quick purchases and boosting sales in the short term. Even though the influence of PR is not as strong as factors like VIA or PI, it still plays an important role. By providing value and quick rewards, promotions can encourage spontaneous buying, even when other factors are more prominent in the decision-making process.

Instant Emotions (IE) clearly has an effect on impulsive buying behavior, but it's not as strong as other factors ( $\beta = 0.199$ ). This fits with the findings of Verhagen & Van Dolen (9), who observed that immediate emotions can push people into making quick, unplanned purchases. When videos trigger positive emotions, especially with second-hand fashion, the joy of finding a great deal at a low price can make people act impulsively. However, comparing the influence of Instant Emotions (IE) with other factors like Video Informative Attractiveness (VIA), Popularity and Influence of KOCs (PIKOCs), and Promotions (PR), it's clear that emotions aren't the main driving force here. These other factors—like the persuasive power of information, the influence of social groups, and special offers—seem to have a bigger impact on spontaneous buying decisions. For future studies, it might be worth exploring how negative emotions, such as frustration, also play a role in triggering impulse buys, as Liu et al. (10) suggested.

Affordability (AFF) exhibited the smallest statistically significant influence ( $\beta = 0.066$ ) on impulsive buying behavior, which may appear surprising given the typical financial constraints of students. However, as Khoiriyah & Toro (11) highlight, the willingness to spend is often determined by the perceived price difference between products. In the context of impulsive purchases, this suggests that students might be willing to pay a higher price for second-hand items, provided they believe the value justifies it—potentially influenced by factors such as the Popularity and Influence of KOCs (PI), Video Informative Attractiveness (VIA), or Instant Emotions (IE). Chaudhary & Bisai (12) points out that consumers tend to spend more when they perceive higher value in a product. In the case of second-hand fashion, this might suggest that factors like Video Informative Attractiveness (VIA), The Popularity and Influence of KOCs (PI), and Instant Emotions (IE) could be more influential than price in triggering impulsive buying.

## MANAGERIAL IMPLICATION

Based on analysis results from the SmartPLS report, consumers' impulsive buying behavior (IBB) for second-hand footwear products is influenced by many different factors, including the most prominent factors are Video Informative Attractiveness (VIA), Popularity and Influence of KOCs (PI), Promotions (PR), Instant Emotions (IE) and Affordability (AFF). These factors not only provide insight into the dynamics of impulsive buying behavior but also provide important management implications for optimizing business strategies in this area.

First, Video Informative Attractiveness (VIA) has the highest impact coefficient ( $\beta = 0.249$ ), which shows that videos that provide clear, attractive information play a huge role in advertising. stimulating impulsive shopping behavior. For second-hand footwear products, consumers are often attracted to visual elements and content. This is especially important as second-hand footwear is often highly valued for its uniqueness and historical value. In fact, businesses or sellers need to invest in producing quality promotional videos that not only introduce products but also bring a sense of

professionalism and appeal. For example, a video detailing the shoes with close-up angles, material descriptions, product newness, and previous usage history will help buyers feel interested and make it easier to make product purchasing decisions. In addition, incorporating storytelling elements in the video, such as "The story of a pair of 10-year-old vintage shoes" or "The journey of these unique shoes", will add emotional value. touch and stimulate customers' need for ownership.

Second, Popularity and Influence of KOCs (PI) factor ( $\beta = 0.234$ ) shows the importance of cooperating with Key Opinion Consumers (KOCs). These influential consumers are often individuals who share real-life shopping experiences and are able to spread messages to the community in a more natural and trustworthy way than traditional advertising. For second-hand footwear, KOCs can become an effective bridge to bring products closer to potential customers. For example, a famous KOC about sustainable fashion can record a video unboxing unique second-hand shoe, combined with suggestions for vintage and y2k style outfits. Short, authentic videos posted on platforms like TikTok, YouTube or Instagram can easily go viral and generate great interest from young consumers who love personalized style and trends. unique fashion direction.

Third, the Promotions (PR) factor ( $\beta = 0.233$ ) also plays an important role in increasing the appeal of second-hand footwear products. Limited-time offers, such as "Buy today for 20% off" or "24-hour Flash Sale", not only create a sense of urgency but also motivate consumers to make decisions. Decide quickly without thinking too much. In fact, combining promotions with engaging video content can create a synergistic effect, helping to increase conversion rates. For example, a promotional video might highlight that second-hand shoes are made from high-quality, one-of-a-kind materials and are currently on sale for a limited time. This will stimulate the "Fear of Missing Out" (FOMO - Fear of Missing Out) mentality, promoting impulsive shopping behavior on the part of consumers. Businesses or sellers can apply this method to enhance their brand position in the potential second-hand fashion market.

Instant Emotions (IE) factor ( $\beta = 0.199$ ) emphasizes that emotional factors also play an important role in the shopping decision process. For second-hand footwear products, emotions often come from the uniqueness, historical value or style of the product. Therefore, sellers need to make the most of this factor by creating video content that stimulates customers' emotions. For example, a video could tell the story of the "revival" of a pair of second-hand shoes, from cleaning and repair to giving them a new look while still retaining their classic value. Additionally, the use of inspirational music or special visual effects can also help enhance feelings of excitement, joy, or pride in owning a product that is both beautiful and personally meaningful.

Finally, the Affordability Factor (AFF) with the lowest coefficient ( $\beta = 0.066$ ) suggests that price is not the main determinant of impulse buying behavior for second-hand footwear. Instead, customers are often attracted by the story behind the product, its uniqueness and perceived value. This suggests that, rather than focusing solely on offering low prices, sellers should emphasize other factors such as product quality, enjoyable shopping experience and brand message. For example, a pair of second-hand shoes can be priced higher if it comes with an interesting story or is associated with values such as environmental protection and sustainable fashion.

## LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

### Limitations

Firstly, the exclusive focus on university students in Ho Chi Minh City restricts the generalizability of the findings. The impulsive buying behaviors of other youth segments – such as working young adults, non-university students, or individuals from different geographical regions – may differ considerably due to variations in lifestyle, financial status, and sociocultural contexts. To enhance the scope of future investigations, it would be prudent to include a more diverse sample of young people.

Secondly, the use of self-reported data for measuring impulsive buying behavior introduces the potential for biases. Social desirability bias and recall bias, in particular, may affect the accuracy of our reported findings. Incorporating alternative methodological approaches, such as behavioral tracking or real-time experimental paradigms, could offer more objective data and bolster the reliability of future research.

Thirdly, disentangling the specific impact of Key Opinion Consumer (KOC) videos from other influential factors proved to be a challenge. Impulsive buying is often a complex phenomenon influenced by a confluence of factors, including peer pressure, economic constraints, and other marketing efforts. Therefore, future studies should incorporate more rigorously controlled designs to isolate the effect of KOC videos and account for other confounding variables.

Fourthly, the restriction of our study to second-hand footwear limits the applicability of our results to other product categories. Impulsive buying patterns can vary substantially based on product type, price point, and perceived value. Future studies should consider expanding the scope to include other product categories such as clothing or electronics to explore the potential for common trends across various consumer goods.

Fifthly, given the rapidly evolving digital marketing landscape, including algorithm updates on social media platforms and shifts in influencer trends, the findings of this study may have limited shelf life. It is imperative for researchers to remain vigilant and continuously monitor these dynamic shifts to maintain the relevance of their findings. Furthermore, staying informed on current trends in social media and influencer activity will be essential for both practitioners and researchers alike.

Finally, a longitudinal study design would offer a more profound understanding of how impulsive buying behaviors evolve over time. By observing the same individuals over longer periods, researchers could better elucidate the long-term impact of KOCs and other factors, providing valuable insights into the dynamic interplay of digital content and consumer decision-making.

### Future Research Directions

Based on the results and implications of this study, some future research directions could further explore the impulsive buying behavior dynamics under the influence of short video content from KOCs, especially in the second-hand footwear market sector. Because second-hand footwear aligns with sustainable consumption trends, future research could focus on how environmental consciousness and sustainability messages in videos influence impulsive purchase decisions. Studies could examine whether emphasizing the ecological benefits of buying used products increases consumers' willingness to shop. With the strong growth of digital platforms, further research can explore how new technologies such as augmented reality (AR), virtual reality (VR) and

personalization through intelligence Artificial intelligence (AI) in video content impacts impulse buying behavior. For example, studies could test whether virtually trying on shoes in short videos increases purchase conversion rates.

Additionally, studies could investigate psychological mechanisms such as fear of missing out (FOMO) or social proof to better understand impulsive shopping motivations. Besides, it is also possible to expand the research object to other products in the second-hand market and analyze the interaction between economic and social factors with video content, which is also necessary to better understand behavior. consumption by different groups of people. These research directions not only support businesses in building effective marketing strategies but also promote sustainable consumption.

## **CONCLUSION**

This study investigates the determinants of impulsive buying behavior through the attraction of students "captivated" with KOCs' short videos: second-hand footwear products. A research model was developed, incorporating five independent variables hypothesized to positively affect impulsive buying behavior: (1) Video Informative Attractiveness, (2) The Popularity and Influence of KOCs, (3) Promotions, (4) Instant Emotions, and (5) Affordability. The study reflects the increasing prominence of impulsive online purchasing behavior among young consumers, driven by engaging social media content and the growing appeal of second-hand fashion as a cost-effective and sustainable alternative.

A mixed-methods approach was adopted to provide a comprehensive analysis. The qualitative phase included semi-structured interviews to explore initial insights, followed by a quantitative survey of 512 university students in Ho Chi Minh City, selected as a key demographic due to their active participation in online shopping and second-hand markets. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), revealing that all five variables significantly influenced impulsive buying behavior. Among these, Video Informative Attractiveness was the most influential predictor, followed by The Popularity and Influence of KOCs, Promotions, Instant Emotions, and Affordability. These findings align with qualitative insights, where students highlighted the critical roles of engaging video content, trusted recommendations, and promotional offers in triggering unplanned purchases.

The findings provide valuable contributions to understanding consumer behavior in the digital age, particularly among Generation Z. From a practical perspective, these results offer actionable insights for educators designing financial literacy programs and marketers developing influencer-based promotional strategies. Identifying Video Informative Attractiveness as the strongest determinant underscores the importance of creating high-quality, engaging content. Moreover, leveraging The Popularity and Influence of KOCs emerges as an effective strategy to promote second-hand fashion among young Vietnamese consumers.

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