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Impulsive Buying Behavior through the Attraction of Students Captivated with Kocs' Short Videos: Second-Hand Footwear Products

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ABSTRACT

In the rapidly developing digital economy, Vietnamese students' consumption behavior is changing significantly, particularly with the rise of impulsive shopping influenced by short videos from Key Opinion Consumers (KOCs). Specifically, second-hand footwear products (used shoes) stand out as an item that is regularly introduced by KOCs and attracts great interest from students, leading to impulsive shopping decisions due to their affordability and uniqueness. This study investigates the impact of KOCs (Key Opinion Consumers) on the impulsive shopping behavior of Vietnamese students within the digital economy's evolving landscape. It analyzes how KOCs' short video content influences unplanned purchase decisions, utilizing a mixed-method approach. Initially, semi-structured interviews with 20-30 students explored their perceptions of KOCs and shopping behaviors, informing a subsequent quantitative survey conducted with 524 students in Ho Chi Minh City. After data filtering, 512 responses were analyzed using the PLS-SEM structural model in SMARTPLS-4 software. Findings reveal that factors such as product information, brand recognition, KOCs' appeal, and virality significantly influence impulsive buying behavior, mediated by the attractiveness of short videos. Additional influences include promotions, mood, instant feel, and affordability. This research offers valuable insights into youth consumer behavior in the digital age and highlights critical issues regarding financial management and influencer marketing effectiveness in Vietnam.

Keywords: impulsive buying, short videos, KOCs, buying behavior, second-hand footwear products.

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INTRODUCTION

Every year, the fashion industry generates over 92 million tons of waste, making sustainable alternatives like second-hand shopping more important than ever. Second-hand fashion, defined as clothing and accessories that have been previously used (Cervellon et al., 2012), offers a cost-effective solution while reducing environmental impact. Extending the lifecycle of products contributes to waste reduction and fosters eco-conscious consumer behaviour, a growing trend among younger generations.

The Vietnamese e-commerce market is rapidly expanding, with a projected value of $14.7 billion by 2024 and an annual growth rate (CAGR) of 12–15% over the next decade (VnEconomy; Quan Doi Nhan Dan). In 2023, online shopping accounted for 7% of total retail sales, valued at $13.5 billion, reflecting the rising influence of social media and video platforms, particularly among students. A 2023 Pew Research Center survey revealed that 82% of college students watch online videos daily, including content like product reviews and personal experiences from KOCs. These trends highlight the growing importance of e-commerce and social media in shaping consumer behavior.

In the context of the rapidly developing e-commerce landscape and the growing influence of social networks, consumer shopping behavior-especially among youth-is undergoing significant changes. One prominent trend is the rise of impulsive buying behavior, particularly among student consumers. Videos created by influencers (KOCs) play a crucial role in stimulating and guiding students' impulsive purchasing decisions (Rachman et al., 2024).

The explosive growth of e-commerce has led to the emergence of KOCs, who are becoming increasingly important in shaping consumers' purchase intentions. In Vietnam, Key Opinion Consumers (KOCs) have become an important part of businesses' marketing and product promotion strategies. According to a report from Vecom, the number of KOCs in Vietnam has significantly increased over the past few years. Specifically, approximately one million KOCs are actively engaging on social media platforms such as Facebook, Instagram, and TikTok, with around 30% of them having a strong influence on consumers' purchasing decisions. According to VnEconomy, about 50% of consumers are influenced by KOCs when deciding to buy a product. Furthermore, KOCs provide firsthand experiences and consumer-oriented reviews, contributing to a positive perception of the products (Chaniago & Efawati, 2022). As a result, KOCs have become a vital element in brands' marketing strategies, helping them build trust and retain customers.

Researching the trends and impacts of KOCs on purchasing decisions will yield valuable insights into this market. The findings can help businesses gain a better understanding of student consumer behavior and trends, enabling them to develop appropriate marketing and advertising strategies to reach potential customers. Moreover, companies-especially in e-commerce and retail-can leverage these insights to enhance their marketing and sales effectiveness.

For these reasons, the topic impulsive buying behavior through the attraction of students captivated with KOCs' short videos: second-hand footwear products will provide practical value, both theoretically and in practical application.

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LITERATURE REVIEW

Concept

In the process of impulse buying, Beatty & Ferrell (1998) argued that impulse buying is a sudden, unplanned purchase that occurs immediately. This behavior lacks a specific intention in selecting a product or completing a particular shopping task. It happens when consumers are unexpectedly stimulated, prompting them to make a purchase right away without much thought, often characterized by spontaneity and impulsiveness. This excludes the act of replenishing items that have run out at home, which merely serves as a reminder.

Key Opinion Consumers (KOCs) originated in the realm of social media marketing, quickly becoming viral and significantly influencing consumer purchasing decisions. KOCs have the ability to convert traffic from public domains to private ones, thereby encouraging purchasing behavior (Shen & Wang, 2019). The distinction between KOCs and Key Opinion Leaders (KOLs) lies in their approach to customers through real-life experiences, which makes their evaluations perceived as trustworthy and significantly impacts purchasing decisions (Özbölük & Akdoğan, 2022; Dwidienawati et al., 2020).

Theoretical Model

The SOR (Stimulus-Organism-Response) model, proposed by Mehrabian & Russell (1974) and based on environmental psychology, provides a scientific approach to understanding consumer behavior, particularly the impulse buying behavior of students. This model analyzes the process from external stimuli to internal organization, ultimately leading to behavioral responses. In the context of online shopping, the SOR model helps identify emotional stimuli that drive the desire for impulsive purchases.

Building upon the SOR model, the Technology Acceptance Model (TAM), developed by Fred Davis (1989), has become a crucial tool in predicting and explaining users' adoption of new technology. TAM not only describes the influencing factors but also delves into why users accept or reject a new technology. This model emphasizes the role of two key factors: perceived usefulness and perceived ease of use. When users perceive that the technology has specific benefits and is easy to use, a positive attitude will lead to the intention and actual use of the technology.

However, with the rapid growth of e-commerce, there is a need for an expanded model to encompass emerging factors in the online environment. To meet this need, the E-Commerce Acceptance Model (E-CAM) was introduced by Joongho Ahn (2001). This model combines elements from TAM and the theory of perceived risk, helping to explain the acceptance and use of e-commerce. E-CAM provides insights into the factors that influence the conversion of Internet users into customers, particularly the importance of enhancing perceptions of usefulness and ease of use while minimizing perceived risks in online transactions (Thariq & Efawati, 2024).

Mood (MD)

Mood (MD) is defined as "a strong, psychological or instinctive feeling that influences customers' purchasing decisions and is essentially uncontrollable" (Hawkins & Best, 2001). An individual's level of excitement, motivation, enthusiasm, and attention is determined by the degree of positive mood (Beatty & Ferrell, 1998; Efawati, 2023). Belk proposed several determinants, with the most important being the customer's mood when making decisions; mood has been a significant factor for many years. The variable that

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influences attitude when watching videos and an individual's purchasing decision is their mood, which does not distract from other cognitive processes (Clark & Isen, 1982). Customers' reactions and outcomes are stimulated by their mood (Holbrook & Hirschman, 1982). Positive emotions can be easily triggered by an individual's response to the outside world, such as advertisements, discounts, etc., which affect their temperament and emotional mood. Customers in a pleasant mood tend to display higher hedonic and functional value.

H1: Mood influences customers' impulsive buying behavior.

Affordability (AF)

According to Kotler et al. (2014), price is defined as the amount of money that customers must pay to acquire a product. Venkatesh et al. (2012) suggested that price is the perceived balance between the benefits provided by a service and the monetary costs incurred to use that service. In online shopping, price has a positive influence when customers perceive that the benefits they receive outweigh the costs they pay (Efawati et al., 2024). Therefore, price significantly impacts consumer shopping behavior (Efawati, 2016). Willingness to pay describes the attitude of being ready to pay more. In previous studies, willingness to pay has been a factor measuring how willing an individual is to pay for the price difference between products (Khoiriyah & Toro, 2018). In Vietnam, the research by Giao & Mơ (2017) showed that product price has a direct relationship with consumer behavior. The higher the consumer's willingness to pay, the higher their intention to purchase products (Khoiriyah & Toro, 2018). According to Chaudhary (2018), consumers are willing to pay more for products because they perceive the value created by these products, which increases their willingness to pay extra for them.

H2: Affordability (AF) influences customers' impulsive buying behavior (IBB).

Brand Recognition (BR)

Brand recognition (BR) indicates that consumers can easily recognize and remember a brand name (Aaker, 1992), and it also serves as a condition for consumers to instantly recall the brand name (Shimp, 2010). This is an essential factor in brand recognition because, without high visibility, there will be no promotion or transactions between businesses and consumers (Rossiter & Percy, 1987). A promotional video for a product is created with the purpose of marketing and spreading the message to increase the brand's visibility (Puksirivongchai, 2019). Videos promoting a brand usually incorporate typical information such as the brand name, logo, and accompanying slogan. Brand awareness has a positive impact on consumers' attitude and trust toward the brand (Aaker, 1996). Additionally, the higher the brand's visibility, the more positive consumers' attitudes are toward the brand (Lu et al., 2014; Macdonald & Sharp, 2000). Thus, the higher the brand awareness, the more positive the customer's attitude (Haryani & Motwani, 2015).

H3: Brand recognition of products marketed through short videos influences customers' impulsive buying behavior.

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KOCs' Appeal (KA)

Ajzen (1991) and Orapin (2009) suggest that factors like social influence can impact individual behavior (Li et al., 2016; Chaniago & Efawati, 2024). Social factors affect purchasing decisions by creating trust and expectations for consumers, which can drive purchasing behavior (Jacinda, 2023). The groups influencing purchasing decisions may include close relationships such as family and friends, as well as influencers on social media and public figures. These groups affect both consumer attitudes and behaviors (Ali et al., 2022). Consumers tend to buy products that celebrities have purchased because celebrities provide a certain level of trust regarding product quality (Gantulga & Ganbold, 2022). Jain (2020) supported the notion that social influence plays a significant role for Gen Z. According to Lim & An (2021), the more attention a product receives from those around the consumer, the easier it is for them to make purchasing decisions. Social influence is considered a crucial factor impacting how users perceive information from a brand (Bai et al., 2019). A unique aspect of KOCs is that they engage customers through real-life experiences. KOCs focus on providing useful information and honest reviews based on their own experiences. They often share detailed insights about the pros and cons of products and services, helping consumers make informed purchase decisions. Thanks to their authenticity and relatability, KOCs can easily build trust with their target customers.

H4: KOCs' Appeal (KA) influences customers' impulsive buying behavior.

Virality (DV)

A promotional video is one that is spread to customers through media such as social networks and has high visibility on the Internet (Broxton et al., 2013). Sharing videos on social media provides an opportunity to gain customer interaction through positive reviews, traffic, and shares, gradually making videos an indispensable part of the online consumer shopping experience (Moore, 2011). Therefore, promoting through highly viral videos is an important component of viral marketing (Wang & Lan, 2018). The halo effect, first used in psychological research by Thorndike (1920), suggests that consumer evaluations and opinions are influenced by a video's virality. Videos that receive positive interaction from users can impact the reception of the promoted brand (Djafarova & Rushworth, 2017).

H5: The virality (DV) of a video influences customers' impulsive buying behavior.

Product Informativeness (PI)

Informativeness plays a crucial role in attracting and retaining customers in today’s dynamic online advertising market. According to Ducoffe (1996), informativeness is defined as the ability to provide complete, accurate, and useful information to the target audience. When customers are given sufficient information about a product or service, they feel more secure and confident in the brand (Muharam et al., 2021; Chaniago, 2023)). This leads to a positive attitude and a higher likelihood of purchasing (Ducoffe, 1996). Today's customers are smart and tend to research thoroughly before shopping. Therefore, providing concise and easy-to-understand information helps them make informed purchasing decisions that align with their needs (Kaasinen, 2003; Efawati & Hermawan, 2020). In a market flooded with advertisements, a brand can stand out by offering

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valuable and useful information to customers. This helps businesses build credibility and effectively attract potential customers (Nguyen et al., 2013).
H6: Product informativeness (PI) in short videos influences customers' impulsive buying behavior.

Instant Feel (IF)

Previous studies have shown that consumers' instant feel play a crucial role in driving impulsive buying behavior. According to Youn & Faber (2000), when consumers have a positive perception of a product or service, they tend to make purchase decisions more quickly. Conversely, Liu et al. (2013) pointed out that self-assessment of one's purchasing behavior also influences their immediate perception, leading to either positive or negative emotions. Verhagen & Dolen (2011) further analyzed that positive feelings such as excitement, enthusiasm, and eagerness can encourage consumers to shop. On the other hand, negative emotions like irritation or frustration can also lead to impulsive buying behavior as a way to relieve stress (Liu et al., 2013). Therefore, immediate perception directly reflects consumers' emotions regarding impulsive buying behavior.

H7: Instant feel (IF) influences customers' impulsive buying behavior.

Promotions (PM)

Based on previous research, product characteristics, including product categories, price, and associated symbols, are factors influencing consumers' impulsive buying behavior. As a result, certain products will attract more consumers due to these influencing factors. Price is always considered a critical factor in driving purchases (Efawati, 2016). Specifically, when faced with discounts, consumers are more vulnerable to impulsive buying. In other words, promotions or low prices are likely to create positive feelings in consumers, making them eager to take advantage of a good deal. Such feelings can lead to impulsive purchases, as they allow consumers to rationalize their desires and minimize concerns about the financial risks associated with the purchase, as well as the negative feelings that might otherwise deter them from such desires (Campbell & Diamond, 1990). For researchers, price promotions tend to boost short-term sales and increase price sensitivity (Bogomolova et al., 2017). Accordingly, for customers, promotions based on monetary amounts are more stimulating than percentage-based discounts, leading them to be more prone to impulsive shopping.

H8: Promotions (PM) influence customers' impulsive buying behavior.

Attractiveness of Short Videos (ASV)

Engaging content is the key to capturing customer attention and sparking their interest. According to Chen & Rodgers (2006), such content possesses elements like novelty, entertainment, fun, and uniqueness, creating an attractive connection between the brand and consumers. Sally (2003) asserts that engaging content plays a more crucial role than any other factor in driving virality and sharing. Compelling content leaves a deep and lasting impression in customers' minds, thereby building trust and brand loyalty (Munandar & Efawati, 2020). In the current study, the appealing content of videos is considered a mediating variable to clarify the effects of watching product review videos by KOCs on students' impulsive buying behavior.

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H9: Attractiveness of short videos (ASV) influences customers' impulsive buying behavior.

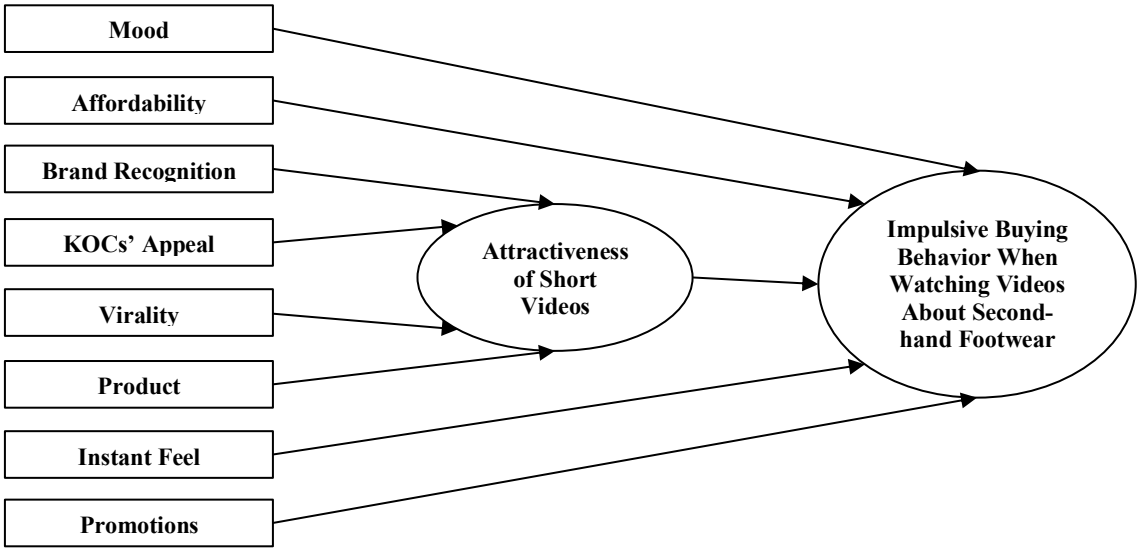

Figure 1. Proposed research model

RESEARCH METHOD

For this study, the team employed two research methods: qualitative and quantitative research. In the qualitative research phase, semi-structured interviews were conducted with 20-30 students, allowing them to share their experiences and perspectives. The questions primarily focused on students' awareness of KOCs, their shopping behavior after watching videos, the influencing factors within the videos, and various demographic and psychological factors. These interviews provided in-depth insights into students' shopping behaviors when exposed to KOCs' videos. The themes identified during the interviews were then used to develop a survey questionnaire for the quantitative research.

In the quantitative research phase, the team used a survey questionnaire to conduct a study among students in Ho Chi Minh City. The survey was distributed online through social media platforms (including Facebook, Zalo, and others). After distributing the survey, the team collected 524 responses, of which 512 met the criteria, while 7 respondents indicated they had never shopped online, and 5 provided the same answer for all questions. This sample size is adequate for analyzing a structural equation model (SEM) as per Bollen (1989).

For this research, the team applied structural modeling using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This method is advantageous compared to the Covariance-Based SEM (CB-SEM) because it is effective with smaller sample sizes, can handle complex research models, and maximizes the predictive power of the dependent variable. Additionally, PLS-SEM does not rely on the normal distribution of data (Sarstedt et al., 2019). Using the collected data from the survey, the research team conducted demographic statistics of the sample, assessed the measurement model, evaluated the structural model, and tested the research hypotheses.

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RESEARCH RESULTS

Descriptive Statistics

The total number of valid responses is 512 survey participants, including 291 females (56,8%) and 221 males (43,2%). All participants have had experience with online shopping. Since the study focuses on online shopping, females are likely to shop more than males. The majority of the sample is aged between 18 and 25 years (93,6%) and has an income between 2 to 5 million VND (78,3%). This indicates that the primary demographic for the study is students, who are generally younger and have lower incomes compared to other age 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%

Testting the measurement model

The reliability of the measurement scale was assessed using Cronbach's Alpha (CA) and Composite Reliability (CR), with both coefficients needing to be above 0.7 to ensure high reliability (Hulland, 1999). After analysis, the research team found that the Cronbach's Alpha (CA) values exceeded 0.7, indicating high reliability of the scale. Additionally, all Composite Reliability (CR) values were greater than 0.7, confirming that the variables in the study meet the reliability requirements.

The quality of the observed variables in the scale was evaluated through the Outer Loading coefficients. An observed variable is considered significant when its Outer Loading coefficient is 0.7 or higher (Nguyễn & Vũ, 2020). Following the PLS-SEM algorithm analysis, the team found Outer Loading coefficients for all items greater than 0.7 (ranging from 0.724 to 0.887), indicating that all observed variables are meaningful.

Convergent validity of the observed variables was assessed using the Average Variance Extracted (AVE) coefficient. An AVE value of 0.5 or higher ensures the convergent validity of the variables (Fornell & Larcker, 1981). The results showed that all variables met the condition of having AVE coefficients of 0.5 or above, confirming the scale's convergent validity.

Discriminant validity was evaluated using the square root of AVE (values along the diagonal) based on the Fornell-Larcker criterion. A factor's discriminant validity is established when the square root of its AVE is greater than the correlation coefficients with other factors in the model (Fornell & Larcker, 1981). The results in Table 3 indicate that all factors maintain discriminant validity as per this criterion.

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Additionally, discriminant validity was assessed using the more precise HTMT (Heterotrait-Monotrait Ratio) method. If the HTMT ratios of the factors in the study are below 0.9, they are acceptable, with values under 0.85 indicating good discriminant validity (Henseler et al., 2015). Following the analysis, the results in Table 4 show that all HTMT coefficients are below 0.9 (ranging from 0.723 to 0.890), thereby confirming the strong discriminant validity of the measurement scale.

Table 2. Reliability And Convergence Assessment

Factors	Composite Reliability (CR)	Cronbach's Alpha (CA)	Average Variance Extracted (AVE)	Outer Loading
IF	0,906	0,845	0,763	0,863 - 0,879
IBB	0,893	0,839	0,677	0,724 - 0,862
PM	0,899	0,851	0,690	0,812 - 0,859
AF	0,875	0,787	0,701	0,784 - 0,874
BR	0,912	0,879	0,676	0,730 - 0,855
KA	0,869	0,772	0,689	0,760 - 0,864
ASV	0,897	0,847	0,687	0,781 - 0,874
MD	0,922	0,894	0,703	0,760 - 0,887
PI	0,892	0,837	0,675	0,727 - 0,859
VR	0,910	0,876	0,669	0,799 - 0,835

Table 3. Fornell - Larcker Discriminant Validity

	IF	IBB	PM	AF	BR	KA	ASD	MD	PI	VR
IF	0,874									
IBB	0,869	0,823								
PM	0,783	0,753	0,831							
AF	0,870	0,812	0,773	0,837						
BR	0,847	0,796	0,773	0,833	0,822					
KA	0,825	0,793	0,718	0,824	0,810	0,830				
ASV	0,846	0,821	0,743	0,798	0,768	0,825	0,829			
MD	0,857	0,756	0,710	0,834	0,815	0,735	0,822	0,839		
PI	0,856	0,811	0,768	0,827	0,816	0,818	0,827	0,824	0,821	
VR	0,872	0,768	0,784	0,786	0,798	0,736	0,743	0,827	0,753	0,818

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

	IF	IBB	PM	AF	BR	KA	ASD	MD	PI	VR
IF										
IBB	0,890									
PM	0,879	0,876								
AF	0,860	0,855	0,865							
BR	0,793	0,834	0,890	0,734						
KA	0,854	0,754	0,882	0,723	0,728					
ASV	0,835	0,768	0,873	0,835	0,835	0,837				
MD	0,823	0,835	0,812	0,826	0,867	0,815	0,873			
PI	0,843	0,870	0,834	0,837	0,856	0,837	0,859	0,829		
VR	0,854	0,824	0,824	0,856	0,813	0,854	0,826	0,857	0,865	

Testing the structural model

To ensure that multicollinearity does not occur among the study variables, the Variance Inflation Factor (VIF) must be less than 5 (Hair et al., 2017). The results indicate that the VIF values for all observed variables range from 1.330 to 3.066 (all below 5), confirming that there is no multicollinearity among the observed variables.

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Table 5. VIF values

	VIF values		VIF values		VIF values		VIF values
IF1	2,011	PM4	2,009	KA2	1,925	MD5	1,938
IF2	2,029	AF1	1,823	KA3	1,971	PI1	1,426
IF3	2,044	AF2	1,719	ASV1	1,856	PI2	2,065
IBB1	2,267	AF3	1,505	ASV2	2,149	PI3	2,310
IBB2	2,141	BR1	1,628	ASV3	2,842	PI4	2,225
IBB3	1,519	BR2	2,554	ASV4	2,460	VR1	2,040
IBB4	2,128	BR3	2,698	MD1	2,341	VR2	3,066
PM1	1,748	BR4	2,427	MD2	3,009	VR3	2,671
PM2	2,110	BR5	2,045	MD3	3,028	VR4	2,97
PM3	1,934	KA1	1,330	MD4	2,504	VR5	2,552

The f^2 statistic is used to evaluate the impact of independent variables as follows: $f^2 < 0.02$ indicates an extremely small or no effect; $0.02 \leq f^2 < 0.15$ indicates a small effect; $0.15 \leq f^2 < 0.35$ indicates a medium effect; and $f^2 \geq 0.35$ indicates a large effect (Cohen, 1988). The results show that the Promotion factor (PM) has virtually no effect on consumer behavior (IBB) ($f^2 = 0.009$). The Virality (VR) has a medium effect on Attractiveness of Short Videos (ASV) ($f^2 = 0.185$). Factors such as Instant Feel (IF), Affordability (AF), Attractiveness (ASV), and Mood (MD) all have small effects on consumer behavior (IBB) (f^2 ranging from 0.047 to 0.084). Other variables have small effects on Attractiveness of Short Videos (ASV), with f^2 ranging from 0.041 to 0.068.

The adjusted R^2 value for the model of impulsive buying behavior when watching short videos is 0.843. This indicates that factors such as Attractiveness, Mood, Promotion, Affordability, and Instant Feel explain 84.3% of the variance in consumer behavior. The adjusted R^2 value for the Attractiveness of Short Videos model is 0.888, which shows that factors like engaging content, KOCs Appeal, Virality, and Informativeness explain 88.8% of the variance in Attractiveness of Short Videos.

The Q^2 value represents the predictive accuracy of independent variables on the dependent variable. The corresponding Q^2 levels are as follows: $0 < Q^2 < 0.25$ indicates low predictive accuracy; $0.25 \leq Q^2 < 0.5$ indicates medium predictive accuracy; and $Q^2 > 0.5$ indicates high predictive accuracy (Hair et al., 2017). The results show that Attractiveness (ASV) has a Q^2 value of 0.887, and consumer behavior (IBB) has a Q^2 value of 0.847. These results indicate that all dependent variables in the model are predictively relevant.

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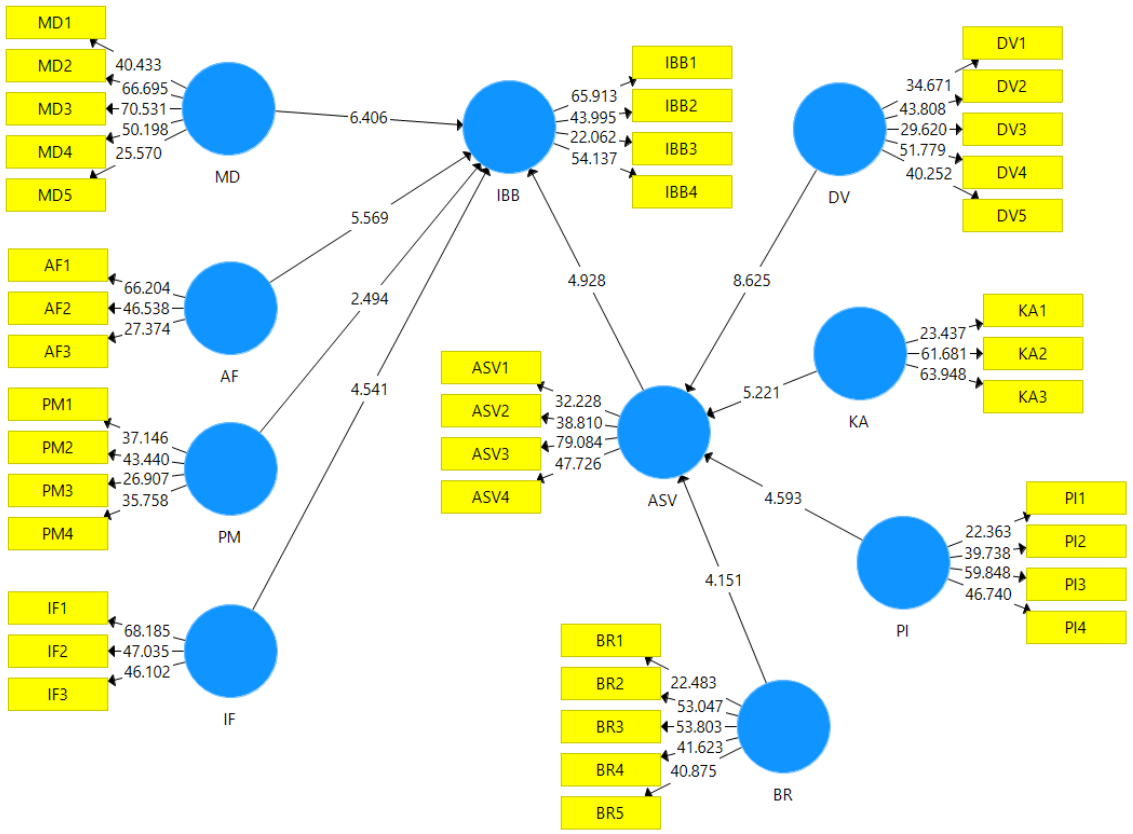

Figure 2. Results of the PLS-SEM Structural Model

According to the research by Chin et al. (1996), analyzing the impact of independent variables on dependent variables involves not only testing the significance of the relationships between variables but also analyzing the effect sizes of these relationships for resource allocation (Nguyễn et al., 2017). Additionally, the model needs to be re-evaluated for reliability using the Bootstrap method with a sample size of 5000 repetitions (Hair et al., 2017).

Table 6. Testing the Structural Model

Relationships	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Result
BR - > ASV	H3	0,190	0,192	0,047	4,003	0,000	Accept
KA - > ASV	H4	0,198	0,198	0,037	5,396	0,000	Accept
VR - > ASV	H5	0,379	0,215	0,051	4,227	0,000	Accept
PI - > ASV	H6	0,216	0,379	0,046	8,171	0,000	Accept
MD - > IBB	H1	0,246	0,249	0,039	6,255	0,000	Accept
AF - > IBB	H2	0,235	0,232	0,042	5,658	0,000	Accept
PM - > IBB	H8	0,064	0,065	0,025	2,588	0,010	Accept
IF - > IBB	H7	0,228	0,226	0,046	4,970	0,000	Accept
ASV - > IBB	H9	0,206	0,209	0,046	4,452	0,000	Accept

The results in Table 6 indicate that the Original Sample coefficients are significant compared to the Sample Mean from bootstrapping, as all factors meet a reliability level of 95% or higher. Therefore, we conclude that the model demonstrates reliability. Among

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the findings, there are four factors positively influencing video attractiveness (ASV) (H3, H4, H5, H6) and five factors affecting consumer behavior (IBB) (H1, H2, H7, H8, H9), with statistical significance at 5% and 1%. In other words, hypotheses H1-H9 are accepted. The viral nature of the video (VR) has the strongest effect on attractiveness (ASV) with a coefficient of β = 0.379. The second strongest effect is mood (MD) on behavior (IBB) with β = 0.246. The third is affordability (AF) affecting behavior (IBB) with β = 0.235. The fourth is instant feel (IF) impacting behavior (IBB) with β = 0.228. The fifth is informativeness (PI) influencing attractiveness (ASV) with β = 0.216. The sixth is attractiveness (ASV) affecting behavior (IBB) with β = 0.206. The seventh is the KOCs' appeal (KA) impacting attractiveness (ASV) with β = 0.198. The eighth is brand recognition (BR) influencing attractiveness (ASV) with β = 0.190. Finally, promotions (PM) have an effect on behavior (IBB) with β = 0.064.

Table 7. The Mediating Role of Video Attractiveness

Relationships	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Result
BR -> ASV -> IBB	0,039	0,040	0,013	3,117	0,002	Accept
KA -> ASV -> IBB	0,041	0,041	0,012	3,483	0,001	Accept
PI -> ASV -> IBB	0,045	0,045	0,016	2,875	0,004	Accept
VE -> ASV-> IBB	0,078	0,079	0,021	3,756	0,000	Accept

According to the results in Table 7, using video attractiveness (ASV) as a mediating variable, the factors influencing this intermediary variable are brand recognition (BR), KOCs' appeal (KA), informativeness (PI), and virality (VR), all of which have a significant impact on consumer behavior (IBB). The beta coefficients for these factors are 0.039, 0.041, 0.045, and 0.078, respectively. Additionally, all P values are less than 0.05. These results indicate that the relationships through the mediating variable support the notion that video attractiveness (ASV) mediates the effects of brand recognition (BR), the appeal of KOCs (KA), informativeness (PI), and virality (VR) on students' impulsive buying behavior when they are "engaged" with KOC videos.

DISCUSSION, MANAGERIAL IMPLICATIONS, LIMITATIONS, FUTURE RESEARCH DIRECTIONS

Discussion

In the context of modern consumption, students' shopping behavior is increasingly influenced by online content, especially short videos from KOCs. This study has shown that various factors affect students' impulse buying decisions. Below, we will analyze each factor in detail and their level of influence.

The Virality factor has the strongest impact on impulse buying behavior (β = 0,379). This result supports the research of (Wang & Lan, 2018) demonstrating the influence of virality on impulse buying behavior. This suggests that when a video goes viral, it not only attracts attention but also creates a sense of urgency and appeal, prompting students to make quick purchasing decisions.

The Mood factor ranks second in terms of influence (β = 0,246). This result supports the research of (Beatty & Ferrell, 1998; Hawkins & Best, 2001) showing the influence of mood on impulse buying behavior. This factor reflects the important role of emotions in

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impulse buying decisions. Short videos have the ability to create positive emotions, encouraging purchasing behavior.

Although not the strongest factor, Affordability still ranks third in terms of influence (β = 0,235). This result supports the research of (Khoiriyah & Toro, 2018) demonstrating the influence of affordability on impulse buying behavior. This shows that students still consider financial factors, even in impulse buying decisions.

The Instant Feel factor has the fourth largest influence (β = 0,228). This result supports the research of (Youn & Faber, 2000; Liu et al., 2013) showing the influence of instant perception on impulse buying behavior. This factor emphasizes the importance of immediate user experience when watching videos. Attractive and accessible content can stimulate quick purchasing reactions.

The Product Informativeness factor has the fifth largest influence (β = 0,216). This result supports the research of (Ducoffe, 1996; Kaasinen, 2003) demonstrating the influence of product information on impulse buying behavior. This factor plays an important role in attracting attention and creating trust from consumers. Clear and useful information will help students make purchasing decisions more easily.

The Attractiveness of Short Videos factor has the sixth largest influence (β = 0,206). This result supports the research of (Sally, 2003; Chen & Rodgers, 2006) showing the influence of video attractiveness on impulse buying behavior. This factor confirms the importance of quality content and interesting presentation in short videos, thereby impacting their purchasing decisions.

The KOCs' appeal factor has the seventh largest influence (β = 0,198). This result supports the research of (Gantulga & Ganbold, 2022) demonstrating the influence of KOCs' appeal on impulse buying behavior. This factor shows that consumers tend to trust influential figures, and this contributes to promoting purchasing behavior.

The Brand Recognition factor ranks eighth in terms of influence (β = 0,190). This result supports the research of (Lu et al., 2014; Macdonald & Sharp, 2000) showing the influence of brand recognition on impulse buying behavior. This factor affects how students perceive products. A strong and easily recognizable brand can create trust and motivate purchases.

Finally, the factor with the least influence is Promotion (β = 0,064). This result supports the research of (Bogomolova et al., 2017) demonstrating the influence of promotions on impulse buying behavior. This factor shows that although it has an impact, its level of influence is still lower compared to other factors. This suggests that students may be more attracted by emotional and psychological factors rather than price incentives.

Managerial Implications

Virality plays a pivotal role in driving impulsive buying behavior while watching videos (β = 0,379). To leverage this effect, marketing strategies should prioritize creating highly shareable content on popular short-video platforms such as TikTok, Facebook Reels, Instagram Reels, and YouTube Shorts. Research indicates that applying digital word-of-mouth marketing techniques can yield significant results, especially in the growing second-hand shoe market. This is evidenced by a survey from Pew Research Center (2023), which found that 82% of college students watch online videos at least once a day. Therefore, collaborating with influential social media personalities who are knowledgeable about second-hand shoe trends could be a strategic move. To stimulate impulsive buying behavior, particularly in the second-hand shoe sector, marketers should

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focus on creating concise, engaging, and accessible video campaigns on popular social media platforms. It's important to note that impulsive purchasing decisions often occur quickly and are largely based on emotions. Thus, content should be designed to convey information about second-hand shoes in a succinct yet comprehensive manner, emphasizing the uniqueness and value of each pair. Additionally, organizing online events and livestreams featuring KOCs (Key Opinion Consumers) specializing in second-hand shoes is an effective method to increase engagement and facilitate immediate purchases. This not only stimulates impulsive buying behavior but also creates an exciting and memorable shopping experience for consumers, while raising awareness about the benefits of buying second-hand shoes for both their environment and their wallets.

Mood plays the second most important role in driving impulsive buying behavior when users watch videos (β = 0,246). Recognizing this influence, marketers need to focus on creating content that can positively impact viewer' emotions. To exploit the mood factor, content creators should concentrate on producing short videos with fun, interesting, or surprising content. This can be achieved through the use of humor, engaging storytelling, or creating "wow" moments in the video. For example, in the second-hand shoe sales sector, videos could focus on exploring unique pairs of shoes, telling stories about their origins, or showcasing the excitement of finding a rare pair. The goal is to create positive emotions, making viewers feel uplifted and easily swept up in the moment's emotions, thereby increasing the likelihood that they will engage in impulsive buying behavior towards second-hand shoes. Additionally, marketers should also pay attention to the timing of content posting. For instance, videos about second-hand shoes could be posted on weekends or in the evenings, when viewers are typically in a relaxed mood and more susceptible to entertainment content. Combining appropriate content about second-hand shoes with suitable posting times can optimize the impact of the mood factor on impulsive buying behavior in this field.

Affordability ranks as the third most significant factor influencing impulsive buying behavior when users watch videos (β = 0,235). Recognizing this, marketers need to develop appropriate pricing and payment strategies to optimize customer purchasing decisions. They should focus on presenting product value clearly and attractively in short videos, especially for products like second-hand shoes, while providing flexible payment options such as installment plans or time-limited discounts. Additionally, creating a sense of urgency through limited offers or special promotions can also stimulate viewers to make quick purchasing decisions. For the second-hand shoe market, this strategy can be particularly effective due to the unique and scarce nature of the products. By combining reasonable pricing with a convenient shopping experience, businesses can effectively leverage the affordability factor to drive impulsive buying behavior among consumers, especially in the second-hand shoe sector.

Instant feel have the fourth-largest impact on impulsive buying behavior when watching videos (β = 0,228). This means that students' initial emotional reactions when exposed to short videos from KOCs about second-hand shoes are likely to stimulate an immediate urge to purchase. When students experience positive emotions, such as excitement, surprise, or even satisfaction from watching short videos showcasing second-hand shoes, they tend to be unconsciously drawn into the buying process. Short videos about second-hand shoes often leverage sound effects, visuals, and storytelling to create an instant connection with the viewer, making the buying behavior dependent not only on actual needs but also on momentary emotions. As students experience positive emotions, such as excitement when seeing a unique pair of second-hand shoes, surprise

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at reasonable prices, or even satisfaction from watching short videos about styling second-hand shoes, they tend to be unconsciously drawn into the purchasing process. Short videos about second-hand shoes often utilize sound effects, visuals, and storytelling to create an instant connection with the viewer, causing the behavior of buying second-hand shoes to depend not only on actual needs but also on the influence of momentary emotions.

Product informativeness is also a significant factor influencing students' impulsive buying behavior when watching short videos from KOCs, especially in the second-hand shoe sector. With a β coefficient of 0,216, it ranks as the fifth most influential factor among those studied. Although impulsive buying behavior is often driven by emotions, product informativeness still plays a crucial role in determining whether viewers will make a purchase. When KOCs' videos provide comprehensive and clear information about second-hand shoes, such as condition, brand, size, price, and promotional offers, students are more likely to make quick purchasing decisions, even if they previously had no clear intention to buy the product. Highly informative videos typically focus on concisely and comprehensibly conveying the standout features of second-hand shoes, helping viewers easily envision the value the product can bring. Particularly, when information about second-hand shoes is skillfully integrated into entertaining, humorous, or educational content, such as ways to distinguish between authentic and fake shoes, or methods to preserve and refresh old shoes, it further enhances the appeal and persuades viewers to make immediate purchases.

The attractiveness of short videos has the sixth-largest impact on impulsive buying behavior when watching videos (β = 0,206). This factor reflects the ability of video content to capture and maintain viewer attention, thereby creating an impact on immediate purchasing decisions. Attractive videos often combine multiple elements such as vivid imagery, engaging audio, creative content, and unique presentation. For students, short videos with high entertainment value, concise information, and eye-catching visuals have the potential to create a strong impression, stimulating emotions and the desire to own the product immediately, especially for fashion items like second-hand shoes. The appeal of a video can also come from storytelling ability, creating empathy, or evoking latent needs of the viewer. When a video succeeds in creating a strong emotional or visual connection, such as presenting a unique pair of second-hand shoes at an affordable price, it can overcome rational barriers and drive impulsive purchasing decisions. This highlights the importance of investing in video production quality and engaging content strategies to increase marketing effectiveness on short-video platforms, especially in the retail sector of second-hand shoes for student audiences.

The KOCs' Appeal ranks seventh in impacting impulsive buying behavior when watching videos (β = 0,198), especially in the fashion sector such as second-hand shoes. KOCs, in their role as social media influencers, create a special appeal through sharing authentic, relatable experiences and product reviews. This power comes not only from their popularity but also from their ability to build trust and personal connections with viewers. Students particularly trust KOCs because they provide real-life experiences with products, such as how they introduce and review second-hand shoe models, with a sharing style similar to friends and less commercial in nature. Additionally, the unique personal image and attractive lifestyle of KOCs not only draw students' attention to the products being introduced but also create a desire to "live like KOCs" including the trend of using second-hand shoes. These factors combined enhance the ability to persuade students to engage in impulsive buying behavior, even when they initially had no intention to shop.

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This influence is evidenced by a VnEconomy report (2024), showing that about 50% of consumers are influenced by KOCs when deciding to purchase a product, including second-hand shoes, affirming the important role of KOCs in guiding the purchasing decisions of modern consumers.

Brand recognition has the eighth largest influence on impulsive buying behavior when watching videos (β = 0,190), even for products like second-hand shoes. This factor reflects the power of brand image and reputation in purchasing decisions. When students easily recognize and associate with a brand in KOCs' videos, they tend to react more positively and quickly, even when the product is second-hand shoes. This can be the result of familiarity, trust, or positive impressions that the brand has built in consumers' minds. Well-known brands are often perceived as reliable and of good quality, so when they appear in short videos, they have the potential to stimulate students' immediate desire to own, including buying second-hand shoes from reputable brands. Additionally, brand recognition helps reduce perceived risk in impulsive buying decisions, as students feel more secure when choosing to buy products from brands they are familiar with, even when it comes to second-hand shoes.

Promotions, although having the lowest impact among the factors studied, still play a significant role in driving impulsive buying behavior of students when watching short videos about second-hand shoes (β = 0,064). Although its impact is not as strong as other factors, promotions remain an effective marketing tool to stimulate immediate purchase decisions, especially for second-hand shoe products. For students, who often have limited budgets, promotional programs for second-hand shoes can create a sense of "once-in-a-lifetime opportunity" or "high value" for the product, thereby encouraging them to act quickly to not miss out on the offer. Promotional forms such as direct discounts, buy-one-get-one-free, or free gifts with second-hand shoe purchases can increase the product's appeal and create motivation for immediate purchase. However, the relatively low level of influence of this factor also suggests that students may be focusing more on other aspects such as the quality of second-hand shoes, the credibility of KOCs in the second-hand fashion field, or personal experiences with used shoes, rather than being attracted solely by price incentives.

Limitations

First, the narrow scope of research: The topic mainly focuses on university students, which may create limitations in terms of representation for the entire youth population. Students, with their unique lifestyles, consumption habits, and financial capabilities, may have different impulse buying behaviors. Factors such as limited budgets, flexible free time, curiosity about new products, and strong influence from social media can all affect their purchasing decisions. However, these characteristics may not accurately reflect the behavior of other young groups such as working individuals, those not attending university, or groups from different regions. Therefore, while the research is valuable in understanding student behavior, expanding the target audience would provide a more comprehensive view of impulse buying behavior among Vietnamese youth.

Second, timeliness: The e-commerce market and social media marketing trends change rapidly, causing consumer behavior to continuously evolve. Students, with their technological savviness, easily adapt to new trends. Changes in social media platform algorithms, KOCs' styles, and even socio-economic contexts can all influence purchasing motivations. Therefore, research results can quickly become outdated, requiring constant updates from researchers and businesses to keep up with market changes.

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Third, difficulty in accurate measurement: Impulse buying behavior often occurs instantaneously and depends on emotions, making accurate measurement complex. The psychological impact of KOCs' videos can change quickly, influenced by many factors such as video content, KOCs' appeal, and the context in which students view the video. Moreover, students may not fully recognize or be willing to share the real reasons behind their impulse buying decisions, making it challenging to collect and analyze data accurately.

Determining the impact of KOCs' videos on students' purchasing decisions is complex, as many factors beyond these videos play a role. These factors include personal financial circumstances, mood, academic pressures, fashion trends, advertising campaigns, and peer influence.

Research indicates that not all factors exert the same level of influence. For instance, studies by Özbölük and Akdoğan (2022) and Husnain and Akhtar (2016) reveal that peer influence is often stronger than traditional advertising. This occurs because students tend to trust advice from friends or relatives more than advertisements, finding reassurance in the agreement of those they know.

Additionally, mood plays a significant role. According to Ahmad et al. (2019), individuals in a positive mood are more easily persuaded by advertising messages. Conversely, personal financial circumstances, as highlighted by Gantulga and Ganbold (2022), often compel students to deliberate carefully, particularly when operating on a tight budget. Fashion trends and social conformity, analyzed by Solomon et al. (2016), are also crucial. Many students shop to align with the styles of their friends or community.

These findings suggest that the influence of these factors depends on how they connect with consumers' emotions and needs. While friends provide a sense of trust, financial constraints and social trends shape purchasing decisions in more pragmatic ways.

To better understand the impact of KOCs' videos, researchers must employ appropriate analytical methods, such as data analysis models, to distinguish the effects of these videos from other influencing factors. This approach can offer clearer insights into how these elements collectively shape students' shopping behaviors.

Future Research Directions

Based on the current research results and analysis of impulse purchasing behavior through short videos by Key Opinion Creators (KOCs), numerous aspects remain unexplored. To expand and deepen these insights, future research directions should focus on several critical points.

Firstly, a more in-depth analysis is needed regarding the psychological impact of KOCs' video content on students' purchasing decision-making processes. Moreover, comparing the effectiveness of different KOC video types in stimulating impulse purchases-considering factors such as video length, presentation style, and product categories-will provide a more comprehensive understanding of short-form video appeal.

Furthermore, expanding the research scope to broader target groups and regions, particularly Generation Z in the southern territories, will offer a holistic perspective on impulse purchasing behavior. This comparative study will enable researchers and businesses to explore nuanced differences across age groups, professional domains, income levels, and geographical contexts, thereby gaining deeper insights into diverse consumption patterns. To enrich understanding, future studies should adopt a multidimensional research approach. The primary focus should involve expanding

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research subjects to include Gen Z, Millennials, and professionals from varied industries. Implementing stratified random sampling and broadening the research geographical scope will ensure result representativeness and methodological objectivity.

Comparative studies will yield significant insights by analyzing KOC video effectiveness across diverse product categories like fashion, technology, and cosmetics. Evaluating elements such as video duration and presentation styles will enhance understanding of short-form content's attractiveness and its influence on consumer behavior. Additionally, in-depth exploration of cultural, societal, and psychological factors will provide a comprehensive perspective on impulse purchasing dynamics. By integrating quantitative and qualitative research methodologies and leveraging advanced data analysis technologies, researchers can not only capture current trends but also forecast potential future transformations.

Finally, developing innovative marketing strategies based on these findings will support marketers and businesses in crafting flexible collaboration frameworks with KOCs, enabling creators to develop content with distinctive personal styles while maintaining core marketing messages. This approach will not only enhance content authenticity and appeal but also facilitate businesses' agile adaptation of marketing programs through community feedback and emerging trends, ultimately helping them more effectively navigate market needs and future evolutionary trajectories.

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