

How Customer Experiences Influence Consumer Trust toward Local Clothing Brands

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Abstract. This paper aims to investigate the impact of customer experiences (product experience, service experience, website experience, emotional experience, and brand experience) on consumer trust toward local clothing brands. The primary empirical data was collected through an online questionnaire from 300 respondents and analyzed using the statistical software SPSS 20.0. Cronbach's alpha coefficients were used to evaluate the reliability of the measurement scale, and the exploratory factor analysis was applied to verify the scale's construct validity. The correlation and regression analyses were carried out to examine an experience–trust model. The results revealed that emotional experience, service experience, and product experience are crucial factors that enhance customer trust. Conversely, website experience has a negative impact, while brand experience has no effect. The study provides a valuable model that can be used to measure the extent of the factors that affect consumer trust. The study also proposes management implications for local fashion brands to prioritize enhancing customer experiences to establish and reinforce customer trust.

Keywords: Customer experiences, consumer trust, local brand, e-commerce.

1. Introduction

According to a market analysis conducted by Data Research Company for the first half of 2022, Vietnam's e-commerce market is experiencing rapid growth and is projected to become the second-largest in Southeast Asia, trailing only behind Indonesia (Vietnamplus, 2022). The top four e-commerce platforms in Vietnam, namely Shopee, Lazada, Tiki, and Sendo, hold the majority of the market share. Shopee dominates the market with a 72% share and recorded sales of up to VND 43.12 billion in the six months from November 2021. With a market share of 20.9% and sales totaling up to VND 12.54 billion, Lazada is the second-largest platform. Tiki and Sendo, on the other hand, are significantly behind the two leading platforms (Nguyen, 2021).

The apparel industry is a substantial contributor to Vietnam's economy, with high export turnover and growth rates, representing 12%-16% of the country's total export turnover (Phan et al., 2020). In 2018, Vietnam's textile and apparel export revenue exceeded 36 billion USD, accounting for 14% of the nation's overall export revenue. The success of the apparel industry can be attributed to the combination of technology and e-commerce. Many apparel brands, including local fashion labels, have found success using e-commerce platforms like Tiki and Shopee as secondary markets to sell their products.

Many local brands have earned a favorable reputation among Vietnamese youth, rapidly expanding their market share by captivating teenagers with diverse and appealing products. (Phan et al., 2020). These local brands primarily market their products through online stores on popular e-commerce platforms like Shopee, Lazada, Tiki, and Sendo. However, building customer trust and convincing new customers to purchase clothing online remains challenging for local brands. Contrary to other standardized products in physical stores that place more emphasis on appealing factors and product availability, clothing products on online stores are more characterized by fashion-related characteristics such as style, size, color, and comfort. Customers who wish to purchase clothing must therefore go through a different decision-making process and invest more time than those who buy standardized products in gathering information about the product, looking at readily available internet images, and weighing various options. Customers also favor convenient return and exchange policies after making purchases. As a result of variations in customer experiences, garment shops must develop distinctive marketing plans to attract clients and maintain their trust. It will be easier for e-retailers to create strategies to increase customer engagement if they can pinpoint the aspects of the customer experiences that enhance customer trust in the apparel e-commerce context. Although many studies have examined the process of building customer trust or the relationship between customer trust and customer experiences online or offline in the industries of finance, food and beverage, and technology, very few have focused on apparel e-commerce. Hence, this research is conducted to test the relationships between customer experience dimensions and consumer trust.

2. Literature Review

According to Gronroos (1988), customer experience is the outcome of the interaction between the consumer and the service provider, which ultimately shapes the consumer's perception of service quality. Meanwhile, Luigi et al. (2012) defined customer experience as a comprehensive concept that encompasses customers' cognitive, affective, emotional, social, and physical responses to the retailer. Customer experience encompasses the entire process of product or service search, purchase, consumption, and after-sale experience. According to Roy (2018), customer experience is a combination of both affective and cognitive elements resulting from a service encounter, leading to attitudinal outcomes such as satisfaction and repeat purchase intention, as well as behavioral outcomes like loyalty and word of mouth.

Trust is based on confidence between partners (Morgan & Hunt, 1994). It is a crucial factor in establishing and sustaining long-term relationships between companies and consumers in the service market context (Morgan & Hunt, 1994). In addition, it involves minimizing transaction costs such as

search costs, information costs, or bargaining costs in the relational exchange between the customer and the service company (Williams, 2000). Gaining trust from customers is crucial in reducing perceived risks of service outcomes (Laroche et al., 2012). Patrick (2002) notes that when customers perceive a supplier as trustworthy and acting in their best interest, it can manifest in their thoughts, feelings, emotions, or behaviors. Trust is defined as the willingness to rely on the ability, integrity, and motivation of other parties to act in a manner that satisfies one's needs and interests, whether agreed upon implicitly or explicitly (Tjiptono, 2016). Brand trust is defined by Delgado-Ballester (2004) as "the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer." Customers are more likely to trust a brand that consistently delivers on its promises and meets their expectations. According to Napoli et al. (2014), a brand's reliability is based on its ability to fulfill promised and expected performance. When a brand is considered trustworthy, consumers are more likely to believe that the brand will make an effort to resolve any issues that may arise, even if they were not anticipated.

2.1. The Website Experience (WE)

The user experience of a website comprises several crucial components, including accessing the site, providing product information, performing searches, maintaining site stability, and navigating quickly (Chen & Yang, 2021). These factors play a significant role in determining the customer's experience (Nielsen et al., 2000). A website's design should be visually appealing when being easy to use. Additionally, the information presented on the website should be accurate and easily accessible to establish customer trust. Incorrect information can significantly harm a client's confidence in the website. Furthermore, it is essential to optimize the website's performance and search engine visibility. If customers have trouble finding information, they may seek alternative sales channels. It is also vital to keep customer information and sensitive data confidential, such as phone numbers must not be disclosed (Yin & Xu, 2021). Therefore, a website's user experience is closely linked to customer trust.

H1: The website experience affects consumer trust.

2.2. The Product Experience (PE)

The product experience can considerably boost consumer trust in online commerce (Desmet & Hekkert, 2007). The online product experience has a significant impact on consumer trust and makes up for the absence of actual product touch and feel (Desmet & Hekkert, 2007). This covers the product descriptions, pictures, reviews, and overall user experience of the online shop. On an e-commerce platform, providing accurate and comprehensive product information can increase the perceived value of the goods, promote transparency, and increase consumer trust. High-quality product graphics, such as pictures and videos, can also help consumers better comprehend the advantages of a product, which can lead to a more positive product experience and increased consumer confidence (Gajewska et al., 2020). When an e-commerce platform provides a fantastic product experience, customers are more likely to trust a firm and its items. A positive online shopping experience can increase client confidence and the perceived value of the products. In e-commerce, the product experience also covers the post-purchase process, which includes order tracking, shipping, return and refund policies, and customer service (Gajewska et al., 2020). A pleasant post-purchase experience may boost customer satisfaction, promote positive word-of-mouth marketing, and help e-commerce businesses forge long-term relationships with their customers (Chen & Yang, 2021).

H2: The product experience has a positive effect on consumer trust.

2.3. The Service Experience (SE)

Customer service may create or break a consumer's trust in a clothing e-commerce firm (Cox & Dale, 2001). The full range of customer care, including communication, order processing, shipping, delivery, refunds, and customer support, is incorporated into the service experience. A positive customer

experience can boost brand loyalty, promote repeat business, and positive word-of-mouth promotion. However, a negative customer service experience can undermine client confidence, cause missed sales, and damage a business's brand (Singh, 2002). To enhance the customer service experience in clothes e-commerce, brands can communicate order status, shipment and delivery information, and other critical elements in a clear and timely manner. Moreover, they can promise accurate order fulfillment, provide prompt, dependable shipment and delivery, as well as exact tracking information (Palese & Usai, 2018). Furthermore, providing customers with great customer service, clear return and refund policies may encourage them to make purchases. This can endure the relationships with clients and boost client confidence in the business (Palese & Usai, 2018). Therefore, providing excellent customer service is essential to boosting consumer confidence in the brand while making online purchases of clothing. By providing accurate product information, high-quality visuals, clear communication, accurate order fulfillment, quick and dependable shipping, hassle-free returns and refunds policies, and responsive customer support, ecommerce brands can enhance the overall customer experience and trust (Palese & Usai, 2018; O'Cass & Grace, 2004).

H3: The service experience has a positive impact on consumer trust.

2.4. The Brand Experience (BE)

The brand experience in clothes e-commerce can have an impact on consumer confidence in a brand and its items (Islam et al., 2012). A positive brand experience can increase consumer trust, loyalty, and effective word-of-mouth marketing, whereas a negative brand experience can decrease consumer trust, cause lost sales, and damage a company's reputation (Islam et al., 2012). The brand experience encompasses the full consumer journey, from initial brand awareness through the post-purchase interaction. The general reputation of the brand, messaging, visual identity, tone of voice, website design, and user experience are all covered (Amin Beig & Nika, 2022). Additionally, a responsive and user-friendly e-commerce platform with accurate product information, stunning design, and helpful customer support can help to enhance the overall brand experience and boost customer confidence in the business. To build confidence among brand customers and establish long-lasting client connections, a strong brand experience is crucial in clothes e-commerce (Amin Beig & Nika, 2022). By creating a recognizable visual identity, using language and a tone of voice that appeal to their target market, and providing an easy-to-use ecommerce platform, brands may enhance the whole brand experience and foster customer trust (Chen & Yang, 2021).

H4: The brand experience has a positive impact on consumer trust.

2.5. The Emotional Experience (EE)

Emotional experience has a considerable impact on consumer trust in clothes e-commerce. Online shoppers who frequently buy apparel are unable to touch, feel, or try the item on, which may inspire reluctance or mistrust (Frijda, 2005). Consumer trust is heavily influenced in these situations by emotional experience. One way that emotional experience might impact customer trust is through social evidence. Customers are more inclined to trust a product or service if they know that others have already used it and are satisfied with it (Frijda, 2005). User reviews and ratings in e-commerce provide evidence of this. Positive reviews and good ratings may reassure potential customers and increase their confidence in their purchase. Additionally, the emotional impact of shopping itself may have an impact on customer confidence (Pappas et al., 2017). A positive shopping experience that is entertaining and simple to use can increase trust in the e-commerce platform. A terrible shopping experience, on the other hand, could make customers feel bad and lose faith in others. By providing customers with a positive emotional experience, ecommerce platforms may build trust, which will subsequently drive sales and growth (Yin & Xu, 2021).

H5: The emotional experience has an impact on consumer trust.

This study expands on the research by Yin and Xu (2021) on the five factors of customer experience:

product, website, service, emotional, and brand experiences. The objective of this research is to investigate how these factors impact consumer trust in local clothing brands within Vietnam's rapidly growing market. This market is relatively new but shows significant potential.

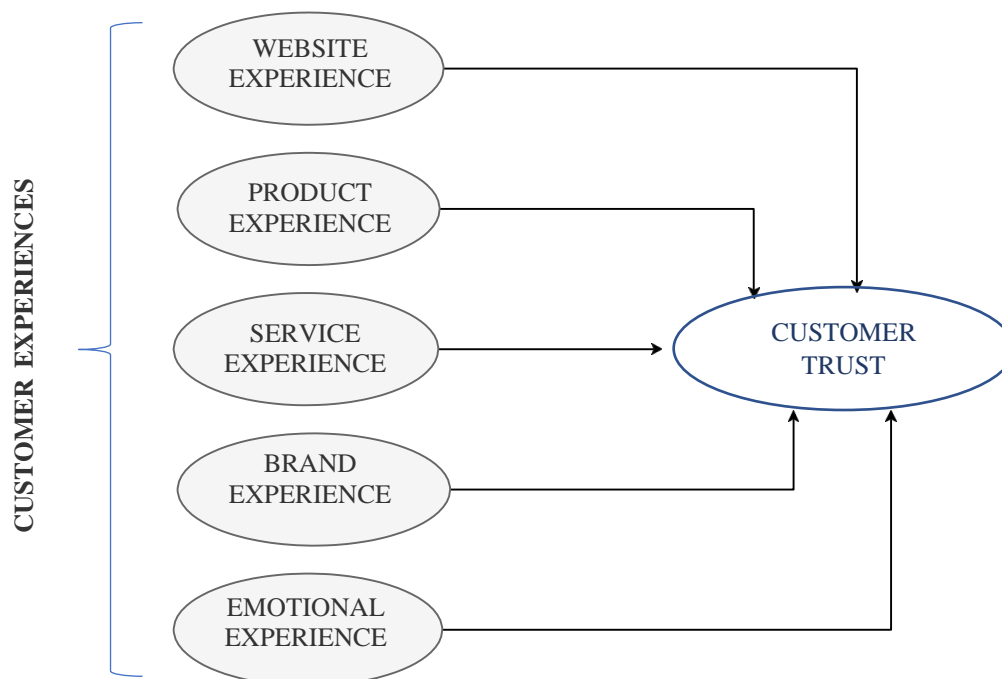


Fig 1: The Proposed Research Model

3. Research methodology

After conducting a survey in Ho Chi Minh City, Vietnam, a total of 330 questionnaires were collected. After a thorough screening process to eliminate low-quality surveys, 300 acceptable responses were used for data analysis. The questionnaires were distributed offline to customers from May 9th, 2022, to the end of July 2022. The questionnaire responses were rated on a five-point scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." In addition to the five factors of customer experience, the questionnaire included demographic questions such as gender, age, occupational status, and income level.

To ensure the validity and content of the questionnaire, a pilot test was conducted by sending it directly to 30 participants to evaluate the appropriateness of the questions and correct any issues with wording. Feedback from participants was taken into consideration in preparing the final version of the questionnaire. Next, the research data was analyzed using the statistical program SPSS 20.0. The authors utilized Cronbach's alpha and Exploratory Factor Analysis to assess construct reliability. The Kaiser-Meyer-Olkin (KMO) statistic as well as Bartlett's test of sphericity were utilized in order to ascertain whether or not each variable included in the model was sufficient. To evaluate the relationship between the independent and dependent factors, we conducted Pearson correlation analysis. Additionally, we performed regression analysis to demonstrate the impact of customer experience on consumer trust in local brands in Vietnam.

Table 1: Dimensions and Items for Questionnaire

| Dimensions | Measurement items | Reference |
|---------------------------|--|-------------------------|
| Website experience (WE) | WE1: The web design of the local brand is both appealing and logical. WE2: The search functions and purchasing processes on the local brand's web are simple and easy to use. WE3: The website of the local brand provides abundant and accurate product information. WE4: The pictures on the local brand's web are of good quality and show the characteristics of the product. WE5: The local brand's website is fast and stable. | (Nielsen et al., 2000) |
| Product experience (PE) | PE1: Product quality on the local brand's web is reliable. PE2: Product prices on the local brand's web are reasonable. PE3: Product packaging on the local brand's web is good, and damage on arrival seldom happens. PE4: Product variety on the local brand's web is rich and can meet all kinds of needs. PE5: Products sold on the local brand's web are attractive and comfortable. | O'Cass and Grace (2004) |
| Service experience (SE) | SE1. Service staff members are friendly and answer customer demands in a responsible manner. SE2. Service staff members always fulfill their promises SE3. It is quick and easy for exchanging or returning products. SE4: Shipping is fast and costs less. | O'Cass and Grace (2004) |
| Brand experience (BE) | BE1: The shopping platform of the local brand is reputable. BE2: The reputation of the local brand is excellent. BE3: The retailer of the local brand is reputable. BE4: The advertisements for the local brand's web are appealing to the eye. | Yin and Xu (2021) |
| Emotional experience (EE) | EE1: Shopping on the local brand's web is enjoyable EE2: Shopping on the local brand's web can relieve stress. EE3: Shopping on the local brand's web leads to pleasant surprises EE4: I feel confident when wearing a product of the local brand. | Yin and Xu (2021) |
| Consumer trust (CT) | CT1: I trust this brand. CT2: The brand is reliable. CT3: This is an honest brand. CT4: The brand is dependable. | Xie et al. (2015). |

4. Results and Discussion

Table 1 displays the demographics of the collected sample, which comprises of 49.3% males and 50.7% females. The age group of 18 to 25 years old accounts for the largest portion of the sample at 26.7%, but the difference in percentages among age groups is not significant. Those who earn less than VND 5 million annually represent the highest percentage of the sample at 38%, whereas those earning from 5 to 10 million VND and from 10 to 15 million VND constitute around 16% and 25% of the sample, respectively. The remaining individuals account for approximately 21% (earning more than VND 15 million). Moreover, the results indicate that 51% of the sample shop online at least four times a week, reflecting a growing preference for online shopping due to its convenience and cost-effectiveness,

particularly since the outbreak of COVID-19. Approximately 10.3% of the sample shop online once or twice a week, while roughly 19.7% of the sample shops online five times a week or more.

Table 2: Descriptive statistics of respondents

| | Value | Frequency | Percent |
|------------------------------|-----------------------------|-----------|---------|
| Gender | Male | 148 | 49.3 |
| | Female | 152 | 50.7 |
| Age | Under 18 years old | 64 | 21.3 |
| | 18 - less than 25 years old | 80 | 26.7 |
| | 25 - less than 30 years old | 49 | 16.3 |
| | 30 - less than 35 years old | 57 | 19 |
| | 35 years old and above | 50 | 16.7 |
| Income | Under 5.000.000 VND | 114 | 38 |
| | 10 - 15.000.000 VND | 75 | 25 |
| | 5 - 10.000.000 VND | 48 | 16 |
| | Above 15.000.000 VND | 63 | 21 |
| Frequency of shopping online | 1 - 2 per week | 31 | 10.3 |
| | 3 - 4 per week | 210 | 70.0 |
| | 5 per week and more | 59 | 19.7 |

The reliability of variables was assessed and reported in Table 2. To be considered reliable, a variable must meet two requirements: a higher Cronbach's alpha of 0.5 and a corrected item-total correlation of 0.3 (Tavakol & Dennick, 2011). The results indicate that all variables have met these requirements, with Cronbach's Alpha values exceeding 0.5. This indicates that the scales are trustworthy for use in exploratory factor analyses (Tavakol & Dennick, 2011). Therefore, the findings suggest that the variables are reliable and suitable for use in further analyses.

Table 3: Cronbach's Alpha

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted | Cronbach's Alpha |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|------------------|
| WE 1 | 15.70 | 4.992 | 0.455 | 0.679 | 0.718 |
| WE 2 | 15.71 | 5.150 | 0.443 | 0.683 | |
| WE 3 | 15.65 | 4.816 | 0.536 | 0.645 | |
| WE 4 | 15.62 | 5.040 | 0.489 | 0.665 | |
| WE 5 | 15.68 | 5.102 | 0.454 | 0.678 | |
| PE 1 | 11.90 | 3.114 | 0.519 | 0.567 | 0.675 |
| PE 2 | 11.93 | 3.099 | 0.464 | 0.603 | |
| PE 3 | 11.84 | 3.308 | 0.404 | 0.643 | |
| PE 4 | 11.68 | 3.382 | 0.441 | 0.618 | |
| SE 1 | 11.72 | 3.753 | 0.567 | 0.672 | 0.746 |
| SE 2 | 11.66 | 4.246 | 0.481 | 0.719 | |
| SE 3 | 11.73 | 3.621 | 0.575 | 0.667 | |
| SE 4 | 11.63 | 3.686 | 0.541 | 0.687 | |
| BE 1 | 12.20 | 2.700 | 0.317 | 0.526 | 0.569 |
| BE 2 | 12.12 | 2.624 | 0.348 | 0.501 | |
| BE 3 | 12.06 | 2.565 | 0.357 | 0.494 | |

| | | | | | |
|------|-------|-------|-------|-------|-------|
| BE 4 | 12.11 | 2.566 | 0.386 | 0.470 | |
| EE 1 | 11.71 | 4.474 | 0.518 | 0.728 | 0.762 |
| EE 2 | 11.74 | 3.872 | 0.565 | 0.704 | |
| EE 3 | 11.72 | 3.893 | 0.637 | 0.664 | |
| EE 4 | 11.77 | 3.979 | 0.531 | 0.723 | |
| CT 1 | 11.44 | 7.151 | 0.790 | 0.826 | 0.878 |
| CT 2 | 11.53 | 6.464 | 0.775 | 0.830 | |
| CT 3 | 11.45 | 7.619 | 0.664 | 0.872 | |
| CT 4 | 11.35 | 6.964 | 0.732 | 0.846 | |

Table 3 presents the results of the exploratory factor analysis (EFA) of 21 observed variables across five independent factors. The analysis involved certain conditions for adapting the variables. Firstly, a variable's factor loading should not be below 0.5, and a variable should not cross-load on more than two factors (Stapleton, 1997). Secondly, a variable should have a clear loading pattern on the table, and it should be placed in the correct factor or group (Stapleton, 1997). The results indicate that all variables have been accepted except for BE2 and BE4, as they did not meet the aforementioned conditions. Therefore, the findings suggest that the other variables are appropriate for further analyses using the established factors.

Table 4: Rotated Component Matrix Component

| | 1 | 2 | 3 | 4 | 5 |
|------|------|------|------|------|------|
| EE 2 | .761 | | | | |
| EE 3 | .760 | | | | |
| EE 1 | .730 | | | | |
| EE 4 | .623 | | | | |
| WE 3 | | .745 | | | |
| WE 1 | | .676 | | | |
| WE 4 | | .664 | | | |
| WE 2 | | .644 | | | |
| WE 5 | | .558 | | | |
| SE 3 | | | .745 | | |
| SE 4 | | | .740 | | |
| SE 1 | | | .711 | | |
| SE 2 | | | .594 | | |
| PE 1 | | | | .736 | |
| PE 2 | | | | .673 | |
| PE 4 | | | | .626 | |
| PE 3 | | | | .601 | |
| BE 1 | | | | | .705 |
| BE 3 | | | | | .661 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

To assess the strength of the linear correlation between the dependent factor and independent factors and to identify multicollinearity issues, Pearson correlation was employed (Benesty et al., 2009). Table 4 presents the index of Pearson correlation (sig values) between two factors. The findings suggest that the correlation coefficients should be less than 0.8 (Benesty et al., 2009). These findings indicate that there are no significant multicollinearity issues, and the correlations fall within the acceptable range. Therefore, the data is suitable for further analysis using regression analysis.

Beta, Sig, and VIF are three crucial indicators that need to be evaluated in regression analysis (Fahrmeir et al., 2021). The significance level of independent factors is analyzed using the Sig value, and results with a significance level of more than 0.05 are disregarded. Additionally, the independent factor with the highest Beta value has the most impact on the dependent variable. To avoid multicollinearity issues, the VIF index should be accepted if its values are below 3 (Fahrmeir et al., 2021).

Table 7 presents the results of the regression analysis, and the findings suggest that hypotheses H1, H2, H3, and H5 are supported. However, hypothesis H4 cannot be accepted as its significance level is more than 0.05. Therefore, the findings indicate that four independent factors (WE, PE, SE, BE, and EE) have a significant impact on the customer trust, and multicollinearity issues were not present.

Table 5. Correlation analysis

| | BE | WE | PE | SE | EE | CT |
|----|--------|--------|--------|--------|--------|----|
| BE | 1 | | | | | |
| WE | .225** | 1 | | | | |
| PE | .274** | .380** | 1 | | | |
| SE | .332** | .318** | .408** | 1 | | |
| EE | .307** | .296** | .406** | .417** | 1 | |
| CT | .183** | .147* | .418** | .430** | .653** | 1 |

** Correlation is significant at 1% level (2-tailed) * Correlation is significant at 5% level (2-tailed)

Table 6: Summary of regression model

| Model Summary ^b | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .701 ^a | .491 | .483 | .62409 | 1.584 |

a. Predictors: (Constant), WE, PE, SE, BE, EE

b. Dependent Variable: CT

| Coefficients ^a | | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | -.006 | .358 | | -.015 | .988 | | |
| WE | -.212 | .074 | -.132 | -2.862 | .005 | .808 | 1.238 |
| PE | .282 | .075 | .185 | 3.745 | .000 | .713 | 1.403 |
| SE | .259 | .068 | .187 | 3.799 | .000 | .715 | 1.399 |
| BE | -.103 | .065 | -.072 | -1.580 | .115 | .840 | 1.190 |
| EE | .754 | .065 | .561 | 11.540 | .000 | .732 | 1.366 |

The results revealed that the website experience had a negative impact on respondents' levels of trust ($\beta = -0.212$, sig = 0.005). This finding contrasts with Cunliffe's (2000) study, which demonstrated that poor internet quality significantly diminishes the consumer experience. However, in Vietnam, internet access is now widely available and easily accessible at cafes, businesses, and educational institutions (Doan, 2020). Despite this, the websites of local brands have not been invested properly and professionally in both design and implementation ideas, compared to foreign brands. This reduces the attractiveness and interest in the process of searching and purchasing goods on the website.

In addition, customers' product experience significantly impacts their level of trust ($\beta = 0.282$, sig

= 0.000). This result supports the conclusion that price and product quality are crucial factors influencing a customer's confidence and their decision to make a purchase (Nielsen et al., 2000). O'Cass and Grace (2004) also highlight the importance of consumers having confidence in the quality of products before committing to future purchases. Therefore, managers of local brands should prioritize improving the overall quality of their goods and expanding their range of clothing lines to attract customer trust.

Next, customer service have a positive impact on their confidence in online retailers ($\beta = 0.259$, sig = 0.000). This finding is consistent with O'Cass and Grace's (2004), which revealed that providing exceptional support to customers both pre- and post-transaction can boost trust in the brand. When companies offer helpful information about product features and other relevant issues, customers are more likely to have confidence in the brand. Therefore, online local brands should prioritize providing excellent customer service to foster trust and loyalty among their customers.

However, the findings do not support the impact of brand experience on customer trust ($\beta = -0.103$, sig = 0.115). This could be due to the fact that online marketplaces like Tiki and Lazada offer a vast array of products, many of which are similar in quality and design. As a result, customers are less likely to prioritize brand reputation and instead base their decisions on factors like pricing and other considerations. Therefore, local brands must differentiate themselves from competitors by focusing on unique selling propositions like quality, affordability, or sustainability to build trust and stand out in the market.

Finally, emotional experience significantly impact consumer trust ($\beta = 0.754$, sig = 0.000). These findings align with previous research by Yin and Xu (2021), which suggested that Chinese consumers are increasingly turning to online shopping as a means of coping with stress-related difficulties. Additionally, there is a growing trend among Vietnamese youth to shop for the experience itself, rather than for any specific purpose, as reported by Nguyen et al (2021). Such individuals find that engaging in activities such as online shopping or browsing on social media platforms not only brings them joy but also helps to alleviate their worries.

5. Conclusion

The aim of this research is to explore the impact of customer experiences on their trust in Vietnamese local clothing brands. The findings indicate that emotional experiences, service experiences, and product experiences are the key factors that consolidate customers' confidence in these businesses. Local clothing brands can make shopping more enjoyable for customers and create a strong connection that increases trust in the brand. Positive experiences with the products and services offered in-store can further enhance customer confidence in the brand's quality and reliability. Competitive pricing, high-quality products, and a wide range of options are factors that contribute to customers having faith in local brands. Furthermore, the attitude of the staff is a critical element of good service quality that can build trust with customers. In online retail, customers often have questions about the products, and responsive and enthusiastic staff can help to establish their confidence. However, website experience can negatively affect customer trust in the Vietnamese market. This may stem from the unattractive nature of the website design and implementation ideas. Therefore, local clothing brands need to survey customer opinions and improve the interface and functionality of their website. It is also necessary to increase competitiveness against the presence and penetration of international brands.

Local brands should prioritize product quality to provide excellent customer service and build trust with consumers. Additionally, local brands should diversify their product offerings to appeal to a wider range of age groups and constantly improve product quality to meet the demands of Vietnamese consumers. Given the typically hot weather in Vietnam, local brands should consider using breathable cotton materials. Furthermore, local brand stores should prioritize customer feedback and create a friendly and welcoming environment to make customers feel comfortable purchasing from the store. This can be achieved by soliciting ratings and feedback from customers about their shopping experience.

However, the survey was limited to Ho Chi Minh City and the number of respondents varied significantly across different age categories and professional fields. Therefore, it is important to generalize the research findings to a broader population and to analyze the results for each target group in order to gain a deeper understanding of customer experiences. Additionally, there are many other factors related to customer experiences that have not been explored. Therefore, future studies should aim to investigate additional aspects that influence a customer's level of trust.

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