

ECOBAMBi

ASSIGNMENT 3

(CLIENT PROJECT PART B - TEAM REPORT)

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SGS Group 10 - TEAM 02

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COMPANY PROFILE

Brand overview

- Established in **2019** Ecobambi is a Vietnamese startup kidswear brand.
- Specialize in producing Korean-style clothes for children from 2 to 7 years old with **natural and eco-friendly materials**.

Mission

- Provide high-quality kid clothes produced from **natural materials and high-tech fabrics**.

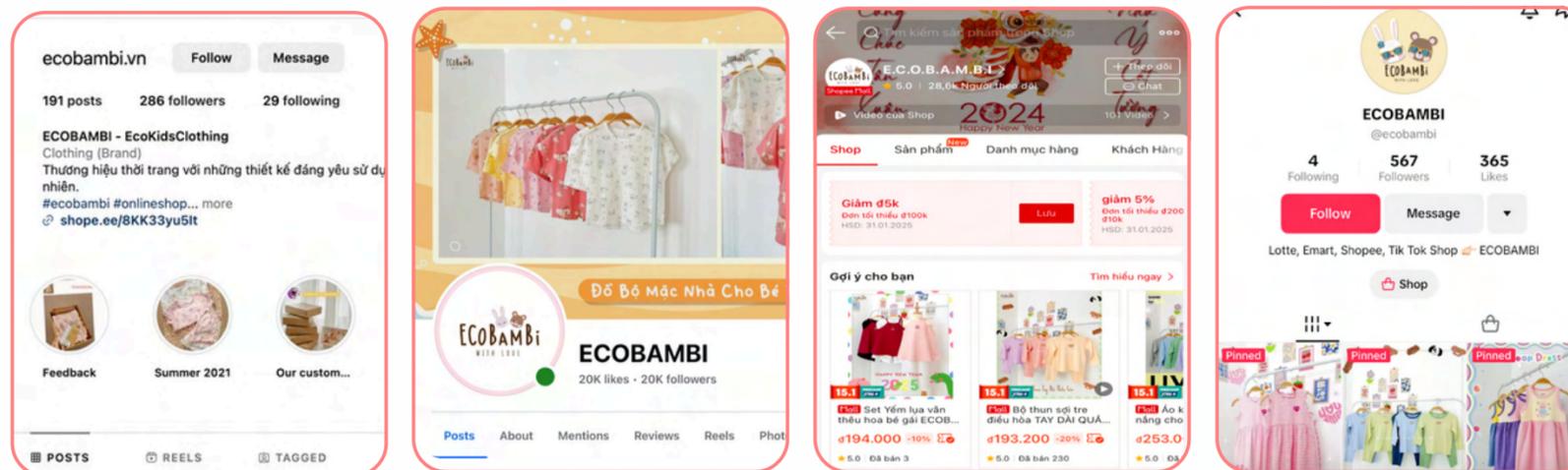
Vision

- Raising Vietnamese moms' awareness** and encouraging them to embrace the use natural materials for their children.

Unique Selling Points

- Ecobambi uses **natural, sustainable material** to make children's clothing, with a prominent collection of **muslin and jacquard fabrics**.

Online channels



Instagram: 286 followers **Facebook: 20K** followers **Shopee: 28.6K** followers **Tik Tok: 567** followers

Figure 1,2,3,4: Eco Bambi Online channels

Source: EcoBambi's Instagram, Facebook, Shopee and Tiktok

Offline channels



emart

LOTTEMart

Figure 5,6,7: Eco Bambi Offline channels

Source: EcoBambi Facebook, Pictures captured by student

MARKET OVERVIEW

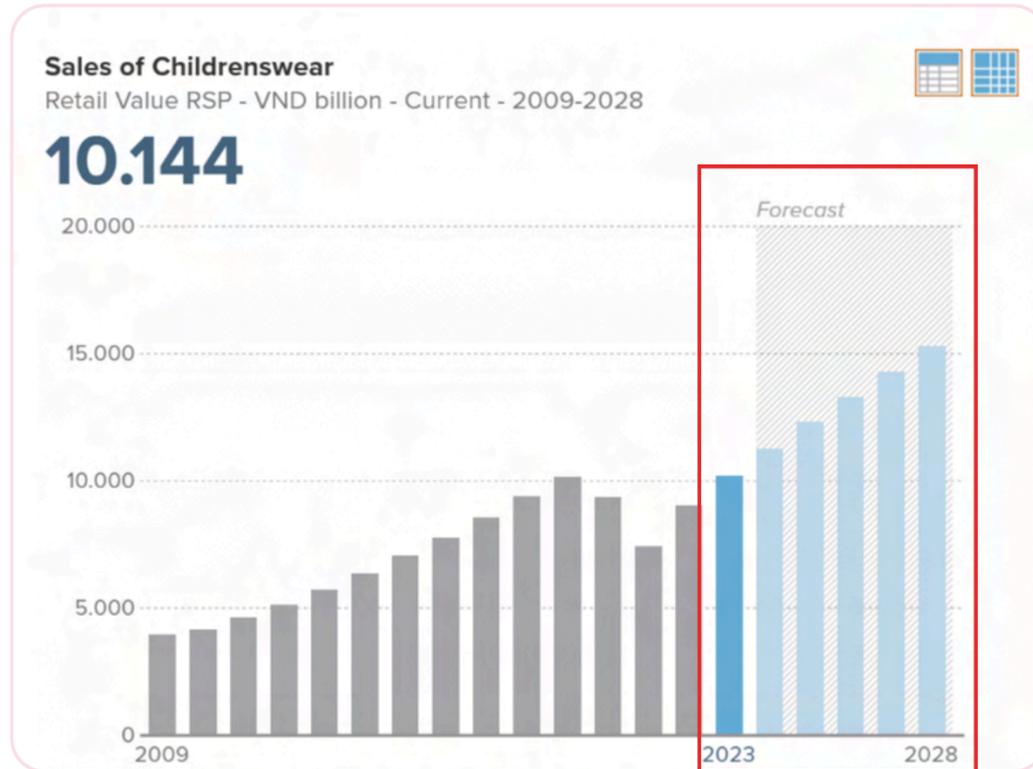


Figure 8: Viet nam sales of children's wear (2009-2028)

- The **growing disposable income** of young parents is a factor of rising demand for higher quality kid clothing. (Sharma 2024)
- **Vietnam's children's apparel market** is forecasted to grow by **3.23%** annually (CAGR 2025-2029) and reach **US\$1,254.00** by 2025. (Statista 2025)

The children's clothing market in Vietnam is projected to witness steady sales growth to 2028

(Figure 8)

COMPETITIVE LANDSCAPE

Brand Shares of Childrenswear in Vietnam

% Share (LBN) - Retail Value RSP - 2023

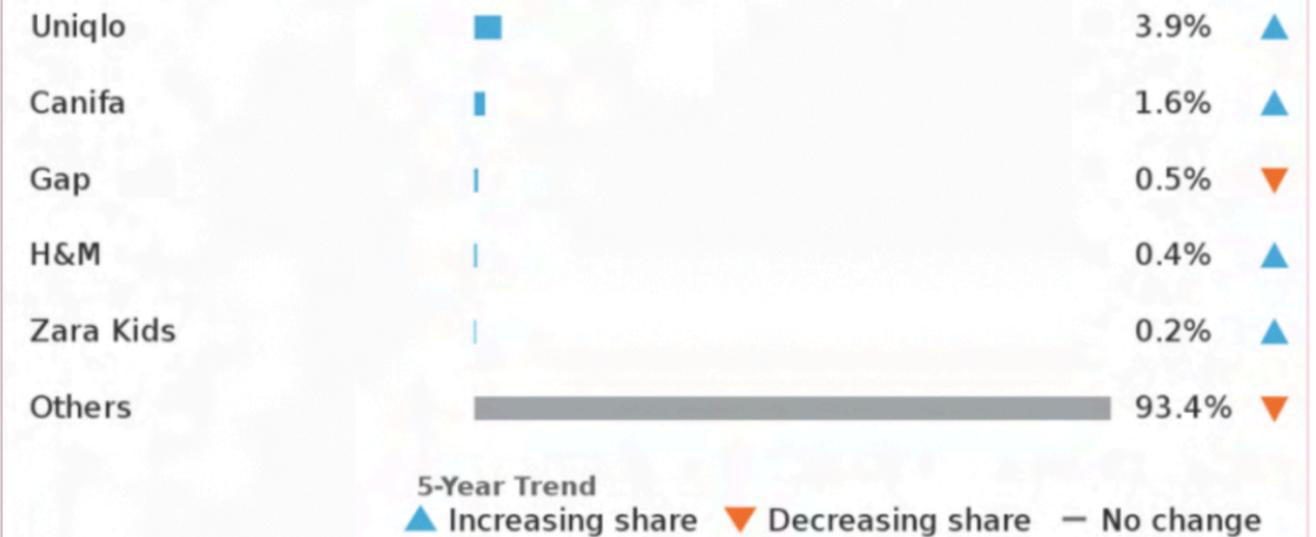


Figure 9: Vietnam Childrenswear Market as a "playground" of international brands

- Vietnam children wear market becomes **increasingly competitive** due to huge dominance of international competitor. (Figure 9)
- Growing consumer demand for **functionality and comfort** cause difficulties for smaller local brands to compete effectively. (Euromonitor 2023)

EcoBambi's will be more struggle to establish its market position against competitors and meet higher customer expectation

MARKET TRENDS & CONSUMER BEHAVIORS

MARKET TRENDS

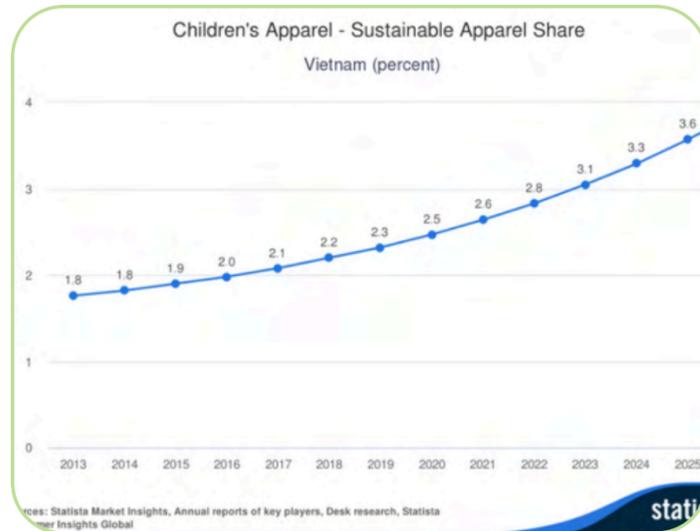


Figure 10: Children's Apparel – Sustainable Apparel Share
Source: Statista

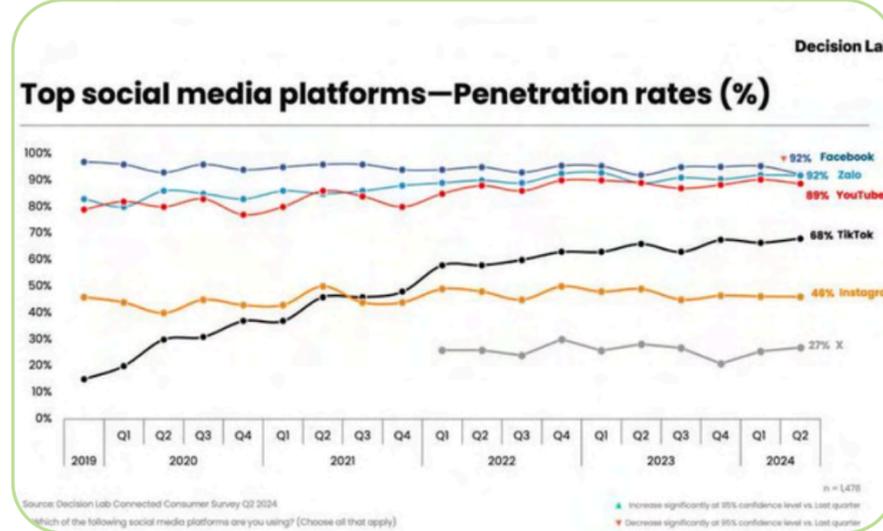


Figure 11: Top social media platforms in Vietnam
Source: Desion Lab

- Vietnam children's wear has a growing trend for **ethically** and **sustainably** material cloth. (Statista 2024)

65% of consumers express interest in buying **sustainability-focused products.** (Maxim 2023)

- Mothers also look for **authenticity** and **transparency**, and prefer products that combine sustainability, ethical production methods. (Ragavan 2021)
- **Online shopping:** the raising of shoppertainment as customers seek for more interactive and engaging shopping experiences. (Decision Lab 2023)
- In Viet Nam, **Facebook** and **TikTok** are growing tools to reach a wider audience. (Euromonitor 2023)

CONSUMER BEHAVIORS

Generation	GEN Z (22-24)	GEN Y (25-40)
Shopping Preferences	<ul style="list-style-type: none"> • 54.9% were influenced by influencer recommendations, & inspired by social media trends. (Kemp 2023) • 4% increase in Gen Z's interest in shopping on Facebook. (Phong 2023) 	<ul style="list-style-type: none"> • Prefer shopping online. • 50% make purchases based on influencer recommendations. (Kemp 2023) • Gen Y is moving towards social commerce, especially TikTok. (Phong 2023)
Values & Priorities	<ul style="list-style-type: none"> • Favor trendy and sustainable brands, support ethical and socially responsible sourcing. (Chau and Nhan 2024) • Interested in brands that express their personal values. (Statista 2024) 	<ul style="list-style-type: none"> • 63% pay more for sustainable products compared to conventional. (Manley et al.2022)
Spending Habits	<ul style="list-style-type: none"> • Utilise technology to research and compare goods. (Theclueless 2024) • More budget-conscious. (Anouare 2022) 	<ul style="list-style-type: none"> • 52% were impulse shoppers, buy more for high quality. (Saleh 2025)

Change in Consumer Behaviors and Preferences

- Live streaming is a growing trend, as parents seek an **entertaining shopping experience**, clear product views, and opportunities for discounts. (Anh 2024)
- Vietnamese parents prioritize materials like **antibacterial, heat-resistant, and UV-protective fabrics** when choosing kids' clothing. (Euromonitor 2023)
- Consumers are increasingly **price-conscious** and favor **local brands** for affordable designs and materials over multinational brands. (Euromonitor 2023)

GENERAL RECAP

STRENGTHS

- Distinctive design: use natural and **eco-friendly materials** to attract health-conscious parents.
- **Multi-channel** (Facebook, Tiktok & Shopee).
- **Positive Offline Sales** Performance: Significant revenue from top supermarkets in Viet Nam. (Vinpearl 2024)
- Actively utilizing **livestream** shopping as a sales channel (Tiktok).
- **Positive feedback** on Shopee. (Appendix 4)

WEAKNESSES

- **Inefficient Online Strategy:** depend-on traditional promotions and event marketing.
- ↓
- Still rely on seasonal sales peaks, leading to revenue inconsistency**

POSITIONING MAP



OPPORTUNITIES

- Demand for Sustainable Parenting: **Environmental consciousness** is raising- among Gen Z and Y mothers. (Dao 2023)
- ➔ **Potential market for eco-friendly children's wear**
- Sales of **Multi-channels** tend to develop by 68%.
- Vietnamese price-conscious customers favor **local brands** over multinationals.
- The **growing** trend for live streams.

THREATS

- **Market Saturation:** massive brands concentrate on visual appeal and affordability and advance technology fabric. (6W research 2024)
 - **Intensifying competition.**
- ↓
- Difficult for ECOBAMBI to stand out**

VALUE PROPOSITION

- **Brand Differentiation:** Offers eco-friendly, high-quality children's clothing from natural, sustainable materials (muslin and jacquard fabrics).
 - **Commitment:** Aims to minimise environmental impact through sustainable production and educate Vietnamese mothers on using fashion as a force for good.
- ➔ EcoBambi must address **accessibility and pricing** to compete with affordability-focused competitors.

MDP RATIONALE



CURRENT PERFORMANCE

Symtoms

PRODUCT

- There is a **gap** between the brand's intended value proposition (natural fabrics) and customer perception (lovely designs).

PRICE

- Challenges in **justifying the brand's higher-than-average pricing** to customers.

PLACE

- OFFLINE: Low **brand identity** and **recognition** despite having high sales volume from supermarkets.
- ONLINE: Low customer **engagement** and **conversion** rate

PROMOTION

- **Neither** promotional campaigns nor marketing communication

Rooted Causes

- **Unclear brand identity** to emphasize the brand's position as a sustainable and eco-friendly kidswear provider.

- **Insufficiency** of clear marketing strategy in communicating their product's pricing and brand values.

- Supermarkets' regulation **restricts** the brand decoration.
- **Lack** of relevant and insightful content marketing on digital platforms.

- **Financial constraints**, human resources' limitation of expertise, market fluctuations.

BRAND AIMS

➔ **Raise Vietnamese moms' awareness** about choosing natural materials for their kid's clothes.

➔ How to **make customers remember more** about our brands and values with limited resources in finance.

ACADEMIC FINDINGS

➔ There is a **positive and significant correlation** between digital marketing and brand awareness.

- **Shaping brand equity** from the consumer's perspective.
- **Build relationships** with customers viewing brand **as a person**.

(Krishnaprabha and Tarunika 2020)

MANAGEMENT DECISION PROBLEM

From the above analysis, in order to raise Vietnamese moms' perception of choosing sustainable kid's clothes and enhance brand awareness,

Ecobambi's management decision problem is to execute digital marketing strategies to strengthen its positioning as a sustainable kidswear brand among Vietnamese mothers.

FRAMEWORK & MDP OBJECTIVES

Customer-Based Brand Equity (CBBE) model is applied, serving as the insight foundation for Ecobambi to execute its digital marketing strategies.

MDP'S RELATED OBJECTIVES

The MDP related objective is to **build Ecobambi's brand awareness as a trusted companion with Vietnamese moms in their parenting journeys**

- **Brand resonance** is characterized by behavioral loyalty, attitudinal attachment, sense of community and active engagement.
- It describes the **nature of this relationship** and the extent to which customers feel that they are "in sync" with the brand.

(Keller 2012)

Brand resonance is the **ultimate goal and objective** of brand's digital marketing strategies to establish long-term relationships with customers.

(Kim et al. 2002; Latif et al. 2014)

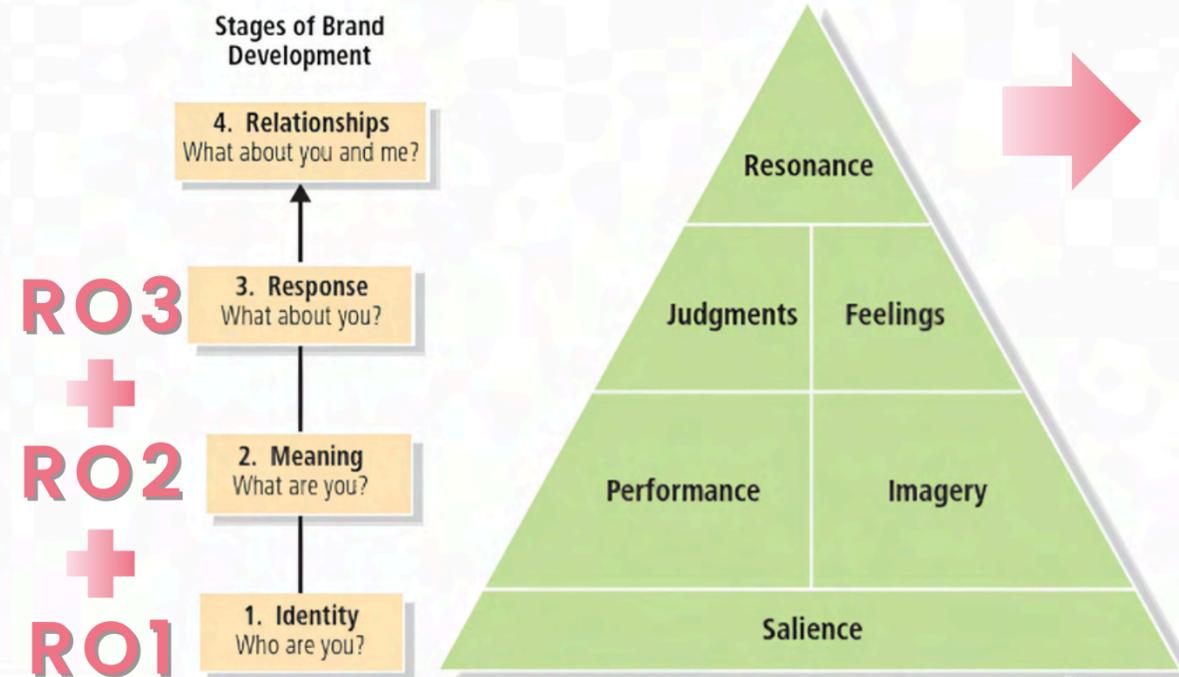


FIGURE 3-1
Brand Resonance
Pyramid

Figure 12: Customer-Based Brand Equity a.k.a Brand Resonance Pyramid

Source: Keller 2012

RESEARCH OBJECTIVES & DETAILED QUESTIONS

RESEARCH PROBLEM STATEMENT

The research aims to assess Vietnamese moms' perceptions and their purchasing behaviors to suggest potential digital branding, featured educational and sustainable values

RESEARCH OBJECTIVE 1

To identify brand identity elements needed to shape Ecobambi as a sustainable children's clothing brand

RQ1 What are Vietnamese moms' **current primary associations** with Ecobambi?

RQ2 Which **brand identity elements** illustrate sustainability and eco-friendly claims that most resonate with Vietnamese moms?

RQ3 How does **visual identity consistency** form awareness and recognition of a sustainable kid clothing brand?

RESEARCH OBJECTIVE 2

To explore the purchasing behaviors of Vietnamese moms based on brand performance and brand imagery values

RQ4 To what extent do kids wear clothes aligned with mothers' **parenting philosophy**, especially when clothing designs reflect a child's personality?

RQ5 What are the common customer's **purchasing behaviors** regarding kidswear?

RQ6 To what extent do **specific factors** affect mothers' purchase intention when choosing kids' clothing?

RQ7 How do specific aspects of **sustainability efforts** resonate with mothers' purchasing behaviors?

RESEARCH OBJECTIVE 3

To figure out potential content marketing pillars on digital channels based on moms' feelings and judgments

RQ8 What types of **keywords or phrases** are most commonly linked to moms searching behaviors for kid clothes on digital channels?

RQ9 What types of **parenting-related content** can EcoBambi minimize emotional pain points during mom's parenting journey?

RQ10 How do **moms respond** to digital content types on social media when forming brand judgments?

UNIT OF ANALYSIS & VARIABLES

UNIT OF ANALYSIS

Following the brand's target customers, unit of analysis defined as:

Scope of Analysis	Unit of Analysis
Country	Vietnam
Industry	Children Apparel Sector
Individuals	Gen Y and Gen Z Vietnamese mothers aged 25-40, having kids from 2-7 years old

VARIABLES FOR CAUSAL RESEARCH

CONTROL VARIABLES

- Demographic Factors**
 - Age
 - Location
 - Monthly Income
- Marital Status
- Education Level
- Occupation

Family Factors

- Number of Children
- Children Age

INDEPENDENT VARIABLES

Brand/Product Features

- Reputation
- Accreditations
- Country of Origin
- Product Packaging
- Fabrics
- Diversity of Designs

DEPENDENT VARIABLES

Vietnamese Mothers' Purchasing Intention

Sustainable Features

- Organic Fabrics
- Sustainable Production
- Eco-friendly Packaging

Vietnamese Mothers' Purchase Behavior

Digital Content Type

- Organic Fabrics
- Sustainable Production
- Eco-friendly Packaging

Brand Judgement
(Moms' perception of brand reliability based on content type)

VARIABLES FOR DESCRIPTIVE AND EXPLORATORY RESEARCH

DESCRIPTIVE		EXPLORATORY	
Research Questions	Concepts	Research Questions	Concepts
3	Current customer's association with Ecobambi	1	Current customer's association with Ecobambi
		2	Sustainable and Eco-friendly Brand Identity Elements
		4	Moms' Digital Search Behavior
6	Sustainable and Eco-friendly Brand Identity Elements	5	Parenting-Identity Purchase
		9	Impact of Parenting-related Content on Mom's Emotional Relief

RQ7

RQ8

RQ10

RESEARCH DESIGN

RESEARCH OBJECTIVE	NATURE OF RESEARCH	DATA SOURCE	DATA TYPE	DATA COLLECTION METHOD	COMMUNICATION TECHNIQUE	ANALYSIS TECHNIQUE
<ul style="list-style-type: none"> RO1: To identify brand identity elements needed to shape Ecobambi as a sustainable children's clothing brand. 	Exploratory, Descriptive & Causal	Primary & Secondary	Qualitative & Quantitative	In-dept interview, Survey, Industry report	Face-to-Face & Online	<ul style="list-style-type: none"> Nvivo Mean Pearson Correlation Multiple Regression
<ul style="list-style-type: none"> RO2: To explore the purchasing behaviors of Vietnamese moms based on brand performance and brand imagery values 	Exploratory, Descriptive & Causal	Primary & Secondary	Qualitative & Quantitative	In-dept interview, Survey, Industry report	Face-to-Face & Online	<ul style="list-style-type: none"> Nvivo Pearson Correlation Cross-tabulation Paired Sample t-Test Spearman Correlation
<ul style="list-style-type: none"> RO3: To figure out potential content marketing pillars on digital channels based on moms' feelings and judgments 	Exploratory & Descriptive	Primary & Secondary	Qualitative & Quantitative	In-dept interview, Survey, Industry report	Face-to-Face & Online	<ul style="list-style-type: none"> Mean Anova

SAMPLING METHOD - STAGE 1

QUANTITATIVE SAMPLING PROCESS

TARGET POPULATION	~ 1.5M–1.6M mothers : The total number of individual consumers in Ho Chi Minh City and Hanoi who meet the research criteria (age, income, children's wear purchases, and children's age). (Appendix 1)	
SAMPLING FRAME	Not accessible	<ul style="list-style-type: none"> Census Approach Limitation: Lack of detailed reports on Vietnam's population meeting these criteria prevents estimating population size or creating a sampling frame . (Vemuri 2024)
SAMPLING FRAME ERROR	No sampling frame error	
SAMPLE SIZE	<ul style="list-style-type: none"> Planned: 385 Actual: 795 	<p>Yamane Formula:</p> $n = \frac{N}{1 + N \times e^2}$ <ul style="list-style-type: none"> Recommended Sample Size: The app calculator suggested 385 respondents for the study. (Appendix 5) Final Sample: 795 valid participants selected from the coded and cleaned dataset. => Larger Sample Size reduces margin of error, improves reliability of findings, provides deeper insights into Ecobambi's target customers. (Charter 1999)
SAMPLING METHODS	Non-probability	<ul style="list-style-type: none"> Convenience Sampling: Leverages 795 pre-screened respondents for efficient selection. (Golza et al. 2022) Judgment Sampling: Focuses on respondents likely to provide valuable, objective-aligned insights. (Müller-Trede 2011) <p>=> These methods ensure a representative and meaningful sample, meeting research objectives despite the lack of a formal sampling frame.</p>
NON-PROBABILITY METHODS	Convenience and Judgement	
CONFIDENCE LEVEL	95%	95% confidence levels is commonly used for sample size determination as fashion industry standard. (Duhachek and Lacobucci 2004)
MARGIN OF ERRORS	5%	5% of margin error is commonly accepted as a standard for balancing precision and resource allocation. (Kosar et al. 2018)

SAMPLING METHOD - STAGE 2

QUALITATIVE SAMPLING PROCESS

TARGET POPULATION

Total Ecobambi's respondents who consented and met the requirements to be surveyed by RMIT University.

SAMPLING FRAME

No detailed sampling frame to access due to the nature of anonymous survey.

SAMPLING SIZE

- **30 participants** are reached within one round of in-depth interviews, ensuring no themes emerged and achieve **Data Saturation Point**.

(Mason 2010)

SAMPLING METHOD

- **Purposive Sampling:** is used to narrow the population into smaller groups for detailed analysis of kidswear customers.

APPROACH

- **In-depth interviews:** uncover broad themes and deeper insights, aligning with the research problem to provides robust findings, subsequently guide Ecobambi's online marketing strategy.

(Dworkin 2012)

RESPONDENTS OVERVIEW

ANALYSIS

64% are aged 25-35, with **82%** being female and predominantly married. (Figure 13, 14)

55% are middle-to-upper income earners (VND 25-50M), while **33%** earn over VND 50M per month. (Figure 18)

Primarily living in major cities like Ho Chi Minh City (63%) and Hanoi (37%). (Figure 17)

71% have a Bachelor's degree. (Figure 15)

78% are employed full-time. (Figure 18)



FINDING 1

The majority of respondents are middle-to-high income married women aged 25-34, living in big cities with high levels of education.

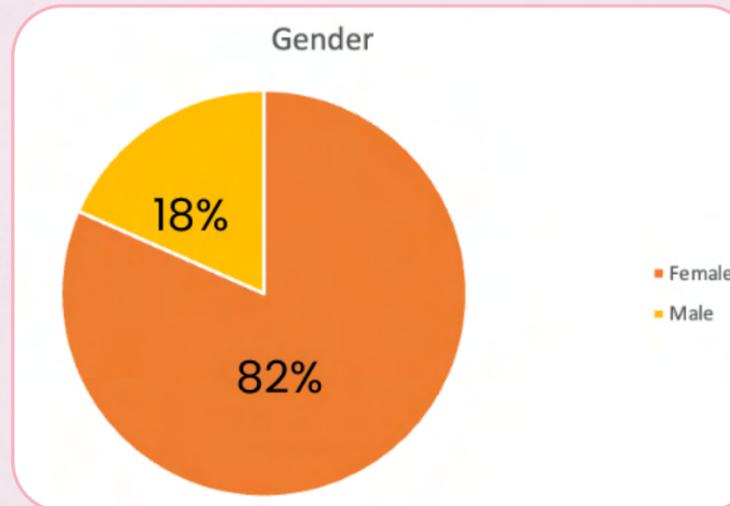


Figure 13: Gender graph

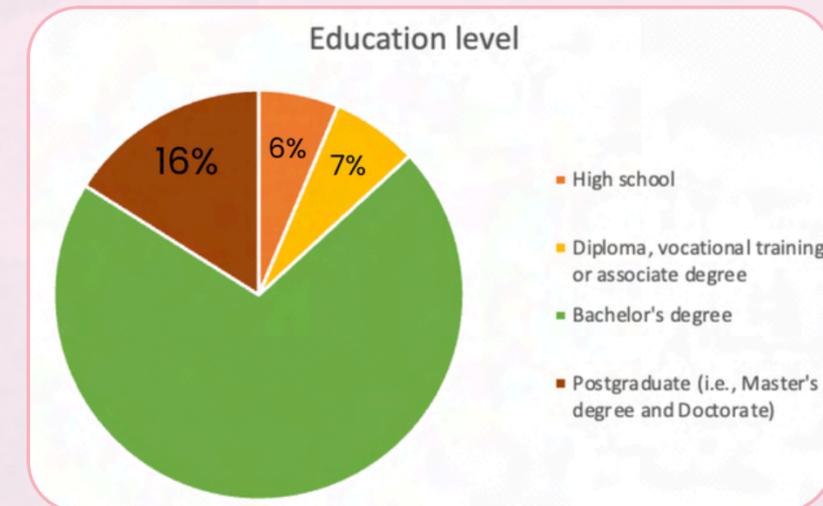


Figure 15: Educational level graph

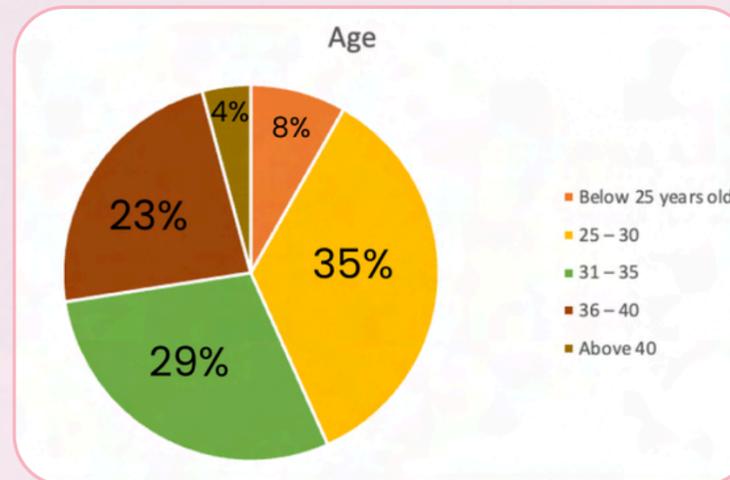


Figure 14: Age graph

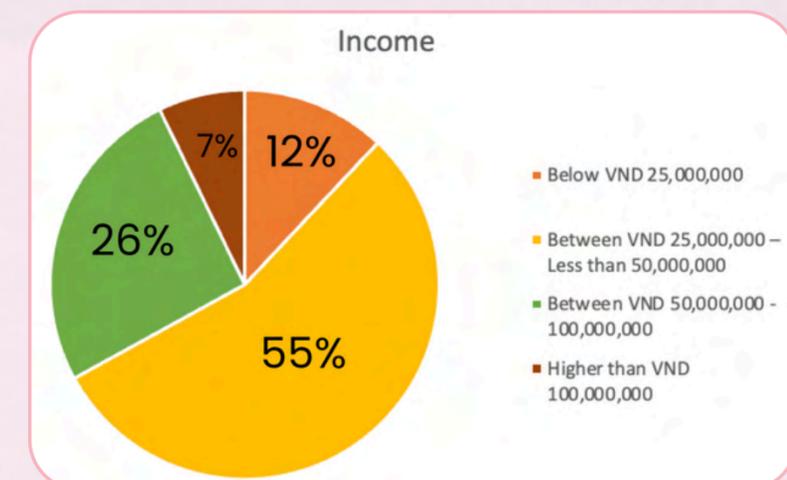


Figure 16: Income graph

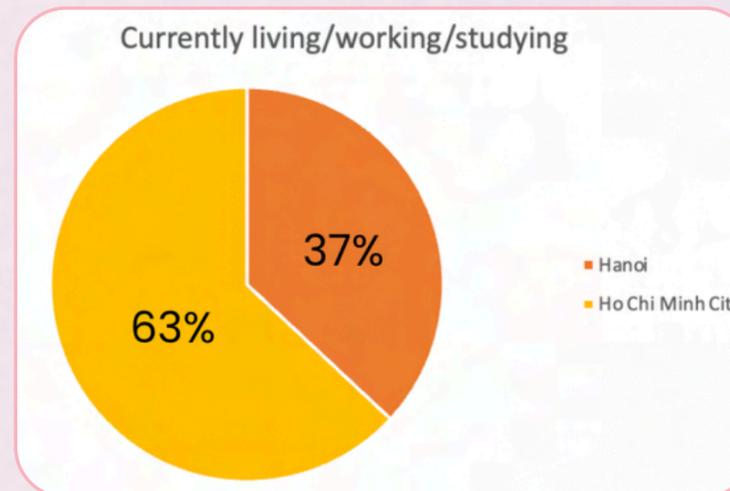


Figure 17: Living graph

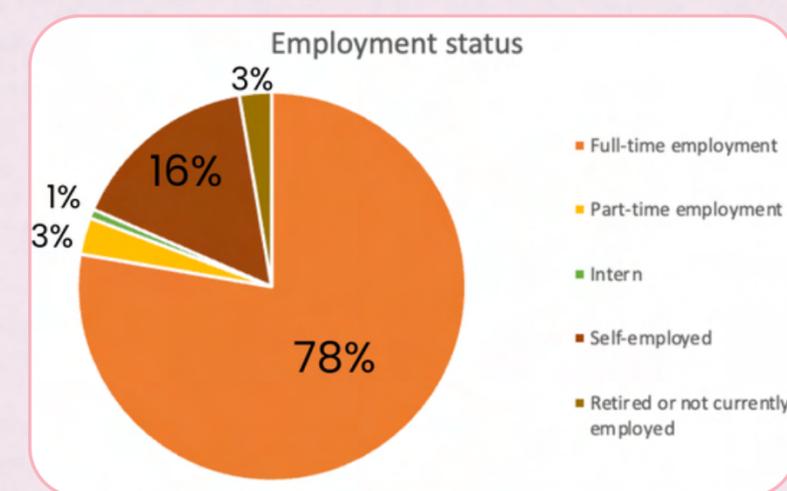


Figure 18: Employment graph

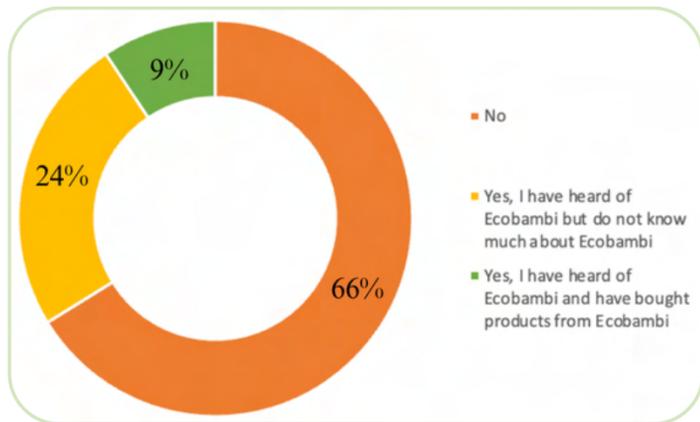
RESEARCH QUESTION 1

RQ1: What are Vietnamese moms' current primary associations with Ecobambi?

RQ1	Exploratory & Descriptive	Primary	Qualitative	In depth Interview	Face to face Online
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ANALYSIS

ECOBAMBI BRAND'S AWARENESS



66% of respondents never heard about EcoBambi.

➔ **Low brand awareness**

PERCEPTION OF BRAND NAME



- #1 eco-friendly
- #2 materials
- #3 natural

EcoBambi's brand name makes customers associate babies' clothing with **natural and eco-friendly materials**.

PERCEPTION OF LOGO



- #1 cute
- #2 children
- #3 colorful

However, the brand logo conveys the image of **a cute and colorful design** for children.

ECOBAMBI BRAND'S AWARENESS



- #1 price
- #2 materials
- #3 durability

The top concerns for Ecobambi about **price are the key factors** when considering purchasing clothes.

FINDING 2



The inconsistent and different brand logos and key visuals make it difficult for customers to differentiate brands and actual values, leading to low brand awareness.

RESEARCH QUESTION 2

RQ2: Which brand identity elements illustrate sustainability and eco-friendly claims that most resonate with Vietnamese moms?

RQ2

Exploratory

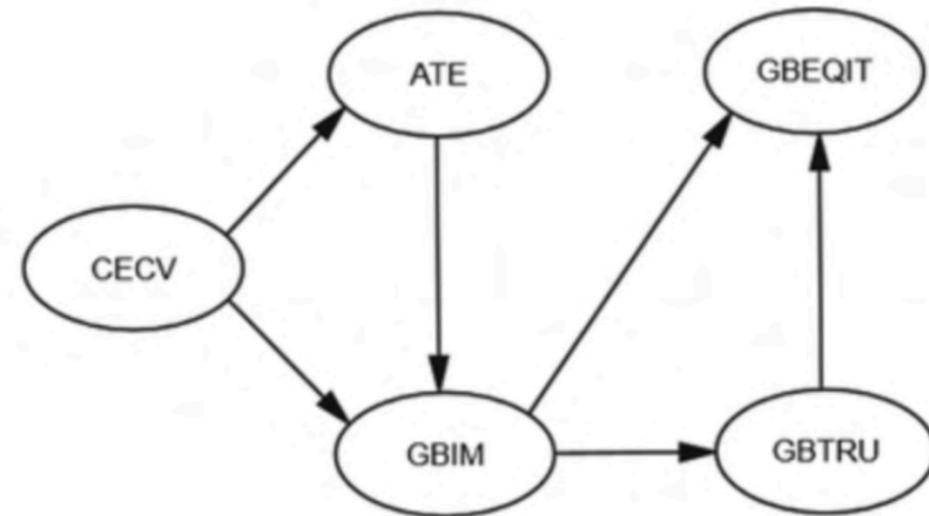
Secondary

Qualitative

Industry Report

Online

ANALYSIS



CECV, consumer environmental concern values; ATE, consumer attitude towards green products; GBIM, green brand image; GBTRU, green brand trust; GBEQIT, green brand equity.

Figure 19: Perception Model
Source: Chen 2008

- Brand image is one of the most important contributors towards building consumer base brand equity and brand trust.
- A brand logo's color, shape, and design are key elements of a green brand's visual identity.

(Trehan & Kalro 2024)

ANALYSIS

- Consistent branding with **consistent visual effects** of sustainable brand logos on social media influences customer behaviour.
- Colors like **green shape perceptions** of eco-friendliness and social responsibility.

(Alamsyah et al. 2020)

Current Issue: The development of an environmentally friendly brand image at ECOBAMBI is still in its early stages and has not yet been clearly demonstrated.

FINDING 3

The brand image (logo, typography, and design) with the color green plays a key role in building brand awareness and facilitating the perception of sustainability and social responsibility of businesses.

RESEARCH QUESTION 3

RQ3: How does visual identity consistency form awareness and recognition of a sustainable kid clothing brand?

RQ3

Descriptive Casual

Primary Secondary

Quantitative

In-depth interview Surveys

Face-to-Face Online

ANALYSIS

Step 1: Descriptive

- Moms **struggle to recognize** ECOBAMBI due to an inconsistent brand image and brand logo on social media, **with a mean between the range of 2.25 to 3.34.** (Figure 20)
- The majority have a neutral opinion about the appearance of the ECOBAMBI product/brand on social media (M=2.25) and the brand recall of logo (M=2.92), **indicating low brand awareness among customers.**

Step 2: Correlations

- **Hypothesis:** EcoBambi's awareness relatively depends on the potential of customers recognizing EcoBambi's brand logo, symbol and brand image.
- **Since $p \text{ value} < 0.05$, there is a correlation between ECOBAMBI logo symbol, brand image with brand awareness.**

FINDING 4

ECOBAMBI struggles to differentiate the brand due to its lack of a consistent visual identity and social media strategy.

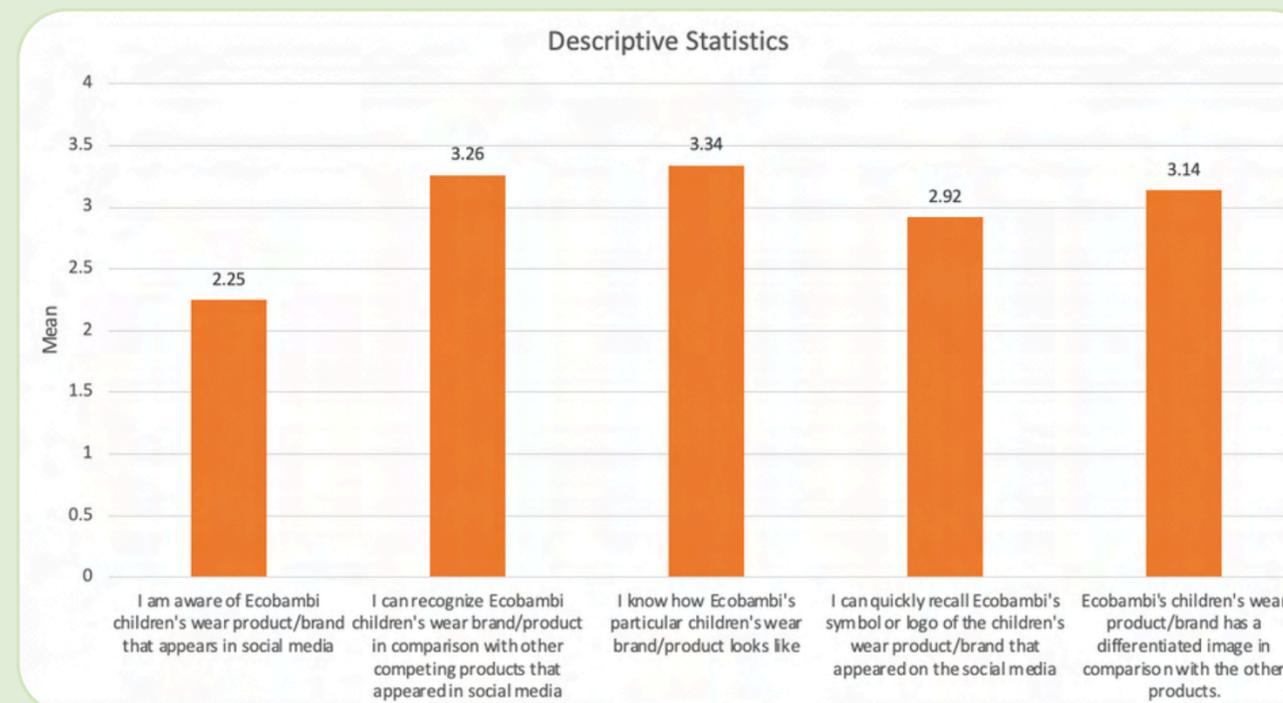


Figure 20: Descriptive Statistics

	Q38 Have you heard of Ecobambi before?	I am aware of Eco Bambi children's wear product/brand that appears in social media	I can recognize Eco Bambi children's wear brand/product in comparison with other competing products that appeared in social media	I can quickly recall symbol or logo of the Eco Bambi children's wear product/brand that appeared in the social media	This children's wear product/brand has a differentiated image in comparison with the other products	I know how this particular children's wear brand/product looks like
Spearman's rho	1,000	,074*	,156**	,093**	,109**	,140**
		Sig. (2-tailed)	,038	<,001	,009	,002
		N	795	795	795	795

Figure 21: Spearman's Correlation

RESEARCH QUESTION 3 (CONT)

- **Visual identity consistency** is the principal contributor impacting how customers can quickly recall the brand logo and brand image. (Kaur and Kaur 2021)
- Exposure to the CVI (logo) **significantly induce** favorable attitudes and regressively increases the brand's prominence in the consumer mind. (Phillips et al. 2014)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,555 ^a	,308	,307	,584

a. Predictors: (Constant), I can quickly recall symbol or logo of the Eco Bambi children's wear product/brand that appeared in the social media

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,536	,059		9,121	<,001
1	I can quickly recall symbol or logo of the Eco Bambi children's wear product/brand that appeared in the social media	,354	,019	,555	18,780	<,001

a. Dependent Variable: Q38 Have you heard of Ecobambi before?

Figure 22: Regression

ANALYSIS

- **Hypothesis:** Visual identity consistency is considered the key predictor of the rising level of ECOBAMBI's brand awareness.

Model Summary:

- **R square = 0.308** means Visual Identity Consistency can account for 30.8% of the variation in customer awareness.

Coefficient:

$$Y = b_0 + b_1X_1 \quad (b_0 = 0.536; b_1 = 0.354)$$

$$\text{Brand Awareness} = 0.536 + 0.354 * \text{Visual Identity Consistency}$$

- The regression model demonstrates that Eco Bambi's brand awareness positively correlates with Visual Identity Consistency.
- Specifically, **ECOBAMBI's brand awareness will increase by 0.354 points for each unit of Visual Identity Consistency improvement.**

FINDING 5

The more consistent level of EcoBambi's brand logo, symbol and brand image is, the more the potential of EcoBambi's awareness rise.

RESEARCH QUESTION 4

RQ4: How kids clothes aligned with mothers' parenting philosophy, especially when clothing designs can reflect a child's personality?

RQ4

Descriptive
Exploratory

Primary
Secondary

Quantitative

In-depth interview
Surveys

Face-to-Face
Online

ANALYSIS

LIFESTYLE



The word cloud of keywords describes Vietnamese moms' lifestyle, the majority are **family-oriented, balanced, and active.**

- **Parental personal characteristics** is one of the directly enabling conditions in the children's clothing purchasing model. (Chenfei 2023)

- These decisions are also influenced by considerations of factors **aligned with parenting priorities**, such as children's personalities. (Liski 2020)

ACADEMIC FINDINGS

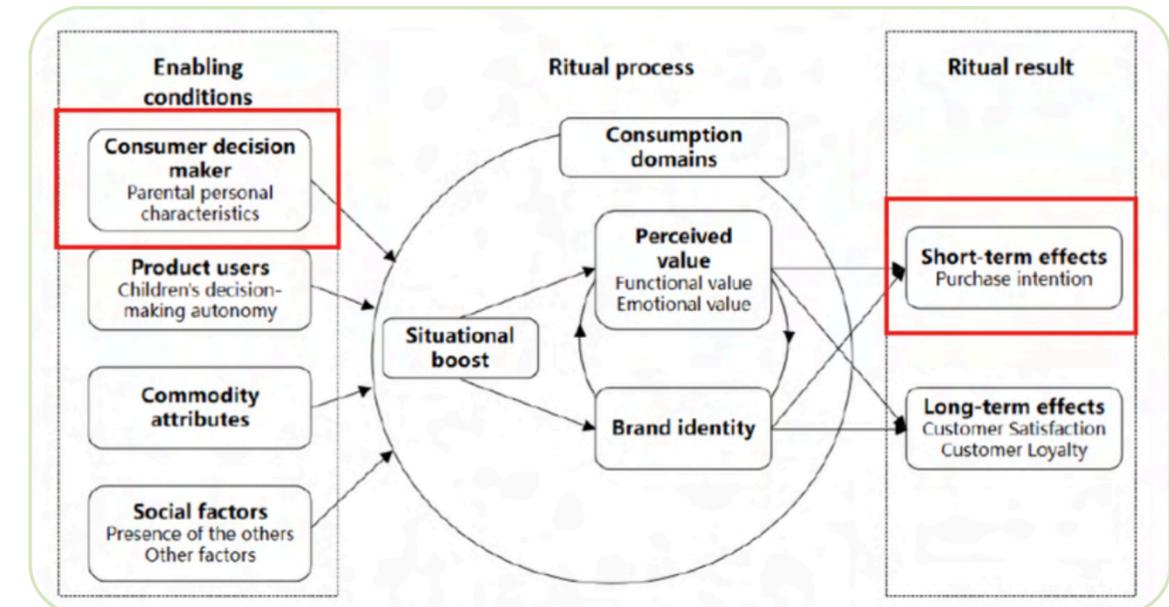


Figure 23: Childrenswear consumption decision model
Source: Chenfei 2023

FINDING 6

- *Moms' characteristics in lifestyle can influence their kidswear purchasing decisions and also have a huge impact on their children's identity forming.*
- *Moms are likely to prefer choosing the brand's clothes that align with their parenting philosophy.*

RESEARCH QUESTION 5

RQ5: What are the common customer's purchasing behaviors regarding kidswear?

RQ5

Causal

Primary

Quantitative

In-depth interview Survey

Face-to-Face Online

ANALYSIS

- Hypothesis:** Higher income sensitively influences the budget of spending sustainable clothes.

Correlations

	Monthly Household Income	Q13 What is your average monthly budget for purchasing children's clothing?
Spearman's rho	1,000	,383**
		Sig. (2-tailed)
		N
	795	795
	Q13 What is your average monthly budget for purchasing children's clothing?	1,000
		Sig. (2-tailed)
		N
	<,001	795
	795	795

** Correlation is significant at the 0.01 level (2-tailed).

Figure 24: Spearman's Correlation

- Through Spearman's correlation, there is a positive and tight correlation (**coefficient 0.383, $p < 0.05$**) between respondents' income and monthly clothing expenses.

Finding 7: Higher income are more likely to buy sustainable clothes, though other factors also significantly affect spending decisions.

ANALYSIS

- Hypothesis:** Vietnamese moms, when thinking of eco-friendly clothes, relatively can build up a cognitive connection with skin-safety that is the same as what they perceive organic-fabric clothes.
- An independent sample test shows a significant difference in organic fabric and eco-friendly features (**$p < 0.05$**).

- Supporting Rationale:** Vietnamese moms lack the knowledge to understand how sustainable clothing can impact their baby's skin. (Khoa et al. 2022)

	Mean	Std. Deviation	Paired Differences		t	df	Significance		
			Std. Error Mean	95% Confidence Interval of the Difference			One-Sided p	Two-Sided p	
				Lower					Upper
I actively look for children's wear made from organic fabrics - Eco-friendly materials provide better comfort for my child	-.358	,900	,032	-.421	-.296	-11,234	794	<,001	<,001

Figure 25: Paired Samples t-Test

- Conclusion:** There is a significant gap between the difference of eco-friendly materials and organic fabrics in the perception of Vietnamese mothers.

Finding 8: Vietnamese mothers cannot connect eco-friendly materials with skin safety.

Correlations

	Fashionista	I actively look for children's wear made from organic fabrics	Using eco-friendly materials in children's clothing is important to me	I am willing to pay more for clothing made from sustainable fabrics	I prefer brands that highlights their use of natural dyes and processes	Eco-friendly materials provide better comfort for my child
Fashionista	1					
	Pearson Correlation	,128**	,137**	,139**	,140**	,104**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	,003
	N	795	795	795	795	795

Figure 26: Pearson Correlation

- Hypothesis:** Fashionistas potentially have high level of purchasing willingness to sustainable clothes
- When **$p < 0.05$** , there is a positive correlation between fashionista and sustainable purchasing behaviours

Finding 9: People who consider themselves fashionistas define sustainability as important factors including eco-friendly materials, sustainable fabrics, and the use of natural dyes and processes.

RESEARCH QUESTION 6

RQ6: To what extent specific features affect mothers' purchase intention when choosing ECOBAMBI kids' clothing?

RQ6

Descriptive
Causal

Primary

Qualitative
Quantitative

In-dept interview
Surveys

Face-to-Face
Online

ANALYSIS

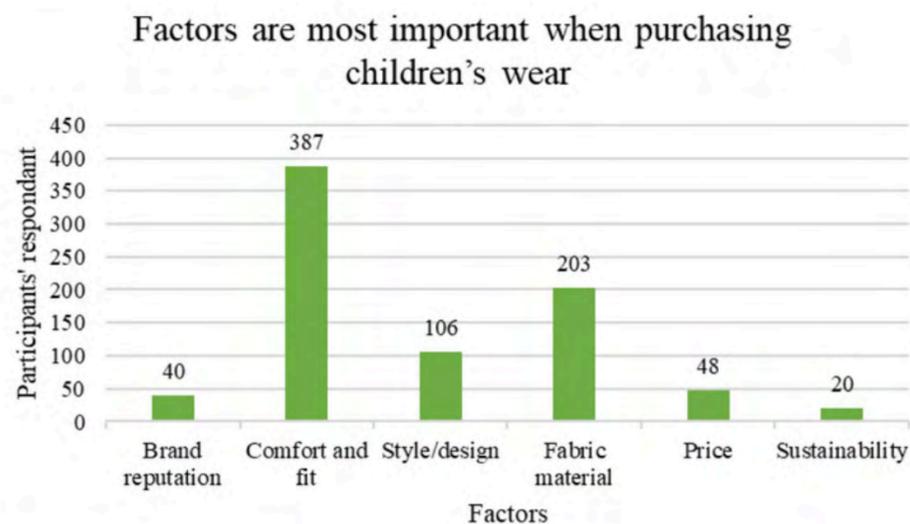


Figure 27: Factors are most important when purchasing children's wear

- Top factors considered when purchasing kidswear are **Comfort and fit**, along with **fabrics** when they think about EcoBambi's products.
- **Sustainability** is the least concerned factors to Vietnamese moms.

Finding 10: Vietnamese moms consider comfort, fit, and fabric materials the most when choosing their kidswear.

ANALYSIS

	Purchase Willingness	Vietnamese children's wear is the best in the world	I love the diversity of designs in children's wear	I am willing to pay for internationally designed children's wear	I prefer organic fabric to other non-organic fabrics	I am willing to pay more for organic children's wear	I am open to trying new organic children's wear products	I prefer single-origin children's wear	Children's wear of fair-trade origin is important to me
Purchase Willingness	Pearson Correlation	1	,026	,072	,000	,143**	,098**	,221**	,089*
	Sig. (2-tailed)		,499	,057	,990	<,001	,010	<,001	,020
	N	692	692	692	692	692	692	692	692

Figure 28: Pearson Correlation

- Organic fabric children's wear products have a significant relationship with consumers' purchase willingness (**p-value < 0.05**).
- With **positive correlation**, the more important these factors are considered, the likelier consumers are to purchase sustainable clothes.

Finding 11: Highlighting the use of organic fabrics in product descriptions, advertisements, and packaging increases moms' purchasing willingness.

- There is a **significant relationship** (p-value < 0.05) between confidence level in determining eco-friendly packaging and purchase intention.

Finding 12: The more eco-friendly knowledge mothers have, the more willing they are to purchase sustainable kidswear brands.

	I actively look for children's wear made from organic fabrics	I am very confident I know which type of packing is better for the environment	I am willing to pay more for sustainably produced children's wear
I am willing to pay more for sustainably produced children's wear	Pearson Correlation	,327**	,349**
	Sig. (2-tailed)	<,001	<,001
	N	696	696

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 29: Pearson Correlation

RESEARCH QUESTION 7 & 8

RQ7: How do specific aspects of sustainability efforts resonate with mothers' purchasing behaviors?

RQ7

Causal

Primary

Quantitative

In-dept interview Surveys

Face-to-Face, Online

ANALYSIS

- Since **p-value > 0.05**, EcoBambi's **sustainable practices** and customer trust in sustainable processes of Eco Bambi were not significant correlated.
- Eco Bambi **may not strongly highlight** sustainable practices in their products, which are considered baseline expectations in eco-friendly children's clothing, thereby struggling to increase customer trust.

Finding 13: Highlighting sustainability efforts (material sourcing, sustainable production, and material uses) relatively increase customer perception of eco-friendliness of EcoBambi.

		Correlations					
		Ecobambi's products meet my expectations for sustainable materials	I actively look for children's wear made from organic fabrics	Using eco-friendly materials in children's clothing is important to me	I am willing to pay more for clothing made from sustainable fabrics	I prefer brands that highlights their use of natural dyes and processes	I trust brands that promote environmentally friendly practices
Ecobambi's products meet my expectations for sustainable materials	Pearson Correlation	1	.202**	.282**	.170	.164	.094
	Sig. (2-tailed)		.002	.005	.094	.112	.094
	N	98	98	98	98	98	98

Figure 30: Pearson Correlation

RQ8: What types of keywords or phrases are linked to moms searching behaviors for kid clothes on digital channels?

RQ8

Exploratory

Secondary

Qualitative

Industry report

Online

ANALYSIS

- Mom's clothing choices are influenced by their child's **well-being and comfort**, which are integral to their **parenting identity**.
(Klepp and Haugrønning 2021; Son et al. 2022)
- Keywords like **"comfortable", "breathable", and "soft"** should be emphasized, aligning with parenting responsibilities about children development.
(Dogbey et al. 2015; Statista 2023)
- While sustainability resonates with Gen Z and Y, it holds less priority for moms choosing kidswear.
=> **Sustainability-related keywords** may not significantly enhance Ecobambi's SEO performance.

Finding 14: Using keywords or phrases linked to parenting philosophy on child's physical and emotional development potentially broadens moms' eco-friendly knowledge.



Figure 31: Factors are most important when purchasing children's wear

RESEARCH QUESTION 9

RQ9: What types of parenting-related content can EcoBambi minimize emotional painpoints in mom's parenting journey?

RQ9

Exploratory

Secondary

Qualitative

Industry report

Online

ANALYSIS

- When a woman goes through the transition to motherhood, **75%** of women feel stressed to be perfect as they always strive to be superwoman. (Grace 2024)

➔ Parents often turn to online forums and social media for parenting advice, making it integral to their journey. (Beuckels and De 2024)

Parenting knowledge, enhanced through sharing, education, and involvement, is vital for effective practices. (Zhang 2024)

FINDING 15

Information sharing, education, and parental involvement by featuring children as influencers highly attract and engage mother's attention.

ANALYSIS

- Inadequate Integration of Child Development Topics:** ECOBAMBI's content lacks child development topics, missing key concerns like cognitive, emotional, and physical growth.
- Lack of Seasonal or Event-Based Parenting Content:** ECOBAMBI lacks seasonal content, missing key moments like back-to-school, or Tet to guide parents on clothing choices.

AREAS FOR IMPROVEMENTS

- "Cuteness marketing"** has shifted to social media, where **children** are central to **influencer-driven content** and are used to generate both rational and emotional appeals. (Li et al. 2023)
 - ECOBAMBI can ease moms' stress by **promoting kids' fashion** as a blend of style, function, and sustainability that expresses love and pride.
- ➔ **Creating "lookbooks" for various occasions (e.g. Tet holidays, Summer) to help parents make quick, confident choices.**

RESEARCH QUESTION 10

RQ10: How do moms respond to digital content on social media when forming brand judgments?

RQ10

Descriptive

Primary
Secondary

Quantitative
Qualitative

Surveys
Industry reports

Face-to-Face
Online

ANALYSIS

Step 1: Descriptive

- There are **above-neutral opinions** about their information-source finding preference, with a mean between the range of **3.16 to 4.17**.

Conclusion:

- Digital Influencers (4.17), Online Customer Reviews (3.88) and Word-Of-Mouth (3.55)** are key information sources when buying Childrens clothing.

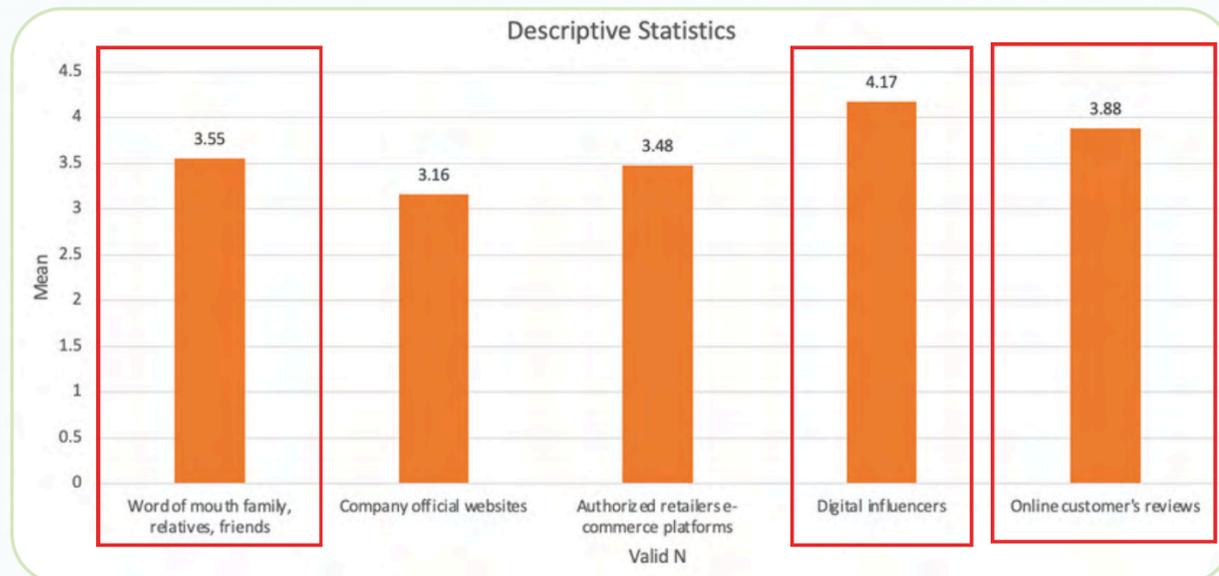


Figure 32: Descriptive Statistics

ACADEMIC FINDINGS

Figure 1 Research model

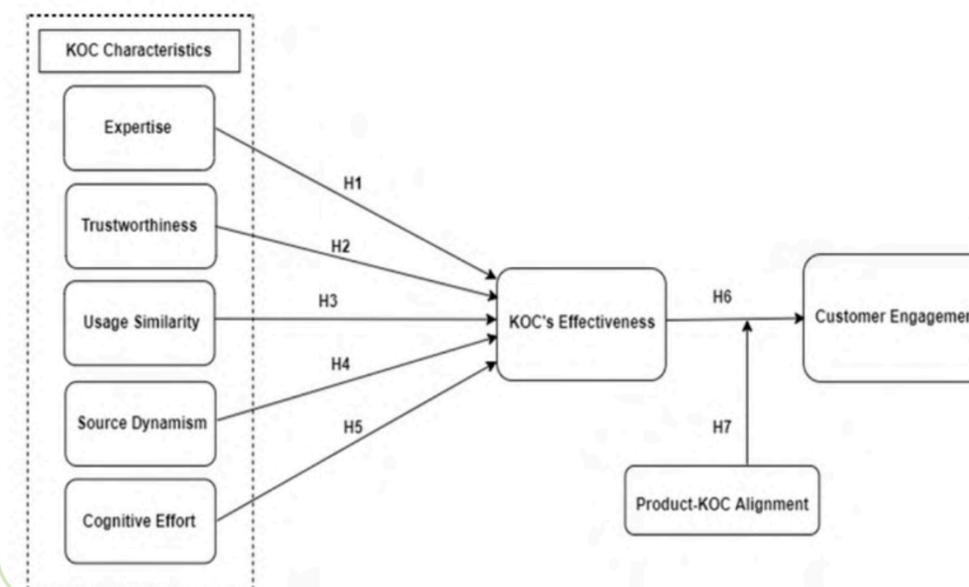


Figure 33: Research Model
Source: Meng 2023

- KOCs are considered as **real consumers** and give evaluations based on individual experience.

(Meng 2023)



Brands can leverage the broad influence of KOLs to boost sales and enhance brand awareness.

FINDING 16

Digital influencer can be potentially considered the effective method of engaging and increasing customers' brand judgement.

RESEARCH QUESTION 10 (CONT)

ANALYSIS

- **Hypothesis:** Mothers' awareness of ECOBAMBI's digital presence are different through various information sources.

I am aware of this children's wear product/brand that appears in social media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4,953	3	1,651	3,032	,029
Within Groups	430,700	791	,545		
Total	435,653	794			

Figure 34: ANOVA

- Since $p < 0.05$, we can say that the mean of information sources increasing mothers' ECOBAMBI awareness is different to each others.

FINDING 16 PROVEMENT

The Digital Influencer is the most effective method to persuade Vietnamese moms to purchase and form brand awareness.

CURRENT ISSUE

ECOBAMBI's current content strategy on social media is underutilized, **relying mainly** on product images and promotional displays without engaging factors to further educate audiences about its eco-friendly values.

AREAS FOR IMPROVEMENTS

Brands also can **use KOCs' influence** to boost sales and build brand awareness.

(Meng 2023)

LIMITATION

$$n = \frac{N}{1+N*(e^{-2})} \Rightarrow e = \sqrt{\left(\frac{1}{n} - \frac{1}{N}\right)}$$

n = 952 (before selected)

N = 1.6M

Random Sampling Error: With a low random sampling error (**3.24%**) under the 5% margin of error, accuracy is likely due to a larger sample than the formulated sample size (**385**). The test-retest approach should be used to combat dependability difficulties caused by random mistakes.

CATEGORY	LIMITATION	IMPACT	SOLUTION
SAMPLING DESIGN	 No sampling frame available.	 Population parameters remain undiscovered or hard to define.	 Use non-probability sampling methods.
SAMPLE BIAS	 Location bias: 63% HCM, 27% Hanoi. Education bias: 71% Bachelor.	 May skew sustainability knowledge and choices .	 Apply random sampling for diverse representation .
SAMPLE SIZE LIMITATION	 53% have not heard of EcoBambi , 2% have purchased.	 Hinders perceptions of EcoBambi's sustainable clothing .	 Increase awareness campaigns to balance findings .
RESPONSE BIAS	 Social desirability in responses.	 Skewed conclusions due to overemphasis on favorable attributes .	 Use neutral questions and Likert scales to reduce bias.
DATA COLLECTION METHOD	 Selection bias from convenience sampling .	 Limited population representation .	 Ensure balanced sample with flowchart tools .

FINDINGS OVERVIEW & OBJECTIVES

BRAND SALIENCE

RESEARCH OBJECTIVE 1

- RQ1** Inconsistency between EcoBambi's logo & brand name in reflecting its sustainable identity
- RQ2** Consistent use of sustainability-focused logos on social media plays a key role in building brand awareness
- RQ3** Challenges in brand differentiation due to inconsistent visual identity and social media strategy

BRAND MEANING

RESEARCH OBJECTIVE 2

- RQ4** Moms' lifestyles influence kidswear choices and their children's identities.
 - **Demographic:** Higher-income buyers prefer sustainable options, but consider ECOBAMBI's perceived value not worth the price
 - **Behavioral:** Fashionista moms likely prioritize eco-friendly materials and sustainable fabrics.
 - **Psychographic:** There is a gap between eco-friendly and organic fabrics in mom's perception
- RQ5**
 - **Organic fabric** strongly drives purchase decisions
 - **Eco-knowledge & children's age** shape purchasing willingness
- RQ6**
 - **Organic fabric** strongly drives purchase decisions
 - **Eco-knowledge & children's age** shape purchasing willingness
- RQ7** Highlighting sustainable materials enhances EcoBambi's eco-friendly brand image

BRAND MEANING

RESEARCH OBJECTIVE 3

- RQ8** Moms often use **parenting-related keywords** when searching for kids' clothing
- RQ9** **Information sharing, education, and parental involvement** by using **children as influencer** to support mom's parenting journey
- RQ10** **Digital influencer** can be the most effective method to engage and increase customers' brand judgement

OBJECTIVES

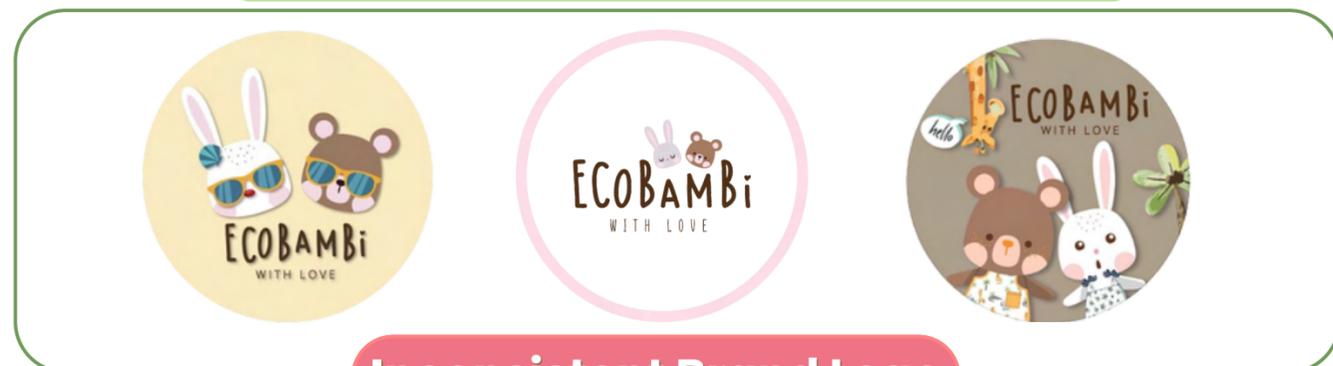
- One-week Tet Content → *Foster perceptions of sustainability and corporate social responsibility*
- Two-week Summer Content → *Raise awareness among consumers to make them remember more about the brands and its values through interacting with educational content*
- New brand identity Refreshment → *Raise awareness among consumers to make them remember more about the brands and its values through interacting with educational content*

GOALS

-  *To ensure the consistent use of the new brand identity in the upcoming marketing tactics*
-  *To reinforce EcoBambi's brand asset & personality on all communication channels to enhance brand recall*

BRAND IDENTITY SUGGESTION

CURRENT EVALUATION



Inconsistent Brand Logo

ECOBAMBI

Mong muốn mang đến những sản phẩm chất lượng, thoải mái, an toàn và giá thành hợp lý

Đối mảng B2C tại thị trường Việt Nam, chúng tôi đang phát triển 2 thương hiệu chính với

- Thương hiệu ECOBAMBI – đây là thương hiệu trang phục trẻ em được làm hoàn toàn từ em và phù hợp với thời tiết nóng bức của khí hậu Việt Nam. Bên cạnh đó, quá trình tổng hợp để giảm thiểu tác động tiêu cực đến môi trường, hướng đến sự bền vững
- Thương hiệu innies – đây là thương hiệu đồ lót sử dụng công nghệ chính là dệt se các sản phẩm mặc nhà dành cho nữ. Chúng tôi còn chú trọng đến việc tìm kiếm vì như polyamide, cotton, bamboo, tencel...

Đối mảng B2B, chúng tôi nghiên cứu, phát triển thiết kế mới và sản xuất cho các khách hàng

- Trong nước là các thương hiệu cá nhân, các thương hiệu mới.
- Ngoài nước là các đơn hàng xuất khẩu (FOB...).

Phương châm của chúng tôi là tìm kiếm những khách hàng mong muốn có những sản phẩm mong muốn tìm kiếm các đối tác tại Việt Nam, chúng tôi sẽ hỗ trợ kết nối trong nhóm các

Figure 35: Eco Bambi Brand Value

Unclearly Defined Brand Values



Figure 36: Eco Bambi brand visual

Inconsistent Brand Visual

ANALYSIS FINDINGS



FINDINGS 1

The inconsistent and **different brand logos and key visuals make it difficult** for customers to differentiate brands and actual values, leading to low brand awareness.



FINDINGS 2

- The brand image, including the logo, typography, and **design features plays a key role in building brand awareness and recognition**
- **Color green** facilitating the perception of sustainability and social responsibility



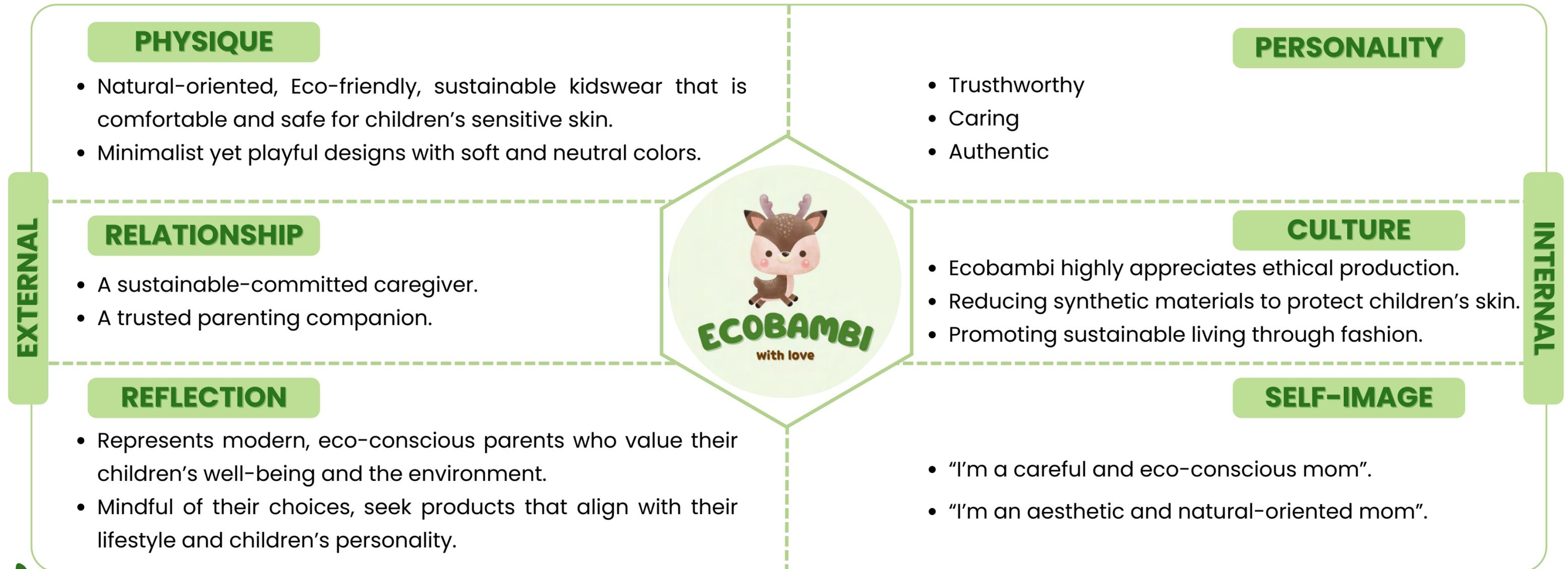
FINDINGS 3

Ecobambi **has not yet developed an effective digital branding** on social media platforms, especially **brand identity consistency** to reinforce brand awareness and recognition.

BRAND IDENTITY SUGGESTION

BRAND IDENTITY PRISM

BRAND IDENTITY PRISM is the model reflecting the important brand identity attributes to individual consumers, including everything a company seeks for a distinctive interpretation of the brand. (Roy and Banerjee 2014)



BRAND IDENTITY SUGGESTION

KEY VISUAL SUGGESTION



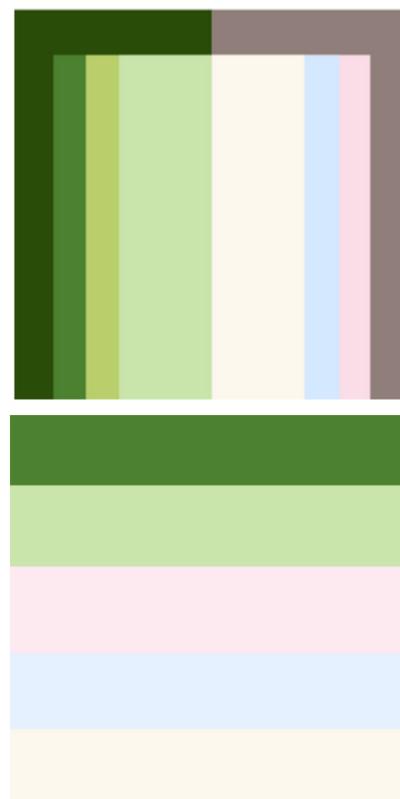
Inconsistent Brand Logo

Brand New Logo



ECOBAMBI
with love

Suggested Color Theme



RATIONALE



Animal Symbolism

- A well-chosen animal symbol can make a brand instantly recognizable, evoke emotions in connecting with its audience, thus communicating the brand values and its characteristics.

(Lloyd and Woodside 2013)

The Bambi Deer



- Deer has long been embedded in Vietnamese children's childhood from daily toys to cartoon movies.

➔ **Helps establish a strong emotional bond with both children and their parent.**

- The number of rare deer species has reduced significantly and come to the verge of extinction in Vietnam. (Phan 2023)

➔ **Choosing deer reflects brands' effort in educating environmental protection and promoting a sustainable lifestyle.**

BRAND IDENTITY CONSISTENCY

WEBSITE



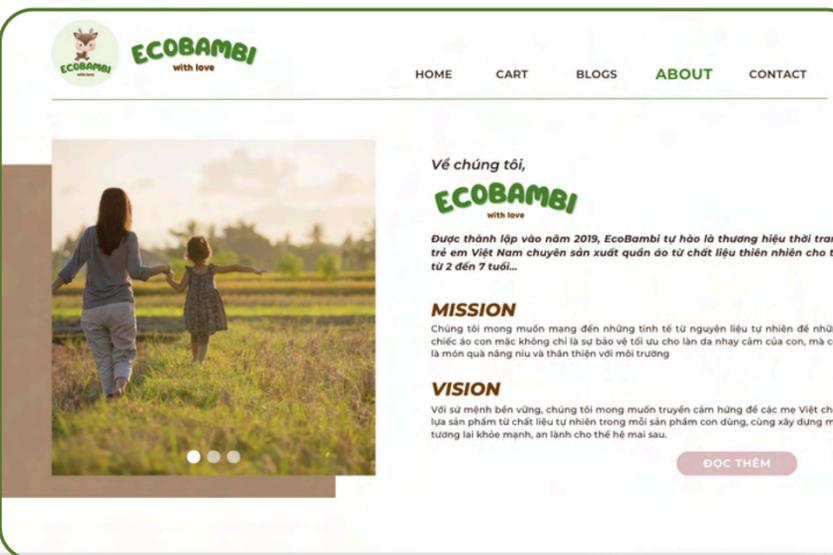
Homepage



Shopping page

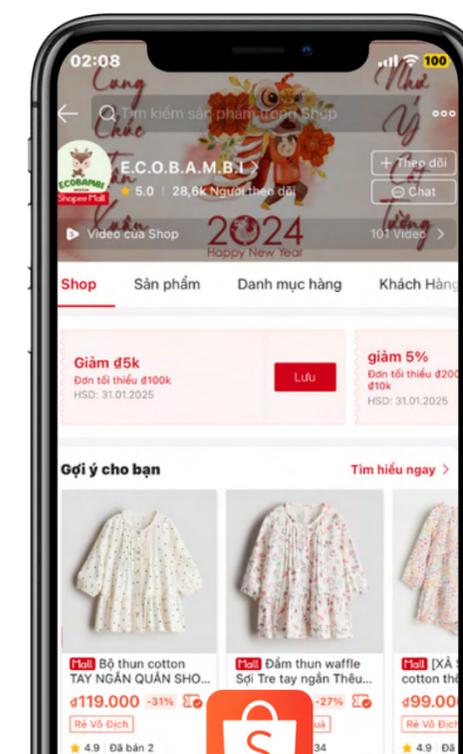
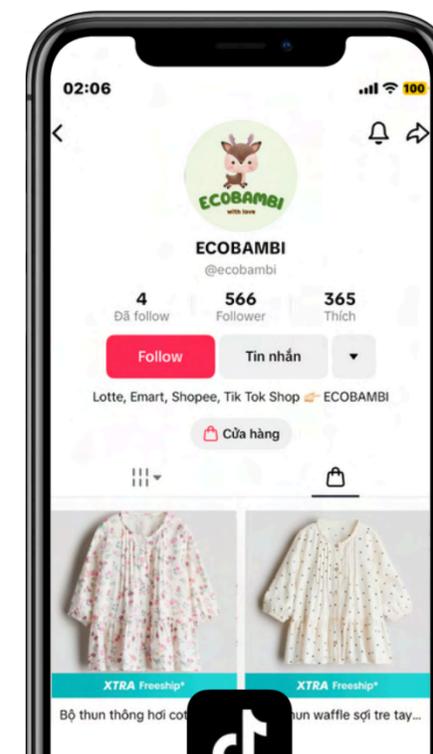


Blogs Post Page



Brand Introduction Page

SOCIAL MEDIA & ECOMMERCE



DIGITAL MARKETING TACTICS

P(ES)O STRATEGY

PAID MEDIA

- Facebook Ads
- Influencer Marketing

OWN MEDIA

Content Marketing on:

- Instagram
- TikTok
- Facebook
- Website

Rationale

Tet Theme

- Tet is an important holiday in Vietnam with high spending in the apparel market (Statista 2025).
- EcoBambi's launch at this time fits with values of care, making the brand a smart choice for parents who want to give their kids meaningful gifts (Flywheel Vietnam 2024).

Summer Theme

- Vietnam's hot and humid summer weather can cause discomfort and skin irritation for kids, creating a strong demand for breathable and comfortable fabrics.
- This is the ideal time for EcoBambi to highlight these benefits with exclusive summer collections and attractive discounts to drive purchases.



BIG IDEA: XUÂN SANG, HÈ ĐẾN, ĐONG ĐẦY THƯƠNG MẾN

CONTENT GUIDELINE

PILLAR 1: XUÂN SANG (19 Jan - 25 Jan)

PILLAR 2: HÈ ĐẾN (27 May - 6 June)

Tagline: An toàn trao bé, Mẹ nhiều an vui.

Story angles	Leveraging the "New Year" mindset, when Vietnamese people are more open to adopting new habits, EcoBambi will highlight the importance of teaching children about sustainability in fashion, and how it supports long-term development but also ensures safety for sensitive skin.	EcoBambi addresses Vietnamese mothers' concerns about their children playing in hot, humid weather, where sweating and sensitive skin are issues. The brand showcases how its products alleviate these worries, inspiring moms to let their children play freely in any weather.
Key message	Xuân sang, bé an toàn	Hè đến, bé tự tin
Tone of voice	educational, formal, caring	educational, inspiring, empowering
Hashtag	#SustainableParenting #NewYearNewBeginnings #GreenParentingJourney #XuânSangCùngEcoBambi	#LetKidsExplore #CoolAndConfidentKids #HèĐếnCùngEcoBambi
Channels	Facebook, Instagram, Tiktok and Website	Facebook, Instagram, Tiktok and Website

CONTENT PILLAR

PILLAR 1: XUÂN SANG (19 Jan - 25 Jan)



Short video:

"As Tet arrives, there's so much we haven't told Mom about baby's sensitive skin!"



Post:

"I want more than just new clothes this Tet, Mom!"



Post:

"A piece of silk protects the mirror" – this Tet, ECOBambi reminds Moms of a million little things for their children"



Post:

"Mix & Match Tet Vibe For Your Baby!"



Post:

"Choose a beautiful Tet, Embrace all the love"

PILLAR 2: HÈ ĐẾN (27 May - 6 June)



Short video:

"Fun Summer, Happy Kids – Shine Bright This Summer with EcoBambi!"



Post:

"Sunny Skies, Little Smiles – Mix and Match with EcoBambi Styles!"



Short video:

"ECOBAMBI – Babies' skin caring journey"



Post:

"Each T-shirt is a commitment"



Post:

"Do You Know? Your Child's Sustainability Journey Starts With Their Clothes"

CURRENT EVALUATION

SOCIAL POST

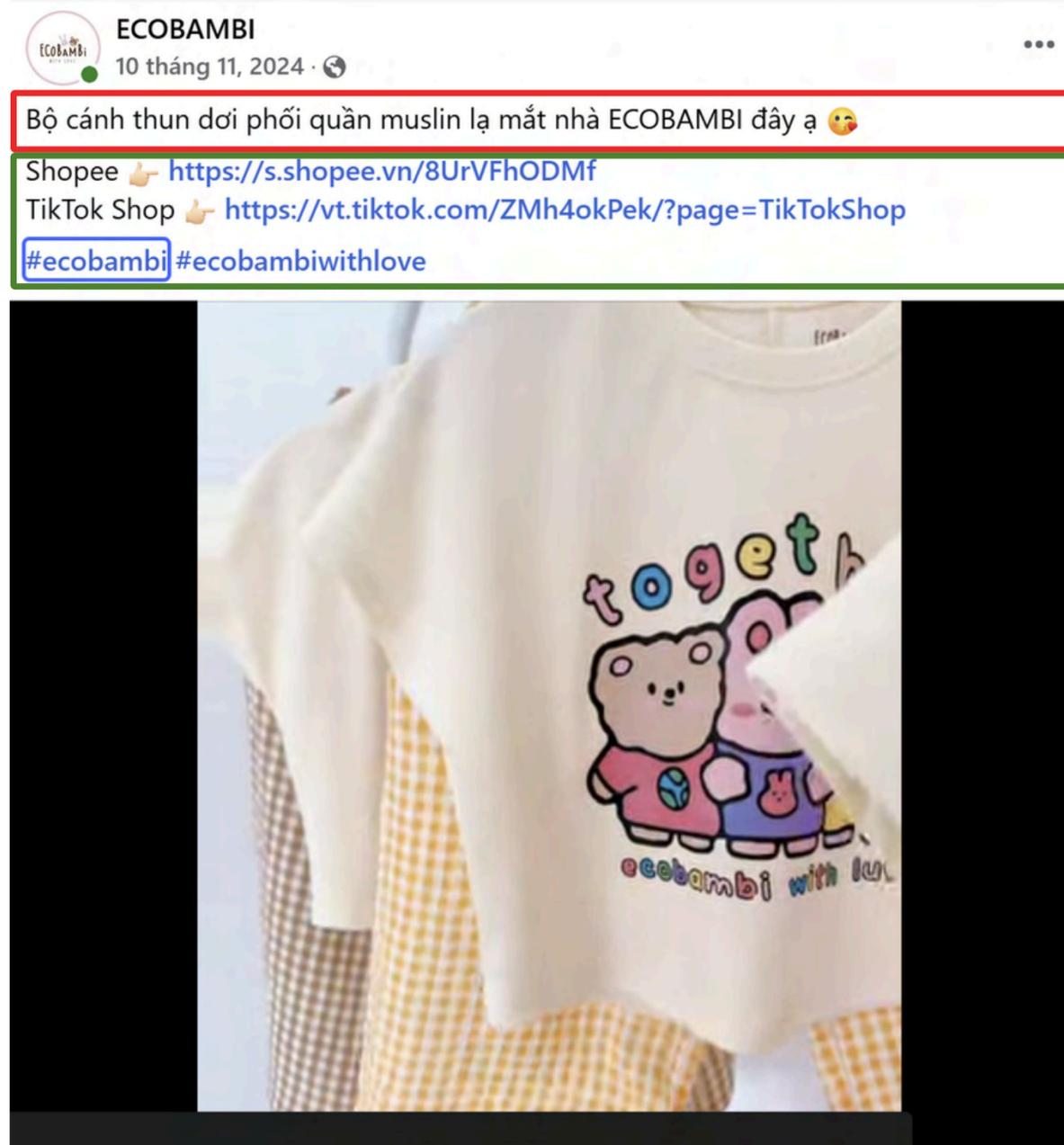


Figure 37: Eco bambi current content

Content Quality

- **Does not explain the product's benefits** or standout features.
- **Miss highlighting characteristics tailored to the target audience**, such as its suitability for children or families seeking cute and functional clothing.

Lack of Emotional Connection

- **Does not use storytelling or emotional triggers** to make the product more appealing.

Weak Call-to-Action

- **Lacks urgency** to drive action, regardless of having links to Shopee and TikTok Shop.
- **Hashtags are limited** and don't effectively use keywords to maximize post visibility.

Visual Guidelines

- **No real examples** to visual the gap between actual self and ideal self of children in moms' perception.



SUGGESTED CONTENT

Facebook POST

EcoBambi
21 tháng 1 lúc 14:00

I WANT MORE THAN JUST NEW CLOTHES THIS TET, MOM!

This Lunar New Year, I want to try something different! Instead of the usual festive outfits, how about we explore eco-friendly clothing made from organic fabrics by EcoBambi?

These outfits not only make me feel confident but also contribute to protecting the planet. It's a way to express my love for nature while embracing a sense of responsibility toward community.

I know you might worry about changing traditions, but I'm sure this New Year, we can not only dress beautifully but also "dress with purpose." Together, we can start a meaningful year and make our livings a little greener!

So, are you ready to try something new with me on this Tet?

EcoBambi - Raising happy kids, nurturing a greener tomorrow.

Shop now: <https://ecobambi.com/>

Eco Bambi
20 tháng 1 lúc 20:00

"SPRING CALLS FOR NEW BEGINNINGS, SUSTAINABLE FASHION PLANTS SEEDS WITHIN OUR CHILDREN."

Dress your little ones in EcoBambi's sustainable fashion, planting the seeds of care and responsibility for a brighter future.

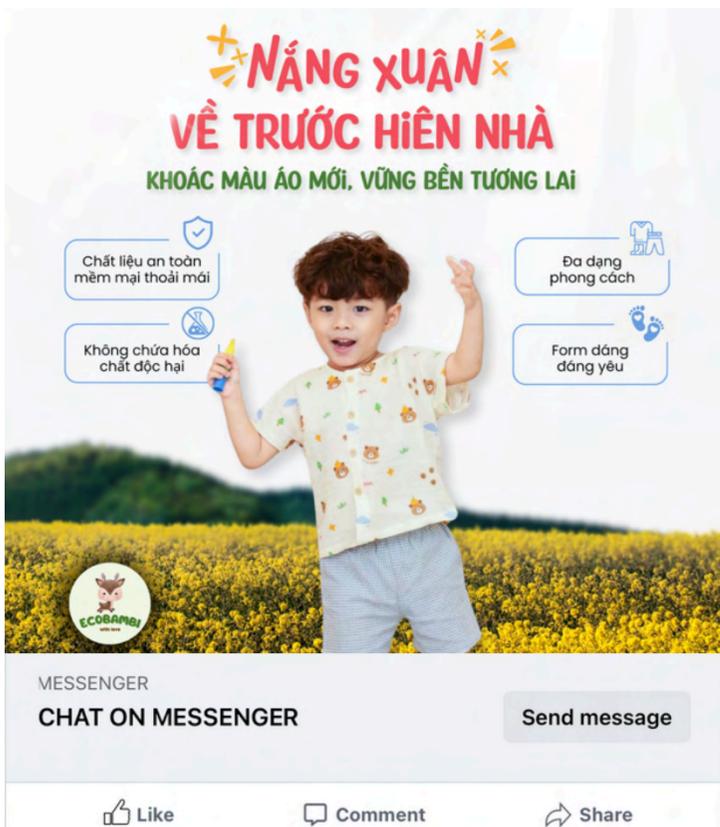
Did you know? When people think of eco-friendly fabrics, they often focus on the environment or grand ideas. But the closest connection lies in your child's skin!

Why choose eco-friendly fabrics?

- Free from harmful chemicals, ensuring your child's comfort and safety.
- Soft and gentle, like a mother's embrace, protecting your child through every nap.

Every small choice you make as a parent becomes a big blessing for your child. Don't let "distant concepts" make you forget what's closest - healthy skin for your child means peace of mind for you.

EcoBambi - Raising happy kids, nurturing a greener tomorrow



Vietnamese Version



The content development direction for ECOBAMBI's social posts

Content Guidelines for TET Content

WHY APPLIED FINDINGS 8,12,13,15

- 8:** The **connection of eco-friendly fabrics with skin-safety** is not built in moms perception.
- 12:** The **more eco-friendly knowledge** customers gain, the **more they are willing** to purchase sustainable kidswear.
- 13:** Highlighting **material sourcing and material uses** relatively increase customer perception of eco-friendliness of EcoBambi.
- 15:** Information sharing, education, and parental involvement by using **children as influencer-driven content** to support mom's parenting journey highly attract and engage mother's attention.

HOW

Writing Style

Key Content to Emphasize

Strong and Emotional Call-to-Action

Visual Guidelines

- Need to create a storytelling story for content
- **Connection between eco-friendly fabrics and baby's skin safety**
- **Educating moms on specific benefits**
- **Eco Bambi's sustainable practices**
- "It's not just clothing, it's how moms give their children a gentle, meaningful childhood."
- "EcoBambi - Raising happy kids, nurturing a greener tomorrow."
- Use children as influencer-driven content to generate both rational and emotional appeals with engaging design.

SUGGESTED CONTENT

WHY

APPLIED FINDINGS 6,14,16

6: Moms are likely to prefer choosing the brand's clothes that align with their **parenting philosophy**.

14: Using **keywords or phrases** (comfort, fit and safe) linked to parenting philosophy on child's physical and emotional development potentially increases the level of eco-friendly knowledge among moms.

16: Digital Influencer (KOC) are considered the most effective methods of engaging and increasing customers' brand judgement when buying children's clothing.

HOW

Content on Tiktok and Instagram

- **Clear, concise, visually appealing** posts or short videos.
- **Content:** KOCs promote the new collection and highlight the products' by sharing **detailed information** with **important phrases** linked to parenting philosophy on child's physical.
- **Impacts:** Storytelling **increases credibility and engagement**.
- **Impacts:** Strengthening the message, engaging the audience, and **increase brand awareness**.

(Tiago and Santiago 2023)

- Writing Style
- Key Content to Emphasize
- Visual Guidelines

Rationale for choosing Bui Khanh Ha

- Micro-influencers.
- 29, have 3 year old kid.
- Content toward family, daily lifestyle, Mother and Baby Fashion, and Parenting Tips and Experiences.

=> Align with Eco Bambi TA.

- **Tiktok:** 170.2K Followers
- **Facebook:** 43.3k Followers
- **Instagram:** 335,544 Followers



Short Video



Instagram Post



104 likes
 ecobambi.vn Mix & Match Festive Looks with EcoBambi!
 It's time for moms to unleash their creativity and let your little ones rock stylish yet sustainable Tet outfits!

What makes EcoBambi unique?
 Eco-friendly fabrics, gentle on your **baby's skin** and bring the **comfort**.
 Thoughtfully designed to help your child shine in every Tết photo!
 Sustainable – Wear it, share it, or restyle it next year!

Special Tết Offer 2025: Buy 2 and mix 3, get 15% off instantly!
 Order now and let your little one celebrate Tet in "green & gorgeous" style: <https://ecobambi.com/>

EcoBambi – Raising happy kids, nurturing a greener tomorrow!
 ngày 20 tháng 1, 2025

Vietnamese Version

SUGGESTED CONTENT

Content Guidelines for Summer Content

HOW

- Storytelling story.
- The comfort and coolness of Eco Bambi fabric on baby's skin in summer.
- Eco Bambi's sustainable practices.
- Educating moms on using suitable fabric and outfits for summer .

"Eco bambi- Let Your Kids Stay Cool and Active!"

Children playing, laughing happily and energetically in Eco bambi costumes with bright colors.

Why choose Phuong Ly Family?

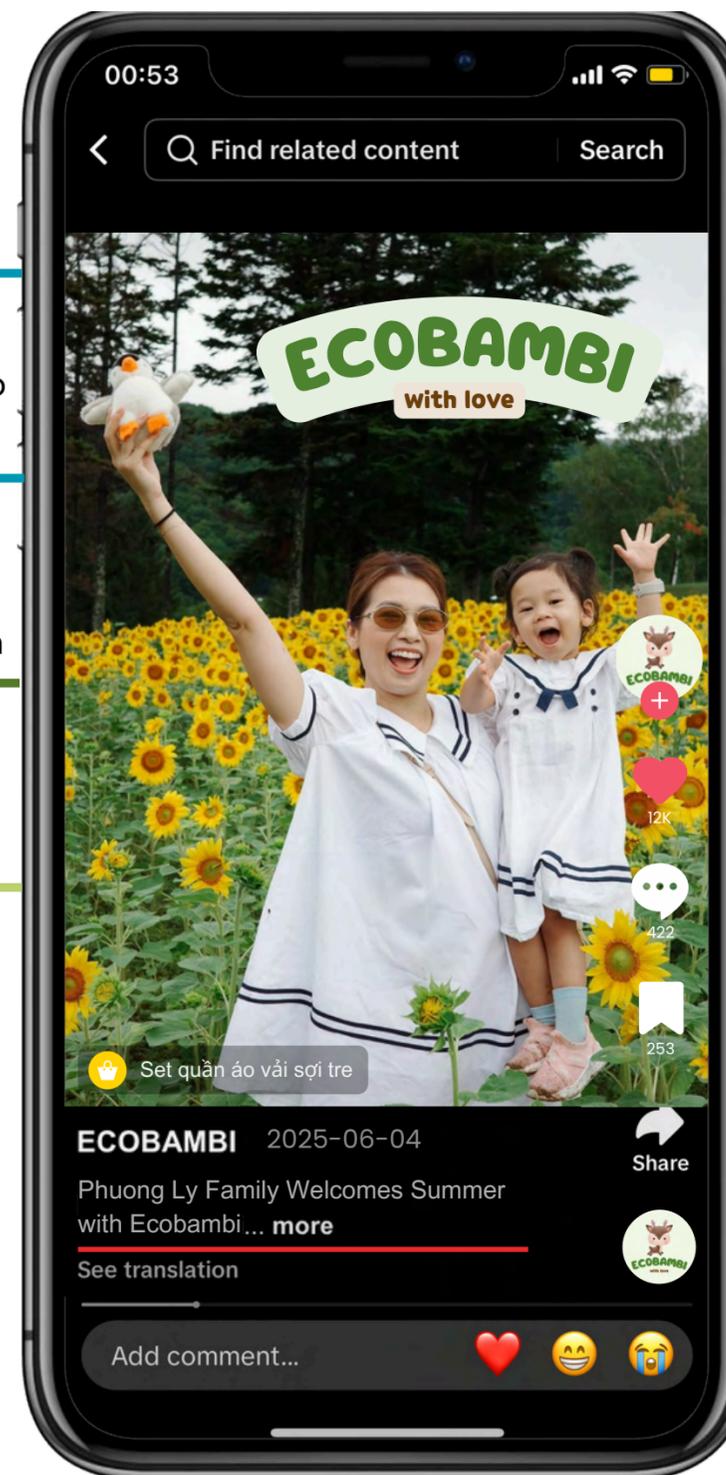
- 31, have 3 year old kid.
 - Content toward family, daily lifestyle, mother and baby fashion, parenting tips, and experiences.
- => Align with Eco Bambi TA.

Facebook : 179k followers

Instagram: 74.1k followers

Tiktok: 3627 followers

Short Video



Writing Style

Key Content to Emphasize

Strong and Emotional Call-to-Action

Visual Guidelines

Facebook Post



WHAT SHOULD MOMS KNOW WHEN CHOOSING FABRICS FOR KIDS THIS SUMMER?

Surely, every mom wants their little one to have a summer that's both comfortable and enjoyable, right? Lightweight, breathable fabrics will help your child stay at ease and play freely all day without feeling restricted. Let EcoBambi guide you in choosing the best fabrics to keep your little one cool and happy throughout the summer!

1. Natural, Ultra-Breathable Fabrics

Fabrics like cotton, linen, and bamboo are perfect for summer. They're cool, sweat-absorbent, and keep your child's skin dry and comfortable, even during a day filled with endless adventures.

2. Lightly Stretchy Fabrics for Easy Movement

Kids are naturally active, always running, jumping, and exploring the world around them. Clothes made from lightly stretchy fabrics allow them to move freely without feeling restricted.

3. Avoid Synthetic Fabrics to Protect Delicate Skin

Remember, synthetic materials like polyester or nylon can make kids feel hot and uncomfortable during summer's sweltering days. Opt for natural fabrics to let their skin "breathe" and stay healthy!... More



Vietnamese Version

CONTENT CALENDAR

PAID MEDIA

OWN MEDIA

January 2025

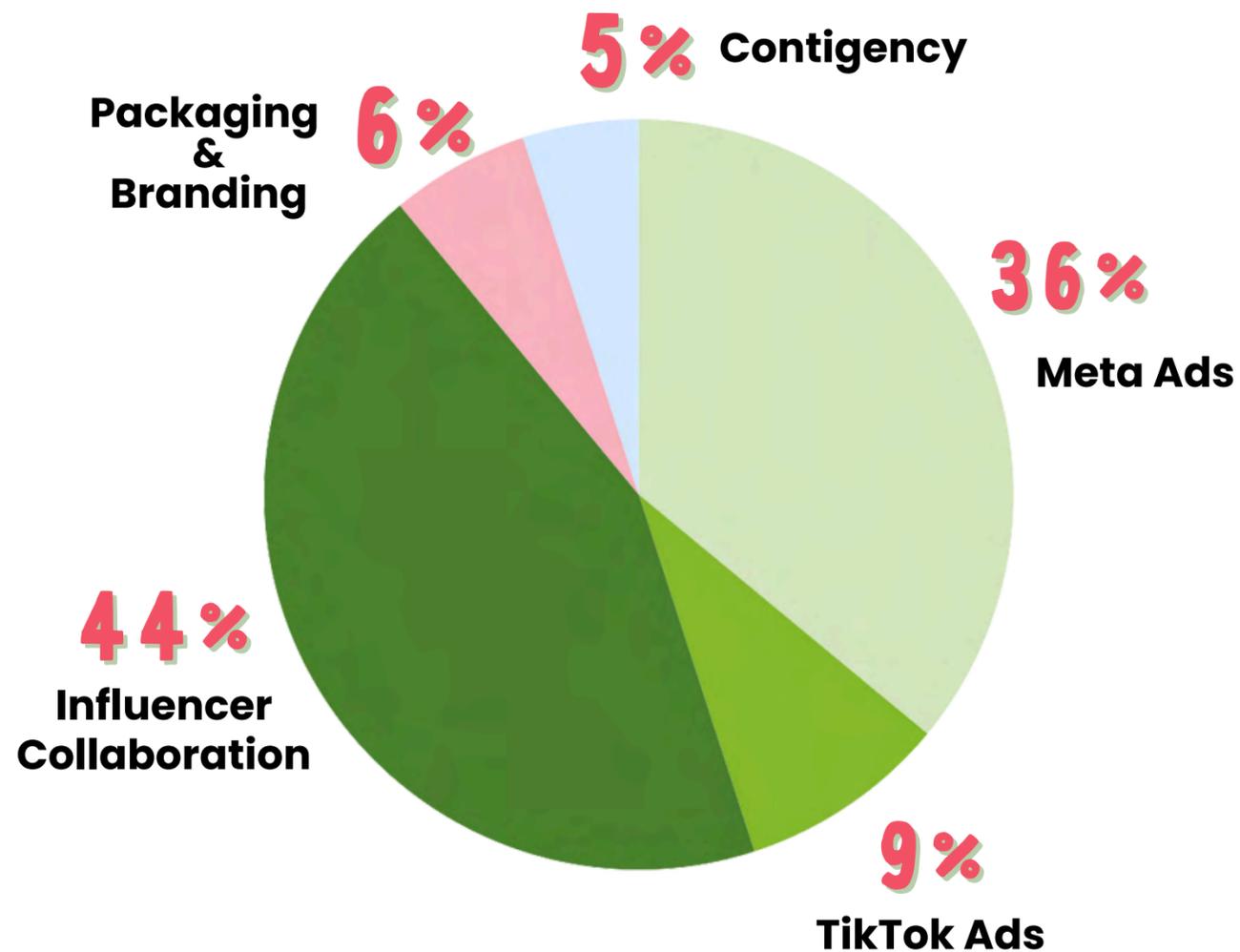
Sunday (19/01)	Monday (20/01)	Tuesday (21/01)	Wednesday (22/01)	Thursday (23/01)	Friday (24/01)	Saturday (25/01)	Sunday (26/01)
<p>[10:00AM] Short video: "New Year, Teach Your Kids A Million New Things!"</p> <p>  </p>	<p>[10:00AM] Post: "When Tet comes, don't forget to dress your little one in sustainable style!"</p> <p> </p>	<p>[10:00AM] Post: "New Year lessons, teaching little hearts to cherish and cheer."</p> <p> </p>	<p>[10:00AM] Short video: "Bui Khanh Ha - "What will your little one wear to ring in the Spring this Tết?""</p> <p></p>	<p>[10:00AM] Post: "Ring in Tet with Cheer, and Little Ones Near!"</p> <p> </p>	<p>[10:00AM] Post: "Choose a beautiful Tet, Embrace all the love"</p> <p></p>	<p>[10:00AM] Post: "How many days are left to celebrate a beautiful Tet with green things?"</p> <p> </p>	<p>[10:00AM] Post: "Thanks, Mom, for trusting EcoBambi – where love and green go hand in hand!"</p> <p> </p>
<p>[8:00PM] Short video: "Bui Khanh Ha - As Tet arrives, there's so much we haven't told Mom about baby's sensitive skin!"</p> <p>  </p>	<p>[02:00PM] Short video: "Green fabric for a beautiful holiday!"</p> <p></p> <p>[08:00PM] Post: "A piece of silk protects the mirror" – this Tet, ECOBambi reminds Moms of a million little things for their children"</p> <p></p>	<p>[02:00PM] Post: "I want more than just new clothes this Tet, Mom!"</p> <p> </p> <p>[08:00PM] Short video: "Organic fabric - Love woven into every thread"</p> <p>  </p>	<p>[02:00PM] Blog Post: "Eco Bambi - Love for Baby, Love for the Journey"</p> <p> </p> <p>[08:00PM] Post: "Spring into Action, Green Tết with Your Little Fashion!"</p> <p> </p>	<p>[10:00AM] Post: "Mix & Match Tet Vibe For Your Baby!"</p> <p> </p>	<p>[10:00AM] Post: "Tet with joy for the child, peace for mom's smile!"</p> <p></p>	<p>[9:00PM] Short video: "An "unforgettable" thing that you can't miss!"</p> <p>  </p>	

May-June 2025

Sunday (25/05)	Monday (26/05)	Tuesday (27/05)	Wednesday (28/05)	Thursday (29/05)	Friday (30/5)	Saturday (31/5)	Sunday (1/6)
<p>[10:00AM] FB post: Summer's here! Let your kids enjoy it best!</p> <p></p>	<p>[10:00AM] Short video: SUMMER COLLECTION 2025: COMING SOON</p> <p>  </p>	<p>[10:00AM] Post: SUMMER COLLECTION 2025 LAUNCH</p> <p> </p>	<p>[10:00AM] Post: Sunny Skies, Little Smiles - Mix and Match with EcoBambi Styles!</p> <p> </p>	<p>[10:00AM] Post: "Special Offer for Your Summer – Save 100K Now!"</p> <p> </p>	<p>[8:00AM] Post: "What Should Moms Know When Choosing Fabric for Their Little Ones This Summer?"</p> <p> </p> <p>[2:00PM] Blog post: "Each T-shirt is a commitment"</p> <p> </p> <p>[8:00PM] Short video: "Ecobambi Clothing Sustainable Production Process"</p> <p></p>	<p>[8:00AM] Sneak peak post: Promote for 1/6 event What's on EcoBambi Lotte Mart this weekend?</p> <p> </p>	<p>[10:00AM] Announcement post: 1/6 kid day celebration + Announcement for event</p> <p>  </p>
<p>[8:00PM] Short video: Are you ready to enjoy the summer with your kid?"</p> <p></p>			<p>[8:00PM] Short video: "Summer Outfit Ideas for Your Baby"</p> <p>  </p>	<p>[8:00PM] Short video: "ECO BAMB! - Babies' skin caring journey"</p> <p>  </p>		<p>[8:00PM] Short video: "Outfit recommendations for your kid "</p> <p></p>	<p>[8:00 PM] Short video: 1/6 kid day celebration</p> <p></p>
Monday (2/6)	Tuesday (3/6)	Wednesday (4/6)	Thursday (5/6)	Friday (6/6)			
<p>[10:00AM] Post: "Summer Savings with EcoBambi: Stylish Deals for Your Little Star!"</p> <p> </p> <p>[8:00PM] Short video: Top 5 items under 300k VND for your kids this summer.</p> <p></p>	<p>[10:00AM] Post: "Good Habits from Little Things for Your Little One"</p> <p> </p> <p>[2:00PM] Blog post: "Your Child's Eco Journey Starts With Their Clothes"</p> <p> </p> <p>[8:00PM] Livestream</p> <p></p>	<p>[10:00AM] Post: Give Your Kid a Green Summer with EcoBambi!</p> <p> </p> <p>[8:00PM] Short video: "Phuong Ly Family Welcomes Summer with Ecobambi" x KOC Phuong Ly, Sua</p> <p></p>	<p>[8:00PM] Short video: Mix and match summer outfit for your kids</p> <p>  </p>	<p>[10:00AM] Post: Mid-Year Mega Sale (Shopee) Grab Exciting Deals Today!</p> <p> </p> <p>[8:00PM] Livestream: (deals 6/6)</p> <p></p>			

BUDGET PLAN

TOTAL BUDGET: 89.500.000 VND



Criteria	Details	Unit	Cost	Quant.	Budget (VND)	%
Marcom Campaign					40,000,000	44%
Meta Ads (FB & IG)	Objective: Awareness Timeline: Daily	Post	8,000,000	2	16,000,000	18%
	Objective: Awareness Timeline: Daily		8,000,000	2	16,000,000	18%
Tiktok Ads	Objective: View (3s) Timeline: Daily	Video	8,000,000	1	8,000,000	9%
Collaboration with Influencers					40,000,000	44%
Micro KOC	2 KOC (under 250K follower) Channel: Tiktok	Person	10,000,000	2	20,000,000	22%
Nano KOC	4 Nano (under 100K followers) Channel: Tiktok	Person	5,000,000	4	20,000,000	22%
Packaging and Branding					5,000,000	5%
	Re-branding Packaging	Item	100,000	50	5,000,000	6%
Contingency					4,500,000	5%
Unexpected costs or additional advertising boosts						

Total KPIs									
Criteria	Media Objective	Quant.	Material Ads	KPI Unique Reach (Users)	KPI Impression	KPI View	KPI Engagement	Engagment Rate	Frequency
Meta Ads	Awareness	2	Single images, Carousel	7813	62,500	N/A	5,000	8%	8
	Engagement	2	Single images, Carousel	13,333	53,333	N/A	8,000	15%	4
Tiktok Ads	View	2	3-5s (Video)	125,000	500,000	500,000	500	10%	4
KOC Booking	Engagement	8	Video	5,000	20,000	300,000	3,000	15%	4

THANK YOU



APPENDICES



RESEARCH DESIGN RATIONALE

JUSTIFICATIONS

Nature of Research Problem

- **Exploratory** is used to discover preliminary insights into undefined consumer insights and behaviours, which is the related brand identity elements (RO1) ; purchasing behaviour factors (RO2) and related potential content themes (RO3).
(Mbaka and ISIRAMEN 2021)
- **Descriptive** aims to systematically describe the situation: detailed characteristics and preferences that involve brand identity elements (RO1); structured insights of Vietnamese mom's perception and explore specific data about mothers' interaction with digital content (RO3).
- **Casual** is examine the cause-effect relationships nature: analyse the brand identity elements (sustainability) and key outcomes of consumer perceptions relationship (RO1) and explore the impact of brand elements (performance and imagery) on purchase behavior among Vietnamese mom (RO2) .
(Oppewal 2010)

Data Source

- **Primary:** using a targeted and tailored approach, gain directly relevant data from audience, the findings are also directly applicable to RO.
- **Secondary:** use existing sources to gain specific and customised insights aligned to Ecobambi's exact target audience.
(Osang et al.2013)

Data Type

Qualitative data and Quantitative is used for 3 ROs:

- **Qualitative:** descriptive information that focus into brand identity traits, purchasing behavior information and mom judgement & feeling.
- **Quantitative :** measures numerical data, reliable metrics.

RESEARCH DESIGN RATIONALE

JUSTIFICATIONS

Data Collection Methods

- **In-depth interview:** to gain extensive and deeper insight of Eco bambi consumers perception. With open-ended and probing questions, researchers can follow up more, collect thorough data, and explain uncertainties.
=> *This method **offers valuable insights** into individual perspectives and experiences, thus providing deeper insights into how people perceive Ecobambi that a single survey may not fully capture.* (Brounéus 2011)
- **Survey:** Gather standardised data from a large respondents number quickly and efficiently. (Regmi et al.2016)
=> *Effective methods to understanding consumer preferences, behaviour, and attitudes toward sustainable children's clothing.* (Eppich et al.2019)
- **Industry report:** to have a broader picture of trends and insights (parenting behaviors, emotional pain points, etc.).

Communication Techniques

- **Online:** convenience and Cost-Efficiency -> fewer logistical resources than face-to-face interactions.
- **Face to face:** both interviewers and interviewees clearly convey their concepts and areas of interest and knowledge, minimizing the response error occurring. (Noordman et al.2012)

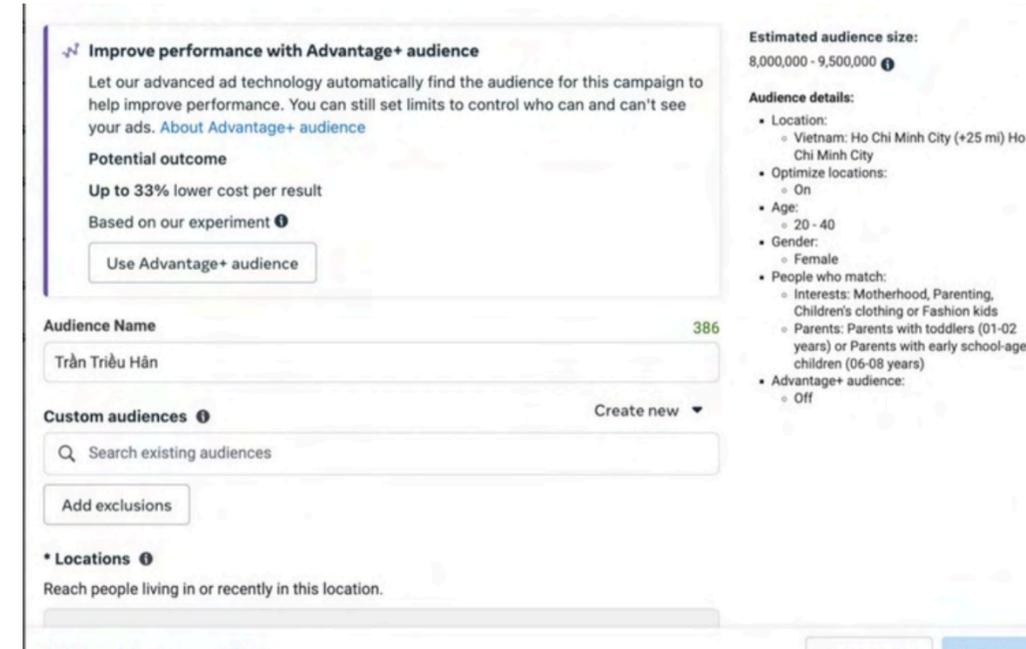
Analysis Techniques

- **Univariate:** in data set, to understand the central tendency, distribution and variability of one attribute.
- **Bivariate:** assess the association and dependencies of two variables and explore the related relationship between them.
- **Multivariate:** relates to the examination of three/more variables at the same time. This technique aims to understand the abstract relationships among several variables and the way its impact the outcome. (Denis 2018)
- **Anova:** assess the differences between research outcomes from three/more separate samples /groups (Kao and Green 2008)
- **Nvivo:** analyse the qualitative data in individually and systematically. (Dhakal 2022)

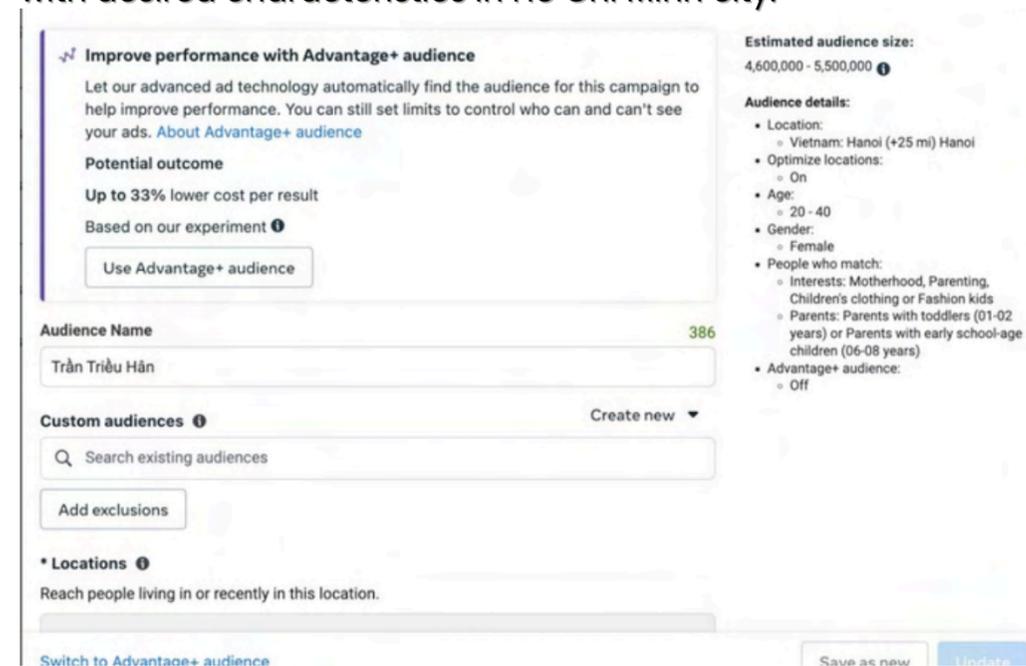
APPENDIX

Steps	Description	Calculation
1. Total population	Official population of HCMC and Hanoi	HCMC: 9.5M, Hanoi: 5.4M, Total: 14.9M (<u>Worldpopulation 2024</u>)
2. Facebook Estimated Reach	Facebook audience with defined characteristics (mothers, age 22–40, etc.) (Appendix 1&2)	Hanoi: 4.6M–5.5M, HCMC: 10.4M–12.3M
3. Total Facebook Reach	Combined estimated audience size (Hanoi + HCMC)	15M–17.8M
4. Adjust Facebook Estimated	Adjust Facebook reach to align with the actual population of HCMC + Hanoi.	Adjusted Hanoi: 4.2M–5.0M , HCMC: 9.5M–11.1M , Total: 13.7M–16.1M .
5. Female Population	50% of the total population in HCMC + Hanoi (estimated).	$14.9M \times 50\% = 7.45M$ females
6. Mothers with Children (2-8 years)	Estimate based on fertility trends (30% of females aged 22–40 are mothers) (Statista 2024) (Appendix 3).	$7.45M \times 30\% = 2.235M$ mothers
7. Facebook-Active Mothers	Assume 70% of mothers aged 22–40 use Facebook	$2.235M \times 70\% = \sim 1.564M$ mothers
8. Final Target Population	Mothers in HCMC + Hanoi, aged 22–40, using Facebook, matching the defined characteristics.	$\sim 1.5M$–$1.6M$ mothers

Appendix 1: Estimated calculation of ECOBAMBi's target population with desired characteristics.



Appendix 2: Facebook ads estimation for Target population with desired characteristics in Ho Chi Minh city.



Appendix 2: Facebook ads estimation for Target population with desired characteristics in Ho Chi Minh city.

APPENDIX

Society > Demographics

Fertility rate in Vietnam from 2000 to 2020, with a forecast to 2025 by age group (per 1,000 women)



Appendix 3: Statista 2024 reported on Fertility rate in Vietnam.



Appendix 4: Eco bambi positive feedback on Shopee

Sample size: **385**

This means 385 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% of the measured/surveyed value.

Confidence Level: 95%
Margin of Error: 5%
Population Proportion: 50% Use 50% if not sure
Population Size: Leave blank if unlimited population size.

Calculate Clear

Appendix 5: Suggested sample size

$$n = \frac{N}{1 + N(e)^2}$$

Where:

N= Number in population

e = Confidence interval

n= Sample size

Appendix 6: Sample size calculation

APPENDIX

	EcoBambi	RabiTy	Baa Baby
Value Proposition	<ul style="list-style-type: none"> uses natural, sustainable material to make children's clothing, with a prominent collection of muslin and jacquard fabrics. Sustainable commitment to reducing environmental impact through its manufacturing processes. Building educational values to convince young Vietnamese mothers to choose sustainable clothing 	<ul style="list-style-type: none"> Variety of fashionable and affordable children's clothing Provide both fast and slow fashion products (An 2023). Inspire independently unique identity of children 	<ul style="list-style-type: none"> Affordable, stylish clothing, Easy-to-Wash for children and babies. Provide fast fashion and natural material products (GDXH 2011). selling customer purchasing experience (PNVN 2021).
Product Line	Casual Wear with Korean-style	seasonal products and clothing collections based on cartoon characters	Casual Wear
Prices	100.000 ~ 500.000VND	90.000~300.000VND	60.000 ~ 300.000VND
Distribution channels	<ul style="list-style-type: none"> Ecommerce Supermarket: Lotte Mart, EMart 	<ul style="list-style-type: none"> Ecommerce 70 retail stores across VN 	<ul style="list-style-type: none"> Ecommerce physical stores in shopping malls located in HCM city

Appendix 7: Marketing research background – Competitive Landscape

MẸ ƠI! TẾT NÀY, CON KHÔNG CHỈ MUỐN MẶC ĐẸP ĐÂU!

Tết này, con muốn thay đổi một chút, thay vì những bộ đồ Tết quen thuộc, sao chúng ta không thử mua những bộ quần áo được làm từ vải hữu cơ thân thiện với môi trường của nhà Ecobambi!

Những bộ áo quần này không chỉ giúp con cảm thấy tự tin, mà còn góp phần bảo vệ môi trường – như một cách không chỉ giúp con thể hiện tình yêu với thiên nhiên mà rèn dũa tinh thần trách nhiệm với cộng đồng.

Con biết ba mẹ lo lắng về việc thay đổi, nhưng con chắc rằng, tết này, chúng ta không chỉ mặc đẹp, mà mà còn “mặc có ý nghĩa”, cùng nhau tạo ra một năm mới đầy ý nghĩa và cho môi trường thêm xanh!

Ba mẹ có sẵn sàng thử điều mới cùng con chưa?

Ecobambi – cùng mẹ nuôi con khỏe, nuôi đời thêm xanh.

Mua sắm ngay: <https://ecobambi.com/>



MESSANGER

CHAT ON MESSENGER

Send message



Like



Comment



Share



104
ecobambi.vn Mix & Match Tết Xinh cùng EcoBambi!

Đã đến lúc các mẹ thỏa sức sáng tạo để bé yêu diện Tết thật xinh mà vẫn thoải mái & bền vững!

Điểm cộng độc quyền từ EcoBambi:
Vải thân thiện với môi trường, an toàn cho làn da bé.

Thiết kế tinh tế, giúp bé tự tin tỏa sáng trong mọi khung hình Tết!

Bền vững – Diện xong, có thể truyền tay hoặc mix lại năm sau!

Ưu đãi Tết 2025: Mua 2 mix 3, giảm ngay 15%!
Đặt hàng ngay hôm nay để bé yêu cùng mẹ “xanh xanh” đón Tết:
<https://ecobambi.com/>

Ecobambi – cùng mẹ nuôi con khỏe, nuôi đời thêm xanh!

ngày 20 tháng 1, 2025

Appendix 8: Vietnamese Version for Tet Campaign

XUÂN VỀ GỌI LỘC NẢY MẦM THỜI TRANG BỀN VỮNG, GIEO MẦM TRONG CON

Thời điểm Tết đến, Xuân về là lúc khởi nguồn ươm mầm cho những điều mới mẻ và tốt đẹp

Đó cũng là thời điểm vàng và thích hợp để mẹ bắt đầu tìm hiểu về Thời Trang bền vững cho bé

Mẹ có biết không? Khi nhắc đến vải thân thiện môi trường, mọi người thường nghĩ đến môi trường và những điều to lớn. Nhưng thật ra, điều gần gũi nhất chính là làn da của con!

Tại sao là vải thân thiện môi trường?

- Không chứa hóa chất độc hại, mẹ yên tâm con luôn thoải mái, an toàn.
 - Mềm mại, dịu dàng như cái ôm của mẹ, bảo vệ con trong từng giấc ngủ.
- Mỗi lựa chọn nhỏ của mẹ, là triệu điều lớn cho con. Đừng để những “khái niệm xa lạ” làm mẹ quên đi sự thật gần gũi nhất – một làn da khỏe là một trái tim mẹ yên tâm.

Ecobambi – cùng mẹ nuôi con khỏe, nuôi đời thêm xanh.



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Eco Bambi
30 tháng 5 lúc 8:00

MẸ CẦN BIẾT GÌ KHI CHỌN VẢI CHO BÉ TRONG MÙA HÈ NÀY NHÌ?

Chắc hẳn các mẹ luôn muốn bé yêu có một mùa hè thật thoải mái và dễ chịu phải không nào? Những bộ quần áo với chất vải nhẹ nhàng, thoáng khí sẽ giúp bé yêu của bạn thoải mái vui chơi cả ngày dài mà không lo bí bách. Hãy cùng EcoBambi khám phá những bí quyết chọn vải giúp bé yêu luôn mát mẻ để có thể thoải mái vui chơi suốt cả ngày dài nhé!

1. Vải tự nhiên, siêu thoáng mát

Các loại vải như cotton, linen, bamboo là lựa chọn tuyệt vời cho mùa hè. Chúng mát mẻ, thấm hút mồ hôi tốt, giúp làn da bé luôn khô thoáng và dễ chịu, ngay cả khi bé chạy nhảy suốt cả ngày.

2. Vải co giãn nhẹ, cho bé thoải mái vận động

Bé yêu luôn năng động, thích chạy nhảy và khám phá thế giới. Vì vậy, những bộ đồ có vải co giãn nhẹ sẽ giúp bé thoải mái vận động mà không bị gò bó đâu nhé!

3. Tránh vải tổng hợp, bảo vệ làn da bé

Mẹ nhớ nhé, vải tổng hợp như polyester hay nylon có thể làm bé cảm thấy bí bách và không thoải mái trong những ngày hè oi ả. Hãy chọn vải tự nhiên để làn da bé luôn được "thở" và khỏe mạnh!... Đọc thêm



569

11 bình luận 8 lượt chia sẻ

Thích

Bình luận

Chia sẻ

Appendix 9: Vietnamese Version for Tet and Summer Campaign

<https://docs.google.com/spreadsheets/d/1FDhhv5m8jUS1GJIZSrma8vGBa-3pvWXV/edit?gid=528581730#gid=528581730>

Appendix 10: Rationale for choosing KOC

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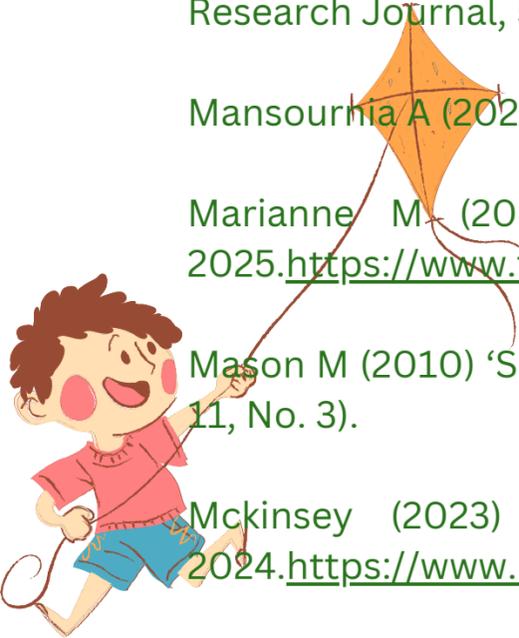
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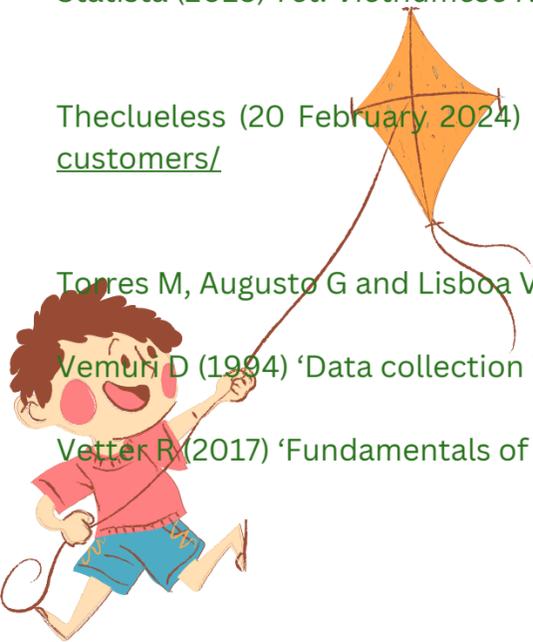
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