



## EVALUATING THE QUALITY OF KOLS' REVIEWS ON FASHION VIA TIKTOK

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ARTICLE INFO	ABSTRACT
<p>DOI: 10.52932/jfm.v15i8.607</p> <p><i>Received:</i> August 13, 2024</p> <p><i>Accepted:</i> August 27, 2024</p> <p><i>Published:</i> November 25, 2024</p> <p><b>Keywords:</b> KOL; Quality of the review; TikTok; Fashion; Review.</p> <p><b>JEL codes:</b> M30, M31, M37</p>	<p>The Key Opinion Leader (KOL) phenomenon has swiftly gained popularity, especially in the context of product and service reviews. However, a noteworthy concern emerges as certain KOLs exploit consumers' trust and psychological predisposition. In parallel, consumers exhibit skepticism regarding the reliability and impartiality of information disseminated by KOLs. This study discusses the quality of KOL reviews of fashion products on TikTok. Using multiple regression analysis for a sample of 412 participants, the results show that expertise, trustworthiness, congruence of the KOL with the brand, the reputation of the KOL, and the content produced by the KOL positively impact the quality of KOL fashion product reviews. It underscores the affirmative impact of KOL reviews on consumers' purchase decisions. Therefore, KOLs play a vital role in shaping customers' purchasing decisions and should strive to maintain their authenticity and honesty while providing valuable insights to their viewers.</p>

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## 1. Introduction

TikTok has emerged as a global phenomenon and the fastest-growing social media platform in Vietnam. The COVID-19 pandemic has further disrupted the fashion industry, with store closures and a surge in online shopping, emphasizing the need for digital marketing strategies (Magyar, 2021). Amidst the pandemic, social media platforms like TikTok have been used for purposes beyond their original design, serving as a means for self-expression and escapism. Brands have capitalized on the platform's popularity to engage with young audiences. The emergence of Key Opinion Leaders (KOLs) in the fashion sector, who collaborate with brands to promote products, has gained attention and trust from viewers, leveraging the platform's extensive reach.

Consumers have become increasingly influenced by KOLs, relying on their reviews and recommendations to guide their purchasing decisions, especially as they are unable to physically interact with the products. Studies have shown that consumers are affected by their favorite KOLs, actively participating in discussions about fashion trends within the community. Thus, the quality of KOL reviews on TikTok significantly impacts consumers' purchasing decisions and their overall product experience.

While research on products endorsed by celebrities has been conducted previously, the focus on KOLs and fashion product reviews is relatively new, given the recent rise in prominence of these phenomena. Existing research, such as the study by Kaikati (1987), provides insights into celebrity endorsements in advertising but fails to address the unique characteristics and dynamics of KOL advertising and the relationship between KOLs and brands. Additionally, Sudha et al. (2020) focused on the impact of influencers in the consumer decision process but did not

delve into the factors influencing the quality of bloggers' reviews, such as trustworthiness and expertise. While Pangalila & Aprilianty (2022) examined the influence of TikTok fashion haul videos on purchase decisions, there is a lack of research specifically focusing on KOLs in the fashion industry. Therefore, evaluating the quality of KOLs' reviews on fashion products is a new and unexplored research idea.

This research gap motivates our study to investigate the factors that contribute to the quality of KOL reviews. By providing a theoretical foundation, synthesizing various sources of data and information, and applying quantitative analysis, our study will provide valuable insights into the quality of KOLs' reviews of fashion products and offer guidance for industry practitioners and researchers alike.

This research is organized as follows: This introduction provides an overview of the research, including the background, problem statements, research objectives, research questions, and the significance of the study. The literature review section establishes the theoretical foundation by exploring relevant concepts and discussing the relationship between independent and dependent factors. The methodology section outlines the methods and approaches used in the research. The next section presents the results obtained from the analysis conducted. The conclusion summarizes the main content and findings of the research. It discusses the implications and limitations of the study and offers suggestions for future research.

## 2. Literature review and hypothesis development

### *Key Opinion Leader (KOL)*

KOLs are individuals who possess a strong social status and exert influence over their followers' decision-making processes (Bamakan et al., 2019). KOLs have in-depth knowledge

and attract a substantial fan base, sharing similar tastes (Wu, 2022). According to Valente & Pumpuang (2007), KOLs have the power to protect against intervention, drive changes in social norms, and accelerate behavior change, particularly within the fashion industry. Successful KOL marketing relies on individuals who can effectively influence people's conduct and act as fashion change agents. KOLs in fashion can be categorized into three main groups: fashion innovators, fashion opinion leaders, and creative communicators (Cho & Workman, 2015). Fashion innovators are early adopters of the newest fashion styles, while fashion opinion leaders provide suggestions and influence others' decisions. Creative communicators encompass both the roles of innovators and opinion leaders. KOLs serve as influential "product labels" for brands (Kalbaska et al., 2019). Their association with a brand significantly contributes to establishing and maintaining brand standards. Fashion brands often collaborate with KOLs in advertising projects to enhance customer trust in their products. Most KOL marketing activities occur online, primarily on social media and video-sharing platforms. KOLs regularly engage with their followers, attracting millions of fans through their unique styles and content. The high-frequency, positive interactions between KOLs and their fans build trust and improve the conversion rate of purchases (Zou & Peng, 2019). Forbes highlights that KOLs start as newcomers without extensive expertise or a fan base (Schwarz, 2021). However, through their participation in a complex network and real-time communication, they can disseminate information, beliefs, and even rumors (Zou & Peng, 2019).

### ***TikTok***

TikTok, a popular social media platform, has become a significant player in the realm of social commerce (Mhalla et al., 2020). With its launch

by ByteDance in 2016, TikTok has garnered immense popularity, boasting over 2 billion downloads in Q1 of 2020 (ByteDance, 2018). Its diverse content offerings, including creativity, video challenges, lipsyncing, dancing, singing, and more, have contributed to its success (Dewa & Safitri, 2021). The impact of TikTok on the fashion industry has been substantial, particularly during the COVID-19 pandemic (Meehan, 2021). Fashion-related videos, such as clothing hauls and styling content, have gained unprecedented accessibility and popularity on the platform (Meehan, 2021). As a result, fashion brands have recognized TikTok's potential as a means of staying relevant, outshining competitors, and reaching wider audiences (Pangalila & Aprilianty, 2022). The #FashionTikTok hashtag alone has amassed over seven billion views, illustrating the platform's influence within the fashion community (Pangalila & Aprilianty, 2022).

Key Opinion Leaders (KOLs) have seized the opportunities presented by TikTok, particularly in the fashion industry (Harlem, 2023). The pandemic-induced shift towards online shopping and social media engagement has made TikTok an attractive platform for fashion influencers to exhibit their style and connect with broader audiences. KOLs have utilized TikTok to endorse fashion products, provide styling tips, showcase do-it-yourself fashion projects, and recommend beauty items. Adapting their content to the pandemic, KOLs have focused on at-home fashion, comfortable clothing, and loungewear. Moreover, they have utilized TikTok to advocate for sustainable fashion and ethical shopping habits, addressing the increased consumer demand for these values.

### ***KOLs' Review***

The rise of short videos on social media, fueled by mobile internet and smartphone advancements, has revolutionized the way

Key Opinion Leaders (KOLs) engage with their audience (Thomal, 2020). In the fashion industry, short videos have emerged as a powerful tool for network marketing, with internet celebrities serving as influential opinion leaders (Peng, 2021). KOLs provide product recommendations and brand endorsements in the online environment, particularly on platforms like TikTok. KOLs play a pivotal role in disseminating new fashion trends and habits, offering consumers an alternative to traditional advertising by providing comprehensive perspectives on products (Flynn et al., 1996). Seeking information from opinion leaders reduces purchasing risks, as they are perceived to possess expertise and experience in the fashion domain. The COVID-19 pandemic has further accelerated the popularity of online fashion shopping, with video content, especially informative and beneficial reviews, gaining exceptional virality (Karp, 2018). Opinion leaders wield significant influence over sales, as users rely on their recommendations and make purchases based on their endorsements. However, it is important to note that opinion leaders' preferences may not align with those of all consumers, making judgment of a product challenging (Kuksov & Liao, 2019). Opinion leaders conform to social expectations and carefully curate information, impacting consumers' decision-making processes. Understanding the factors that contribute to the quality of KOLs' reviews is crucial for practical purposes. Evaluating the helpfulness of reviews entails considering various aspects, such as review content, the trustworthiness and expertise of the KOL, and the alignment between the KOL and the brand. By examining these factors, we can gain valuable insights into the effectiveness of KOLs' reviews and their impact on consumer behavior.

### **Expertise**

"Expertise" refers to the perceived level of understanding, skills, and knowledge that an endorser possesses (Hovland & Weiss, 1951). In

the context of influencers, expertise is a crucial characteristic that contributes to their success, recognition, and credibility as a reliable source of information for their followers (Daneshvary & Schwer, 2000). Perceived expertise is dependent on individuals' perception of an influencer's proficiency, knowledge, and competence in a specific domain (Lord & Putrevu, 2009). Consumers often seek recommendations from experts when they lack specific product knowledge, and therefore, the impact of endorser expertise extends to purchase intention (Herstein, 2008). Expert endorsements are seen as objective assessments of product quality, aiding consumers in their evaluation process (Biswas et al., 2006). Consequently, expertise not only influences the perceived credibility of influencers but also shapes consumers' purchasing behavior and intention (Schouten et al., 2021). When consumers perceive an endorser as highly competent, trustworthy, and attractive, they are more inclined to buy the endorsed product (Silvera & Austad, 2004). Moreover, endorsers with greater expertise and perceived as experts can be more persuasive and foster stronger brand engagement (Ohanian, 1990; Erdogan, 1999). In the fashion field, for instance, fashion leaders, who actively seek fashion information and engage in shopping, exhibit higher levels of fashion knowledgeability compared to fashion followers. Their involvement in information-seeking, frequent shopping, and reliance on fashion-related sources contribute to their superior knowledge of fashion product attributes (Goldsmith, 2002; O'Cass, 2004). As a result, fashion leaders are more likely to possess expertise in the fashion domain. Furthermore, KOLs with extensive knowledge and experience in the industry are more capable of providing detailed and insightful reviews that are trusted by their followers, ultimately producing high-quality content that drives greater engagement (Muntinga et al., 2011). Based on the influence

of influencer expertise on product evaluation and purchase intention, we propose the following hypothesis:

*Hypothesis H1:* Perceived expertise of KOLs positively influences the quality of the KOL's reviews.

### ***Trustworthiness***

Trustworthiness is characterized by the honesty, integrity, and believability of an endorser (Van der Waldt et al., 2009). It refers to the level of trust viewers place in KOLs' intention to deliver authentic assertions. In essence, perceiving a party as trustworthy means considering them credible and reliable. Ohanian (1990) defines trustworthiness as "the degree of confidence that consumers have in the influencer's intent to convey the most valid assertions." KOLs are seen as experts in their respective domains, and their followers trust their recommendations (Egger, 2016). The perceived effectiveness of KOL endorsements is determined by the extent to which a KOL is perceived to provide trustworthy and valuable information that guides consumer decisions (Che et al., 2017). When viewers perceive a KOL as trustworthy, they are more likely to consider the recommended product as worth purchasing (Chao et al., 2015; Wei & Li, 2013). Trustworthiness also influences consumers' purchase intentions and positively impacts the effectiveness of endorsements (Hovland & Weiss, 1951). For instance, a KOL specializing in fashion product reviews builds trust with their audience. The strong devotion and trust between KOLs and viewers have a positive impact on the sales of the brands promoted by KOLs. In the fashion industry, the trustworthiness of influencers holds even greater significance compared to other industries, leading to consumer attraction and brand preference (Wang & Scheinbaum, 2018). Consequently, KOLs who establish trust with their audience are more likely to provide high-quality reviews

that instill confidence in both the KOL and the product. Based on these observations, we propose the following hypothesis:

*Hypothesis H2:* The perceived trustworthiness of KOLs positively influences the quality of the KOL's reviews.

### ***Congruence of KOL with the brand***

Congruence between the KOL and the brand refers to the alignment of relevant characteristics of the endorser with the attributes of the brand (Misra & Beatty, 1990). In practical terms, the choice of an endorser should be consistent with the existing associations of the brand (Thwaites et al., 2012). When the image of the endorser matches the desired brand image, it creates an associative link that enhances the transfer of attributes from the spokesperson to the brand (Seno & Lukas, 2007). A congruent match between the brand and the endorser also positively impacts consumer engagement with the endorser (Naumanen, 2017). In the fashion industry, brands often utilize KOLs to promote their products and increase brand awareness through reviews.

By leveraging the information provided by KOLs in their reviews, brands can enhance their reputation among customers. It is crucial to select influencers whose beliefs, values, and personalities align with the brand's identity. This ensures authenticity and credibility in campaigns, leading to higher engagement and a stronger connection with the target audience (Baker, 2022). Inauthenticity arises when the personal brand of the KOL contradicts the brand being reviewed, which can deter potential customers. Moreover, brands should choose KOLs whose audience aligns with their target audience. This ensures that the KOL's followers are more likely to be interested in the brand's products and messaging. For example, if a brand targets women aged 25-34, collaborating with KOLs whose followers predominantly fall within that age range increases the likelihood



of reaching the right audience and generating engagement (Newberry, 2022). The higher the similarity between the KOL and the brand, the higher the quality of the KOL's reviews, as they already possess an understanding of the brand's product area. In the fashion industry, selecting the right KOLs is crucial for brand congruence, as it enables effective audience targeting and fosters stronger customer relationships. Based on the above discussion and arguments, this study proposes the following hypothesis:

*Hypothesis H3:* The congruence of KOLs with the brand positively influences the quality of the KOL's reviews.

### **Reputation**

The reputation of KOLs is closely linked to their popularity and contributions to their field of expertise (Kulkov et al., 2021). KOLs are influential individuals who can shape the opinions and behaviors of a large number of followers, ranging from a few thousand to several million (Statista., 2022). Their reputation is built upon the trust and admiration they receive from consumers, which represents emotional responses towards their content. Studies have shown that consumers are more likely to trust and follow the recommendations of KOLs with a strong reputation. Therefore, it is crucial to select KOLs with a positive reputation and a track record of providing high-quality and informative reviews.

KOLs have gained the trust of consumers by consistently sharing detailed and transparent product reviews. Their reputation is built on providing accurate information that is carefully filtered. This exemplifies how KOLs' popularity is closely tied to the quality of their reviews, as famous KOLs often deliver positive and reliable content to consumers. Keh and Xie (2009) have also highlighted the significance of the opinion leader's reputation in influencing consumers' purchase intentions. Additionally, research by Hsu et al. (2013) found that consumers rely on

online product recommendations, particularly those from reputable opinion leaders, to inform their final purchase decisions. Based on the aforementioned arguments, we propose the following hypothesis:

*Hypothesis H4:* The reputation of KOLs positively influences the quality of the KOL's reviews.

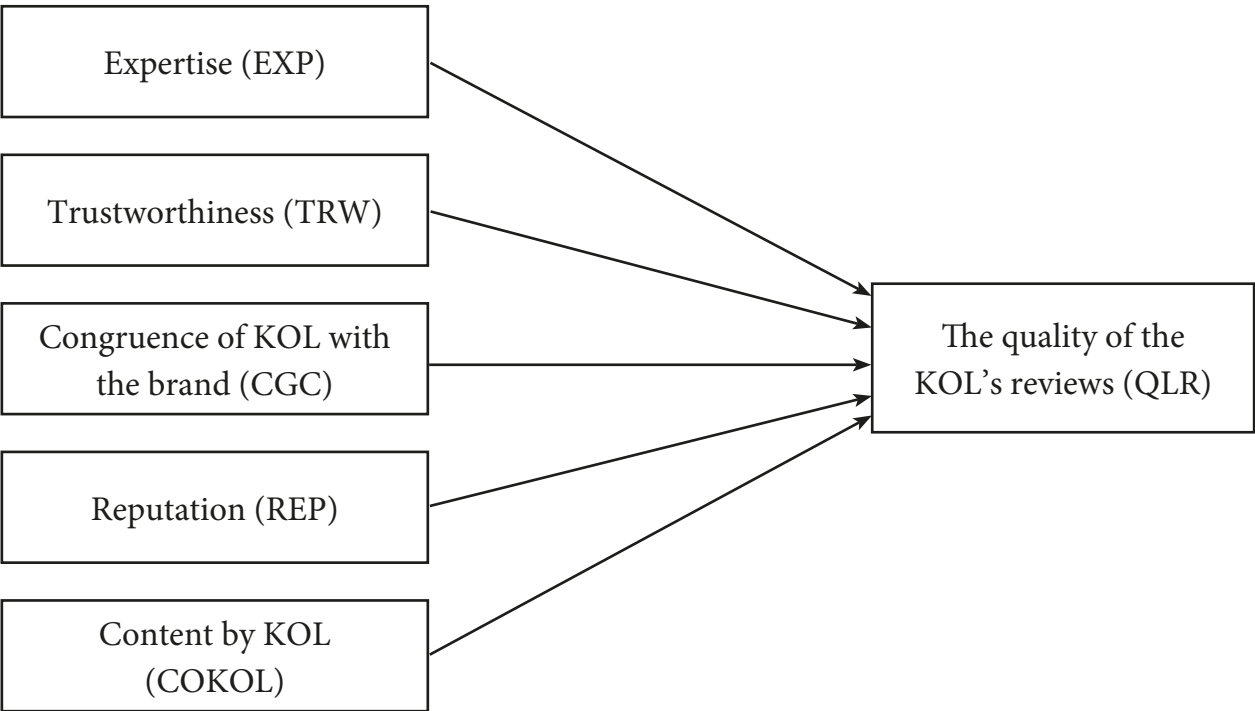
### **Content by KOL**

A social media influencer is primarily recognized as a first and foremost content generator who attracts a significant number of followers by producing valuable content and monetizing their influence through sponsored content (Lou & Yuan, 2019). Previous research has shown that the characteristics of the content generated by social media influencers can impact consumer perceptions (Casaló et al., 2015). For example, Lou and Yuan (2019) investigated the role of advertising informativeness value and entertainment value in followers' trust in sponsored content posted by social media influencers. Their findings revealed that only the informative value of influencer-generated content positively influenced followers' trust in branded content.

In the fashion industry, the quality of KOLs' reviews plays a crucial role in their effectiveness as influencers. Brands often rely on KOLs to review and promote their products to their followers. Therefore, KOLs need to ensure that the content of their reviews maintains quality, honesty, and professionalism, particularly in the fashion industry (Cho & Workman, 2011). KOLs who provide high-quality content, such as detailed descriptions and personal experiences with the product, are perceived as more credible by their followers (Mowen et al., 2007). Consequently, this positive perception contributes to a more favorable evaluation of the quality of KOLs' reviews on fashion products. Moreover, KOLs with a strong brand identity and a consistent track record of producing

high-quality content are more likely to have a positive impact on their followers’ purchasing behavior (Cho & Workman, 2011). In summary, we propose the following hypothesis:

*Hypothesis H5:* The content created by KOLs positively influences the quality of the KOL’s reviews.



**Figure 1.** The proposed research model

**3. Research Method**

***Questionnaire and data collection***

An online survey questionnaire was used to collect primary data for hypothesis testing. The questionnaire included items related to KOL expertise, trustworthiness, congruence with the brand, reputation, content, and the quality of the review. The author adapted items from previous studies such as Wang and Scheinbaum (2018), Chung and Cho (2017), Ribeiro et al. (2021), Ryu and Han (2021), Jia et al. (2023), Lai and Liu (2020), Filieri and McLeay (2014). A pilot test was conducted to improve the questionnaire’s clarity and wording. Feedback from respondents was taken into account to refine the questionnaire and ensure clarity and consistency. The final questionnaire was

administered to a sample of 452 participants. The research sample was collected using a convenient sampling method. Out of the responses, 40 were excluded for reasons such as not using TikTok, lack of knowledge about KOLs, or no exposure to KOL fashion product reviews. The final dataset included 412 valid responses. According to Hair et al. (2010), the minimum sample size should be 5 times the number of items in the questionnaire. Accordingly, the minimum number of samples to be investigated is  $26 \times 5 = 130$  responses. Our sample of 412 is considered adequate.

***Data analysis***

To test our proposed models, we applied a multiple regression analysis with SmartPLS 3.0 software and conducted a two-step analysis.

First, we assessed the validity and reliability of our measurements. Second, we used a bootstrapping approach with 1000 resamples to determine the significance level of the path coefficients.

#### 4. Results

The data was gathered through an online questionnaire administered to participants in Vietnam, covering three distinct age groups: 15-25 years old, 26-30 years old, and over 30 years old. The age distribution of the participants revealed that the largest group consisted of individuals aged 15-25 years old, accounting for 91.7% of the respondents. The second group, comprising individuals aged 26-35 years old, represented 7.8% of the participants. The remaining 0.5% consisted of respondents aged over 35 years old. A total of 412 valid responses were obtained and included in the analysis. Among the respondents, 17.0% identified as male, while a majority of 81.6% identified as female. This indicates a higher representation of female respondents in the survey. Accordingly, young people use the TikTok channel a lot, making up the majority of young people between the ages of 15 and 25. Regarding occupation, the majority of respondents (88.1%) identified themselves as students. In terms of income distribution, a significant proportion of respondents (83.3%) reported earning under 5,000,000 VND per month. A smaller percentage of 5.1% reported earning between 10,000,000 - 20,000,000 VND per month. Additionally, 9.5% reported earning between 5,000,000-10,000,000 VND per month, while only 2.2% reported earning over 20,000,000 VND per month. All participants in the survey confirmed their usage of TikTok,

awareness of TikTok celebrities, and viewing of fashion product review videos by KOLs on TikTok.

The assessment of the measurement model reveals satisfactory results. Outer loading coefficients for all variables exceeded the critical threshold of 0.7, indicating the observed variables' quality. The reliability test demonstrated high Composite Reliability (CR) and Cronbach's Alpha values, all above 0.7, affirming the model's reliability. The convergence assessment confirmed that all Average Variance Extracted (AVE) values are above 0.5, signifying the convergence of the model (*see Appendix 3 online*).

Regarding discriminant validity, both the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT) values were evaluated. The diagonal values (square root of AVE) were higher than the off-diagonal values, indicating discriminant validity between the constructs (*see Appendix 4 online*). All HTMT values were less than 0.85, suggesting guaranteed discriminant validity between the constructs (*see Appendix 5 online*).

Moreover, the collinearity statistics (VIF) analysis revealed that all VIF values were less than 3, indicating no multicollinearity among the independent variables. Regarding the structural model assessment, the coefficients and p-values demonstrated significant associations between independent and dependent factors. Additionally, the  $f^2$  values  $> 0.02$  indicated that the impact of independent variables on the dependent variable ranged from small to medium. The results of the structural model confirm all proposed hypotheses are accepted.



**Table 1.** Estimation results of the structural equation model

Hypotheses	Coefficient	P Value	f <sup>2</sup>	Result
H1: EXP → QLR	0.206	0.000	0.068	Supported
H2: TRW → QLR	0.141	0.000	0.034	Supported
H3: CGC → QLR	0.365	0.000	0.207	Supported
H4: REP → QLR	0.154	0.000	0.047	Supported
H5: COKOL → QLR	0.215	0.000	0.079	Supported

Table 5 shows that the impact of EXP is positively significant ( $\beta = 0.206$ ;  $p\text{-value} < 0.05$ ), confirming that the perceived expertise of key opinion leaders (KOLs) has a positive influence on the perceived quality of reviews for fashion products. This means that consumers are more likely to trust and view reviews as credible if they perceive KOL as knowledgeable and experienced in the fashion industry. This has implications for companies and marketers who may seek to leverage the influence of KOLs to promote their products. By identifying KOLs who are perceived as experts in their respective fields, companies may be able to improve the perceived quality of reviews and subsequently increase purchase intention among consumers. This result can be explained by the social influence theory, which suggests that individuals are influenced by the opinions and behaviors of others in their social circle or those they perceive as having authority or expertise. In social media, KOLs are seen as experts and influencers in their respective fields and are perceived to have more credibility than the average person. Therefore, when KOLs endorse or provide reviews on fashion products, their perceived expertise can positively influence consumers' perceptions of the product.

Next, the coefficient of KOLs' trustworthiness is also significantly positive ( $\beta = 0.141$ ;  $p\text{-value} < 0.05$ ), indicating that KOLs' trustworthiness enhances the quality of their reviews of fashion products. It is consistent with Lou and Yuan (2019) that KOL trustworthiness

positively affects consumers' evaluation of product reviews. These findings emphasize the importance of trustworthiness in influencing consumers' evaluations of product reviews. When KOLs are seen as more trustworthy, they're likely to produce higher-quality reviews because consumers find them credible and reliable.

Third, the congruence of KOL has a positive impact on the quality of KOLs' review of fashion products ( $\beta = 0.365$ ;  $p\text{-value} < 0.05$ ), showing that the congruence of KOLs with a brand can have a positive effect on the quality of the reviews they provide, as it can lead to more positive reviews and more detailed and insightful feedback. It is similar to Torres et al. (2019) that the congruence between the digital influencer and the brand has a stronger effect. In addition, Pradhan et al. (2016) showed in their study that brand-celebrity personality congruency has a significant impact on brand attitude and purchase intention. This can help build trust and credibility with their followers and ultimately benefit the brand's reputation and sales.

Fourth, the coefficient of KOLs' reputation is also significantly positive ( $\beta = 0.154$ ;  $p\text{-value} < 0.05$ ). KOLs with a higher reputation tended to provide more detailed, informative, and balanced reviews compared to those with a lower reputation. This indicates that KOLs with a stronger reputation are likely to have more credibility and expertise and are more trusted

by consumers. Furthermore, the perceived reputation of KOLs also creates greater confidence for consumers before making an intentional purchase. Consumers were more likely to purchase products promoted by KOLs with a higher reputation, indicating that KOLs with a stronger reputation can have a positive impact on product sales.

Finally, the content created by KOL has a positive impact on the quality of KOLs' review of fashion products ( $\beta = 0.215$ ;  $p\text{-value} < 0.05$ ). This finding suggests that brands can benefit from collaborating with KOLs who provide high-quality content reviews to improve their products' perception and increase sales in the fashion industry. It confirms the role of influencer-generated content in shaping consumer behavior in the fashion industry.

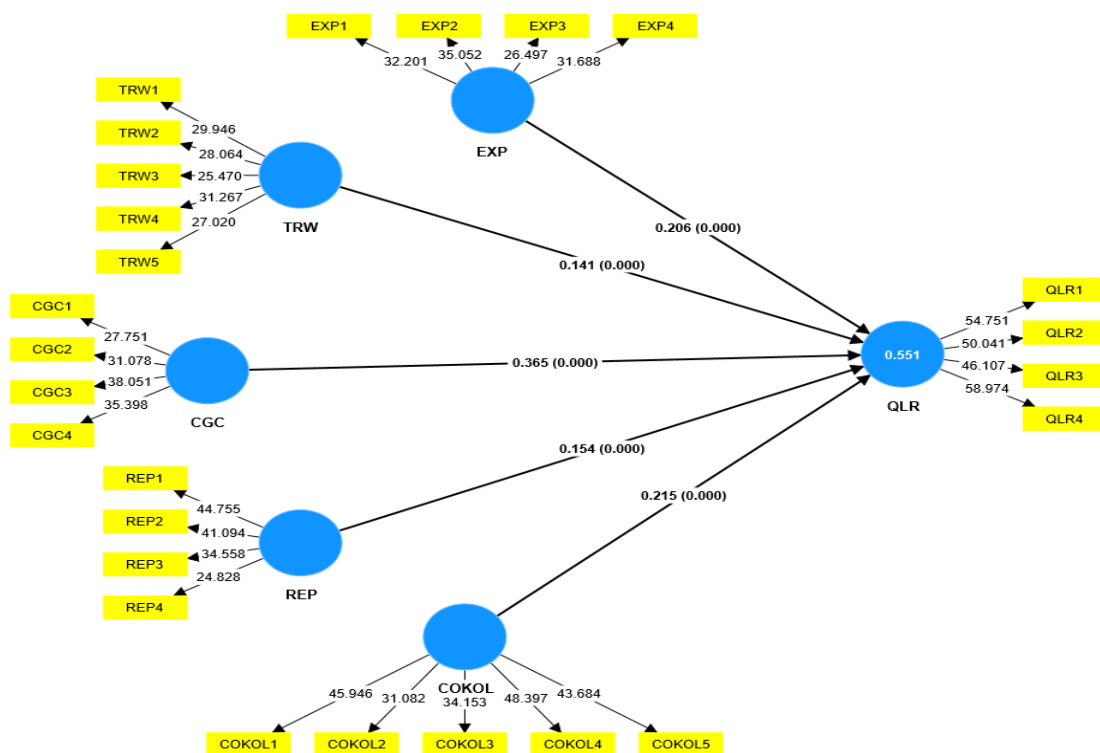


Figure 2. The result of the structural model

## 5. Conclusion

The study highlights the importance of the Congruence between KOLs and brands, KOLs' Expertise, Trustworthiness, Content by KOLs, and Reputation of KOLs in influencing the quality of KOL's fashion product reviews. These findings imply that KOLs play a vital role in brand marketing by reaching the target audience and building trust and prestige for consumers. High-quality content fosters a closer relationship between KOLs and viewers.

In conclusion, KOL characteristics and content significantly impact review quality, influencing the perception and trust of the audience towards KOLs. Ensuring high-quality reviews is vital for KOLs and fashion brands to build credibility and maintain positive relationships with their audience.

The findings of this study have several managerial implications. *Firstly*, KOLs should be perceived as experts in their respective fields, as this enhances the trustworthiness of their

product reviews. Therefore, KOLs are advised to ensure their knowledge is comprehensive and proficient in the domain of fashion to provide viewers with high-quality and objective evaluations. Brands should carefully select KOLs with high trustworthiness and minimal scandals, as this results in content-rich and creative reviews, aligning with the brand's core values and attracting a larger audience. Consistency between KOLs and brands is essential, as any incongruence can diminish the quality and trustworthiness of the reviews. KOLs' reputation is crucial, as their reviews are widely trusted and supported. Hence, maintaining a focus on the quality of reviews is vital to avoid losing consumer trust, which can have significant consequences for KOLs. Lastly, high-quality reviews help viewers focus on product features and uses presented in the content, reducing distractions from unnecessary details. Therefore, KOLs primarily involved

in product reviews should be transparent about their content and inform viewers that reviews reflect their perspectives, which may not always be entirely accurate due to various factors. Consumers should maintain a multi-dimensional perspective when interpreting the provided information.

Despite making valuable contributions, this study has several limitations. Firstly, it solely focuses on KOL reviews in the fashion sector and lacks a broader perspective on KOL reviews in other industries. Secondly, the study was conducted at a preliminary level with a relatively short period, leading to a small sample size for evaluating the quality of KOL reviews about fashion products on TikTok. The restricted scope of respondents from Vietnam may limit the generalizability of the study's findings, as Vietnam's unique culture, economy, and demographics may differ significantly from other countries.

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