EVALUATING THE QUALITY OF KOLS' REVIEWS ON FASHION VIA TIKTOK

To Anh Tho[1], Pham Thi Thu Huong[1*], Pham Ngoc Hoang My[1]

[1]University of Finance – Marketing, Vietnam
Corresponding author: Email: totho@ufm.edu.com, anhtho27@gmail.com.

Appendix 1. Measurement

CODE	QUESTION	REFERENCES
EXPERTISE		
EXP1	I believe a review on TikTok was posted by KOL, who are knowledgeable about fashion.	Wang and Scheinbaum (2018)
EXP2	I pay more attention to reviews using a KOL with expertise.	
EXP3	I will buy a product if KOL endorsing it is an expert.	
EXP4	I think a fashion brand being endorsed by a KOL with expertise is more trustable.	
TRUSTWORTHINESS		
TRW1	[KOL's name] is sincere.	Chung and Cho (2017)
TRW2	[KOL's name] is dependable.	
TRW3	[KOL's name] is honest.	
TRW4	[KOL's name] is reliable.	
TRW5	[KOL's name] is trustworthy.	
CONGRUENCE OF KOLS WITH THE BRAND		
CGC1	I understand why this fashion brand is related to this KOL	Ribeiro et al. (2021)
CGC2	I think it is relevant that this fashion brand is associated with the KOL	
CGC3	I can see the link between this KOL and the fashion brand.	
CGC4	To me, the message the fashion brand wants to send through the KOL is clear.	
REPUTATION		
REP1	This KOL has a great effect on TikTok	Ryu and Han (2021), Shah et al. (2023)
REP2	This KOL has a good reputation on TikTok	
REP3	I believe many TikTok users know this KOL.	
REP4	This KOL has many followers on TikTok	
CONTENT BY KOL		
COKOL1	The content generated by KOL on TikTok about fashion is attractive	Jia et al. (2023), Lai and Liu (2020)
COKOL2	The content generated by KOL on TikTok about fashion is valuable	
COKOL3	The content generated by KOL on TikTok about fashion is wonderful.	
COKOL4	The content generated by KOL on TikTok about	

	fashion is impressive.	
COKOL5	The content generated by KOL on TikTok about fashion is believable	
QUALITY OF REVIEW		
QLR1	This KOL 's reviews on TikTok enable me to understand both the positive and the negative aspects of products	Filieri and McLeay (2014)
QLR2	This KOL 's reviews on TikTok are of sufficient depth.	
QLR3	This KOL 's reviews on TikTok are easy to understand	
QLR4	This KOL 's reviews on TikTok are appropriate for satisfying my needs.	
QLR5	This KOL 's reviews on TikTok are correct.	

Appendix 2. The respondents' characteristics

Measure	**Value**	**Frequencies**	**%**
Sex	Male	70	17.0
	Female	336	81.5
	Others	6	1.5
Age	15-25	378	91.7
	26-35	32	7.8
	Over 35	2	0.5
Occupation	Students	363	88.1
	Business	5	1.2
	Office employees	21	5.1
	Freelancers/Others	23	5.6
Income	Under 5.000.000 VND	343	83.3
	From 5.000.000 to below 10.000.000 VND	39	9.5
	From 10.000.000 to below 20.000.000 VND	21	5.1
	20.000.000 VND and above	9	2.2

Appendix 3. Reliability and Validity Test Results

Constructs	**Scale items**	**Outer loadings**	**Cronbach's Alpha**	**CR**	**AVE**
CONGRUENCE OF KOLS WITH THE BRAND	CGC1	0.756	0.797	0.868	0.622
	CGC2	0.778			
	CGC3	0.820			
	CGC4	0.798			

CONTENT BY KOL	COKOL1	0.830	0.881	0.913	0.677
	COKOL2	0.799			
	COKOL3	0.798			
	COKOL4	0.844			
	COKOL5	0.842			
EXPERTISE	EXP1	0.800	0.806	0.872	0.631
	EXP2	0.808			
	EXP3	0.781			
	EXP4	0.788			
QUALITY OF REVIEW	QLR1	0.875	0.883	0.919	0.739
	QLR2	0.859			
	QLR3	0.841			
	QLR4	0.863			
REPUTATION OF KOL	REP1	0.834	0.825	0.883	0.654
	REP2	0.824			
	REP3	0.809			
	REP4	0.767			
TRUSTWORTHINESS	TRW1	0.799	0.834	0.883	0.601
	TRW2	0.789			
	TRW3	0.759			
	TRW4	0.755			
	TRW5	0.754			

Appendix 4. Fornell-Larcker matrix

	CGC	COKOL	EXP	QLR	REP	TRW
CGC	**0.788**					
COKOL	0.427	**0.823**				
EXP	0.339	0.344	**0.794**			
QLR	0.622	0.499	0.494	**0.860**		
REP	0.317	0.220	0.183	0.371	**0.809**	
TRW	0.331	0.168	0.442	0.407	0.118	**0.775**

Appendix 5. Heterotrait-Monotrait Ratio (HTMT)

	CGC	COKOL	EXP	QLR	REP	TRW
CGC						
COKOL	0.507					
EXP	0.425	0.403				
QLR	0.737	0.561	0.578			
REP	0.389	0.253	0.224	0.427		
TRW	0.402	0.194	0.542	0.470	0.150	