

An Analysis of UNIQLO's Content Marketing Strategy toward Gen Z

Abstract

Author(s) Chi Pham	Publication type Bachelor's Thesis	Completion year 2022
	Number of pages 49	
Title of the thesis An Analysis of UNIQLO's Content Marketing Strategy toward Gen Z		
Degree, Field of Study Bachelor of Business Administration, International Business		
Name, title and organization of the thesis supervisor Emmi Maijanen, Lecturer, LAB University of Applied Sciences		
Abstract <p>The study aims to analyze the content marketing strategy of a sustainable fashion brand - UNIQLO, in which the “Why” for purchasing sustainable products among young adults from 18-24 will be emphasized. Based on fixed critical elements of content marketing framework and Nguyen et al.'s research results on young adults' buying intention toward sustainable fashion clothes, the study reviews UNIQLO's practices in raising awareness toward sustainable fashion consumption among Gen Z. The main research question is How does UNIQLO implement Content Marketing Strategy to raise awareness among Gen Z?</p> <p>The research method in this study is qualitative. Data collection for the target audience's intention of consuming sustainable fashion products is from existing research, books, the company's publishment, and case study. Therefore, the study mainly uses secondary data collection.</p> <p>According to Nguyen et al.'s research findings, companies should develop their marketing strategy by educating young adults about sustainable fashion consumption. The result of the research question summarizes UNIQLO's content marketing strategy for young adults through their educational campaign “Join: The Power of Clothing”.</p>		
Keywords UNIQLO, sustainability, sustainable fashion, fast fashion, content marketing strategy, theory of planned behavior, materialistic values		

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1 Introduction

1.1 Thesis Background

The demand for constantly seeking newness in fashion products in modern days has exceeded the primary threshold. Over-consumerism in fashion has a direct hold on the global environment, in which fast-fashion consumption massively reinforces existing problems such as greenhouse gas emissions, water pollution, and material waste. Compared to the years before 2000, fashion brands currently double the amount of produced clothing by increasing material throughput in the production system. (Niinimäki et al. 2020.)

As seen in Figure 1, apparel took up to 6.7% of global climate impacts in 2016, which is approximately 3,290 million metric tons of CO₂eq (Quantis 2018).

	%	MILLION METRIC TONS CO ₂ eq
Apparel	6.7%	3,290
Footwear	1.4%	700
Total apparel & footwear impacts	8.1%	3,990
Compared to:		
Total global CO ₂ eq impacts	100%	49,300

Figure 1 Total apparel & footwear impacts compared to total global impacts in 2016 (Quantis 2018)

According to UN Fashion Alliance, the fast fashion industry today takes account of \$2.4 trillion to global manufacturing. It also consumes up to 215 trillion liters of water annually and contributes 9% yearly microplastic losses to the ocean (UN Fashion Alliance 2022).

As an emerging market country, Vietnam encounters several problems in dissecting fashion waste and handling pollution from fast fashion manufacturing. Accordingly, the Vietnamese government has started to root for sustainable options regarding fashion consumption, especially when Vietnam is about to welcome an additional 37 million people to the consumer class for the next decade (Figure 2).

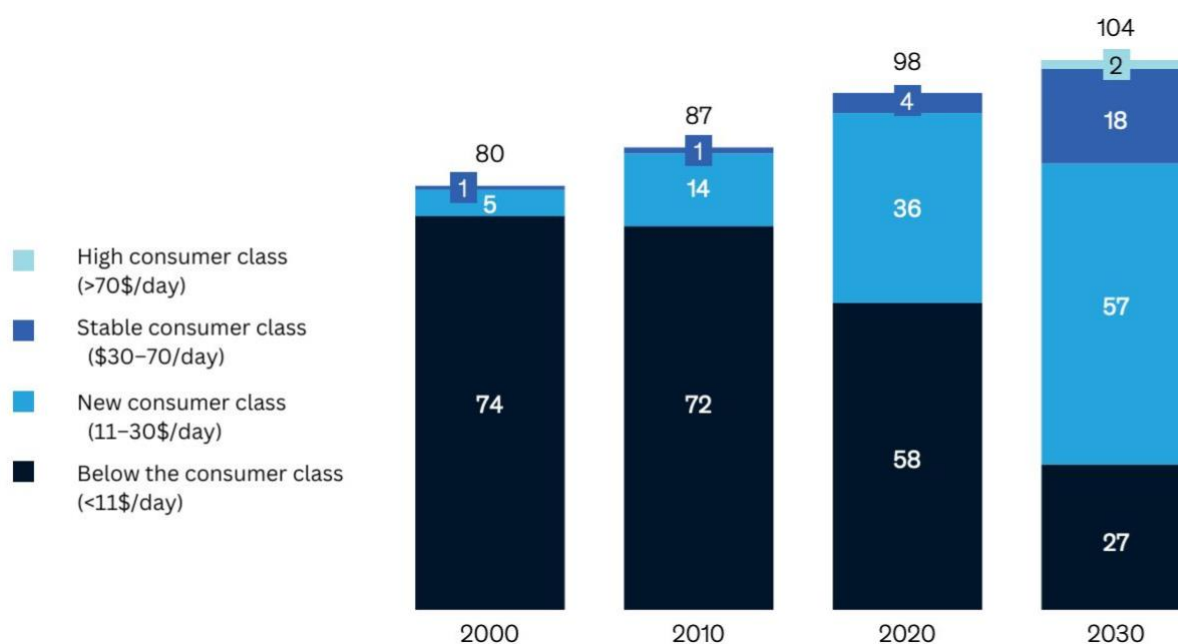


Figure 2 37 million people added to the consumer class in Vietnam for the next decade (McKinsey 2019)

The population seen in Figure 2 is classified by average daily expenditure, where consumer class is defined as those who spent at least \$11/day at purchasing power parity in 2011. Amidst the forecast, the Digital Citizens, i.e., Gen Z and Gen Y, who spend most of their time online, are believed to account for 40% of Vietnam's total consumption in 2030. The rise of Digital Citizens has enforced drastic innovations in retail and shopping behavior. TikTok videos, YouTube shorts, and Instagram reels have reinforced impulsive buying among Gen Z. (McKinsey 2019.)

It is a common fact that sustainable fashion generally holds a better future. However, shifting consumers' mindsets toward practical fashion consumption requires deep knowledge about consumers' motives, intentions, and feelings behind each purchase. Moreover, sustainable fashion brands should implement a suitable marketing campaign toward the consumers based on those vital insights while not ruining the business's core value.

Amidst the ever-changing trends in the fashion industry cultivated strongly by social media platforms (Nawar et al. 2015), sustainable fashion brands should put more effort into providing educational information about alarming environmental situations and re-defining the meaning of fashion (Niinimäki et al. 2020). In order to deliver such universal messages of sustainable fashion, content plays a vital role in presenting the core values of a business in a marketing strategy. Therefore, the study mainly revolves around promoting a sustainable fashion brand using a content marketing strategy.

1.2 Context of Case Company: UNIQLO

UNIQLO is a modernized clothing line from Japan that encourages customers to dress casually. The brand focuses mainly on product timeless and practical designs that could last over the years. UNIQLO directs its mission to make clothes for everyone and avoid swerving trends from fast fashion. Their clothing designs are simple, casual, and easy for people to mix and match according to their unique fashion styles. (iCheck 2022.)

According to the philosophy “simple made better”, the company believes that the product's durability will be the factor that makes customers return to buy again. In the year of 2018, UNIQLO sold about 10 million t-shirts worldwide. Spotting the reason why trendy clothes soon become solid wastes, the brand believes that worn repetitions over time reflect sustainability. To offer their customers the solution, Uniqlo has a research and development team to develop heat-dissipating, lightweight, recycled fabrics for jeans and anti-wrinkle fabrics that ensure the brand's products become durable and essential pieces for the customers. (Nha Quan Ly 2022.)

The motto of UNIQLO is through the fact that the company publishes sustainability reports every year. The reports present their achievements in their donation & charity works, humanity, and the well-being of workers (UNIQLO 2022). The brand has launched 13 stores in Vietnam since 2018, two located in the most popular commercial zones in Hanoi and Ho Chi Minh City (Fast Retailing 2022). Its openings received tremendous recognition and visitations from Vietnamese customers.

This year, UNIQLO called for sustainable development from purchasing options by conducting a content marketing campaign called “Join: The Power of Clothing” that raises awareness about marine pollution (Image 1). This campaign aimed to encourage customers to reduce marine waste by buying products from environmentally friendly materials (Zingnews 2022).



Image 1 The campaign “Join: The Power of Clothing” from UNIQLO (UNIQLO 2022)

Along with the educational content on the landing pages, UNIQLO also produced a distinctive line of clothing products for this very concept with the green image of the brand’s ambassador – Doraemon. The products promoted in the campaign are 100% recycled polyester. Specifically, for each product sold in the campaign, UNIQLO would contribute 1 USD (equivalent to 130 Japanese yen) for efforts to support programs to clean up and reduce ocean waste. The duration of campaign lasted almost one month. (UNIQLO 2022.)

The campaign has attracted, engaged, and motivated many young people to take action in sustainable fashion consumption. Therefore, the campaign is ideal for justifying the main study of how a sustainable fashion brand could promote its products through content marketing.

1.3 Thesis Objective, Research Questions, and Limitations

The thesis aims to understand how UNIQLO builds a content marketing strategy to raise awareness among Gen Z, which forms by interpreting the intention of sustainable fashion consumption among young adults from 18 to 24 (Nguyen et al. 2019). Based on four key stages of Rose’s content marketing strategy (Content Marketing Institute 2017) playing as a critical framework, the study revises the company’s practices in advocating sustainable fashion product consumption among the target audience.

The thesis evolves around the central question: How does UNIQLO implement Content Marketing Strategy to raise awareness among Gen Z?

However, answering the central question needs verified knowledge about young adults’ perspectives on purchasing sustainable fashion items. Therefore, the sub-question is as follows: What is the intention of sustainable fashion consumption among young adults?

Answering these two fundamental questions requires relevant knowledge of sustainability, sustainable fashion, fast fashion, and content marketing. Therefore, there are supporting questions presented to answer the central questions of the thesis:

- What is sustainability?
- What is fast fashion? What are fast fashion's environmental impacts?
- What is sustainable fashion? What are sustainable fashion's environmental impacts?
- What is content marketing?

In order to have a better grasp of the study, it is necessary to consider some limitations. The concepts of sustainability or sustainable fashion will include several specific aspects instead of being as a whole. In other words, the study only focuses on aspects that serve as supporting ideas for further discussions. Moreover, the study acts as a continual pathway from an existing study that applies models of "The Theory of Planned Behavior" (TPB) and Materialistic Values (Nguyen et al. 2019). However, rather than digging further into academic hypotheses, the thesis will develop from the ending result of the previous study, in which the survey of young adults' intention behind sustainable fashion purchases targeted people from 18 to 24 in Vietnam. Therefore, the result of the study might be relevant solely to the Vietnamese market. Since the baseline literature was published a few years ago, the research might not be able to cover various up-to-date information with high accuracy. The thesis aims to provide the most comprehensive argument, so supporting questions relating to Nguyen et al.'s study are also included:

- What is the Theory of Planned Behavior?
- What is the role of Materialistic Values in purchase intention toward Sustainable Fashion products?

Last but not least, there are also limitations in Rose's content marketing framework, which will be presented in chapter 3 and used to justify UNIQLO's content marketing strategy through their campaign "Join: The Power of Clothing" in chapter 4. The framework consists of six stages: purpose; goals; audience; story; process, and measurement. In the thesis, the last two stages (process and measurement) may not be in chapter 3 due to the lack of access to the case company's internal data. Therefore, the thesis can only cover the definitions and main functions of the process and measurement stages.

1.4 Theoretical Framework

In the theoretical framework, the author will explain key concepts and definitions that act as the spine for the thesis. Figure 3 illustrates the direction of the thesis' discussion.

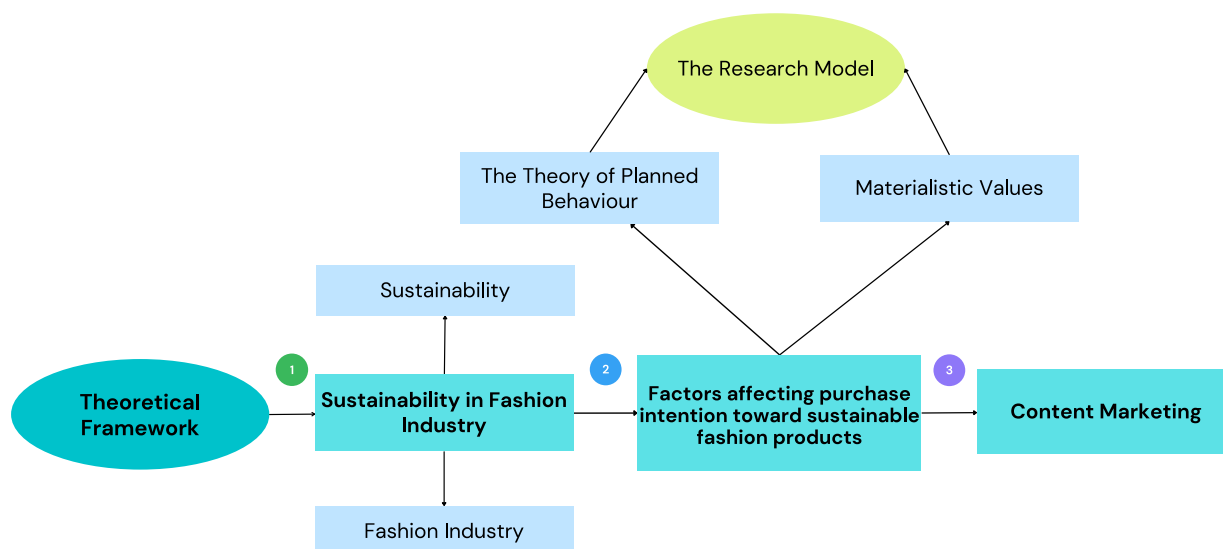


Figure 3 The Theoretical Framework Illustration

First of all, sustainability in the fashion industry which holds the essential notion for the study, is clarified and discussed with two main sub-categories: sustainability and fashion industry. In the section on the fashion industry, the ideas of fast fashion and sustainable fashion, together with their environmental impacts, are justified.

The following are the factors that affect the purchase intention of young adults in Vietnam toward sustainable products. In this chapter, the explanations and hypotheses for the Theory of Planned Behavior and materialistic value will connect logically to Nguyen et al.'s research model.

The last major subject in the framework is content marketing, whose definition and framework reference various points of view from past literature.

1.5 Thesis Structure

The thesis is composed of four chapters in total. Starting with an introduction, chapter 1 discusses the thesis background, aim of the study, research question, theoretical framework, limitations, and the structure of the thesis.

In the theoretical framework, there are four solid parts. Chapter 2 will display the concept of sustainability in the fashion industry, which reviews the definition of Sustainability in chapter 2.1. Following is chapter 2.2, which introduces the definitions and environmental impacts of both fast and sustainable fashion. Chapter 2.3 mainly analyze and reviews the drivers of purchase intention toward sustainable fashion products (Nguyen et al. 2019), which are the cornerstone of relevant UNIQLO's marketing implications. Finally, the definition and framework of content marketing (Content Marketing Institute 2017) will be in chapter 3.

Depending on the major framework in content marketing and results from Nguyen et al.'s hypotheses in the theoretical framework, chapter 4 is tributed to analyzing UNIQLO's content marketing campaign "Join: The Power of Clothing" regarding the theoretical studies of the thesis.

Last but not least, the conclusion chapter answers the research question of the thesis and provides suggestions for further research.

1.6 Research Methodology and Data Collection

The thesis applies qualitative research method since the collected data is re-sponsible for measurement, but rather for learning about experience of the participants and concepts of the main subject (Hammarberg et al. 2015). The collected data is presented in written words to demonstrate ideas that approve the target audience's intention behind purchases of sustainable fashion products and the suggested content marketing strategy for a sustainable fashion brand. Specifically, the data gained from previous research about young adults' intention toward buying sustainable clothing is in written words or documents.

Regarding data collection, the empirical chapter, Chapter 3, is utterly based on secondary resources. Data collection for the content marketing strategy is mostly from books, relevant articles, and reports. In order to develop a decent strategy in content marketing, knowledge of the target audience's intentions has to be thoroughly considered. The authors of the existing literature interviewed target audiences, gathered their answers, and analyzed them using academic formulas (Nguyen et al. 2019). The result was insights into young adults' motives when consuming sustainable fashion products. Therefore, the data collection source in the study is secondary.

2 Sustainability in Fashion Industry

2.1 Definition of Sustainability

Sustainability is a fundamental concern of the 21st century that, in most cases, accompanies corporate social responsibility (Aguilera et al. 2007). Sustainability means to be a green anchor navigating for some companies (Bansal & Roth 2000). Although many definitions for sustainability exist in the community, there are three distinct aspects: the activity presenting for sustainability should not cause any harm; one should treat others as they would like to be treated; and fulfill a generation's need without sacrificing those of future generations (Report of the World Commission on Environment and Development 1987; Partridge 2011; Fletcher 2008).

Sustainability stands beyond the relationship between humans with the environment; it is instead the relationship between human and themselves, their community, and their constitutions (Seidman 2007). However, sustainability correlates to complicated and uncertain environmental dynamics crossing ecological, economic, and social dimensions (Parthiban et al. 2017). To demonstrate a more coherent system of sustainability, Clark (2018) has depicted sustainability constructed by three pillars: profits, planet, and people, or can be perceived as economic; environmental; and social in Figure 4 (Tran 2021).

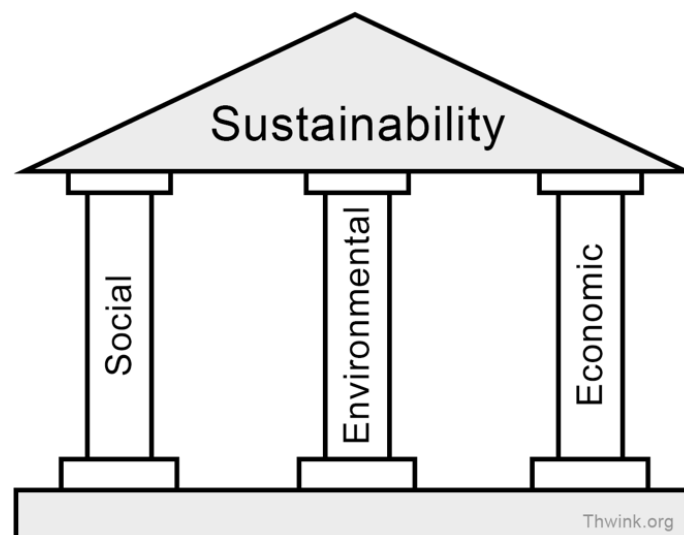


Figure 4 The Three Pillars of Sustainability (Thwink.org, 2017)

Leiserowitz et al. (2006) believe that environmental security is the most critical value in a sustainable development system. Thus, the fashion industry has become an easy target regarding negative environmental impacts since it is the second largest global polluter. Nonetheless, the industry is growing stronger than ever due to the soaring of fast fashion (Niinimäki et al. 2020).

Sustainability is not an unfamiliar concept in the history of fashion; it has always been one of the creative resources of the fashion industry (Welters 2008). Since fashion is the means for people to reflect and communicate their unique vision in society, which engage them in time and space (Fletcher 2008), it will constantly change. Meanwhile, at its core, sustainability is all about long-term prospects (Parthiban et al. 2017). The reality is that the ending stage of the garment-manufacturing supply chain (Niinimäki et al. 2020), seen in Image 2, leaves severe impacts on the environment, such as massive water use and energy consumption, abuse of chemical use, and waste production. It exposes as an “impediment to sustainability” (Parthiban et al. 2017).

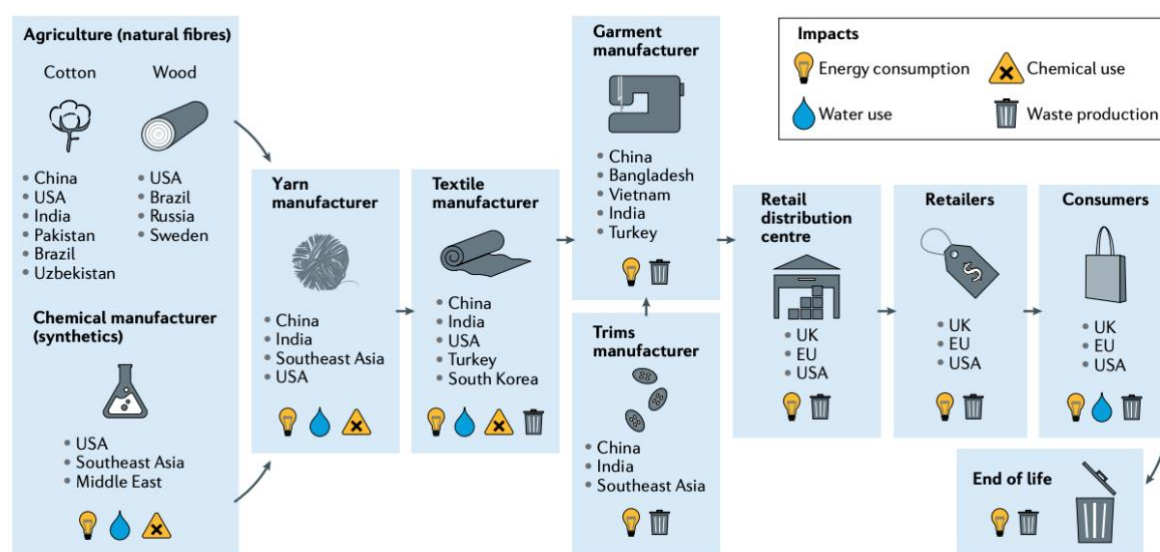


Image 2 Garment-manufacturing Supply Chain (Niinimäki et al. 2020)

2.2 Fashion Industry

Before discussing sustainable aspects designed in fashion development, it is essential to know a brief introduction to the popular fashion system. This section will analyze the concepts of Fast Fashion and Sustainable Fashion to support empirical practices.

2.2.1 Fast Fashion and Environmental Impacts

Fast fashion implies low-price clothing collections (Joy et al. 2012) and wasteful clothing manufacturing systems. Rapidly changing trends run fast fashion, and these trends are often copying trends from luxury fashion brands (Joy et al. 2012). The reason why fast fashion is hugely famous and commonly chosen by young people is that fast fashion products give them the feeling of being fashionable and up to date with an affordable amount of money. Popular retailers such as Zara, H&M, Top Shop, and Mango have

regularly mimicked high fashion designs to gain attention from consumers (Barnes & Lea-Greenwood 2006).

Fast fashion would not be the same without being “fast”. The element of speed is added to the fashion industry by retailers to be more profitable (Bhardwaj & Fairhurst 2010). Mintel (2007) pointed out that the fast fashion industry shifted consumer attention to apparel consumption, which connects with cheap production and material outsourcing, and praised the culture of impulsive purchasing in the fashion industry. Therefore, fast fashion depends on impulsive purchases that trigger a sense of urgency. Young female consumers who are unaware of the environmental impacts of fast fashion consumption and have enormous demands for updating styles are the leading segment for retailers to offer garments designed to use less than ten times (Morgan & Birtwistle 2009; McAfee et al. 2004). It is shown in Morgan and Birtwistle’s (2019) research that one in five young female consumers confirmed buying a new clothing product once a week.

The fashion calendar in the 1980s mainly consisted of seasonal patterns: Spring/Summer and Autumn/Winter (Bhardwaj & Fairhurst 2010). However, from the 1990s till now, retailers have been focusing on adding more phrases to original seasons to boost the variety of products, typically from 3-5 added sub-seasons. The reason behind the shift is that retailers wanted to update the products to increase responsiveness from consumers to the changeable fashion trends (Barnes & Lea-Greenwood 2006; Hines 2001; Hoffman 2007). The consumers have approved these seasonal additions, and the fast fashion industry ultimately recognizes their “insatiable demand for newness” (Barnes & Lea-Greenwood 2006).

Fast fashion has no longer been a new idea to everyone. However, the fact that fast fashion is a phenomenon pressuring the fashion industry to produce clothing at the expense of the environment is not profoundly known. Fast fashion consists of cheap manufacturing, frequent consumption, and short-lived garment use, which the two latter elements are discussed above. As seen in Image 2, fast fashion's textile and fashion system is geographically broad. Therefore, wide-scale environmental impacts occur in each phase of the garment-manufacturing supply chain: fiber production, yarn preparation, fabric preparation, dyeing and finishing, assembly, distribution, and end of life (Quantis 2018). The downsides of fast fashion production contain three main sections: environmental risk during production, occupational risk during production, and textile waste (Bick et al. 2018).

Environmental risk during production: In the first general stage of the garment manufacturing supply chain- textile production, which contains fiber production; yarn preparation; fabric preparation; and dyeing & finishing, natural and synthetic fibers are conformed. A large amount of sold clothing in the market is either cotton or polyester, which

causes remarkable health effects from the production process (Khan & Malik 2014). Polyester is extracted from oil; meanwhile, cultivating cotton acquires plentiful amounts of water and pesticides. Wastewater remains poor-handled and goes into water systems after the textile dyeing process. As a result, heavy metals and toxicants in the local water source directly harm nearby animals (Khan & Malik 2014). Moreover, ocean pollution is increasingly severe by the microplastic waste (mainly polyester) from fast fashion production, which affects the ecosystem heavily (UN Environment Program 2022).

Occupational risk during production: In the stage of garment assembly, 40 million global workers are employed (Siegle 2011). Developing countries responsible for nearly 90% of the globe's clothing do not always apply occupational and safety standards (Anguelov 2016). They resulted in a pile of occupational risks such as respiratory problems caused by inadequate ventilation (dust from cotton and synthetic air excess) and physical issues caused by repetitive tasks. Although production risks in developing countries have severely affected workers' health issues, such as lung cancer or life-threatening diseases (Sant'Ana & Kovalechen 2012; Akhter et al. 2017; Gebremichael & Kumie 2015), it is still overseen and unchanged (Taplin 2014).

Textile waste: Since fast fashion products claim to be disposable, consumers in developed countries, especially the United States, usually throw away used clothes that take up to 5% of landfill space (Wicker 2016). America exports about 500,00 tons of used clothes annually, and a significant portion goes to low and middle-income countries. Clothing items that cannot be made use of turn to waste. The consequence is waste appearing in every corner of developing countries, worsening their inefficient municipal waste systems.

It implies in the discussion above that these impacts are distributed unevenly. The developing countries where heavy textiles and clothing production occurs due to low-cost labor have to face more difficulties handling textile waste and coal-based energy mixes. Meanwhile, fast fashion consumption happens mostly in developed countries. Although developed countries try to improve the situation by importing impacts from developing countries, it seems to be a burden when evaluating the environmental impacts of the process (Niinimäki et al. 2020).

It is shown in Image 3 how the garment-production distributes environmental impacts. Chemical pollution is popularly placed in countries that cultivate cotton and other countries that do not accurately purify water waste. Since the chemical has spread widely throughout the continents, the globe encounters risks and challenges relating to organisms, ecosystems, and biodiversity. Both production and consumption leave an enormous amount of waste.

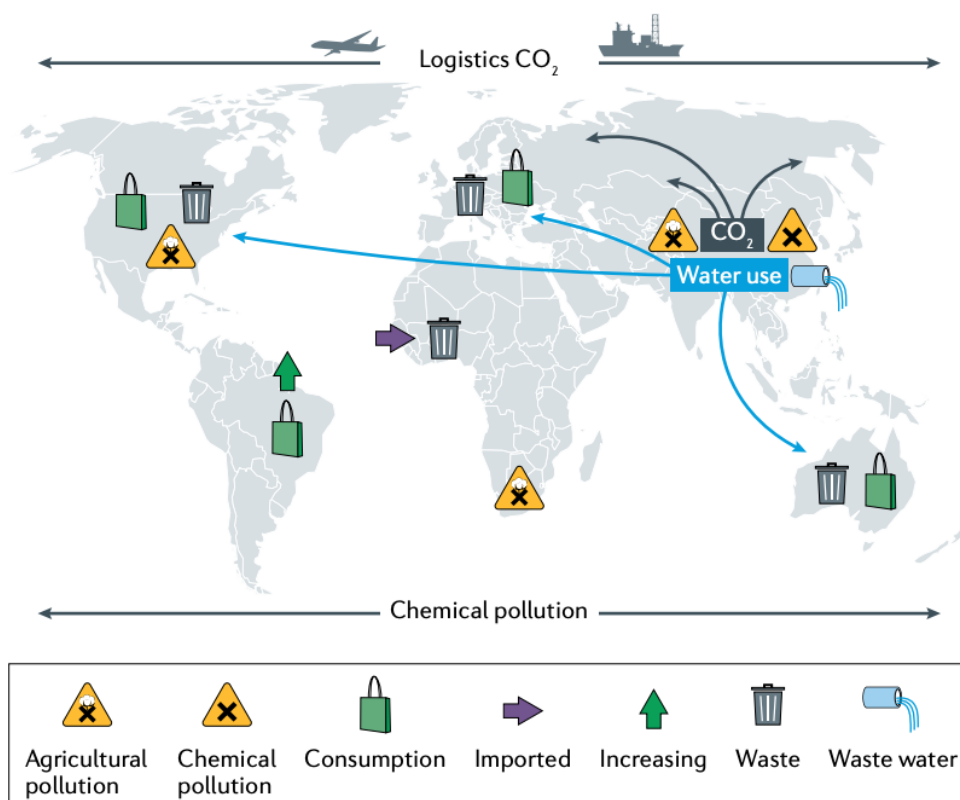


Image 3 Critical points in textile and fashion production (Niinimäki et al. 2020)

The fast fashion industry's crucial role in the global economy has blurred its environmental disasters (Black and Ekert 2010). Consequently, it slows down the industrial movement toward sustainable practices and empowers the existence of fast fashion in the market (McNeil and Moore 2015).

2.2.2 Sustainable Fashion and Environmental Impacts

Sustainable fashion has evolved over decades as a part of the slow fashion movement, and it interchanges with eco-, green-, and ethical fashion (Carey & Cervellon 2014). Since sustainable fashion belongs to the slow fashion movement, most people frequently misperceive it as an opposition to fast fashion. Meanwhile, slow fashion is formed upon the idea of centering the values of sustainability, such as ensuring working conditions or decreasing environmental risk (Joergens 2006). The philosophical concept requires fast fashion to slow its garment production process and allow workers to make changes (Clark 2008). Therefore, slow fashion aims to detach itself from the current fashion industry that is mainly growth-oriented (Fletcher 2010). Maintaining the slow and sustainable fashion movement calls for production balance, resulting in long-run relationships, local production, and clarity (Ertekin & Atik 2014).

Sustainable fashion has not been everyone's first choice because of several challenges. The most significant one is the price. Sustainable fashion products cost much more than fast fashion brands (Watson 2013). Using qualified and long-term materials and municipal production can explain the price gap. The fact that these products are not affordable for everyone turns into the biggest con of sustainable fashion (Chan 2020). Additionally, more and more new fast fashion brands are appearing in the market, offering cheap, instant, and convenient options for consumers to achieve quickly. The situation has been so tricky for sustainable fashion brands to compete when trendy and low-price fashion products are available and feasible.

Seven forms of sustainable fashion production and distribution are in Figure 5.

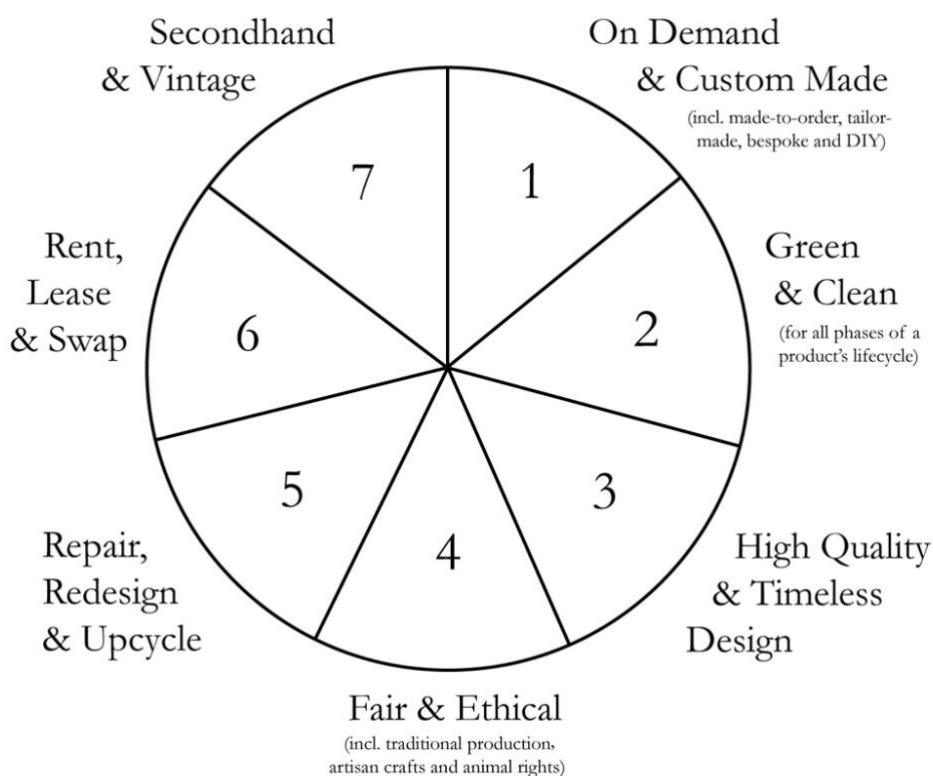


Figure 5 Seven forms of Sustainable Fashion (Brismar 2012)

All forms are not entitled to fit every people equally since their needs and preferences are distinct. When making new purchases, "Green & Clean" and "Fair & Ethical" forms should not be neglected. Consumers should be conscious of only paying for ethical and green clothing products, even with more money.

Figure 5 implies that sustainable fashion's primary purpose is slowing down production and consumption processes (Hasanspahic 2016; Jung & Jin 2016). It results in higher-quality clothing items and higher consumer awareness when making new purchases. Ultimately,

the environment would receive tremendous benefits. The decrease in solid waste from used clothes is the most significant effect of sustainable fashion. Moreover, prolonged production and consumption also mean less wastewater. When the form of “Green and Clean” is thoroughly implemented, the use of heavy chemicals will be excluded from production, decreasing aftermath chemicals pollution. In addition, sustainable fashion avoids harming the environment by using biodegradable and organic cotton in production (Joergens 2006); therefore, it keeps agriculture pollution at bay (Tran 2021).

The concern about producing sustainable clothes has grown remarkably among fashion companies (Goworek et al. 2012) since stakeholders constantly pressure them to apply more environment-friendly practices (Chan & Wong 2012; Gupta & Hudes 2012). H&M is one of the famous examples as they commit firmly to ethics and sustainability within their interest range and yearly sustainability report (H&M 2016). “World Recycle Week” is a notable project from H&M that aimed to collect 1,000 tons of tossed garments in a week to raise awareness about the vital role of recycling and the expense of producing fashion garments (H&M 2016).

However, the sustainability wave in the fashion industry has not been too impactful since only a few companies practicing green processes are not enough. It is believed that fashion brands should provide more information in their marketing campaign and promote eco-fashion for the consumers to have better ethical judgments (Carrigan & Attalla 2001; Chan & Wong 2012; Gupta & Hodges 2012; She et al. 2012). Transparency and provenance should be included in the fashion dictionary and communications to present a call for action and proof in the fashion industry. The goal scenario is where consumers understand and expect fashion brands to give out sustainability reports or invent new green practices. In the end, the consumers decide whether they normalize sustainable fashion or not (Henninger et al. 2017)

2.3 Drivers of Purchase Intention toward Sustainable Fashion products

The research of Nguyen et al. (2019) concentrates on appealing green apparel products to young people and testing some antecedents deciding intention to purchase green apparel products among young and knowledgeable consumers in Vietnam, in which materialistic values are dominant. It is essential to understand these fundamental theories because the result of Nguyen et al.’s study is the foundation for further findings of the thesis.

2.3.1 The Theory of Planned Behavior

The theory of planned behavior (TPB) is a carefully researched model that successfully predicts and explains behaviors across various domains. Therefore, it exposes each person's green purchase behaviors (Han & Stoel 2016; Ko & Jin 2017; Wu & Chen 2014). The center of TPB is the behavioral intention construct which is a navigator of the behavior (Ajzen 2011). Nguyen et al. (2019) solely focus on revealing the consumer's purchase intention (PI) instead of behavioral intention.

The TPB has three bidding antecedents of behavioral intention: Attitude toward the behavior, Subjective norms and Perceived behavioral control (Ajzen 1991). According to Fishbein & Ajzen (1975), attitude (ATT) lies in either one's positive or negative evaluation of behavior; subjective norm (SN) is defined as the absorbed social pressure urging one to commit to a behavior, and finally, perceived behavioral control (PBC) is the challenge perceived by one to perform a behavior.

In Nguyen et al.'s study (2019), ATT implies the consumer's positive or negative evaluation of purchasing green apparel products, SN refers to the absorbed social pressure urging one to purchase green apparel products, and PBC defines the perceived challenge or ease for one to make an actual purchase of green apparel products.

Many studies have proved that the TPB's antecedents impact purchase intention in terms of sustainable products, especially green apparel products. Nguyen et al. (2019) re-evaluated the connection between three antecedents of the TPB and generation Z's PI toward green apparel products in Vietnam. They provided three hypotheses:

- The consumer attitude toward green apparel purchase is positively linked to green apparel PI for young adults in Vietnam
- The consumer subject norm toward green apparel purchase is positively linked to green apparel PI for young adults in Vietnam
- The consumer perceived behavioral control toward green apparel purchase is positively linked to green apparel PI for young adults in Vietnam

2.3.2 The Role of Materialistic Values in Purchase Intention

Materialism is a crucial concept in the field of consumer research. Richins and Dawson (1992) perceived materialism as a set of personal values that contain three vital belief domains. They are:

- Possession-defined success (SUC): the extent to which one sees their possessions as a measure of their success and accomplishment in life
- Centrality of acquisition (CEN): the extent to which one prioritizes acquiring material items over everything else in life
- Acquisition in pursuit of happiness (HAPPI): material items are necessary for happiness and well-being.

Although in existing research, there is empirical evidence showing that materialism is not the opposition to pro-environment purchases (Andreou 2012; Ogle et al. 2014). Sustainable consumption positively correlates with high social status and delivers a pricey signal. In emerging and mature markets, materialism significantly benefits consumers' propensities for environment-friendly behaviors, including their eagerness to spend more on such items (Strizhakova & Coulter 2013). Therefore, the finding fits in Vietnam, where consumer behavior is considerably apparent.

Young adults in Vietnam tend to up-to-date and fashionable pieces and use them to gain social status. However, young adults with a high level of self-centeredness and self-achievement who desire material things as a life purpose will not certainly have second thoughts on green apparel. Vietnamese young adults see green purchases as entertaining, fun, and adventurous. These facts accord with the values relating to the three elements of materialism. Nguyen et al. (2019) presented additional hypotheses below:

- Success component of materialism (SUC) is favorably correlated with the consumer attitude toward buying eco-friendly clothing for Vietnamese young adults
- Centrality component of materialism (CEN) is adversely correlated with the consumer attitude toward buying eco-friendly clothing for Vietnamese young adults
- Happiness component of materialism (HAPPI) is favorably correlated with the consumer attitude toward buying eco-friendly clothing for Vietnamese young adults

2.3.3 The Research Model

Nguyen et al. (2019) included income in their final model since it is a regulating factor according to existing literature (Ko & Jin 2017).

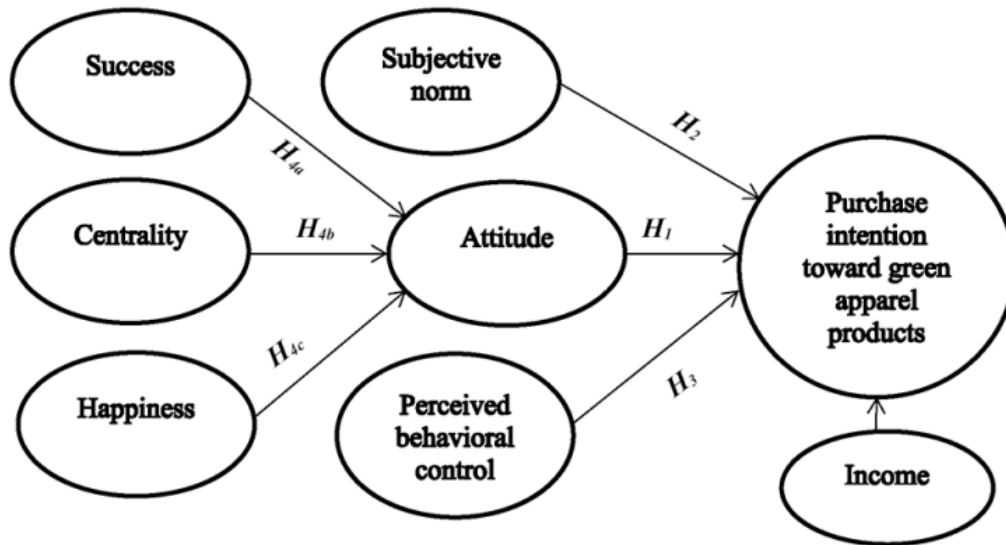


Figure 6 The research model and hypotheses (Nguyen et al. 2019)

They presented their final model as in Figure 6. Each scale item is given a score on a seven-point Likert scale, with (1) strongly disagreeing and (7) strongly agreeing. The survey contained every scale item assessing the study model's seven components. Only a humble sample of young adults in Vietnam was picked to evaluate the survey. The result of Nguyen et al.'s research based on this model will be discussed in chapter 4 and implemented as fundamental information belonging to the target audience group of UNIQLO.

3 Content Marketing

3.1 Definition of Content Marketing

Content is a general term that implies anything published on a website, such as words, images, and tools. All pages belonging to a website are that website's content. The content creating each website page (videos, blog posts, podcasts) is also an element of a brand's marketing. (Handley & Chapman 2012.)

Content marketing strategy involves producing and disseminating relevant and valuable content to attract, acquire and engage the target audience to encourage lucrative customer actions (Pulizzi 2009). In which content is carefully curated and delivered by an individual or a corporate to tell their story (Handley & Chapman 2010). Content should be differentiated from advertising or push marketing since these forms of marketing head for broad groups of customers. Instead, content marketing focuses on sending educational, engaging, and amusing information that their segmented audience needs (Lieb 2011).

More comprehensively, content marketing is a direct and indirect technique of promoting a brand through valuable text, video, and audio content online and offline. Long-form content, such as blogs, articles, and e-books, and short-form content, such as images or updates on social media platforms, are popular forms of content marketing. (Genelius 2011.)

However, content marketing is not about creating good content regularly. The success of content marketing lies in its capability to attract new audiences and retain existing ones by constantly producing relevant and appealing content that adjusts or enhances customers' behavior (Pulizzi 2009). A good content marketing strategy can enhance all story channels, including print, online, face-to-face, etc. It can also emerge in every stage of the purchasing process, from raising awareness phrases to advocate phrases. Moreover, a content marketing strategy can approach various groups of customers. (Pulizzi 2014.)

Content marketing mainly strategizes to create a priceless experience. It is about the helpfulness between humans by sharing valuable bits of content that embrace the community and establish the company as a pioneer in the industry. It is also about the deliverable and engaging content that assists customers in determining by themselves that the company's product or service is the one that will satisfy their needs. (Pulizzi 2014.)

According to Sheridan (2019), content marketing abbreviates many characteristics as follows: gaining trust through educating, implementing great information to help others solve their problems, and welcoming questions from customers & give the most real answers to them. Content marketing is a name given to actions containing transparent communication,

listening, and teaching that has earned trust forever. There is a high chance that it will be unchanged in the future.

Content marketing is most often mistaken for social media marketing. Although content marketing depends on social media and content is constantly created across social media to deliver messages, they are two fields that correlate. It can be differentiated into categories as below (Pulizzi 2014):

- **Centre of Gravity:** The main focal point of social media marketing stays within social media networks. Social media campaigns that contain actual content are stimulated on Facebook, Instagram, Twitter, etc. In comparison, a business website is the center of gravity in content marketing, including branded web addresses and microsites.
- **Types of Content:** The content in social media marketing is designated for that specific platform, meaning short status in the range of 140 characters. In comparison, content marketing can vary from blog posts and eBooks to videos and infographics.
- **Objectives:** Social media marketing focuses on brand awareness by striking activity and discussion relating to the brand and direct dialogues with customers relating to issues and questions by operating social media platforms as available forums. While the focus on a website makes content marketing concentrate more on demand and lead generation. With quality content leading to promises, the business can enrich them toward lead conversions or purchases.

Content marketing does not change accordingly to trends. Instead, it is searchable indefinitely. Online content allows customers to access its information anywhere and anytime easily. Content drives conversations, and customer engagement comes through conversations. The business engages with customers and grows in the emerging social environment. It is evident that online content may pique attention, encourage participation, and open doors for connection, making it a potent representative for a business. (Handley & Chapman 2012.)

As is said above, content marketing is website centric. However, a great website is only a great start. There are five essential tools for a successful content marketing strategy: Blog; Contact Form for Lead Generation; Email Service Provider (ESP); Web Analytics, and Social Media Presence (Crestodina 2013). Content marketing cannot be adequately operated without these tools since they play an inevitable role in executing any content marketing framework.

Content marketing is widely used by many prominent companies, such as P&G and Microsoft, but also by various small companies. There are four key reasons why content marketing is implemented so commonly. Using content as a marketing medium increases sales, saves costs, draws in loyal customers, and turns content into a profit center (Content Marketing Institute 2022). Most importantly, the content consumed by the target audience is how they better understand a brand's characteristics and values.

3.1.1 Content Marketing Framework

There are several models of operational content marketing stages. Pulizzi and Barrett (2009) presented a content marketing strategy from start to finish with five steps: Define the organizational goals; Determine the informational needs of the buyers; Determine what the business wants customers to do and why that is beneficial to the business; Determine the product and content mix and Measuring the process.

Didner (2014) introduced the global content marketing cycle containing Plan, Produce, Promote and Perfect, which can be seen in Figure 7. Didner's model is a simplified and objective view of executing a content marketing strategy. However, it can showcase fundamental phrases that are inevitable in content marketing.

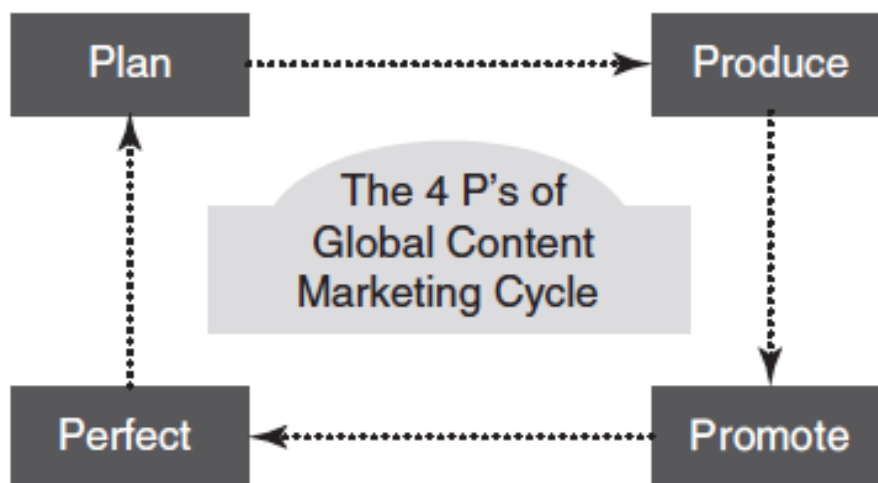


Figure 7 The 4P's of Global Content Marketing Cycle (Didner 2014)

Each of the P in Didner's model represents a set of actions or goals (Pam Didner 2014), which will be explained in depth below:

- Plan: refers to strategizing before actual execution. Planning includes working with primary stakeholders to form a global content marketing strategy that ties the target audience, key indicators, top countries and important editorial themes to the

company's objectives. Marketers must align goals and strategy since they navigate content creation, promotion and measurement.

- Produce: refers to creating meaningful content. Highly relevant stories should be exploited in various formats to meet the target audience's expectations. The insights and pain points of the target audience lie in the center of the main topics.
- Promote: refers to distributing content across digital platforms. Marketers should create a paid and social media-based distribution process for market-driven content. They publish suitable types of content on the proper channels at the right frequency. Tools and data could help the business to make the media purchase and content publication on social media more effective.
- Perfect: refers to measuring and optimizing for the most significant impact. Continuous feedback repetition always needs constant optimization and measurement of content marketing results. Set objectives, employ tools & procedures, and increase the efficiency of content creation and dissemination.

While Pulizzi & Barrett identified close-up steps to develop a content marketing strategy, Didner's model stays relatively general to marketers. Robert Rose, Chief Strategy Adviser of Content Marketing Institute University, proposed a content marketing framework that combines Didner's 4P and Pulizzi & Barrett's model (Content Marketing Institute 2017). Rose and Pulizzi (2011) also utilized the steps included in this framework to guide in managing content marketing in their book.

It consists of strategic and scalable content marketing operations in a business: Purpose; Goals; Audience; Story; Process, and Measurement (Figure 8).



Figure 8 Rose's Content Marketing Framework (Content Marketing Institute 2017)

3.1.2 Purpose

Purpose refers to why a business creates content in the first place and what customers will receive after consuming its content. Content marketing strategy requires a detailed plan in which every step is designed to bring fitting benefits to the target audience since audiences accumulate over time by receiving persistent and insightful content. Therefore, a business should invest in building a loyal community rather than collect content assets. Therefore, purpose and goals are setting stones before strategizing content marketing. The business value in the content should be unique and outstanding but also relatable to the target audience.

There is a priority question to be answered to define the purpose of a business:

What ideas will create value for an audience and thus enable our initiatives to provide multiple lines of value to our business over time?

The answer to this question will reveal the business' statement on its purpose, which addresses different strategic decisions. Moreover, the statement is also conducted by these four questions: What are the business goals for executing content marketing strategy?; To whom can the business deliver value to satisfy these goals (target audience)?; What are the valuable content experiences the business will deliver?; and How is the brand's voice unique?

3.1.3 Goals

Goals are to turn the purpose into tangible outcomes. Tactics, channels and techniques are in use for pursuing the prioritized goals. There are three types of goals that businesses could achieve with content marketing. They are campaign goals, cost-saving goals and business growth goals.

Campaign goals are sales-oriented that could be leveraged by producing content. This type of goal is achievable as the audience who subscribes to the business' content most certainly becomes actual leads, buys more and finishes the buying process in a short period of time.

Cost-saving goals are obtained by implementing content marketing more often than other marketing activities. Businesses can gather insightful data from their subscribed audience to determine the future sales-qualified leads, saving time and money on researching various prospects.

Business growth goals aim to scale up the business by using content. Developing new sources of income or establishing new product lines are activities that need the help of content.

The goals of a business should evolve so the content can stay relevant and accurate to the target audience.

3.1.4 Audience

Every success of a content marketing strategy is with the help of the subscribed audience. When an audience willingly gives out his/her personal data to receive more upcoming content from a business, they become subscribers. The converted subscribers are primarily from the target audience segmentation in the business plan. There are some key questions to help a business identify its group of audience:

- Whom is the business talking to?
- What is the group's content marketing persona? (including the needs, behaviors, status and characteristics)
- What does the person in the persona need?
- What does he/she value?

3.1.5 Story

The story is a medium that showcases the company's value. The story is not limited to a particular structure with a clear opening, middle and end. Marketers could be free and creative in creating stories as long as the business' values, purpose and passion are included in each bit and piece of content. Stories are how the audience could feel the trust and connection with the business, which is vital in making them become long-term supporters. Lastly, stories are the content assets that arise from a business' distinguished and beneficial ideas.

3.1.6 Process

The process of content marketing is always a continual operation, not a temporary campaign. Therefore, the operational process of a business could be divided into clear categories as follows: A content mind map; a decent workflow; qualified skills and resources from team members; editorial tone and guidelines from writers; a channel plan & conduct guideline; and necessary tools and mediums for a maximum of productivity and effectiveness.

To be more specific, Duplain – another contributor to Content Marketing Institute, introduced a more detailed and comprehensive process for particularly the marketing department (Content Marketing Institute, 2016). Duplain's process contains five stages: requests and strategic ideation, prioritization, creation, publication and promotion, and content organization and storage.

- Requests and strategic ideation: Key members in the marketing department, main stakeholders and specialized experts from other departments are included in this ideation and content demands meeting. After the meeting, involved members will agree on a mutual location for requests and idea submissions. Key members also have to decide who will approve and review submitted ideas. Finally, listing the sequence of work in this particular stage in an order (brainstorming, selecting, submitting, etc.)
- Prioritization: Prioritizing and scheduling content projects to ensure the alignment between the business goals and produced content. Content marketing managers or managing editors should plan to communicate priorities to their teams and stakeholders. Then, prioritized content should be added to the editorial calendar with the publishing date, the chosen platform and the contributors' names.
- Creation: First, milestones in the content process, such as writing, design or approvals, should be identified. The determined milestones will be broken down into smaller tasks. For example: In the writing phase, smaller tasks are creating outlines, drafts and a finale. More than one individual should manage the milestones to maintain the content's high quality.
- Publication and promotion: The business should first choose relevant distribution channels (social media, paid advertisement, email campaigns, media pitch) that align with its message to share the content with the target audience. The content distribution should also be assigned to hand-picked team members.
- Content organization and storage: Storage for the documented process is how a business stays organized in implementing content marketing. It allows team members to track and follow up with their current stage easily. Businesses should decide on one central location where they store the finales (e.g., Google Drive). Final files should be named carefully after one formula for later identifying purposes. These files are supposed to be put in compatible folders in the storage.

3.1.7 Measurement

The analytics pyramid in Figure 9 is proposed to help key team members and stakeholders understand what should be measured based on their goals. In this case, it is increasing 10% leads with no increased cost.

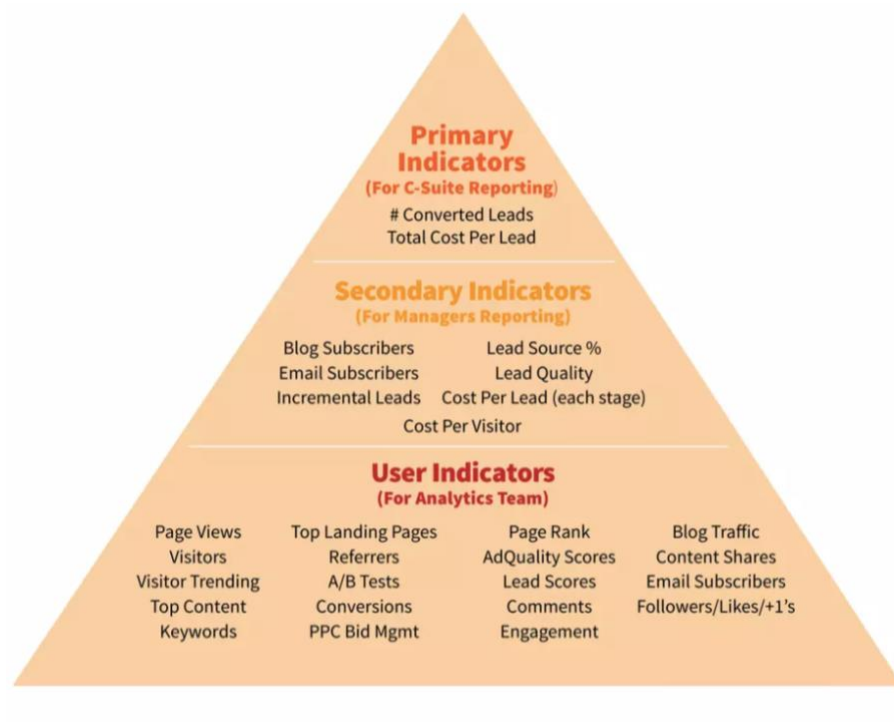


Figure 9 The analytics pyramids (Content Marketing Institute, 2017)

As seen in Figure 9, the primary indicators are the number of converted leads and the total cost per lead. After addressing the main indicators, managers should review secondary indicators such as blog/email subscribers, lead quality, or cost per lead since they have a direct hold on the primary indicators. Finally, the analytics team could scrutinize user indicators (keywords, blog traffic, page rank, etc.) to understand better how to achieve the bounded goal.

This model can be applied to changing goals in content marketing. Measurement is an inevitable part of growing a business and optimizing marketing efforts.

In chapter 3, Rose's content marketing framework will be implemented to examine a content marketing strategy from UNIQLO through a campaign. Practices and suggestions in each stage of the campaign will be highlighted to explain how UNIQLO promotes its products among young Vietnamese adults by implementing Content Marketing Strategy.

4 UNIQLO's Content Marketing Campaign - "Join: The Power of Clothing"

4.1 Results of Young Vietnamese Adults' Intention toward Sustainable Fashion Purchases

The results from Nguyen et al.' research serve as a core insight for the compatible content marketing strategy. Understanding Vietnamese young adults' purchasing intentions toward sustainable fashion items benefit a business in hitting the right pain points when promoting their products among this group of customers. Concerning a better understanding of the final results, sample & data collection, research findings, and implications are inclusive in this chapter.

4.1.1 Sample and Data Collection

The survey for testing the research model was conducted in Hanoi – the capital city and the second most populous city of Vietnam. It is also a city constantly under environmental impacts such as air pollution and waste pollution. Therefore, it is an ideal place to be the research site because Hanoi has enough essential conditions for sustainable fashion consumption. (Nguyen et al. 2019.)

The survey contained more than 300 self-conducted questionnaires sent to undergraduate students living in Hanoi. In the final analysis, 245 questionnaires were taken into consideration. The research team gathered data from multiple prominent universities in Hanoi by implementing a non-profit sampling method. They ensure all respondents understand the concept of sustainable fashion products by including its definition at the beginning of the survey. (Nguyen et al. 2019.)

The number of female (57.1%) respondents slightly exceeded that of male respondents (42.9%). The range of age in the sample is from 18 to 24. Regarding income, 40% of conductors owned more than VND 4.5 million per month (179.74 euros), and 75.5% owned an average monthly household income of approximately 599 euros and above. (Nguyen et al. 2019.)

4.1.2 Research Findings

The research suggested and examined an extended TPB model with three additional components of materialism. Five hypotheses gained support from the data in a total of six. The findings approved that three antecedents from the TPB are positive contributors to sustainable fashion purchase intention. The SN (social norms) influences PI (purchase intention) toward sustainable fashion items the most. Compared to SN and PBC (perceived

behavioral control), ATT (attitude) performed less influence on the PI. Nguyen et al.'s findings are in sync with other research in Asian countries where norms act as the most significant antecedent to buying intention, notably in sustainable consumption. (Nguyen et al. 2019.)

The research also concentrated on the direct effect of materialistic values on ATT toward sustainable fashion purchases among generation Z in Vietnam. The findings supported the positive influence of SUC and the negative impact of CEN on ATT toward sustainable fashion purchases, which means that materialistic young adults with solid value in success in Vietnam are more certain to perceive buying the products with a positive attitude. This group sees sustainable fashion products as the symbol of "*uniqueness, knowledge and natural association*" and may want to own these products to show that they are knowledgeable and successful (Ogle et al. 2014). However, materialistic young adults with a solid sense of centrality are more certain to have a negative attitude toward sustainable fashion purchases. The main reason for the finding is that the group of young adults treasures material possessions and luxuries over the simplicity of sustainable clothing items. Therefore, materialism is contradictory to pro-environment consumption. (Nguyen et al. 2019.)

On the other hand, the hypothesis of HAPPI having a positive influence on ATT did not receive supporting data. There is a contingency that sustainable products may link with limitations such as low choices or less appealing designs. Hence, they feel less satisfied and happy feelings when using the products. (Nguyen et al. 2019.)

Oppositely, developed markets have more sustainable clothing options that provide customers with cozy, pleasant and joyful sensations (Lundblad & Davies 2015; Perera & Klein 2011).

4.1.3 Relevant Implications

Nguyen et al. study's conclusions have various implications. In order to increase consumer awareness of sustainable fashion and its advantages and to encourage more people to buy green clothing items, relevant and successful marketing tactics should be devised. Young adults, in particular, should be targeted for the campaign. (Nguyen et al. 2019.)

Businesses should design efficient marketing strategies to intensify the target audience's knowledge about the benefits of sustainable fashion purchases and consumption for society. Since Vietnam is a collectivistic country, young adults will likely have a firm intention to purchase these products when they receive encouraging social influence from their family, friends and relatives toward sustainable fashion. The business' marketing strategies

may leave a favourable effect on the target audience's attitudes and social influence, and ultimately, on their purchase intention toward sustainable clothing items by using the images of celebrities - the role models of young consumers. Additionally, business managers should develop more effective plans for increasing the market visibility and affordability of green fashion products, particularly for younger customers. Young folks are likelier to display stronger purchase intentions when buying green clothing is easier for them. (Nguyen et al. 2019.)

Furthermore, companies should develop marketing messages that enhance the perception of environmentally friendly clothing products to convey status symbols to the customers who purchase and consume these products. Marketers should build a marketing strategy based on education and guidance for young customers to be wiser and more accountable for their purchases in fashion. Usage of sustainable products should be promoted to young adults as a socially responsible action for the benefit of themselves, their families and all individuals in society because environmental problems are now a serious concern. Such objectives should be the focus of educational campaigns to encourage young adults to take action. Succeeding in promoting sustainable fashion products as "*elite and premium symbols*" can turn sustainable fashion consumption into a striving trend in Vietnam's market. (Nguyen et al. 2019.)

4.2 UNIQLO's Content Marketing Strategy

This chapter proposes ideas for a sustainable fashion brand to promote its products using a content marketing strategy. Relevant implications from the last chapter will serve as the suggested strategy's navigator. Each stage of the content marketing framework will emphasize and turn aspects of the previous findings into practical appliances.

4.2.1 UNIQLO's Sustainable Form

UNIQLO mainly produces casual clothes with timeless and durable designs that allow customers to wear them any time of the year. The brand prioritizes producing clothes that have high quality and practical purposes rather than trendy and fast fashion clothes. Therefore, UNIQLO's sustainable form of fashion is "High Quality & Timeless Design" (form number 3).

Although UNQLO has massive production worldwide, making the brand one of the rising fashion brands, they constantly invest in innovative fabrics and designs that are long-used, qualified and affordable, which none of the competitors can do.

In particular, the most famous material line from the company is the Heattech product line. Unlike conventional heat-retaining fabrics - thick, heavy and medium-sized, Heattech brings comfort to the wearer when it has a thin fabric and the heat-retention efficiency increases by two times. Heattech fabric can absorb heat radiating from the body, storing it in air pockets on new Technological fabrics, keeping the wearer warm. Other breakthrough product lines of Uniqlo are Fleece (Fleece – 1999), Bratop (2004), AIRism (2009), Ultra-Light Down (2009) and Lifewear. Where AIRism is a stretchy cooling fabric, Lifewear is a mix of sports and casualwear. (iCheck 2022.)

Moreover, the brand's CEO, Yukihiro Katsuta, also supports his business model by publicly stating that sustainability comes from the duration of clothing usage and encouraging customers to increase the lifecycle of each purchased clothing product. (Nha Quan Ly 2022.)

4.2.2 Purpose

A sustainable fashion brand should specify the main message in its produced content at the beginning of the strategy. Also, the target audience should immediately perceive the benefits of that brand's content from time to time. In other words, the beneficial and meaningful message should be first exploited since it will be executed accordingly throughout a content marketing strategy. With the accurate message, the audience will form a community where they long for insightful information from the brand's content. In order to actualize UNIQLO's strategy, the brand's purpose should be analysed as the grounding foundation.

As said in chapter 3.2.1, UNIQLO's purpose can be conducted by answering these four questions: What are the business goals of executing content marketing strategy?; To whom can the business deliver value to satisfy these goals (target audience)?; What is the valuable content experience the business will deliver?; and How is the brand unique? The answers to these questions are reviewed respectively as below.

The business goals in executing content marketing strategy: UNIQLO aims to increase the target audience's awareness of sustainable fashion's existence and advantages and inspire them to consume green clothing instead of fast fashion products. Through content marketing, UNIQLO encourages the audience to choose durable and high-quality fashion products and prolong the lifecycle of each clothing item. The brand also directs at boosting the target audience's knowledge about the alarming environmental situation caused by fast fashion production and how sustainable and life-wear fashion products from UNIQLO could help improve the problem and bring more gains back to their surroundings and society.

Since many target audiences prioritize status symbols, the brand also emphasizes sustainable fashion products as tools for communicating status signs. This goal could be seen in their educational content marketing campaign, which could provide the necessary guidance for the audience to purchase and consume fashion products more competently and responsibly. The details of UNIQLO's campaign will be discussed in chapter 3.2.5

The target audience that the business wants to deliver its value: Although UNIQLO's clothes are made and sold to everyone, their most engaged audience in Vietnam lies in the generation Z and Millennial range aged 18 to 40 (Advertising Vietnam 2022). They possibly have an average monthly income or monthly household income. The target audience could come from any gender, and they search for affordable, durable and minimalistic clothes that they can mix and match to their styles (Business Marketing Strategy 2021). They also have deep interests in sustainability in general, and they need to become better versions of themselves and contribute to society as a whole.

The valuable content experiences that the business will deliver: The content experience includes evaluating, consuming and interacting with brand content across multiple touchpoints through the customer's buying process. With an acknowledged content experience, a brand can provide high accuracy, persistence, customization and pleasure. There are three aspects of a good content experience: content organization, content personalization and engagement & relationship nurturing. (Spiceworks 2020.)

Content organization:

UNIQLO meets and provides timely content to the Gen Z audience at multiple touchpoints during the buying process, such as Facebook, Instagram, YouTube or their main website. The message of the brand, as well as the audience's interest, are compatible with the content format published across channels. For example, the brand offered educational guidelines for consuming clothes sustainably on a dedicated landing page on the brand's website. In Image 4, the content flow from the brand's website is smooth and easy for the audience to go from one piece of content to another (e.g., suggesting another article at the end of the finished one), so the audience can understand the storyline that the brand is delivering. (UNIQLO 2022.)

Hành trình bền vững tại UNIQLO/ SỨC MẠNH TRANG PHỤC



thể làm ngay bây giờ và những gì thế giới phải bắt đầu hành động để giảm thiểu chất thải nhựa.

PHÒNG VẤN Đọc thêm >

Làm việc cùng nhau để giảm tác động của các vi sợi.

- 1. Sử dụng lưới giặt quần áo**

Đặt quần áo của bạn vào túi giặt lưới khi bạn cần giặt để giảm ma sát và giữ cho chúng trông như mới. Ngoài ra, túi lưới giặt quần áo cũng được phát hiện là có hiệu quả giảm lượng khí thải sợi nhỏ (nguồn: Hoa Kỳ). Cơ quan Bảo vệ Môi trường Hoa Kỳ (EPA)
- 2. Cân thận chọn loại máy giặt**

Máy giặt kiểu lồng giặt được xếp hạng cao về hiệu suất tiết kiệm nước và được cho là có hiệu quả hơn trong việc ngăn chặn việc khai thác và giải phóng các vi sợi. Một số nghiên cứu cho thấy máy giặt kiểu lồng giặt có thể giảm lượng khí thải sợi nhỏ khoảng 70%. (Nguồn: Cơ quan Bảo vệ Môi trường Hoa Kỳ (EPA)
- 3. Cân nhắc lại tần suất bạn giặt quần áo**

Bạn có giặt quần áo thường xuyên hơn mức cần thiết không? Bạn có thể dễ dàng giảm lượng sợi nhỏ được tạo ra, bằng cách giảm tần suất giặt quần áo không tiếp xúc trực tiếp với da sau mỗi lần giặt, và bằng cách mặc hai lần và sau đó giặt. Nhưng bạn có thể muốn giặt áo phông và đồ lót thường xuyên hơn.
- 4. Chăm sóc quần áo của bạn và mặc chúng trong một thời gian.**

Bạn càng giặt nhiều quần áo, các sợi vi sinh của chúng càng ít rụng đi, vì vậy hãy chăm sóc từng chiếc quần áo và mặc chúng trong thời gian dài sẽ giúp giảm thiểu rác thải nhựa.

Chúng tôi cũng giới thiệu một số mẹo và cách chăm sóc quần áo của bạn để bạn có thể mặc chúng trong thời gian dài trên trang web về tính bền vững của UNIQLO.

Mẹo mặc và chăm sóc quần áo của bạn: >

Danh sách các sản phẩm thuộc chiến dịch

SẢN PHẨM





Giới thiệu về tổ chức nhận quyền góp

VE TỔ CHỨC NGO Đọc thêm TỚP

Image 4 UNIQLO's content organization on the campaign "Join: The Power of Clothing" landing page (UNIQLO 2022)

Content personalization:

Each bit of content the audience receives from sustainable fashion should reflect Gen Z's needs and interests in that phase of the buying process. If the audience is in the "awareness," the brand should focus on building a distinguished appearance online and offline, such as a great logo & catchphrase or a captivating landing page. The brand must build its image by containing brand colour, tone of voice, and characteristics, based on the relevance to the Gen Z audience. The more the sustainable fashion brand focus on Gen

Z's identities and behaviors, the higher chance that their content is personalized and engaging.

Uniqlo understands that different markets have different local cultures and living standards. Uniqlo has successfully expanded into different regional target markets for its social media strategies. UNIQLO's presences are mainly on Facebook and Instagram since Vietnamese customers are unfamiliar with Twitter. The brand also manages to enhance their brand's image on YouTube by hiring KOLs (key opinion leaders) to promote its products as haul video content.

Moreover, UNIQLO "localizes" brand identity based on young Vietnamese characteristics and makes a strong impression thanks to the "localized" brand identity suitable for the Vietnamese language (Image 5).



Image 5 UNIQLO's localized tagline for the Vietnamese market: "Elevate Everyday" (Advertising Vietnam 2022)

Intending to connect the brand with young customers, Uniqlo created the slogan "Elevate Everyday" to honour a modern, vibrant, energetic and innovative image of Vietnam since their target audience is constantly striving for the best option in everything they do (Advertising Vietnam 2022).

Engagement and Relationship nurturing:

The objective of cultivating a practical content experience for the sustainable fashion brand is building two-sided interactions and long-term connections with young adults through content creation.

UNIQLO not only interacts with its audience through social media activities but also through its campaigns. The brand also creates engaging activities that allow customers to join online and offline. Knowing that relationships with customers are the priority, UNIQLO's staff constantly reaches out to customers who require help during the purchase process. The brand's response speed is also optimized to avoid customers' disinterest in the brand's products. The content distribution across UNIQLO's channels is collaborative and complimentary, which aligns significantly with the brand's marketing direction. Other than posts that promote the new products on social media, UNIQLO creates slideshows, videos and infographics of each newest campaign so their customers can keep up with the brand's movements and receive helpful information immediately.

The unique brand's voice: Deep knowledge of the target audience's culture, intentions, and behaviors should be put forward to create a distinctive brand voice. With the right amount of information about Gen Z, the sustainable fashion brand figures out its pain points and insights. The brand can form a voice that aligns with its target audience's perspectives and personalities from these essential components.

Generation Z receives influence from the concepts of social norms, status symbols and sustainability. They care about their surroundings' well-being and want more informative resources relating to this topic. They also receive significant pleasure from entertainment and balancing all these life aspects. Therefore, the sustainable fashion brand should not approach them with a formal and strict tone of voice.

UNIQLO's advantage is understanding its target audience and the right approach to interacting with them deeply. The brand's objective is to help its customers consume fashion products sustainably. UNIQLO behaves as a fun, caring, helpful, inspiring friend who is willing to motivate their friends (Gen Z) to be more responsible, aware and rational in fashion purchases. With the personalized strategy they applied to the brand and social presence, UNIQLO's tone of voice changed partly depending on young Vietnamese's different cultural and behavioral backgrounds.

UNIQLO's purpose is to make the work a better place, starting with small changes in customers' choices toward fashion consumption. The brand aims to optimize sustainable fashion consumption by educating and inspiring young adults in Vietnam to "unlock the power of clothing" for their society, well-being and environment (Business Marketing Strategy 2021). They elevate this purpose by investing in content organization, personalization and relationship nurturing. UNIQLO intends to cultivate meaningful and long-term relationships with the target audience with a friendly and motivated attitude.

4.2.3 Goals

A sustainable fashion business could have any or all of the three goals when implementing content marketing (Campaign goals, Cost-saving goals, and Business-growth goals). It depends mainly on the maturity of that business.

- **Campaign goals:** The brand can increase its sales by producing suitable pieces of content consistently. These goals should be headed for when the brand already owns a solid number of subscribers to its content. Ideally, the sustainable fashion brand should pursue this goal when its audience has passed its awareness phase. Turning subscribers into actual leads requires the brand to improve the quality of written content, images, videos, etc., in that particular channel (e.g., ESP). Up-to-date and personalized technology could also help the business to close the gap between consideration and actual purchase faster.
- **Cost-saving goals:** These goals are expected at the beginning of the business when they want to receive results with low costs. Sustainable fashion brands should use content marketing more often than other kinds of marketing if they want to reduce costs. Since content marketing can be operated without paid platforms or services, the brand can promote its brand, purpose, products and benefits on various free social media platforms. With high patience and energy put into the progress, they may draw attention and gain insightful data from the right prospects to identify future sales-oriented leads economically.
- **Business-growth goals:** The sustainable fashion business can aim for these goals at any stage of its maturity. The business should utilize content marketing when launching the brand, explaining the product features, and introducing a different line of products or a new income stream. Every business shall scale up or change along the way, and content is the way they keep their audience updated.

UNIQLO focused on campaign and business-growth goals in their content marketing strategy since they are already financially stable in the industry. With their campaign “Join: The Power of Clothing”, UNIQLO aims to leverage sales by producing timely and insightful content while ensuring stable business growth and receiving more income by launching an additional new product line.

4.2.4 Audience

The sustainable fashion brand should depict a customer persona to form better messages and adjust an appropriate tone of voice in the content marketing strategy. A customer's persona is a supposing profile presenting typical traits of personalities and behaviors of a

group of audience. The persona is tailored by gathering legitimate data from market research and internal resources (Chaffey & Ellis-Chadwick 2019). Demographics and psychographics should be included in a customer persona (Scott 2015). While the demographic aspect contains age, gender, geographic and social status, the psychographic aspect covers characteristics, needs, values, lifestyles and opinions. A customer persona decides the success of every generated message the brand delivers to its audience (Nguyen 2020).

As it is said above that the target audience group of UNIQLO range from 18 to 40 years old with an average monthly income, Gen Z audience (from 18 to 24) seems to be the second most dynamic and active group when it comes to advocating the brand (Q&ME 2019). The main reason is that UNIQLO's visibility in the market and affordable price range are ideal for young people with average incomes. Based on the basic information from UNIQLO's business strategy and the findings in Nguyen et al.'s research, the suggested customer persona of the Gen Z group is established as in Figure 10.



Figure 10 The Customer Persona of the Gen Z group for UNIQLO

Figure 10 is an example of the customer persona for UNIQLO's content marketing strategy. It is essential for the brand to know and understand the person whom they are having a conversation with. With reliable information from the customer persona, the brand could start exploiting its story based on the person's pain points and perspectives.

4.3 "Join: The Power of Clothing" Campaign

Nguyen et al.'s suggestions for applying their findings to a marketing strategy consist of two main storylines: To raise the target audience's awareness of sustainable fashion and its benefits to society and to enhance the image of sustainable fashion as a means to cultivate social status for young adults. In UNIQLO's campaign "Join: The Power of Clothing", these two goals are also determined and implemented. By enhancing the situation of ocean pollution, UNIQLO indirectly manages to draw the audience's attention to the positive impacts of sustainable fashion choices.

4.3.1 Raise Awareness of Sustainable Fashion and its Benefits

"Join: The Power of Clothing" is a campaign with the desire to lead to a better world through every purchase. Currently, the amount of plastic waste from urban areas gradually fills the ocean and negatively impacts the ecosystem. The campaign is operated mainly on UNIQLO's landing page, where they produce content on reducing plastic waste in making, selling and wearing clothes.

The campaign introduces blog posts that explain the concept of ocean waste and how it ends up in the ocean. They carefully explain that 80% of ocean waste comes from cities. Approximately 11 million tons of plastic waste cannot be fully decomposed when it is washed into our oceans and flows into our oceans each year, and 60-90% of ocean waste is from different forms of plastic. (UNIQLO 2022.)

They then continue to propose their initiatives to reduce plastic waste in the ocean. The first proposal is reducing plastic waste in the clothing manufacturing process. Meaning fashion companies can reduce total plastic waste by using plastic as a resource instead of new raw plastic materials, such as polyester, nylon or PET. After referring to their actions on the initiative, UNIQLO accomplished 50% of all materials used to recycle by 2030 and recycling clothes to make new clothing products through RE. UNIQLO. (UNIQLO 2022.)

The second initiative is reducing plastic waste in clothing sales. The fact that many retailers use a variety of plastics in their stores (packaging, hangers, stickers and shopping bags) is

another concern of UNIQLO. The brand suggests that retailers should replace plastic shopping bags with paper bags or choose materials that are easy to recycle instead of using plastic packaging for products and further promote recycling practices for a waste-free future. (UNIQLO 2022.)

The final proposal is reducing plastic waste in clothes. UNIQLO mentions that they joined Microfiber Foundation in 2019 to research how to care for and wash clothes with the major detergent manufacturers since excellent fibers flow into the water when we wash clothes made of synthetic linen. Moreover, the brand wants to develop a textile manufacturing process with a solid commitment to a future in which the release of microfibers into the natural environment is managed correctly. The ultimate goal is to minimize the impact of microfibers on the natural environment. (UNIQLO 2022.)

UNIQLO also implements creative images and infographics to increase audience engagement and help them absorb educational information effortlessly (Image 6).



Image 6 An image used in UNIQLO's campaign (UNIQLO 2022)

The colors and designs of these illustrators accurately express UNIQLO's tone of voice toward their target audience: friendly yet affirmative. The image of Doraemon is intentionally used to represent for sustainable growth of UNIQLO since it is a favorable icon among young adults.

Moreover, the brand publishes interviews with many famous experts to strengthen the campaign's solidity. Oceanographers, the Former Director of the United Nations Environment Program's International Center for Environmental Technology (UNEP-AITC), and the Global Environmental & Sustainability Management department from Fast Retailing Group are prominent representatives conducting these interviews (UNIQLO 2022). The core missions of the interviews are to give the audience informative guidance on minimizing microplastic in everyday activities. Through conversations with experts, UNIQLO emphasizes the importance of prolonging a product's lifecycle and encourages the audience to purchase sustainable, high-quality, timeless fashion products.

The campaign naturally directs the target audience's focal point to sustainable fashion purchases by filling them in with unfiltered updates on ocean pollution and its causes. It effectively triggers a sense of urgency and motivation in the readers, and they start to shift their perspectives to purchasing sustainable clothing products. Since the benefits of sustainable fashion consumption appear throughout each bit and piece of content in the campaign, the audience may feel inspired and forced to be more responsible and empathic toward the campaign's mission. In other words, Uniqlo roots for customers to start their sustainability journey through each purchase by unfolding the disaster of ocean waste. (Zingnews 2022.)

Correspondingly, UNIQLO manages to execute an outstanding campaign by creating a smooth flow of content organization on the landing page. Along with their great sense of distributing the right content, the story that UNIQLO wants to deliver stays well-received and resounding in the audience's mind. It may motivate them to engage their friends and relatives in the campaign.

4.3.2 UNIQLO Products – a Way to Convey Social Status

In the “Join: The Power of Clothing” campaign, UNIQLO also promoted its designated clothing line (Image 7). With each purchase of the above special products, customers join Uniqlo to contribute 1 million USD to research efforts to reduce ocean waste. It is considered a highly skillful content marketing technique that the brand utilizes when running the campaign.



Image 7 UNIQLO's designated clothing line for the campaign (Zingnews 2022)

Understanding that the young audience (Gen Z) cares about the environment, their family and friends' well-being, and their self-accomplishments (Nguyen et al. 2019), the brand amplifies the benefits and achievements by supporting their campaign. The application of educational and informative content is how UNIQLO convince the young audience to join their sustainable movement. With the appearance of many speakers with high expertise, UNIQLO successfully builds a good brand community that inspires young adults to grow to their level. It means that the young audience perceives UNIQLO as an elite brand targeting knowledgeable and responsible people. Purchasing UNIQLO's products is perceived by the young audience as becoming a member of the brand's intelligent community.

As a result, there is a high chance that young audiences will take action (e.g., actual purchases) immediately after learning the campaign's content and possibly become advocates and continue to connect with UNIQLO. Through the campaign, the young audience certainly grasps UNIQLO's values in sustainability and their purpose in the campaign.

5 Conclusion

5.1 Answer to Research Question

The thesis aims to comprehend how UNIQLO develops a content marketing strategy to increase awareness among Gen Z by interpreting the intention of young adults between the ages of 18 and 24 to purchase sustainable clothing (Nguyen et al. 2019). The thesis reviews how the company promotes the consumption of sustainable fashion items among its target audience based on four critical stages of Rose's content marketing strategy (Content Marketing Institute, 2017). The main question in the thesis is: How does UNIQLO implement Content Marketing Strategy to raise awareness among Gen Z?

First and foremost, UNIQLO could not build a content marketing strategy without identifying its target audience. After determining the target audience group, their intentions and behaviors toward sustainable fashion purchases should be prioritized and scrutinized. In Nguyen et al.'s findings, the Gen Z audience may approach the purchase intention faster if their family and friends positively influence them to purchase sustainable clothes. They also leave better impressions on a brand if they collaborate with famous people. Young people also pay great attention to enriching their social status because they want to appear knowledgeable and responsible.

When the brand has gathered enough vital information, they need to identify its purpose in producing content for its audience. A brand's purpose should be big ideas that create value and benefit the audience. The goal of UNIQLO is to improve the workplace, beginning with simple adjustments in consumers' decisions regarding their fashion purchases. By educating and inspiring young adults in Vietnam to "unlock the power of clothing" for their community, well-being, and environment, the company hopes to maximize the use of sustainable fashion in general. By investing in connection building, content personalisation, and content structure, they visualize their purpose to the target audience. With a welcoming, caring and inspiring attitude, UNIQLO wants to build lasting connections with its target audience.

The next step for UNIQLO is setting its content marketing strategy goals. Since UNIQLO already occupies a robust financial position within the industry, UNIQLO concentrated on campaign goals and business growth goals in its content marketing approach. UNIQLO's "Join: The Power of Clothing" campaign seeks to boost sales by creating current and intelligent content while ensuring steady business growth and generating more revenue by introducing a new product line.

In order to have a visualised image of customers UNIQLO is having a conversation with, they need a customer persona. The suggested consumer persona for the Gen Z demographic is shown in Figure 10 and is based on the findings from Nguyen et al.'s research and essential knowledge from UNIQLO's business plan, specifically in the company's segmentation and target audience group.

Finally, the content marketing strategy of UNIQLO could be perceived and resolved through their recent campaign – “Join: The Power of Clothing”. UNIQLO subtly succeeds in bringing the issue of ocean pollution to the audience's notice while highlighting the advantages of sustainable fashion decisions. By building a seamless flow of information arrangement on the landing page, UNIQLO can carry out an excellent campaign. Along with their excellent taste in choosing the correct information to distribute, UNIQLO's goal is to tell a compelling story that resonates with the audience and may inspire them to get their friends and family involved in the campaign.

5.2 Limitations and Suggestions for Further Research

The biggest challenge of the thesis is using solely qualitative research methods. It could result in unsatisfactory arguments for the main research question. Moreover, Nguyen et al.'s research findings were in 2019; therefore, the data and its reliability are not entirely accurate to today's situation. Besides, they only conducted their research on the capital city of Vietnam. Consequently, young adults' behaviors and intentions toward sustainable fashion consumption may not be exploited in a broad scope. Also, their sample is relatively humble, so the final results may not provide perspectives on the subject with high accuracy and fairness.

The content marketing framework, presented to analyze UNIQLO's content marketing strategy through their recent campaign, is restrained to only four stages when Rose (2017) proposes six stages. Since access to UNIQLO's internal system is unavailable, their process and measurement in content marketing cannot be studied. Thus, the study cannot report the efficiency and success of UNIQLO's campaign from the business' point of view.

The thesis suggests a wide-scale survey should be implemented to understand young people's buying intention toward green fashion products in Vietnam. Rather than gathering data only in big cities, information should also be taken from other less busy cities. Future studies should collaborate with a sustainable fashion company to analyze their content marketing strategy with Rose's framework in a complete form (Content Marketing Institute 2017).

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