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## Understanding Generation Z Purchase Intention in Livestream Commerce in Vietnam: The Role of Promotion, Emotion, and Trust

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### ABSTRACT

Livestream commerce has emerged as a rapidly growing form of social commerce that combines real-time interaction, entertainment, and online shopping. This study investigates the factors influencing purchase intention in livestream commerce among Generation Z consumers in Hanoi, Vietnam. Drawing on the Stimulus–Organism–Response (S-O-R) framework, the research examines how promotional activities influence consumers’ emotional responses and trust, which subsequently affect their purchase intention. Data were collected through an online survey conducted in April 2025 with 261 Generation Z respondents who have experience watching livestream shopping sessions. The data were analyzed using SPSS and AMOS, including exploratory factor analysis, reliability analysis, confirmatory factor analysis, and structural equation modeling. The results indicate that promotional activities significantly influence both consumers’ emotional responses and trust. In addition, emotion and trust positively affect purchase intention, with emotional responses showing a stronger impact on purchasing behavior. These findings highlight the importance of promotional strategies and emotional engagement in livestream commerce. The study provides theoretical contributions to the literature on social commerce and offers practical implications for businesses seeking to design effective livestream marketing strategies targeting Generation Z consumers.

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## 1. INTRODUCTION

The rapid advancement of digital technologies and social media platforms has significantly transformed the landscape of online retailing. In recent years, livestream commerce has emerged as an innovative form of social commerce that integrates real-time video streaming with online shopping. Through livestream sessions, sellers or influencers present products, interact with viewers, and provide instant responses to consumer inquiries. This interactive environment allows consumers to observe product demonstrations, obtain detailed information, and communicate directly with sellers while making purchase decisions. As a result, livestream commerce has become an increasingly influential marketing channel in digital retail markets [1].

Previous studies suggest that livestream shopping enhances consumer engagement and trust by enabling real-time interaction between sellers and consumers [1]. For example, Sun et al. showed that livestreaming influences purchase intention by combining information exchange with entertainment [2]. Live sales on platforms like Shopee also significantly increase consumer interest [3]. In addition, social presence during live broadcasts improves perceived usefulness and positive emotions [4]. These combined elements distinguish livestream commerce from traditional online channels.

Among different consumer segments, Generation Z represents a particularly important group in the digital marketplace. Generation Z consumers are typically characterized as digital natives who have grown up with the internet, social media, and mobile technologies. These consumers grew up with the internet, social media, and mobile technologies [5]. As a result, they are highly familiar with online platforms and interactive digital environments. Research indicates that social media content strongly influences Generation Z purchase decisions [5]. Livestream commerce aligns with these preferences by combining entertainment with real time communication. Generation Z consumers show impulsive buying tendencies during interactive live streams [4]. They also rely on social media influencers for product recommendations [6].

In addition, the interactive nature of livestream commerce allows hosts or influencers to build stronger relationships with viewers [7], which can enhance consumer engagement and influence purchase decisions. Park and Lin showed that host characteristics and product match influence consumer perceptions [8]. For Generation Z, influencer live streaming has a strong association with consumer trust [6]. In some cases, young consumers discover products through social commerce stimuli but complete transactions on e marketplaces [9].

To better understand consumer behavior in such interactive environments, many researchers adopt the Stimulus–Organism–Response (S-O-R) framework [10]. According to this framework, environmental stimuli influence individuals' internal psychological states, which subsequently affect their behavioral responses. Environmental stimuli influence internal psychological states. These internal states subsequently shape behavioral responses. Marketing stimuli include promotional activities, product quality presentations, and host interactions. These stimuli affect emotional responses, perceived usefulness, and trust [4]. In social commerce, price promotion and parasocial interaction positively affect purchase intentions [11]. Consumers also engage in cross platform price comparison during their decision journey [9].

In Vietnam, the rapid growth of e-commerce and social media usage has created favorable conditions for the development of livestream commerce. Platforms like TikTok Shop, Facebook Live, and Shopee Live are popular venues for livestream shopping [11]. Businesses frequently use live sessions to offer limited time promotions. They interact with young consumers in real time. Despite this rapid development, empirical research on Generation Z livestream purchase intention in Vietnam is limited [11]. Most studies do not fully capture

how promotional stimuli and emotional pathways drive purchase completion [9].

Previous research in livestreaming has predominantly focused on descriptive statistics or geographically specific market characteristics. This narrow focus overlooks deeper theoretical gaps in how interactive stimuli transform consumer psychology. Specifically, existing models fail to integrate cognitive trust and affective emotion as parallel and concurrent mediators. This study addresses this theoretical gap under the Stimulus Organism Response framework. We examine how real time promotional cues simultaneously trigger these dual psychological pathways to shape purchase intention.

This research makes several important theoretical contributions to the literature. First, it advances the Stimulus Organism Response framework by decomposing organismic reactions into cognitive and affective elements. This addresses the need for a more comprehensive model of internal consumer states during interactive shopping. Second, it demonstrates that promotional cues trigger both immediate emotional arousal and cognitive reassurance. Finally, the findings validate these mechanisms within the highly active and interactive context of urban Hanoi.

## **2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

## 2.1 Livestream Commerce and the S-O-R Framework

Livestream commerce has rapidly emerged as a new form of social commerce that integrates real-time video streaming with online shopping. Through livestream sessions, sellers or influencers demonstrate products, communicate with viewers, and provide immediate responses to consumer inquiries. This interactive environment allows consumers to observe product demonstrations and obtain detailed product information before making purchase decisions. Compared with traditional e-commerce platforms, livestream commerce provides richer interaction and stronger social engagement, which can significantly influence consumer behavior.

Prior research indicates that livestream environments enhance consumer trust and engagement by facilitating direct interaction between sellers and viewers. For example, Wongkitrungrueng and Assarut [1] show that livestream interaction plays an important role in building trust and engagement in social commerce contexts. Similarly, Sun et al. [3] find that livestream shopping significantly influences consumers' purchase intention by combining entertainment, product information, and social interaction.

To explain how marketing stimuli influence consumer behavior, many researchers apply the Stimulus–Organism–Response (S-O-R)

framework proposed by Mehrabian and Russell [5]. According to this model, environmental stimuli affect individuals' internal psychological states (organisms), which subsequently influence behavioral responses. In the context of livestream commerce, external stimuli such as promotional activities and product information may influence consumers' internal states, including emotions and trust, which ultimately shape purchase intention [10].

Based on the S-O-R framework, this study proposes a research model in which promotion and perceived product quality act as external stimuli, while emotion and trust represent internal psychological responses, and purchase intention represents the behavioral outcome.

## 2.2 Perceived Product Quality and Trust

Perceived product quality refers to consumers' subjective evaluation of the overall excellence or superiority of a product relative to alternatives [11]. In online shopping environments, where consumers cannot physically examine products before purchase, perceived quality becomes a critical determinant of trust.

When consumers perceive that a product has high quality, they are more likely to trust the seller and believe that the product will meet their expectations. Prior research indicates that product quality perceptions play an important role in building trust in online marketplaces. Zeithaml [16] suggests that perceived quality

strongly influences consumers' evaluations and decision-making processes. Similarly, Dodds et al. [13] demonstrate that product-related information significantly affects consumers' perceptions and behavioral intentions.

In livestream commerce, sellers frequently demonstrate product features, materials, and usage through live video presentations. These demonstrations allow consumers to assess product quality more effectively compared with traditional online shopping environments. When consumers perceive that the presented products are of high quality, they are more likely to develop trust toward the seller.

Therefore, perceived product quality is expected to positively influence consumer trust in livestream commerce.

*H1: Perceived product quality positively influences trust in livestream commerce.*

### **2.3 Promotion and Emotional Responses**

Promotional activities are widely used marketing tools to attract consumer attention and stimulate purchase behavior. Promotions such as discounts, coupons, and limited-time offers can increase consumers' perceived value and create a sense of urgency during the purchasing process. Prior research suggests that promotional strategies can generate positive emotional reactions by increasing consumers' excitement and engagement with the shopping experience [14].

In livestream commerce environments, promotional activities are often embedded within interactive presentations. Livestream hosts frequently introduce flash sales, special discounts, and exclusive offers during product demonstrations. These promotional strategies can create excitement and entertainment for viewers, thereby enhancing emotional engagement during livestream sessions.

Previous research also suggests that emotional responses play a crucial role in consumer behavior. Positive emotions such as enjoyment and excitement can strengthen consumers' attitudes toward products and increase their likelihood of purchasing [9]. In the context of livestream commerce, Sun et al. [3] highlight that real-time interaction and promotional incentives can generate emotional engagement that influences purchasing behavior.

Therefore, promotional activities in livestream shopping are expected to stimulate consumers' positive emotional responses.

*H2: Promotion positively influences consumers' emotional responses in livestream commerce.*

### **2.4 Trust and Purchase Intention**

Trust is widely recognized as one of the most important determinants of consumer behavior in online commerce. Because online transactions involve uncertainty and perceived risk, consumers often rely on trust to evaluate whether they should proceed with a purchase.

Previous studies consistently demonstrate that trust significantly influences consumers' willingness to purchase products online. McKnight et al. [17] emphasize that trust reduces perceived risk and increases consumers' confidence in online transactions. In livestream commerce environments, trust can be developed through transparent communication, real-time product demonstrations, and interaction between hosts and viewers.

When consumers trust the livestream seller or platform, they are more likely to rely on the information provided and feel confident about purchasing products during livestream sessions. Therefore, trust is expected to positively influence consumers' purchase intention in livestream commerce.

*H3: Trust positively influences purchase intention in livestream commerce.*

## 2.5 Emotion and Purchase Intention

Emotion plays a significant role in influencing consumer behavior, particularly in experiential consumption contexts. Emotional responses such as enjoyment, excitement, and pleasure can shape consumers' attitudes toward products and increase their motivation to purchase.

Livestream commerce is inherently entertaining and interactive, which can generate strong emotional engagement among viewers. Consumers may experience excitement while watching product demonstrations, interacting

with hosts, or participating in limited-time promotions. Such emotional experiences can positively influence consumers' purchase decisions.

Holbrook and Batra [15] argue that emotions serve as mediators between marketing stimuli and consumer responses, influencing attitudes and behavioral intentions. In livestream commerce contexts, emotional engagement can enhance consumers' interest in products and increase their likelihood of purchasing.

Therefore, positive emotional responses generated during livestream sessions are expected to increase consumers' purchase intentions.

*H4: Emotion positively influences purchase intention in livestream commerce.*

## 2.6 Promotion and Trust

Trust is widely recognized as an important factor influencing consumer behavior in online commerce environments. Consumers often face uncertainty regarding product quality, seller reliability, and transaction security when purchasing products online. Promotional activities in livestream commerce can help reduce such uncertainty by providing transparent information about products and pricing.

During livestream sessions, sellers often provide detailed explanations of product features while offering promotional incentives. This real-time communication allows

consumers to evaluate product authenticity and seller credibility, which may strengthen their trust in the seller. Wongkitrungrueng and Assarut [1] emphasize that interactive communication between sellers and consumers in livestream environments can enhance consumer trust and engagement.

Furthermore, promotional strategies may signal value and reliability to consumers. When promotions are combined with detailed product demonstrations and transparent communication, consumers may perceive the seller as more trustworthy.

Based on this reasoning, promotional activities are expected to positively influence consumer trust in livestream commerce.

*H5: Promotion positively influences trust in livestream commerce.*

### 3. METHODOLOGY

#### 3.1 Data Collection and Sample

This study employed a quantitative research design using an online survey to examine the factors influencing livestream shopping purchase intention among Generation Z consumers in Vietnam. Data were collected through an online questionnaire distributed in April 2025 to respondents living in Hanoi, Vietnam.

The target population consisted of Generation Z consumers who have experience watching livestream shopping sessions on social media platforms such as TikTok, Facebook, or Shopee

Live. The survey was distributed through social media groups and university networks to reach young consumers who frequently use digital platforms.

After removing incomplete responses, a total of 261 valid questionnaires were retained for analysis. This sample size satisfies the recommended requirements for structural equation modeling and provides sufficient statistical power to test the proposed research model.

#### 3.2 Measurement Development

Measurement items for all constructs were adapted from validated scales used in prior studies related to e-commerce, livestream commerce, and consumer behavior. The constructs in the research model include promotion, perceived product quality, emotion, trust, and purchase intention.

All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was originally developed in English and translated into Vietnamese to ensure clarity and comprehension for respondents. A pilot test was conducted to ensure the reliability and readability of the survey instrument before the main data collection.

#### 3.3 Data Analysis

The collected data were analyzed using SPSS and AMOS software. SPSS was used to conduct descriptive statistics and reliability analysis

using Cronbach's alpha. Subsequently, confirmatory factor analysis (CFA) was performed using AMOS to assess the validity and reliability of the measurement model.

Finally, structural equation modeling (SEM) was applied to test the hypothesized relationships among the constructs. Model fit was evaluated using several goodness-of-fit indices, including CFI, TLI, RMSEA, and chi-square statistics, following recommended guidelines in SEM research.

## 4. RESULTS

### 4.1. Measurement Model Assessment

Exploratory factor analysis (EFA) using principal component analysis with Varimax

rotation was conducted to examine the underlying factor structure. The results revealed four factors with factor loadings exceeding 0.50, indicating acceptable construct validity. All items loaded strongly on their intended constructs.

Exploratory factor analysis using principal component analysis with Varimax rotation was conducted to examine the underlying structure of the measurement items. The analysis extracted four factors with eigenvalues greater than 1. The total variance explained by the four factors was 56.57%, exceeding the recommended threshold of 50% in social science research.

**Table 1: KMO and Bartlett's Test<sup>a</sup>**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.929
Bartlett's Test of Sphericity	Approx. Chi-Square	2465.506
	df	231
	Sig.	.000

a. Based on correlations

Cronbach's Alpha was used to assess the internal consistency of the measurement scales. As shown in Table 2, all constructs demonstrated acceptable reliability, with Cronbach's Alpha values ranging from 0.693 to 0.52. Although the reliability value for the Quality construct was slightly below the conventional threshold of 0.70, it remains acceptable given the limited number of items and the exploratory nature of the study

(according to Hair et al.[18]). The Composite Reliability values range from 0.698 to 0.854. All values meet the required threshold of 0.70. The Average Variance Extracted values range from 0.436 to 0.495. Although some values are below 0.50, they remain acceptable. According to Fornell and Larcker [19], an Average Variance Extracted below 0.50 is acceptable if the Composite Reliability exceeds 0.60. The internal consistency of the indicators is

sufficient for empirical research. The standardized factor loadings for all items exceed the 0.50 threshold. This confirms satisfactory item reliability.

**Table 2:** *Reliability and Convergent Validity of the Measurement Model*

Variables	Cronbach alpha	No. of item	Composite Reliability (CR)	Average Variance Extracted (AVE)
Quality	0.693	3	0.698	0.436
Promotion	0.793	5	0.794	0.438
Emotion	0.735	3	0.736	0.483
Trust	0.852	6	0.854	0.495
Intention	0.826	5	0.828	0.493

To detect the potential threat of Common Method Bias (CMB) (Table 3), Harman's single-factor test was performed using exploratory factor analysis (EFA) with an unrotated factor solution constrained to a single factor. The empirical results from the Total Variance Explained table revealed that the single extracted factor accounted for only

39.482% of the total variance, which is well below the threshold of 50% proposed by Podsakoff et al [20]. Therefore, common method bias is not a pervasive concern in this study, confirming that the subsequent structural relationships and hypothesis testing are free from serious methodological contamination.

**Table 3:** *Principal Component Analysis for Harman Single Factor Test*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.686	39.482	39.482	8.686	39.482	39.482
2	1.465	6.658	46.139			
3	1.232	5.602	51.741			
4	1.061	4.824	56.565			
5	925	4.206	60.770			

### 4.2. Structural Model Fit Assessment

Before testing the structural pathways, the overall fit of the structural model was evaluated. The structural model fit statistics show a very good fit with the empirical data. The CMIN over DF ratio is 1.821. This value is well below the recommended maximum threshold of 3. The Comparative Fit Index is 0.928. The Tucker Lewis Index is 0.918. Both baseline comparison indices exceed the

recommended 0.90 threshold. The Root Mean Square Error of Approximation is 0.056. This value is below the strict cut off of 0.06 for excellent fit. The Goodness of Fit Index is 0.886 and the Adjusted Goodness of Fit Index is 0.858. These statistics collectively confirm that the proposed structural model fits the empirical data well.

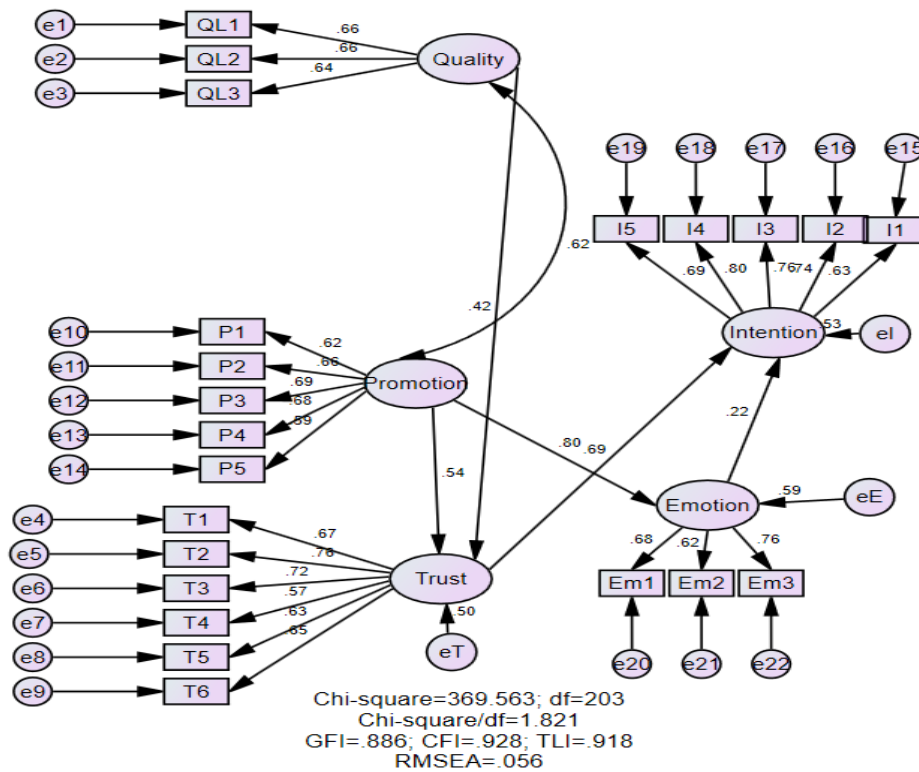


Figure 1: SEM model tested

### 4.3. Structural Model and Hypothesis

#### Testing

Structural Equation Modeling was performed to test the hypothesized relationships. The structural model achieved a satisfactory fit. The

standardized path coefficients and their significance levels are presented in Table 4.

The empirical results support all five hypotheses. Product quality exerts a positive and significant influence on consumer trust, supporting H1. The unstandardized estimate is

0.391 with a standard error of 0.087 and a critical ratio of 4.487. The standardized path coefficient is 0.422 with a p value less than 0.001. Promotional activities have a strong positive effect on emotional responses, supporting H2. The unstandardized estimate is 0.868 with a standard error of 0.113 and a critical ratio of 7.653. The standardized path coefficient is 0.804 with a p value less than 0.001. Promotional activities also significantly drive consumer trust, supporting H5. The unstandardized estimate is 0.563 with a standard error of 0.101 and a critical ratio of 5.576. The

standardized path coefficient is 0.536 with a p value less than 0.001. Consumer trust significantly and positively affects purchase intention, supporting H3. The unstandardized estimate is 0.688 with a standard error of 0.103 and a critical ratio of 6.692. The standardized path coefficient is 0.694 with a p value less than 0.001. Emotional responses also positively influence purchase intention, supporting H4. The unstandardized estimate is 0.210 with a standard error of 0.078 and a critical ratio of 2.676. The standardized path coefficient is 0.218 with a p value of 0.007.

**Table 4:** Hypothesis Testing and Direct Path Estimates

Hypothesis	Relationship Path	Unstandardized Beta	S.E.	CR t value	p value	Standardized Beta	Result
H1	Quality to Trust	0.391	0.087	4.487	less than 0.001	0.422	Supported
H2	Promotion to Emotion	0.868	0.113	7.653	less than 0.001	0.804	Supported
H3	Trust to Intention	0.688	0.103	6.692	less than 0.001	0.694	Supported
H4	Emotion to Intention	0.210	0.078	2.676	0.007	0.218	Supported
H5	Promotion to Trust	0.563	0.101	5.576	less than 0.001	0.536	Supported

**4.4. Mediation Analysis**

A mediation analysis was performed to examine the indirect effects. The analysis

utilized a bootstrapping procedure with 5000 resamples and a 95 percent confidence interval. Table 5 summarizes the mediation results.

**Table 5: Mediation Analysis (Bootstrapping Results)**

<b>Path Type</b>	<b>Specific Indirect Path</b>	<b>Indirect Effect Standardized Beta</b>	<b>Bootstrapped 95 percent Confidence Interval</b>	<b>Two Tailed p value</b>	<b>Mediation Result</b>
<b>Simple Mediation</b>	Quality to Trust to Intention	0.293	0.106 to 0.507	0.002	Full Mediation
<b>Total Indirect</b>	Promotion to (Emotion and Trust) to Intention	0.547	0.359 to 0.700	less than 0.001	Full Mediation

The mediation analysis reveals that consumer trust and emotional responses fully mediate the relationships between the stimuli and purchase intention. The standardized indirect effect of product quality on purchase intention is 0.293. The bootstrapped 95 percent confidence interval ranges from 0.106 to 0.507, with a two tailed significance value of 0.002. This indirect effect operates entirely through consumer trust.

The total standardized indirect effect of promotion on purchase intention is 0.547. The bootstrapped 95 percent confidence interval ranges from 0.359 to 0.700, with a two tailed significance value less than 0.001. This total indirect effect is transmitted through emotional responses and consumer trust. These results demonstrate that consumer trust and emotional responses are key psychological mechanisms in livestream commerce.

## 5. DISCUSSION

This study examines the factors shaping purchase intention in livestream commerce among Generation Z consumers in Hanoi, Vietnam. Based on the Stimulus Organism Response framework, the empirical results confirm that environmental stimuli influence consumer internal states, which subsequently drive behavioral responses [1, 10]. Specifically, the structural model validated all five hypotheses and demonstrated that promotional activities, product quality, emotional responses, and trust play crucial roles in this interactive retail setting.

First, the empirical finding that promotional activities positively affect emotional responses supports Hypothesis 2. This result is highly consistent with Sun et al. who showed that promotional incentives combined with real time interaction generate positive emotional engagement [2]. It also aligns with Andika et al. who observed that livestream promotions elicit strong positive feelings among young buyers [4]. We explain this similarity because livestream promotional cues like flash sales and interactive games create a competitive shopping atmosphere. This game like environment triggers instant excitement for Generation Z consumers who are highly sensitive to interactive stimuli [3]. This high emotional sensitivity explains why the pathway from promotion to emotion is particularly robust.

Second, our results demonstrate that both promotional activities and product quality significantly build consumer trust, supporting Hypothesis 1 and Hypothesis 5. The finding that promotions foster trust aligns with Hu and Chaudhry who argued that responsive merchant communication reduces buyer uncertainty [7]. It also matches Sengsuebphol who found that real time demonstrations during live streams build buyer trust [6]. Additionally, the quality to trust link is consistent with Duong and Ta who showed that information quality positively influences online trust [11]. We attribute these similarities to the information seeking

behavior of young consumers. Since Generation Z buyers cannot physically touch products, real time demonstrations and promotional responsiveness act as active proofs of merchant credibility. Interestingly, our results show that promotion has a stronger effect on trust than quality. This difference occurs because young consumers view direct seller responsiveness during promotions as a more immediate indicator of trustworthiness than passive quality descriptions.

Third, our analysis reveals that both emotional responses and trust positively influence purchase intentions, supporting Hypothesis 3 and Hypothesis 4. The positive effect of trust is consistent with McKnight et al. who established trust as an essential baseline to reduce transaction risk in e-commerce [17]. However, our findings resolve a critical theoretical tension regarding the specific roles of trust and emotion for Generation Z. Although trust provides a necessary cognitive baseline, emotion plays a highly dominant and active role in driving final intentions. While trust ensures transaction safety, emotional arousal acts as the immediate catalyst that triggers purchase action [4]. This aligns with Djafarova and Bowes who highlighted that emotional experiences directly stimulate impulsive buying among young digital natives [5]. For Generation Z consumers in Hanoi, the fear of missing out during interactive live broadcasts serves as a powerful motivator [3]. They

routinely prioritize immediate hedonic gratification and live social engagement over long term rational evaluations [4]. Therefore, emotional arousal represents the key psychological mechanism that converts passive trust into active, immediate purchase decisions [4].

Fourth, this study offers several distinct theoretical contributions. We advance the Stimulus Organism Response framework by decomposing internal consumer states into parallel cognitive and affective pathways [10]. Previous livestreaming literature often focuses on single mediators in isolation [2]. By modeling trust and emotion simultaneously, we explain the dual nature of consumer psychology during interactive shopping. Furthermore, this study shifts the academic focus from descriptive local market analyses to generalized behavior theory. We show how real time interactive stimuli systematically alter buyer risk perceptions and emotional states in emerging markets [11, 9]. This dual pathway model refines our theoretical understanding of social commerce dynamics globally.

Fifth, the results offer practical insights for livestream merchants. Sellers targeting Generation Z must implement a dual marketing strategy. They should build cognitive trust through transparent product demonstrations to reduce perceived risk [6, 11]. Simultaneously, they must utilize emotional triggers like limited time vouchers

to drive immediate action [3]. Hanoi Gen Z consumers are highly sensitive to immediate benefits and are easily driven by the fear of missing out. Therefore, successful live sessions must combine credible quality information with entertaining elements.

Finally, our findings explain the multi platform habits of young consumers in Vietnam [9]. Generation Z shoppers routinely discover products through social commerce stimuli but migrate to e marketplaces to complete transactions [9]. They utilize different platforms to conduct price comparisons and seek secure payment options [12, 13]. This cross platform migration emphasizes that merchants must maintain a consistent presence across both social and e commerce channels [9]. This integration is vital to prevent customer loss during the multi platform purchase journey [9].

## 6. LIMITATIONS AND FUTURE RESEARCH

Despite providing valuable insights into the factors influencing livestream shopping purchase intention among Generation Z consumers in Vietnam, this study has several limitations that should be acknowledged.

First, the study focuses only on Generation Z consumers in Hanoi, which may limit the generalizability of the findings to other demographic groups or geographic regions. Consumer behavior in livestream commerce may vary across different cities, age groups, or cultural contexts. Therefore, future research

could expand the sample to include respondents from other regions of Vietnam or conduct cross-country comparisons to better understand differences in livestream shopping behavior.

Second, the study relies on self-reported data collected through an online questionnaire, which may introduce potential response bias. Respondents' answers may be influenced by subjective perceptions or social desirability effects. Future studies may consider combining survey methods with other data collection approaches, such as experimental designs, behavioral data, or platform analytics, to obtain more objective insights into consumer behavior in livestream commerce.

Third, this research examines a limited number of factors influencing purchase intention, including promotion, emotion, and trust. However, livestream commerce is a complex phenomenon that may also be influenced by other variables such as streamer credibility, entertainment value, social presence, perceived usefulness, or platform characteristics. Future research could extend the model by incorporating additional constructs to provide a more comprehensive understanding of consumer behavior in livestream shopping environments.

Forth, this study adopts a cross-sectional research design, which captures consumer perceptions at a single point in time. However, consumer attitudes and behaviors toward livestream commerce may evolve as the

technology and market continue to develop. Future studies could employ longitudinal research designs to examine how consumer perceptions and purchasing behaviors change over time.

Finally, platform characteristics are not fully explored. Future research should examine the control role of livestream platforms. These platforms include TikTok Shop, Shopee Live, and Facebook Live. Livestream commerce dynamics can depend heavily on platform features. For instance, TikTok Shop emphasizes entertainment, while Shopee Live focuses on direct e-commerce. Facebook Live relies more on social network connections. Investigating these platform dependencies as control variables would significantly enrich the understanding of livestream retail.

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