FACTORS INFLUENCING GEN Z'S DECISIONS TO SHOP FROM LIVESTREAMS ON E-COMMERCE AND SOCIAL MEDIA PLATFORMS

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ABSTRACT

The rapid evolution of e-commerce has been significantly shaped by the integration of livestreaming technologies, which combines entertainment and direct consumer interaction to renew shopping experiences. This study explored the factors affecting Generation Z's decision to shop via livestreams on various e-commerce and social media platforms. With the rise of digital consumption, livestream shopping has become increasingly popular, especially among younger consumers who prefer interactive and immediate shopping experiences. This research, conducted within Vietnam—a rapidly growing e-commerce market—uses a combination of qualitative and quantitative approaches to examine the consumer behavior of Gen Z. The study developed a conceptual framework to examine how factors in livestream experience, live streamer and products influence the shopping decisions of this demographic. The study sampled Gen Z consumers from Hanoi and Ho Chi Minh City, applying Structural Equation Modeling to test the proposed hypotheses. Findings highlight that all the factors in developed model significantly impact the shopping decision of Gen Z consumers. These elements enhanced engagement and led to personal needs evaluation which directly correlated with shopping intentions. The study provided a comprehensive insight into the dynamics of livestream shopping and offers recommendations for government, businesses, brands and sellers to optimize approaches to the digitally native Gen Z consumers.

Keywords: *Consumer behavior, decision to shop, Generation Z, E-commerce, Livestreaming*

1. Introduction

Existing research on e-commerce highlights the rapid rise of livestreaming as an interactive platform that enhances customer engagement and influences shopping behavior. Huang and Benyoucef (2013) note the economic value of innovative e-commerce applications, while Hilvert-Bruce et al. (2018) emphasize lifestreaming's role in facilitating social and commercial interactions. Studies by Zheng et al. (2022) and Giertz et al. (2021) demonstrate its effectiveness in boosting brand image and driving sales, especially during the COVID-19 pandemic (Chen et al., 2022). In Vietnam, platforms like Facebook help businesses engage customers by overcoming barriers to online shopping, thus increasing trust and purchase intentions (Tran, 2021). However, most studies focus on general consumer bases, often overlooking Generation Z, whose behaviors reshape e-commerce strategies. According to Decision Lab (2022), Gen Z engages with social commerce through accidental exposure

to social media, making them a key target for livestream campaigns. Despite the growing relevance of platforms like TikTok and Instagram in enhancing user experiences, there is a research gap regarding Gen Z's decision-making processes in livestream shopping. This study, titled **"Factors influencing Gen Z's decisions to shop from livestreams on E-commerce and social media platforms"**, aims to analyze the key drivers of Gen Z's purchasing decisions and provide insights for businesses targeting this influential demographic.

2. Proposed research model

In developing a research model on factors influencing Generation Z's shopping decisions via livestreams, the author employs a secondary model approach that integrates insights from previous studies and foundational theories. The model highlights interaction as a key feature of livestream e-commerce, enhancing social connections and aligning with the Uses and Gratification Theory. The attractiveness of the livestream, including music and visuals, is crucial for maintaining viewer attention by providing escapism and entertainment (Zheng et al., 2022). Additionally, the streamer's public image, credibility, and expertise are essential for retaining interest, supported by the Source Credibility Theory. Informativeness and promotional activities also play significant roles in engaging consumers and driving purchase decisions, as noted by Bawack et al. (2023). Furthermore, the model incorporates the Theory of Planned Behavior and Technology Acceptance Model, suggesting that personal evaluations of product benefits and ease of use influence purchasing behavior. This highlights the complex interplay of social interaction, media utility, and consumer engagement in shaping Gen Z's livestream shopping behavior.

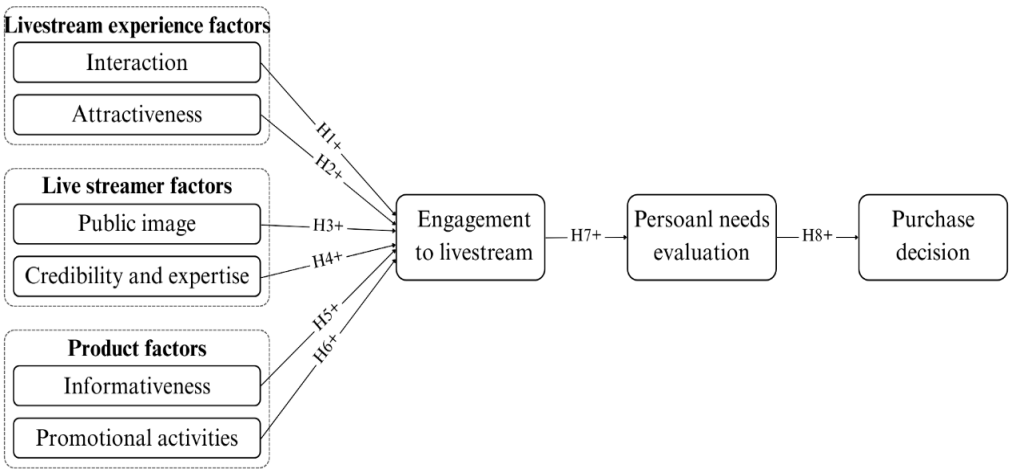

Figure 1: *Proposed research model by the authors (2024)*

Interaction in Livestream

Interaction in livestreaming refers to the communication between consumers and livestreamers, as well as interactions among consumers on the platform. This includes activities such as liking, commenting, sending pop-ups, and giving virtual gifts (Yu et al.,

2018). The ability to ask questions and receive immediate responses fosters trust and interest, leading to higher conversion rates (Jiang et al., 2024) and enhancing consumer engagement through enjoyable interactions (Foster et al., 2021; Kim et al., 2021). High interaction levels can captivate viewers, drawing their attention and influencing their decision to engage further which can affect audience value judgments and encourage purchases (Huang and Hsu Liu, 2014). Therefore, the following hypothesis is proposed:

H1. ***Interaction in livestream positively impacts customer engagement.***

Attractiveness of livestream

The attractiveness of a livestream is often determined by the visual and thematic quality. Elements such as visuals, music, and overall entertainment value are critical in capturing and retaining viewer attention. Consumers intuitively have a sense of happiness when they experience pleasure, which motivates them to continue watching (Chen and Lin, 2018). For new viewers, initial impressions—images, colors, and sounds—are crucial for retention. Therefore, the livestream must maintain consistent appeal to keep consumers engaged with the product. De Oliveira & Huertas (2015) argue that entertainment strengthens the connection between users and products, while Salihu et al. (2015) note that entertainment enhances emotions, leading to greater satisfaction and engagement. Well-produced, visually appealing livestreams attract larger audiences and sustain viewer interest (Hou et al., 2022). As a result, the underlying hypothesis was formulated:

H2. ***Attractiveness of livestream positively impacts customer engagement.***

Public image of live streamer

One of the key differences between livestreaming e-commerce and traditional e-commerce is the role of the livestreamer. In traditional settings, consumers independently search for product information and make purchasing decisions. In contrast, livestreaming features streamers who actively communicate product details and persuade viewers to buy. Streamers use their unique attributes—such as appearance, eloquence, and market insight—to convert followers into customers. Their charisma can reduce buyer hesitations about unfamiliar products, enhancing viewer interest and engagement (Cai, P.J., 2020). Additionally, well-known streamers build consumer trust through their public persona and perceived authenticity, which fosters greater viewer interaction and commitment (Jiao et al., 2023). Therefore, the author hypothesized:

H3. ***Public image of live streamer positively impacts customer engagement.***

Credibility and expertise of live streamer

Expertise of streamers—defined by their specific skills and knowledge—correlate positively with the trust they receive from viewers (Crisci & Kassinove, 1973). Agnihotri et al. (2009) emphasize that sellers with a deep understanding of their products can better anticipate customer reactions and tailor their approaches (Jones et al.,

2013). Hovland & Weiss (1951) note that expertise enhances a promoter's credibility, while Senecal & Nantel (2004) found that knowledgeable livestream hosts significantly influence consumer attitudes and behaviors. Streamers perceived as experts not only build viewer trust but also foster greater participation, leading to deeper engagement in the livestream (Kim and Kim, 2022; Liao et al., 2022). Consequently, the following hypothesis is proposed:

H4. ***Credibility and expertise of live streamer positively impact customer engagement.***

Informativeness of products

Providing informative content positively influences potential consumers' attitudes, captures attention, and encourages participation (Gao & Koufaris, 2006). Gogan et al. (2018) suggest that informativeness enhances awareness by shaping consumer perceptions and intentions, helping viewers assess product relevance to their needs. Timely and detailed insights from streamers are essential for keeping viewers engaged, as they are more likely to stay when provided with valuable information about products or trends. Overall, effective communication of product information significantly boosts viewer engagement and reduces drop-off rates during livestreams. As a result, the underlying hypothesis was formulated:

H5. ***Informativeness of products positively impacts customer engagement.***

Promotional activities of products

Kotler & Keller (2009) describe promotion as a key communication strategy that helps businesses share relevant information to stimulate demand and encourage purchases. Promotions often involve short-term incentives aimed at exciting consumers. Effective promotional tactics during livestreams, such as discounts and exclusive offers, can create urgency and significantly enhance viewer engagement. The research further emphasizes that varied promotional strategies can boost consumer interaction with product listings and encourage exploration of the brand's online presence, which are crucial for driving viewer interest and facilitating sales. Therefore, the author proposes the following hypothesis:

H6. ***Promotional activities of products positively impact customer engagement.***

Customer engagement

Customer engagement is a crucial aspect of social commerce, characterized by activities like commenting, liking, and sharing during livestreams, which indicate viewer interest (Kim et al., 2017). Engaging with livestreams helps consumers build strong connections with brands, prompting them to evaluate how products meet their needs (Zheng et al., 2022). Higher engagement levels correlate with increased consumer interest and the likelihood of assessing personal needs before making purchases (Katona et al., 2011). As a result, the following theory has progressed:

H7. ***Customer engagement positively impacts personal needs evaluation.***

Personal needs evaluation

Personal needs evaluation is the process by which viewers determine if the products showcased in a livestream

align with their preferences, potentially leading to impulse buying if they feel justified in their decisions (Rook & Fisher, 1995). During a livestream, viewers assess the relevance of purchases based on presented information, often leading to immediate satisfaction. For example, a viewer might identify a need for a product and perceive it as fitting their requirements due to its highlighted benefits. The exclusivity of livestream offers enhances perceived product value, making items more desirable (Stern, 1962). Ultimately, consumers evaluate their needs against the showcased products, with the effectiveness of this evaluation hinging on the streamer's ability to present the product comprehensively (Pei & Mayzlin, 2022). The following hypothesis is proposed:

H8. ***Personal needs evaluation positively impacts purchase decision.***

3. Methodology

The author employed a 27-question quantitative questionnaire using a Likert scale (Likert, 1932) to investigate Gen Z's shopping decisions via livestreams on e-commerce and social media platforms in major urban centers of Vietnam, specifically Hanoi and Ho Chi Minh City. The sample size was set between 135 and 200 respondents, following Hair et al. (2009), who recommend five to ten times the number of scales used. Data collection occurred through Google Forms and in-person surveys, targeting university students and active social media users, resulting in 295 responses collected from March 25 to April 25, 2024, with 278 valid samples retained after cleaning.

In terms of data analysis, the study utilized IBM SPSS 25 for descriptive statistics to summarize demographics, and Cronbach's Alpha was applied for reliability testing, with values above 0.6 deemed reliable (Nunnally, 1978; Hair et al., 2009). Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were conducted to refine and validate measurement scales and model structures. EFA indicated a suitable data structure for meaningful factor extraction, while CFA confirmed model fit using indicators such as CMIN/df and RMSEA (Hoelzle and Meyer, 2013; Hu & Bentler, 1999).

4. Findings and discussion

4.1. Demographic analysis

The research examined the behaviors and demographics of 278 survey respondents, predominantly female (53.2%), highlighting significant engagement in livestream shopping among younger adults, especially those aged 22 to 27 (39.9%). This group mainly comprises students and early career professionals, with 39.9% earning below 5 million VND per month. Most respondents use social media and e-commerce platforms for 1 to 3 hours daily, with 60.1% making purchases via livestream 1 to 3 times a month, favoring Shopee and TikTok. Descriptive statistical analysis revealed low variability in responses, indicating consistent perceptions among participants, particularly regarding the livestreamer's public image, product informativeness, and personal needs evaluation. Interaction, credibility, and content informativeness received positive ratings, with mean values above 3, suggesting a favorable

reception of livestream features that influence shopping decisions. This study offers valuable insights into the key attributes affecting livestream shopping among young adults in Vietnam.

4.2. Cronbach's Alpha

Table 1 below shows that Cronbach's Alpha values for all variables are greater than 0.7, and the correlation values for all observed variables in the scale are greater than 0.3. Moreover, there is no scale having a greater Cronbach's Alpha value if one of the items in that scale is deleted, so we can retain all observed variables. Therefore, the author concludes that all scales in the study are of good quality and the observed variables are reliable to be included in subsequent analysis steps.

Table 1: *Cronbach's Alpha result*

Variables	Observation	Cronbach's Alpha	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Interaction in livestream	IL1	0.800	0.632	0.742
	IL2		0.650	0.724
	IL3		0.656	0.716
Attractiveness of livestream	AL1	0.766	0.561	0.726
	AL2		0.633	0.647
	AL3		0.602	0.681
Public image of live streamer	PIL1	0789	0.648	0.693
	PIL2		0.625	0.720
	PIL3		0.617	0.727
Credibility and expertise of live streamer	CEL1	0.778	0.600	0.716
	CEL2		0.610	0.705
	CEL3		0.634	0.680
Informativeness of products	IP1	0.755	0.576	0.682
	IP2		0.615	0.637
	IP3		0.562	0.698
Promotional activities of products	POP1	0.768	0.541	0.755
	POP2		0.667	0.616
	POP3		0.600	0.689
Customer engagement	CE1	0.888	0.764	0.855
	CE2		0.789	0.833
	CE3		0.790	0.831
Personal needs evaluation	PNE1	0.806	0.634	0.758
	PNE2		0.698	0.687
	PNE3		0.635	0.756
Purchase decision	PD1	0.800	0.655	0.716
	PD2		0.670	0.700
	PD3		0.610	0.765

(Source: the author compiled from survey results by IBM SPSS 25)

4.3. Exploratory factors analysis

The results of the rotated matrix indicate that the 27 observed variables are divided into 9 factors, with all observed variables having a loading factor greater than 0.5 and no bad variables present. The group observed that variables PD1, PD2, and PD3 are in the same column, corresponding to the initially proposed factor group YD. Similarly, this applies to the remaining factor groups. When analyzing EFA for variable groups, the KMO value of the survey is 0.845, greater than 0.5, indicating that the sample size meets the necessary conditions for factor analysis. The Bartlett test with a sig result of 0.000, less than 0.05 (5%), shows that the observed variables are generally correlated.

Table 2: *Exploratory Factors Analysis*

Pattern matrix

	1	2	3	4	5	6	7	8	9
PD2	0.831								
PD1	0.735								
PD3	0.708								
IL3		0.864							
IL1		0.687							
IL2		0.676							
CE3			0.876						
CE2			0.837						
CE1			0.762						
PIL1				0.763					
PIL2				0.745					
PIL3				0.643					
CEL3					0.809				
CEL2					0.685				
CEL1					0.631				
PNE2						0.886			
PNE1						0.688			
PNE3						0.656			
POP2							0.829		
POP3							0.732		
POP1							0.602		
IP2								0.731	
IP1								0.712	
IP3								0.689	
AL2									0.778
AL3									0.730
AL1									0.670

Coefficient Analysis Result

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.845
Bartlett's Test of Sphericity	Approx. Chi-Square	3151.970
	df	351
	Sig.	0.000

(Source: the author compiled from survey results by IBM SPSS 25)

4.4. Confirmatory factors analysis

The results describing the CFA assessment model show that the model is suitable for the input data of the study. Most of the measures are at good levels, respectively: CMIN/df = 1.279 < 2; CFI = 0.973 > 0.95; GFI = 0.914 > 0.9; RMSEA = 0.032 < 0.06; PCLOSE

= 1.000 > 0.05; TLI = 0.966 > 0.9. The CFA validation results show that in terms of composite reliability, the CR value of all factors exceeds 0.7, indicating good reliability. The average variance extracted (AVE) for all factors also meets the condition with values greater than 0.5, so the convergence of the variables is guaranteed. The regression weights and standardized regression weights are higher than 0.5. They are statistically significant, with a P-value less than 0.05, indicating convergence of the variables.

Table 3: *Convergent validity test result*

Factors	CR	AVE
IL	0.799	0.571
PIL	0.79	0.556
PNE	0.809	0.585
CE	0.888	0.725
CEL	0.779	0.541
PD	0.802	0.575
IP	0.756	0.51
POP	0.776	0.539
AL	0.768	0.525

(Source: the author compiled from survey results by AMOS 24)

Looking at discriminant validity test results, all maximum shared variance (MSV) values are smaller than the AVE values in Table 3. Additionally, the IL variable has an AVE square root of 0.756, which is larger than the correlation of IL with PIL, PNE, CE, CEL, PD, IP, POP, and AL which is 0.579, 0.497, 0.553, 0.388, 0.352, 0.231, 0.221, 0.11, respectively. Similarly, for the remaining variables, the square root is greater than all the values below it. Thus, the discrimination of the observed variables of the 9 factors in the study all met the standards.

Table 4: *Discriminant validity test result*

	MSV	MaxR (H)	IL	PIL	PNE	CE	CEL	PD	IP	POP	AL
IL	0.335	0.804	0.756								
PIL	0.363	0.792	0.579	0.746							
PNE	0.289	0.81	0.497	0.537	0.765						
CE	0.363	0.889	0.553	0.603	0.492	0.852					
CEL	0.336	0.78	0.388	0.514	0.386	0.579	0.735				
PD	0.26	0.806	0.352	0.377	0.510	0.443	0.384	0.758			
IP	0.165	0.772	0.231	0.186	0.168	0.368	0.211	0.057	0.714		
POP	0.165	0.801	0.221	0.180	0.124	0.391	0.276	0.181	0.407	0.734	
AL	0.074	0.774	0.11	0.134	0.122	0.272	0.241	0.132	-0.012	0.048	0.725

(Source: the author compiled from survey results by AMOS 24)

4.5. Structural equation model

The results of the standardized SEM model indicate that all measures prove the model fit, respectively: CMIN/df = 1.371 < 2; CFI = 0.962 > 0.95; GFI = 0.903 > 0.9; RMSEA = 0.037 < 0.06; PCLOSE = 0.997 > 0.05; TLI = 0.955 > 0.9. According to the results of testing the relationship between variables, all remaining variables have sig equal to 0.000 < 0.05, therefore, the relationships given in the table are all meaningful.

Table 5: *Correlation relationship result*

Correlation among factors			Estimate	S.E.	C.R.	P-value
CE	⇦	IL	0.243	0.077	3.145	0.002
CE	⇦	PIL	0.308	0.084	3.679	***
CE	⇦	CEL	0.274	0.082	3.362	***
CE	⇦	IP	0.142	0.061	2.316	0.021
CE	⇦	POP	0.163	0.067	2.432	0.015
CE	⇦	AL	0.187	0.074	2.542	0.011
PNE	⇦	CE	0.518	0.066	7.794	***
PD	⇦	PNE	0.513	0.073	7.027	***

(Source: the author compiled from survey results by AMOS 24)

*(If the p-value is smaller than 0.05 (taking the significance level as 5%), the observed variable is significant in the model. The symbol *** in AMOS indicates a p-value of 0.000. If the p-value is bigger than 0.05, the observed variable is not significant in the model)*

4.6. Hypothesis testing

After synthesizing the results of SEM model, all 8 hypotheses were accepted since P-value is smaller than 0.05 which means we are 95% confident that all the factors in livestream experience, livestreamers and products positively affect customer engagement and customer engagement positively affects personal needs evaluation which also positively affects purchase decision.

Table 6: *Hypothesis testing*

	βstd	P-value	Conclusion
IL -> CE	0.227	0.002	Accept
AL -> CE	0.143	0.011	Accept
PIL -> CE	0.295	***	Accept
CEL -> CE	0.241	***	Accept
IP -> CE	0.143	0.021	Accept
POP -> CE	0.15	0.015	Accept
CE -> PNE	0.549	***	Accept
PNE -> PD	0.545	***	Accept

(Source: the author compiled from survey results)

Among the livestream experience factors that impact customer engagement, the impact of interaction is stronger with a regression coefficient of 0.227. For the two hypotheses of live streamer factors, public image has a

stronger impact with a regression coefficient of 0.295. As for factors belonging to product factors, promotional activities have a stronger impact with a regression coefficient of 0.15. Customer engagement has a positive impact on personal needs evaluation with a regression coefficient of 0.549 and personal needs evaluation has a positive impact on purchase decision with a coefficient of 0.545.

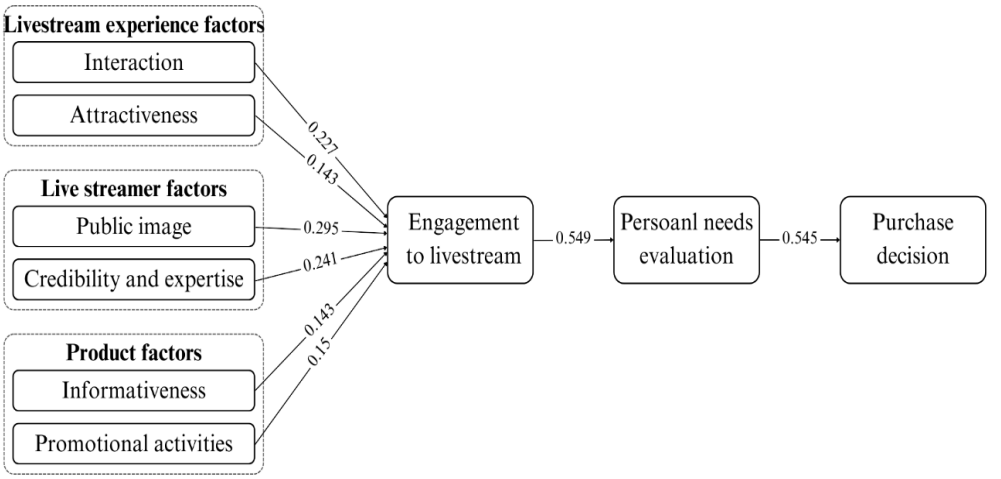

Figure 2: *Analysis result of the structural model with standardized coefficients*
(Source: the author developed from data analysis results by IBM AMOS 24)

Interaction in livestream

The study confirms that interaction in livestreams significantly enhances customer engagement, supporting the hypothesis (H1), which aligns with previous research by Liu (2003) and Mutum & Ghazali (2010), which emphasizes the importance of real-time communication in building trust and increasing engagement. Consumers value the ability to ask questions and receive immediate responses, which makes them feel more involved in the shopping process.

Attractiveness of livestream

Attractiveness of livestream was found to positively influence customer engagement, validating hypothesis (H2). This result is consistent with De Oliveira & Huertas (2015) and Salihu et al. (2015), who highlighted that high-quality, entertaining content is crucial for capturing and retaining viewer attention. Engaging visuals and thematic elements make the livestream more enjoyable, encouraging viewers to stay longer and engage more deeply.

Public image of live streamer

Public image of livestreamer significantly impacts customer engagement, confirming the hypothesis (H3) which also supports the research by Wongsunopparat & Deng (2021) suggesting that a positive public image builds trust and attracts viewers. Streamers who are perceived as authentic and reliable can effectively enhance consumer trust, leading to higher engagement levels.

Credibility and expertise of live streamer

Credibility and expertise of livestreamer were shown to positively influence customer engagement, validating hypothesis (H4). This aligns with the findings of Hovland & Weiss (1951) and Senecal & Nantel (2004), which indicate that knowledgeable and trustworthy streamers significantly affect consumer trust and engagement. Consumers are more likely to follow and engage with streamers who are seen as experts in their field.

Informativeness of products

Product informativeness during livestreams positively affects customer engagement, supporting the hypothesis (H5). Gogan et al. (2018) found that detailed and clear product information helps consumers make informed decisions, thereby increasing their likelihood of purchasing. Providing comprehensive product details helps consumers understand the benefits and uses of the products, enhancing their engagement.

Promotional activities of products

Promotional activities, such as discounts and exclusive deals, significantly enhance customer engagement, confirming the hypothesis (H6). This finding is consistent with Kotler & Keller (2009), who highlighted that effective promotions create a sense of urgency and add value, encouraging immediate purchases. Promotions are a key strategy in attracting and retaining viewers, driving higher sales.

Customer engagement

The study shows that customer engagement acts as a crucial mediator between the independent variables and the purchase decision, supporting the hypothesis (H7). High levels of engagement indicate active participation, which increases the likelihood of evaluating personal needs and making a purchase. This finding aligns with Kim et al. (2017), who emphasized the importance of engagement in the decision-making process.

Personal needs evaluation

Personal needs evaluation was found to significantly influence purchase decisions, validating the hypothesis (H8). This finding supports Rook & Fisher (1995), who suggested that consumers are more likely to purchase products that meet their personal needs and preferences. Effective evaluation means that consumers perceive the products as useful and necessary, significantly impacting their purchase intentions.

5. Recommendations and limitations

5.1. Recommendations

Livestreaming is rapidly gaining popularity among Vietnamese social media users due to its profitability, low costs, and broad consumer reach. It is emerging as a vital online sales channel, with predictions suggesting it could become a billion-dollar industry. At the Vietnam Online Business Forum (VOBF) 2024, NielsenIQ reported approximately 60 million digital commerce consumers in Vietnam, with e-commerce sites attracting 3.5 million daily visits. The country ranks eleventh globally for weekly internet shoppers, and 90% of consumers plan to maintain or increase their e-commerce usage. Major platforms like Facebook, Shopee,

and TikTok host about 2.5 million livestream selling sessions monthly, involving over 50,000 sellers. Livestreaming is essential for revitalizing small and medium-sized enterprises (SMEs) and enhancing competitiveness. The Vietnam E-Commerce Association (VECOM) views livestream sales as a key future direction, supported by advancements in IT and logistics. By 2025, Vietnam's Gen Z population—critical for livestream platforms—is expected to reach nearly 15 million, further driving this trend. Businesses should invest in seamless digital shopping experiences and leverage consumer behavior data to enhance their e-commerce strategies (NielsenIQ, VOBF 2024).

5.2. Limitations and future research

This study offers insights into Generation Z's shopping behaviors in e-commerce livestreams but is limited by its methodology and sample representativeness. The convenience sampling from urban areas like Hanoi and Ho Chi Minh City restricts broader applicability. While the sample size meets Kline's (2010) criteria, its small scale may affect result robustness. Additionally, the research overlooks socio-economic conditions, cultural norms, and psychological factors influencing consumer behavior. Future studies should expand sample sizes, employ rigorous sampling methods, and explore these variables to better understand livestream shopping dynamics and improve targeted marketing strategies. Addressing these limitations will deepen understanding of Generation Z's unique shopping behaviors in a digital marketplace.

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CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN QUYẾT ĐỊNH MUA SẮM CỦA THẾ HỆ Z TỪ CÁC BUỔI LIVESTREAM TRÊN CÁC NỀN TẢNG THƯƠNG MẠI ĐIỆN TỬ VÀ MẠNG XÃ HỘI

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TÓM TẮT

Sự phát triển nhanh chóng của thương mại điện tử đã được định hình đáng kể bởi việc tích hợp công nghệ livestream, với sự kết hợp giữa tính giải trí và sự tương tác trực tiếp với người tiêu dùng để làm mới trải nghiệm mua sắm. Nghiên cứu này khám phá các yếu tố ảnh hưởng đến quyết định mua sắm của thế hệ Z thông qua các buổi livestream trên các nền tảng thương mại điện tử và mạng xã hội khác nhau. Với

sự gia tăng của việc tiêu dùng kỹ thuật số, mua sắm qua livestream ngày càng trở nên phổ biến, đặc biệt là trong số những người tiêu dùng trẻ tuổi ưa chuộng trải nghiệm mua sắm có tính tương tác và nhanh chóng. Nghiên cứu này, được thực hiện tại Việt Nam—thị trường với ngành thương mại điện tử phát triển nhanh chóng—sử dụng kết hợp các phương pháp định tính và định lượng để khảo sát hành vi tiêu dùng của thế hệ Z. Nghiên cứu đã xây dựng một khung khái niệm để xem xét cách các yếu tố trong trải nghiệm livestream, người livestream và sản phẩm ảnh hưởng đến quyết định mua sắm của nhóm người tiêu dùng này. Nghiên cứu đã lấy mẫu người tiêu dùng thế hệ Z từ Hà Nội và Thành phố Hồ Chí Minh, áp dụng Mô hình Phương trình Cấu trúc để kiểm tra các giả thuyết được đề xuất. Kết quả nghiên cứu cho thấy tất cả các yếu tố trong mô hình phát triển đều ảnh hưởng đáng kể đến quyết định mua sắm của người tiêu dùng thế hệ Z. Những yếu tố này đã tăng cường sự tham gia của người tiêu dùng, dẫn đến sự đánh giá nhu cầu cá nhân, từ đó ảnh hưởng trực tiếp với ý định mua sắm. Nghiên cứu đã cung cấp cái nhìn toàn diện về động lực mua sắm qua livestream và đưa ra các khuyến nghị cho chính phủ, doanh nghiệp, thương hiệu và người bán để tối ưu hóa cách tiếp cận đối với người tiêu dùng thế hệ Z am hiểu kỹ thuật số.

Từ khóa: *Hành vi tiêu dùng, quyết định mua sắm, thế hệ Z, thương mại điện tử, livestreaming*