



# Determinants of Customer Purchase Intention in TikTok Shop Livestreaming: Evidence from Vietnam

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## Abstract

### Research purpose:

*This study investigates the determinants of customer purchase intention in TikTok Shop livestreaming, focusing on the Vietnamese market. The research examines how physical presence, social presence, concentration, perceived usefulness, and perceived enjoyment influence consumers' purchase behavior in a livestream shopping context.*

### Research motivation:

*The rapid expansion of livestream shopping in Vietnam reflects a dynamic shift in consumer behavior, driven by the country's young, digitally active population. Despite its growth, limited research has explored how presence, cognitive, and affective factors interact to shape purchase intention in this context. This study applies Flow Theory and the Technology Acceptance Model (TAM) to address this gap.*

### Research design, approach, and method:

*A mixed-methods design was employed. First, 15 in-depth interviews with TikTok Shop users provided qualitative insights into consumer perceptions to explore and validate the key variables. Second, a survey of 237 respondents from urban areas (Hanoi and Ho Chi Minh City) was analyzed using structural equation modelling (SEM) to test hypothesized relationships.*

### Main findings:

*These qualitative findings highlight factors such as physical presence, social presence, perceived usefulness, and perceived enjoyment impact purchase intention in livestream on TikTok Shop. After that, Structural equation modelling (SEM) confirmed that perceived usefulness and perceived enjoyment strongly predicted purchase intention, while concentration also plays a supporting role. In contrast, physical and social presence do not significantly affect concentration, indicating that Vietnamese consumers prioritize practical and hedonic value over immersive experiences.*

### Practical/managerial implications:

*Practical recommendations for merchants include leveraging interactive and discount features and engaging key influencers (KOLs) and influential consumers (KOCs) to increase engagement and conversion rates. This study contributes to the literature by integrating flow theory and TAM in the context of Vietnam's emerging e-commerce market, addressing a significant research gap and providing viable strategies to optimize subsequent online shopping approaches.*

**Keywords:** Tiktok, livestream, TAM, purchase intention, Vietnam.

## 1. INTRODUCTION

The advent of livestream shopping has revolutionized the e-commerce landscape, merging entertainment with commerce in a phenomenon known as "shoppertainment" (Pillai, Sivathanu, Rana, Preet, & Mishra, 2025). This innovative retail format, characterized by real-time product demonstrations and interactive consumer engagement, has gained significant traction globally, particularly in markets with high digital penetration. Vietnam, with its unique socio-economic landscape characterized by pragmatic consumer preferences, collectivist values, and rapid digital adoption, is an ideal location to study the dynamics of livestream shopping. In Vietnam, e-commerce is experiencing exponential growth, fueled by a young, tech-savvy population, widespread smartphone adoption, and increasing internet access (Pillai et al., 2025). Within this dynamic market, TikTok Shop has emerged as a leading platform for livestream shopping since its introduction in Vietnam, capitalizing on the country's robust social media engagement and appetite for interactive online

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experiences. By June 2022, Vietnam's online retail sales reached substantial figures, underscoring the economic significance of e-commerce and the potential of livestream shopping to drive consumer spending.

With the rapid growth of e-commerce, livestream shopping has drawn increasing interest from scholars, and prior studies have mainly examined its impact on consumers' experiences (Khoi & Le, 2025) and purchase intentions (Lu & Chen, 2021; Ming, Jianqiu, Bilal, Akram, & Fan, 2021). Social presence has been widely investigated in various settings like online gaming and virtual community interactions; there is still limited research that considers social presence influence on online shopping behavior (Ming et al., 2021; Wang & Lee, 2020). It is valuable to investigate whether the combination of physical presence and social presence contributes to shaping concentration and combines with perceived usefulness and enjoyment, thereby influencing purchase intention in livestreams shopping.

The primary purpose of this study is to examine the determinants of customer purchase intention in TikTok Shop livestreaming, with a particular focus on the Vietnamese market. Drawing on Flow Theory and the Technology Acceptance Model (TAM), the research explore how physical presence, social presence, concentration, perceived usefulness, and perceived enjoyment factors jointly shape consumers' purchase behavior in a livestream shopping context. By addressing the objectives, the research not only enriches the academic discourse on livestream commerce but also offers actionable insights for practitioners operating in Vietnam's rapidly evolving e-commerce landscape.

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

### **2.1. TikTok Shop Platform**

TikTok made its debut on Vietnamese social media in 2019. In order to capitalize on the nation's rapidly expanding e-commerce market, TikTok swiftly launched TikTok Shop, which is primarily a platform for watching and making short films. With one of the biggest TikTok user bases globally, it is easy to see why Vietnam presents a promising market for TikTok Shop, since the platform has established itself as one of the most well-liked e-commerce platforms in the nation in recent years.

Since 2022, livestream shopping has become the most popular type of livestream content among Vietnamese consumers, according to Nguyen (2024). It is typical to encounter livestream sessions with thousands of spectators and a significant volume of orders placed when investigating well-known e-commerce platforms in Vietnam, particularly around festive holidays. The fact that Vietnamese consumers spend a significant amount of time on social media, especially the new phenomenon of livestreaming, is one of the primary causes of this. According to a recent poll, 38% of Vietnamese customers watch livestreams for up to three hours each week, and they watch TikTok for an average of more than 41 hours each month. Additionally, live commerce helps both consumers and sellers by facilitating direct connection, trustworthy product photos, and face-to-face advice. Vietnam's internet economy and e-commerce business have enormous potential for both domestic and foreign players to prosper in the near future because of its young, expanding middle class and high smartphone penetration rate.

### **2.2. Livestream Shopping and TikTok Shop Live Shopping**

Livestream shopping, or livestream commerce, is a recent e-commerce format that integrates live video with real-time consumer interaction. In this model, merchants or influencers present and demonstrate products to audiences, highlighting features and usage to stimulate immediate purchase decisions. The COVID-19 pandemic, along with containment measures restricting physical consumer activity, accelerated the growth of this phenomenon and fundamentally reshaped shopping behaviors. COVID-19 lockdowns reduced consumer resistance to adopting digital technologies and purchasing channels (Lim, Yeo, Tan, Wong, & Economy, 2022; Tao, Sun, Liu, Tian, & Zhang, 2022). Livestream shopping, which integrates online retail with live video, allows brands and retailers to promote products and interact with consumers in virtual environments (Lim et al., 2022). Unlike physical stores constrained by space, livestreaming enables access to an unlimited online audience.

Launched in late 2021, TikTok Live Shopping serves as an integrated form of online advertising that enables brands to promote products in real time through live-streamed events. This feature enhances the shopping experience by allowing users to engage directly with brands and make purchases without leaving the platform. The interactive format fosters urgency and excitement, thereby boosting consumer engagement and potentially increasing sales. Businesses are now able to use TikTok Live Shopping to sell directly to customers thanks in large part to the relationship between TikTok and Shopify. It has made it simpler for companies to harness the vast user base of TikTok and open their own shop. TikTok Shop, the company's expanding marketplace that enables merchants to sell goods entirely within their platform, is related to but distinct from TikTok Live Shopping.

### **2.3. Flow Theory**

Flow theory is another suitable framework, particularly when analyzing concentration in livestream shopping. When people are completely absorbed and involved in an activity, they are said to be in flow, which frequently results in increased enjoyment and focus. Flow theory helps explain how a smooth, interesting experience in livestream shopping raises the chance of making a purchase. Physical Presence and Social Presence are pivotal drivers of flow in livestream shopping. The sense of immersion (physical presence) and social interaction (social presence) they create significantly contribute to the shopper's concentration during the livestream, enhancing the overall experience. Concentration, as a mediator between presence and purchase intention, is crucial in the shopping process. When consumers are fully absorbed in the livestream, they are more likely to make impulsive purchase decisions, highlighting the influence of concentration on consumer behaviour.

#### 2.4. Technology Acceptance Model

The Technology Acceptance Model was developed by Razafinandrasana and Tamara (2024) which is highly relevant when analyzing how perceived usefulness and enjoyment influence purchase intention in a technology-based environment like TikTok Shop. TAM suggests that perceived Usefulness (the degree to which consumers believe the platform will help them achieve their goals) and perceived ease of use (how easy consumers find the platform to use) drive behavioural intention to use the technology, which, in this case, is livestream shopping.

Perceived Usefulness, a key concept in TAM, plays a pivotal role in influencing purchase intention. Consumers are more likely to engage in livestream shopping if they believe it is beneficial or efficient for their needs. This understanding can provide valuable insights for marketers and researchers in the field.

Perceived Enjoyment, an extension of TAM, refers to the entertainment or pleasure of using the platform. This is a critical factor to consider in environments like TikTok Shop, where Enjoyment significantly influences purchase decisions. Understanding this can provide a new perspective for marketers and researchers.

#### 2.5. Hypotheses development

Physical presence refers to being physically immersed in the shopping environment during a livestream despite engaging through a digital medium. It allows consumers to feel part of the live experience, enhancing their emotional and cognitive connection to the shopping session. As highlighted in study of Yin, Huang, Ma, and Research (2023), physical presence significantly impacts consumer engagement, as it enhances concentration during livestream shopping. Concentration is critical in this context because it reflects the consumer's focus and attention on the products being shown. When consumers feel more immersed (i.e., high physical presence), they tend to be more attentive, which increases their likelihood of purchasing. The heightened concentration enables consumers to process product information more effectively and engage more deeply with the livestream, making them more susceptible to purchase decisions. Thus, the feeling of physical immersion during livestream shopping can enhance purchase intention by increasing concentration on the shopping experience (Agarwal & Karahanna, 2000).

*H1a: Physical presence positively influences concentration during livestream shopping on TikTok Shop*

Social presence refers to the degree to which consumers feel the presence of others (e.g., the host, other shoppers, or influencers) in the virtual environment of a livestream. It reflects the sense of human warmth, connection, and interaction consumers experience during a livestream shopping session. According to Yin et al. (2023), social presence significantly enhances consumer engagement by fostering interaction and a sense of community, which can improve overall enjoyment and satisfaction with the livestream. Social presence can directly affect concentration because when consumers feel connected and socially engaged during the livestream (Sajjadi, Hoffmann, Cimiano, & Kopp, 2019), they are more likely to remain focused and immersed in the experience. The host's communication, interactions with viewers, and shared experiences with other shoppers contribute to this enhanced concentration. This increased focus leads to greater emotional engagement and a stronger desire to purchase as consumers feel more involved in the shopping experience. Building on this, social presence can significantly enhance purchase intention by increasing the enjoyment and concentration experienced during the livestream.

*H1b: Social presence positively influences concentration during livestream shopping on TikTok Shop*

Concentration in livestream shopping refers to the degree of focus and attention consumers allocate to the products and interactions occurring during the livestream session. Concentration also represents the extent of effort invested in focal events, such as livestream shopping activities (Liu, Yang, & Ling, 2020). As emphasized in the study by Yin et al. (2023), concentration is a crucial cognitive factor that significantly influences consumer behaviour. When highly concentrated, consumers are more likely to process information effectively, engage with the content presented, and evaluate the products more thoroughly. Novak, Hoffman, and Yung (2000) stated that when consumers concentrate on livestream shopping activities, they are more likely to perceive greater confidence in navigating the virtual environment and in the responsiveness of the platform to their actions. This deeper engagement often increases emotional response, making

consumers more inclined to make impulsive or informed purchasing decisions. Additionally, enhanced concentration can diminish distractions, allowing consumers to focus solely on the livestream, further strengthening their likelihood of purchasing. Thus, the relationship between concentration and purchase intention is direct and significant: greater concentration typically translates into a higher purchase probability during livestream shopping events.

*H2: Concentration positively influences purchase intention during livestream shopping on TikTok Shop.*

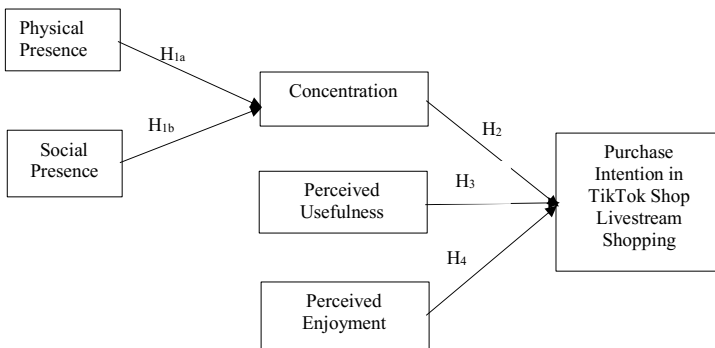
Perceived usefulness illustrates to the degree to which consumers believe that engaging with the TikTok Shop platform during a livestream shopping session enhances their shopping experience and aids in making informed purchasing decisions (Davis, 1989). This construction is a core component of the Technology Acceptance Model, which posits that perceived usefulness significantly influences users' intentions to utilize a technology. In the context of livestream shopping on TikTok Shop, perceived usefulness reflects consumers' recognition that livestreaming provides timely product information, allows real-time interaction with sellers, and reduces uncertainty in purchase decisions (Chen & Lin, 2018). For instance, features such as real-time product demonstrations, instant feedback from the host, and interactive elements can enhance the perceived usefulness of the platform. Prior research has shown that when consumers perceive online platforms as useful, they are more likely to develop stronger purchase intentions (Venkatesh, Thong, & Xu, 2012). Accordingly, it is reasonable to expect that perceived usefulness will play a critical role in shaping consumer behavior in livestream shopping.

*H3: Perceived usefulness is positively association with purchase intention during livestream shopping on TikTok Shop.*

Perceived enjoyment refers to the degree of pleasure and intrinsic satisfaction consumers experience when engaging in a particular activity, regardless of the outcome (Davis, 1989). In livestream shopping on TikTok Shop, perceived enjoyment refers to the level of pleasure and satisfaction consumers derive from engaging with the TikTok Shop platform during livestream shopping sessions. It encompasses the fun, excitement, and overall enjoyment experienced while participating in the livestream, which can significantly influence consumer behaviour. Yin et al. (2023) and Cynthia (2024) showed that perceived enjoyment is vital in enhancing consumer engagement (Razafinandrasana & Tamara, 2024; Yin, Huang, Ma, et al., 2023). The enjoyment increases their emotional investment in the shopping experience and fosters a positive association with the platform. Previous studies suggest that when consumers find online shopping activities enjoyable, they are more motivated to engage further and are more likely to form stronger purchase intentions (Zhang, Zhao, Cheung, & Lee, 2014). The positive emotional response generated from a fun and engaging livestream can lead to impulsive buying behaviour, as consumers are driven by the enjoyment they experience rather than solely by utilitarian considerations.

*H4: Perceived enjoyment positively influences purchase intention during livestream shopping on TikTok Shop.*

Purchase intention refers to a consumer's likelihood or willingness to buy a particular product or service in the future. In live-streaming e-commerce, specifically on platforms like TikTok, purchase intention represents the viewer's probability of purchasing during or after a live streaming session. Research highlights that several factors contribute to shaping this intention, including the visual appeal of products, ease of use, perceived usefulness, and the overall enjoyment derived from the interaction with the streamer or platform. The proposed research model is shown in Figure 1.



**Figure 1.** Proposed Research Model

**3. METHODOLOGY**

This research adopts a mixed-method approach, which combines inductive and deductive research designs to harness the strengths of both qualitative and quantitative methods while addressing their respective limitations (Amaratunga, Baldry, Sarshar, & Newton, 2002). In this study, a qualitative research approach was first employed to explore and validate the key variables relevant to the proposed research model. Through in-depth interviews, the qualitative phase provided insights into consumers' perceptions and helped ensure the appropriateness of the constructs within the livestream shopping context. Building on these findings, a quantitative method was subsequently applied to test the hypothesized relationships among the variables. By combining qualitative exploration with quantitative analysis, the study enhances both the reliability and validity of the research model.

### 3.1 Qualitative

Qualitative data were collected through 15 semi-structured interviews with Vietnamese consumers, a sample size consistent with qualitative research standards for achieving thematic saturation in exploratory studies. The interviews were conducted in Vietnamese, fully recorded and transcribed. The interview questionnaire included open-ended questions about behaviours, experiences, and perceptions when participating in livestream shopping. The study used a purposive sampling technique to select subjects that met the criteria: (1) had made at least one purchase via TikTok Shop livestream in the past 30 days and (2) resided in Vietnam, focusing on urban areas (Hanoi and Ho Chi Minh City) where livestream shopping is popular. Selection took place through social media platforms and personal networks, targeting various age groups (18–40) and occupations to capture different perspectives. Interview data were analysed using thematic analysis using six-step approach: data familiarisation, coding, theme generation, screening, definition and reporting (Braun & Clarke, 2006).

### 3.2 Quantitative

A structured questionnaire was developed and distributed online to TikTok Shop users via Google Forms. The questionnaire included demographic information and six-item scales developed from previous academic literature (Barfield, Zeltzer, Sheridan, Slater, & design, 1995; Gunawardena & Zittle, 1997; Koufaris, 2002) on a 5-point Likert scale (Appendix 1). The scales were presented in the form of questions. In each question, we asked respondents to express their opinions on the impact of various factors on purchase intention on a five-point Likert scale, with response options ranging from 1 = 'strongly disagree' to 5 = 'strongly agree'. To ensure accuracy, the scales were translated two-way (forward-backwards translation). A convenience sampling method was used to survey within 30 days. After collecting and filtering invalid questionnaires, the data remained 237 valid responses out of a total of 321 responses. (73.83%). With six factors developed from other academic sources with 26 scales, the sample size of 237 met the requirements for structural equation modelling (SEM) analysis (Hair Jr et al., 2021).

After being compiled, the data were processed using SmartPLS 3.0. The analysis process included (1) assessing the measurement model and (2) assessing the structural model.

### 3.3 Measurement

The research variables in the theoretical model were measured through indicators based on a 5-point Likert scale. The scales of the factors in the research model such as physical presence (4 items), social presence (6 items), concentration (4 items), perceived usefulness (5 items), perceived enjoyment (4 items) and purchase intention (4 items) were adapted from previous studies (Barfield et al., 1995; Dodds, Monroe, & Grewal, 1991; Gunawardena & Zittle, 1997) (Appendix 1). Before the official implementation, the questionnaire was pilot-tested with 50 people to ensure clarity and context appropriateness. The test results showed that all questions achieved a high level of consensus understanding. The scale's reliability was assessed through Cronbach's alpha coefficient ( $> 0.7$ ) and composite reliability.

The pilot study results showed that the reliability of the scale with Cronbach's Alpha coefficients of the member variables were all in the range of 0.836 to 0.881, exceeding the threshold of 0.7, thus demonstrating internal consistency across all constructs (Hair Jr et al., 2021). Testing the reliability of the scale and EFA exploratory factor analysis, the Kaiser-Meyer-Olkin (KMO) coefficient and Bartlett's test were applied to verify the suitability of 26 variables before entering the official quantitative study. The principal component analysis method with promax rotation was used in the EFA analysis. Variables with factor loadings less than 0.50 will continue to be eliminated. The EFA exploratory factor analysis results were 26 variables with a KMO value of  $0.828 > 0.05$  and sig of 0.000. The analysis results of 26 variables were integrated into six main groups with a total extracted variance of 64.244 (Table 1). The results of the exploratory factor analysis showed that two items ( $SP1 = 0.211$ ,  $SP6 = 0.424$ ) of social presence did not meet the requirement of being greater than 0.5, indicating potential measurement problems with these indicators. Therefore, they were removed from data.

**Table 1.** Results of EFA analysis and reliability of the scale

	CC	PP	PE	PU	PI	SP	Cronbach' Alpha
CC1	0.788						
CC2	0.841						
CC3	0.794						0.839
CC4	0.858						
PE1			0.799				
PE2			0.809				
PE3			0.846				0.836
PE4			0.817				
PI1					0.786		
PI2					0.870		
PI3					0.822		0.852
PI4					0.849		
PP1		0.909					
PP2		0.852					
PP3		0.758					0.877
PP4		0.853					
PU1				0.844			
PU2				0.834			
PU3				0.883			0.881
PU4				0.872			
SP1						0.211	
SP2						0.767	
SP3						0.905	
SP4						0.808	0.853
SP5						0.811	
SP6						0.424	
KMO				0.828			
Extracted variance (%)				64.244			
Sig				0.000			

Source: Author analysis

## 4. RESULTS AND DISCUSSION

### 4.1. Qualitative data results

Statistics on the participants show diversity in the research subjects from age to profession. The products purchased varied from cosmetics (e.g., lipstick, false eyelashes) and fashion items (e.g., dresses, handbags) to household items (e.g., kitchen appliances, electronic lighters) and snacks (e.g., rice paper snacks) with prices ranging from VND 39,000 to VND 2.1 million. The interview results by topic showed that five topics of interest were (i) Economic motivation, (ii) Product information and relevance, (iii) Entertainment and emotional engagement, (iv) Social and community influence, and (v) Shopping experience and convenience. A1 (21, student, Hanoi) cited "Cheap" as a factor, and A2 (25, English teacher, Hanoi) agreed with this, stating that "Cheap" along with A2 details about quality were influential factors, ultimately prioritizing price as the most important factor because "Quality is provided in detail". A3 (22, student, Hanoi) believes that "Cheap" and "FOMO" (fear of missing out on deals) are ways low prices create urgency. This is consistent with perceived usefulness, as economic value increases the perceived benefit of a purchase, encouraging immediate action in the time-sensitive environment of a live stream. Clarity and relevance of product information were frequently mentioned, reflecting the importance of detailed descriptions and relevance to individual needs. A4 (27 years old, marketing manager, Ho Chi Minh City) identified "Clear information" and "Products that fit needs" as factors, prioritizing relevance because it directly addresses needs. Similarly, A5 (31 years old, office worker, Hanoi) highlighted "Clear product information" as the most influential factor. In comparison, A6 (17 years old, high school student, Hanoi) valued "Detailed product descriptions with good quality" and brand reputation, selecting detailed descriptions as the primary motivators. This theme supports the TAM construct of Perceived Usefulness, as clear, trustworthy information enhances the perceived usefulness

of the shopping experience.

Entertainment and emotional engagement during live streaming are important motivators, consistent with the hedonic aspect of shopping on TikTok Shop. A7 (33 years old, freelancer, Hanoi) said "Have fun with the live community" and A7 prioritized this because "I can be entertained while shopping live". A8 (42 years old, finance employee, Hanoi) also highlighted "Entertainment (seller uses products for chickens and ducks for fun)" as a key factor, choosing it as the factor with the greatest impact due to its engaging nature. A9 (24 years old, bamboo flute artist, Hanoi) highly valued "Seller is funny (each time has a different live streaming scenario)" and "Comments in the chat are fun", prioritizing "Live community" because of its emotional appeal. This theme aligns with the TAM structure of Perceived Enjoyment, as entertaining content promotes positive emotions, making the shopping experience enjoyable and increasing the likelihood of a purchase.

Social influence and a sense of community during live streaming also play a role, often amplifying purchase intent through peer behavior and live streamer interactions. A10 (32 years old, university lecturer, Ho Chi Minh City) cited "Many people in the live stream also bought that product" and "A lot of 'buy' comments made me feel FOMO", prioritizing this social influence because "Everyone seemed to have the same purchase idea as me". A11 (28 years old, bank employee, Hanoi) valued the live streamer's recognition "He recognized me because I was his loyal customer while I was commenting", prioritizing "Shopping Experience" because of its personal interaction. A12 (36 years old, housewife, Ho Chi Minh City) was influenced by "Livestreams with her idols watching for a long time", choosing this as the factor with the greatest impact because it made her "Happy to buy from her Idol". This theme is related to the social presence of Flow Theory.

The overall shopping experience, including the similarity to in-store shopping and ease of use, became a driving force for some participants. A13 (45 years old, officer, Dien Bien) described the experience as "The first time shopping on Livestream, it felt like shopping at a real store", prioritizing this "impressive experience" as a key factor. A12 (36 years old, housewife, Ho Chi Minh City) also noted that "The shopping experience was easy", contributing to her purchase decision. A11's shopping experience highlights the importance of a seamless and engaging process A11's impressive experience "Feels like shopping in a physical store". This theme relates to the physical presence of flow theory and the ease-of-use aspect of TAM as a seamless, engaging experience that will enhance the perceived value of live shopping and encourage purchases.

These qualitative findings highlight some factors such as physical presence, social presence, perceived usefulness perceived enjoyment impact purchase intention in livestream on TikTok Shop.

## 4.2. Quantitative results

### 4.2.1. Research sample statistics

The research sample statistics results show that among the 237 valid responses, the majority are young people (67.9% aged 18–27), followed by those aged 28–40 (19%), under 18 (11.8%) and over 40 (1.3%). Regarding location, 62.9% reside in Hanoi, 35.9% in Ho Chi Minh City and 1.3% in other provinces and regions. Regarding product preferences, 80.6% regularly buy fashion items, 79.3% choose beauty and personal care, 46.0% choose stationery and books, and 45.1% choose health products, while pet products are the least popular at 4.2%. On spending, 33.3% are willing to spend 500,000–1,000,000 VND, with only 3.8% prepared to spend more than 2,000,000 VND, reflecting a variety of purchasing behaviours.

### 4.2.2. Measurement model evaluation

The results show that the composite reliability (Lim et al.) values meet the recommended threshold of greater than 0.7, ranging from 0.890 to 0.918. Regarding convergent validity, all constructs exhibit average variance extracted (AVE) values ranging from 0.669 to 0.737, exceeding the minimum threshold of 0.5 (Fornell & Larcker, 1981). On the other hand, the Fornell-Larcker criterion results show that the diagonal elements represent the square root of the AVE for each construct. In contrast, the off-diagonal values represent the correlation between constructs. The results demonstrate that the square root of AVE for each construct is greater than its correlation with other constructs, supporting satisfactory discriminant validity (Fornell & Larcker, 1981). The highest correlations were observed between Purchase Intention and Perceived Usefulness (0.686) and Perceived Enjoyment (0.624), indicating a strong relationship between these constructs. Meanwhile, Physical Presence exhibited weak correlations with other variables, reinforcing its discriminant validity in the model.

The structural model is then assessed in order to assess the PLS-SEM results once the validity and reliability of the measurement model have been established. Multicollinearity is detected using Variance Inflation Factor (VIF) values; a threshold of 3 or less is advised to signify the lack of multicollinearity (Hair Jr et al., 2021). The results in Table 3 show that the VIF values of the internal model are all below the recommended threshold of 3.0. Specifically, the VIF values

range from 1.007 to 1.483, indicating no serious multicollinearity problems among the predictor constructs. This result confirms that multicollinearity is not a concern in the structural model, ensuring the robustness of the regression estimates.

**Table 2.** Fornell - Larcker standard results and composite reliability (CR) and average variance extracted (AVE)

	CC	PE	PU	PP	PI	SP	CR	AVE	VIF
CC	<b>0.821</b>						0.892	0.674	1.298
PE	0.252	<b>0.818</b>					0.890	0.669	1.225
PU	0.476	0.425	<b>0.858</b>				0.918	0.737	1.483
PP	-0.087	-0.149	-0.036	<b>0.845</b>			0.909	0.714	1.007
PI	0.486	0.624	0.686	-0.047	<b>0.832</b>		0.900	0.693	1.264
SP	0.105	0.097	0.071	0.086	0.175	<b>0.829</b>	0.897	0.687	1.128

Source: Author analysis

The analysis results in Table 2 also show that the discriminant validity was confirmed through the Fornell-Larcker criterion. Table 3 presents the Heterotrait-Monotrait (HTMT) correlation ratio, as recommended. The results show that all HTMT values are below the conservative threshold of 0.85, confirming the established discriminant validity. These findings together indicate that the reflective measurement model meets the criteria of internal consistency, convergent validity, and discriminant validity.

**Table 3.** Heterotrait-monotrait ratio (HTMT) result

	CC	PE	PU	PP	PI	SP
CC						
PE	<b>0.295</b>					
PU	0.552	<b>0.488</b>				
PP	0.089	0.164	<b>0.087</b>			
PI	0.566	0.729	0.778	<b>0.071</b>		
SP	0.131	0.116	0.086	0.136	<b>0.197</b>	

Source: Author analysis

4.2.3. Structural model evaluation

Bootstrapping with 500 resamples was conducted to evaluate the structural model. The results of the path coefficients and hypothesis testing are presented in Table 4. The results of the study also showed that physical presence (H1a) and social presence (H1b) had no impact on attention with  $(\beta = -0.097, p > 0.05)$  and  $(\beta = 0.114, p > 0.05)$ . Therefore, both H1a and H1b were rejected. Purchase intention was found to be positively influenced by Attention (H2), with a significant path coefficient  $(\beta = 0.182, p < 0.01)$ ; the hypothesis is accepted. This suggests that users who maintain a higher level of attention during the livestream are more likely to develop purchase intention. Marketers should consider optimizing content delivery to maintain audience attention through structured presentation formats or reducing distractions. Perceived usefulness and perceived enjoyment were also examined as predictors of purchase intention. The results showed that perceived usefulness (H3) had a strong positive effect on purchase intention  $(\beta = 0.432, p < 0.001)$ , confirming that when users perceive a livestream as informative and beneficial, they are more likely to make a purchase. The results also showed that perceived enjoyment (H4) significantly influenced purchase intention  $(\beta = 0.395, p < 0.001)$ . The results also showed that in terms of effect size ( $f^2$ ), perceived usefulness ( $f^2 = 0.340$ ) and perceived enjoyment ( $f^2 = 0.344$ ) both showed significant impacts on purchase intention. Focus had a more minor but significant effect on purchase intention ( $f^2 = 0.069$ ), suggesting that maintaining audience focus may contribute to purchase behaviour, albeit to a lesser extent than usefulness and enjoyment. In contrast, physical presence ( $f^2 = 0.010$ ) and social presence ( $f^2 = 0.013$ ) showed insignificant effects on concentration.

**Table 4.** Structural path estimates

	Path coefficient	T statistics	P values	F square	Decision
H1a: PP -> CC	-0.097	1.085	0.278	0.010	Rejected
H1b: SP -> CC	0.114	1.302	0.193	0.013	Rejected
H2: CC-> PI	0.182	2.749	0.006	0.069	Accepted
H3: PU-> PI	0.432	5.765	0.000	0.340	Accepted

H4: PE -> PI	0.395	5.816	0.000	0.344	Accepted
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Source: Author analysis

## 5. CONCLUSION

The findings of this study contribute to the growing literature on livestream shopping and social commerce by clarifying the determinants of purchase intention in the emerging market of Vietnam. Consistent with the Technology Acceptance Model (Davis, 1989; Venkatesh et al., 2012), perceived usefulness and perceived enjoyment emerged as the strong predictors of purchase intention. This aligns with prior research emphasizing that consumers are more likely to engage in livestream shopping when they perceive tangible benefits and hedonic value (Chen & Lin, 2018; Zhang et al., 2014). Our results reinforce the notion that utilitarian and hedonic motivations jointly shape purchase decisions in interactive online environments, confirming the relevance of TAM in livestream commerce.

Interestingly, the role of concentration as a mediator echoes the Flow Theory perspective (Novak et al., 2000), showing that consumers who maintain focused attention during livestreams exhibit stronger purchase intentions. However, the relatively modest effect size suggests that attention alone is insufficient compared to perceived usefulness and enjoyment, highlighting the primacy of cognitive evaluations and affective responses in Vietnam's livestream shopping context.

Contrary to earlier studies in China and other markets (Ming et al., 2021; Yin, Huang, & Ma, 2023), our findings indicate that physical presence and social presence did not significantly predict concentration. This divergence may be attributed to cultural and contextual differences. Vietnamese consumers appear more pragmatic and deal-oriented, prioritizing economic incentives and entertainment over immersive or communal experiences. This supports prior observations that cultural orientation shapes online shopping behaviors, where collectivist or experiential markets emphasize presence (Hilvert-Bruce, Neill, Sjöblom, & Hamari, 2018), while pragmatic markets such as Vietnam favor direct benefits. Additionally, measurement limitations in the social presence scale may have underestimated its role, suggesting the need for future refinement.

The findings of the research bring practical implications for several actionable insights for businesses, marketers, and livestream sellers operating on TikTok Shop. First, the strong influence of perceived usefulness suggests that sellers should prioritize providing clear, reliable, and detailed product information during livestream sessions. Demonstrations, transparent pricing, and real-time answers to customer questions can enhance consumers' perception of usefulness and reduce uncertainty, thereby strengthening their purchase intentions. Second, the significant effect of perceived enjoyment highlights the importance of creating entertaining and engaging livestream experiences. Sellers should invest in training livestream hosts to use humor, storytelling, and interactive features (e.g., polls, mini-games, or giveaways) to sustain audience engagement. By combining shopping with entertainment, sellers can turn livestream sessions into enjoyable events that foster both emotional attachment and impulsive buying. Third, although concentration had a smaller effect compared to usefulness and enjoyment, maintaining audience focus remains important. Streamers should adopt structured formats, avoid information overload, and use attention-grabbing tactics such as limited-time offers or countdowns to keep viewers engaged throughout the session. Finally, the insignificant effects of physical and social presence suggest that Vietnamese consumers prioritize practical and entertaining benefits over immersive or communal experiences. However, this does not diminish the potential of presence-related strategies in the long run. Sellers may still benefit from fostering a sense of community by encouraging viewer interaction, acknowledging loyal customers, or collaborating with influencers (KOLs/KOCs) to build social trust. Over time, such strategies could enhance brand loyalty even if they do not immediately drive purchase intention. Overall, businesses on TikTok Shop should adopt a dual strategy that combines utilitarian value with hedonic value for customers. By simultaneously emphasizing usefulness and enjoyment, livestream sellers can optimize engagement, strengthen consumer trust, and ultimately increase conversion rates in Vietnam's rapidly expanding e-commerce market.

Despite above contributions, this study is not without limitations. First, the sample size of 237 respondents, although sufficient for PLS-SEM analysis, is relatively small and concentrated in urban areas such as Hanoi and Ho Chi Minh City. This limits the generalizability of the findings to Vietnam's broader population; future research should expand the sample to include more diverse geographic and demographic groups. Second, although this research examined physical presence and social presence, the measurement scales may not fully capture the unique dynamics of TikTok Shop's livestreaming environment. Future studies should refine or develop context-specific measurement tools to better assess these constructs.

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## APPENDIX

### Appendix 1. Survey and Measurement development

Constructs	Variables	Items	References
Physical Presence	PP1	When shopping in Tiktok Shop live streaming, I felt as if I was shopping in a brick-and-mortar	Barfield et al., 1995

		store	
	PP2	While I was shopping in Tiktok Shop live streaming, I felt as if I were in the real world created by the live streaming	
	PP3	When shopping in Tiktok Shop live streaming, although my body was in the room, I felt that my mind was inside the world created by live streaming.	
	PP4	While I was shopping in Tiktok Shop live streaming, I felt the products presented by the anchor were right in front of me	
Social Presence	SP1	I felt a sense of sociability when shopping in Tiktok Shop live streaming.	Gunawardena and Zittle, 1997
	SP2	I felt a sense of human warmth when shopping in Tiktok Shop live streaming.	
	SP3	I felt a sense of human contact when shopping in Tiktok Shop live streaming.	
	SP4	I was aware of the presence of anchors and other consumers when shopping in Tiktok Shop live streaming.	
	SP5	The anchor and other consumers were aware of the presence of me when shopping in Tiktok Shop live streaming.	
	SP6	I was able to communicate with anchors and other consumers when shopping in Tiktok Shop live streaming.	
Concentration	CC1	When shopping in Tiktok Shop live streaming, I was absorbed in the activity.	Koufaris, 2002
	CC2	When shopping in Tiktok Shop live streaming, my attention was focused on the activity	
	CC3	When shopping in Tiktok Shop live streaming, I concentrated fully on the activity.	
	CC4	When shopping in Tiktok Shop live streaming, I was deeply engrossed in the activity.	
Perceived Usefulness	PU1	I find the products in Tiktok Shop live streaming shopping useful.	Cynthia, 2024
	PU2	I find Tiktok Shop live streaming shopping to be a useful way to shop.	
	PU3	The information provided during Tiktok Shop live streaming shopping is accurate.	
	PU4	The information provided during Tiktok Shop live streaming shopping s reliable.	
	PU5	The prices in Tiktok Shop live streaming shopping are reasonable.	
Perceived Enjoyment	PE1	I enjoy watching Tiktok Shop live streaming shopping.	Cynthia, 2024
	PE2	Tiktok Shop live streaming shopping experience is exciting.	
	PE3	Tiktok Shop live streaming shopping is a fun experience for me.	

	PE4	I look forward to watching Tiktok Shop live streaming shopping.	
Purchase Intention	P11	I will likely buy the products recommended in the Tiktok Shop live streaming shopping.	Dodds et al., 1991
	P12	I would recommend Tiktok Shop live streaming shopping to my friends.	
	P13	I would prefer to use the products recommended in the Tiktok Shop live streaming shopping.	
	P14	I am likely to consider making a purchase during a Tiktok Shop live streaming session in the future	Cynthia, 2024

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