

# “Consumer purchase behavior in livestreaming commerce: An investigation through the lens of the UTAUT2 model”

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# CONSUMER PURCHASE BEHAVIOR IN LIVESTREAMING COMMERCE: AN INVESTIGATION THROUGH THE LENS OF THE UTAUT2 MODEL

## Abstract

The rapid growth of livestreaming commerce has transformed online retail in Asian markets, blending entertainment and shopping into an interactive and immersive experience. Despite its increasing prevalence, limited research has examined the determinants of purchase intention and actual buying behavior in emerging economies such as Vietnam. This study employs the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) to investigate the key factors influencing consumer behavior in livestreaming commerce. A structured online survey was administered to 520 Vietnamese consumers with prior experience purchasing through livestreaming channels. Data were collected using purposive sampling from e-commerce communities and social media networks between March and April 2025. Partial Least Squares Structural Equation Modelling (PLS-SEM) was applied to test the proposed model. The results reveal that Performance Expectancy ( $\beta = 0.441, p < 0.001$ ) has the strongest positive effect on Purchase Intention, followed by Effort Expectancy ( $\beta = 0.215, p < 0.001$ ), Hedonic Motivation ( $\beta = 0.140, p = 0.006$ ), and Price Value ( $\beta = 0.103, p = 0.030$ ). Social Influence ( $\beta = -0.045, p = 0.218$ ) shows no significant effect, suggesting that livestream shopping decisions are driven more by perceived utility and enjoyment than by peer influence. Regarding Actual Purchase, Facilitating Conditions ( $\beta = 0.296, p < 0.001$ ) and Habit ( $\beta = 0.320, p < 0.001$ ) are significant predictors, while Purchase Intention ( $\beta = 0.017, p = 0.583$ ) is not. These findings extend UTAUT2 to a consumer context and offer practical implications for enhancing engagement and conversion in Vietnam's rapidly digitizing retail landscape.

## Keywords

livestreaming commerce, purchase intention, consumer behavior, UTAUT2, online shopping, Vietnam

## JEL Classification

M31, L81, D83

## INTRODUCTION

Live streaming shopping has rapidly evolved into a dominant form of social commerce, particularly across Asian markets (Cai et al., 2018). Unlike traditional e-commerce, live streaming commerce extends beyond mere product sales by replicating the in-store consultation experience in a digital environment (Lin et al., 2022). Streamers interact with consumers in real time, presenting and demonstrating products while fostering emotional engagement and trust, which reduces product uncertainty and enhances purchase intention (Guo et al., 2021; Chen et al., 2022, 2023). Although live streaming originated in the United States in 2016, its commercial success has been limited compared with China's rapid adoption and market leadership (Cai et al., 2018; Li et al., 2025). Consequently, research has been largely concentrated in China, with emerging studies in other Asian contexts such as Indonesia (Chandrea et al., 2024), Malaysia (Hong & Hoo, 2022; Quing, 2025), Thailand (Chandruangphen et al., 2022; Limna et al., 2023), and Vietnam (Ngo et al., 2023; Nguyen et al., 2024).



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### Conflict of interest statement:

Author(s) reported no conflict of interest

Existing studies primarily explore customer, platform, and streamer related antecedents (Luo et al., 2025), yet these factors alone insufficiently capture the multidimensional nature of livestream commerce (Ngo et al., 2023). Theoretical approaches based on TAM or TPB provide limited explanatory power for behaviors shaped by interactivity and social influence (Limna et al., 2023). Scholars therefore advocate integrating multiple theoretical perspectives such as consumer behavior, psychology, and information systems to address this complexity (Cai et al., 2018; Nuraisah et al., 2024). The UTAUT2 framework (Venkatesh et al., 2012, 2016), which extends technology acceptance models to consumer contexts, offers a comprehensive foundation for understanding technology driven behavioral intentions. Prior studies highlight the importance of contextual adaptation when applying UTAUT2 to emerging digital formats such as FinTech, social networking, or live commerce (Tamilmani et al., 2021; Weber, 2012).

Vietnam represents one of the most dynamic and promising livestream commerce markets in Southeast Asia, with rapid growth in user engagement and seller revenues. Platforms such as Shopee, Lazada, Sendo, and Tiki have increasingly integrated live streaming into their retail strategies since 2018 (Khánh Anh, 2019). Recent surveys indicate that 77% of Vietnamese consumers have watched livestreams, and 71% have purchased through them, particularly among Millennials and Gen Z consumers (Cốc cốc, 2024). These trends underscore the market's potential and the academic relevance of investigating consumer behavior within Vietnam's emerging live commerce ecosystem.

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## 1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Livestreaming commerce (LSC), which integrates e-commerce with real-time interaction, has emerged as a transformative retail format that reshapes consumer decision-making. Prior research consistently demonstrates that livestreaming reduces information asymmetry, enhances consumer trust, and replicates offline shopping experiences through streamers' demonstrations and evaluations (Wongkitrungrueng & Assarut, 2020; Xu et al., 2020). Building upon this foundation, recent studies have examined various mechanisms that drive consumer responses in LSC. Hedonic and utilitarian motivations have been identified as key predictors of purchase intention (Cai et al., 2018), while brand strength enhances perceived diagnosticity (Liu & Yu, 2022). Moreover, platform characteristics such as interactivity, visualization, and entertainment significantly influence consumers' cognitive and affective responses, thereby shaping their decision-making processes (Ma et al., 2022). Other factors including trust, social presence, impulsiveness, and innovation acceptance have also been identified as significant predictors of purchase intentions across diverse market contexts (Yang et al., 2024; Qing, 2025).

Several empirical studies from Vietnam both support and extend these global findings, providing valuable contextual insights. Ngo et al. (2023) found that Generation Z consumers are particularly responsive to entertainment, interactivity, and streamer expertise, with streamer attributes exerting the most substantial influence on purchase decisions. Similarly, Nguyen et al. (2024) demonstrated that attractiveness and social presence promote cognitive assimilation, while promotional cues and flow experiences encourage impulsive buying behavior. Collectively, these findings suggest that while consumer responses in Vietnam align with global patterns, local cultural and technological dynamics contribute to distinct behavioral nuances.

From a theoretical perspective, the Stimulus-Organism-Response (SOR) model has become the dominant framework for explaining consumer behavior in livestreaming commerce (Ma, 2023; Luo et al., 2025). This model conceptualizes how external stimuli, such as streamer cues and platform features, influence consumer responses through internal cognitive and emotional processes. Empirical applications of the SOR framework have explored a range of outcomes including purchase intentions (Ma, 2023; Li et al., 2025), impulse buying (Lee & Chen, 2021; Nguyen et al., 2024). Several complementary theoretical per-

spectives have also been applied to further advance the understanding of consumer behavior in livestreaming environments. These include social capital and parasocial relationship theories, which highlight the importance of trust, familiarity, and emotional bonds with streamers (Xu et al., 2022); uses and gratifications theory, which emphasizes consumers' motivations for seeking entertainment and information (Cai & Wohn, 2019); and technology acceptance models, which focus on how perceptions of technology influence system adoption (Cai et al., 2018).

Within the broader domain of technology adoption, the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003) and its extension UTAUT2 (Venkatesh et al., 2012) have served as influential frameworks for explaining user acceptance and behavioral intention. The UTAUT2 model integrates core constructs including performance expectancy, effort expectancy, social influence, and facilitating conditions, as well as hedonic motivation, price value, and habit, which collectively determine behavioral intention and technology usage behavior. This framework has been validated in diverse contexts such as e-commerce, online banking, and e-learning, confirming its robustness in predicting technology use. Nevertheless, despite its extensive application, empirical research examining the relevance of

UTAUT2 in the context of livestreaming commerce remains scarce, particularly in emerging markets where livestreaming has evolved into a major consumption channel.

Recent studies have followed Venkatesh et al. (2012, 2016) in extending UTAUT2 by incorporating contextual variables and examining technology use at the feature level. This approach offers a nuanced understanding of how these factors influence behavioral intention and actual purchasing behavior. Building on the robustness of UTAUT2 in explaining consumer behavior in highly interactive, technology-mediated contexts (Cai et al., 2018; Tamilmani et al., 2021; Limna et al., 2023), this study investigates how UTAUT2 constructs influence consumer purchase intention and actual behavior in livestreaming commerce.

The aim of this study is to develop and empirically test a research model that explains how UTAUT2 constructs, together with key livestreaming-related factors, shape consumers' purchase intention and actual purchase behavior in livestreaming commerce. Specifically, the study seeks to identify the relative influence of performance expectancy, effort expectancy, social influence, hedonic motivation, price value, facilitating conditions, and habit on consumer decision-making within this emerging retail format. Accordingly, the study proposes the following hypotheses:

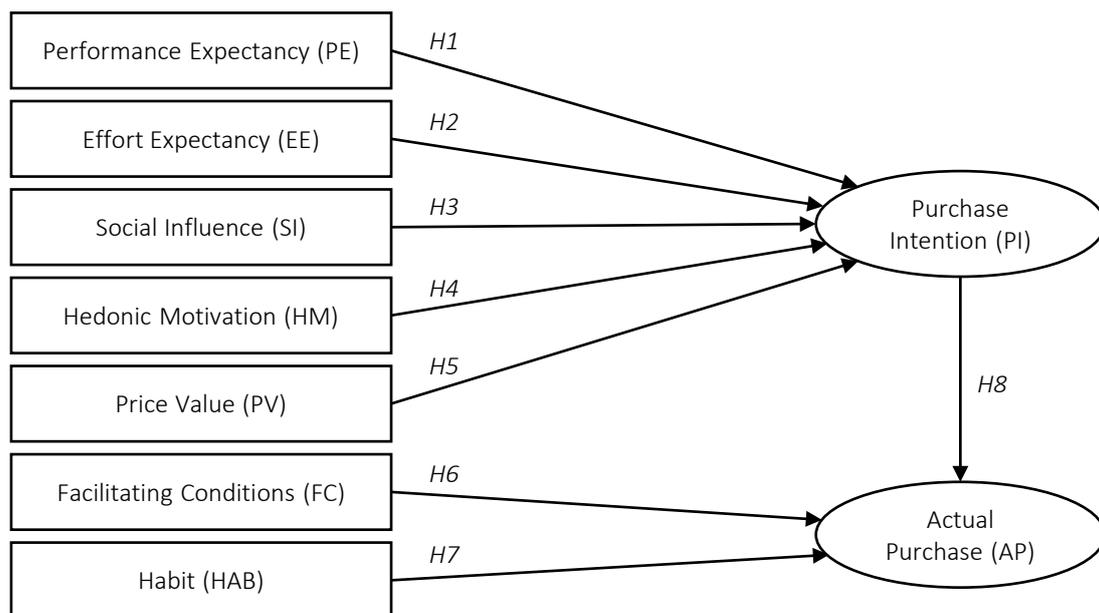


Figure 1. The proposed model

- H1: *Performance expectancy (PE) positively influences purchase intention.*
- H2: *Effort expectancy (EE) positively influences purchase intention.*
- H3: *Social influence (SI) positively influences purchase intention in livestream shopping.*
- H4: *Hedonic motivation (HM) positively influences purchase intention.*
- H5: *Price value (PV) positively influences purchase intention.*
- H6: *Facilitating conditions (FC) positively influence actual purchase behavior.*
- H7: *Habit (HB) positively influences actual purchase behavior.*
- H8: *Purchase intention (PI) positively influences actual purchase behavior in livestreaming commerce.*

Figure 1 presents the proposed research model, which integrates the core constructs of UTAUT2 with contextual variables specific to the livestreaming commerce environment.

## 2. METHODOLOGY

This study employed a quantitative research design and followed a structured procedure to ensure methodological rigor and transparency. The research process comprised three key stages: instrument design, data collection, data cleaning and analysis.

### 2.1. Stage 1: Instrument design

A structured questionnaire was developed using validated measurement scales adapted from prior studies grounded in the UTAUT2 framework and livestreaming commerce literature. The questionnaire began with a screening question to identify eligible participants (“Have you watched any e-commerce livestreams within the past month?”) and to confirm that respondents were at least 18 years old. Participants

who answered “No” were automatically excluded from the survey. All measurement scales were drawn from previous studies that demonstrated strong reliability and validity (see Table 2). Specifically, Performance Expectancy (4 items), Effort Expectancy (4 items), Social Influence (3 items), and Facilitating Conditions (4 items) were adapted from Venkatesh et al. (2012) and revised to reflect the livestream shopping context. Hedonic Motivation (3 items), Price Value (3 items), and Habit (4 items) were also adapted from Venkatesh et al. (2012), with minor modifications to capture enjoyment, perceived value, and habitual engagement in livestreaming activities. Purchase Intention (4 items) was adapted from Dodds et al. (1991) and contextualized for livestream commerce, while Actual Purchase (3 items) was adapted from Pavlou (2003). All original items, initially developed in English, were translated into Vietnamese and subsequently back-translated into English to ensure conceptual equivalence (Brislin, 1980). A focus group of ten participants reviewed the questionnaire to ensure content validity, clarity, and cultural appropriateness. All items were measured using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”).

### 2.2. Stage 2: Data collection

Data were collected through an online survey administered on a professional survey platform in Vietnam between March and April 2025. Respondents were recruited from major e-commerce communities and social media groups actively engaged in livestream shopping, primarily in urban areas such as Ho Chi Minh City and Hanoi, where digital commerce adoption is particularly high. A purposive sampling method was employed to ensure that participants met the eligibility criteria, representing individuals with recent livestream shopping experience. This study complied with ethical standards for research involving human participants. Participation was voluntary, and all respondents provided informed consent prior to completing the survey. The questionnaire explicitly stated that responses would remain anonymous and be used solely for academic purposes. Formal approval was not required, as the survey involved minimal risk and collected only anonymous data.

### 2.3. Stage 3: Data cleaning and analysis

A total of 650 responses were obtained. After excluding incomplete or invalid questionnaires, 520 valid responses were retained for analysis. Descriptive statistics were computed using IBM SPSS Statistics 25 to summarize demographic characteristics and key study variables. A total of 520 respondents participated in the survey, and their demographic characteristics reveal that the majority are female (82.3%), with males accounting for only 17.7%. In terms of age, most respondents fall within the 29-44 group (47.9%), followed by 18-28 years old (25.6%), while older groups are less represented. Regarding income, over half earn between 5 and <10 million VND per month (52.1%), with smaller proportions earning 10 - <20 million VND (24.6%), ≥20 million VND (12.3%), and less than 5 million VND (11.0%), indicating that livestream shopping mainly attracts middle-income consumers. Education levels show that respondents are generally well-educated, with 62.1% holding a Bachelor's degree and 22.9% a Postgraduate qualification. In terms of product categories, fashion leads with 41.3%, followed by cosmetics (18.3%), food products and local specialties (16.7%), and tech accessories (11.5%), while household products (8.8%) and others (3.3%) are less common. As for livestreaming channels, Facebook Live is the most popular platform (34.0%), followed by TikTok Live (18.1%), Lazada Live (12.9%), Shopee Live (11.0%), YouTube Live (9.4%), and Tiki Live (7.9%), with other platforms accounting for 6.7%. Overall, the findings highlight that livestream shopping is particularly attractive to young to middle-aged, middle-income, and well-educated female consumers, with fashion and beauty products dominating purchases and Facebook remaining the leading channel (see Table 1).

**Table 1.** Respondents' characteristics

	Variables	Frequency	Percentage
Gender	Male	92	17.7%
	Female	428	82.3%
Age	18-28	133	25.6%
	29-44	249	47.9%
	45-60	81	15.6%
	61 and above	57	11.0%

	Variables	Frequency	Percentage
Income	< 5 million VND/month	57	11.0%
	5 - <10 million VND/month	271	52.1%
	10 - <20 million VND/month	128	24.6%
	≥ 20 million VND/month	64	12.3%
Education level	High school	22	4.2%
	College/Associate	56	10.8%
	Bachelor's degree	323	62.1%
	Postgraduate (Master's/PhD)	119	22.9%
Products	Fashion	215	41.3%
	Cosmetic	95	18.3%
	Household products	46	8.8%
	Food products/local specialties	87	16.7%
	Tech accessories	60	11.5%
	Others	17	3.3%
	Channel	Facebook Live	177
Tiktok Live	94	18.1%	
Shopee Live	57	11.0%	
Lazada Live	67	12.9%	
Tiki Live	41	7.9%	
YouTube Live	49	9.4%	
Others	35	6.7%	
Total		520	100.0%

To test the hypotheses and evaluate the research model, Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed due to its suitability for exploratory and predictive research and its minimal assumptions regarding data distribution (Chin & Newsted, 1999). The analysis was conducted using SmartPLS 3.0, following the two-step procedure recommended by Hair et al. (2017). In the first step, the measurement model was assessed to establish construct reliability and validity. In the second step, the structural model was evaluated to test the hypothesized relationships among latent variables.

### 3. RESULTS

We initially assessed convergent validity and internal consistency by computing item-to-construct loadings, Average Variance Extracted (AVE), Cronbach's Alpha (CA), and Composite Reliabilities (CR). Table 2 illustrates AVE values surpassing 0.50, alongside CR and CA exceeding 0.70, confirming acceptable convergent valid-

ity (Hair et al., 2017). Each item showed higher loadings with its corresponding construct compared to others, affirming good convergent validity. Furthermore, Table 3 demonstrates that the square root of AVE for each construct is greater than the correlations between latent variables, indicating satisfactory discriminant validity of the

model according to criteria proposed by Fornell and Larcker (1981).

Before analyzing the structural model, the variance inflation factor (VIF) was used to evaluate multicollinearity among all constructs. Inner VIF values ranged from 1.000 to 1.820, all below the

**Table 2.** Indicators of reliability and convergent validity

Codes	Constructs/items	Outer loadings	CA	CR	AVE
<b>PE – Performance Expectancy (Bhattacharjee, 2001; Venkatesh et al., 2012)</b>					
PE1	Shopping via livestreaming on channel X improves my efficiency in purchasing products	0.873	0.898	0.929	0.765
PE2	Shopping via livestreaming on channel X increases my productivity when buying products	0.902			
PE3	Shopping via livestreaming on channel X enhances my effectiveness in making purchase decisions	0.890			
PE4	Overall, livestreaming on channel X is useful for shopping	0.832			
<b>EE – Effort Expectancy (Venkatesh et al., 2012)</b>					
EE1	Learning how to shop via livestreaming on channel X is easy for me	0.899	0.885	0.921	0.746
EE2	My interaction with channel X's livestream shopping platform is clear and understandable	0.905			
EE3	I find livestream shopping on channel X easy to use	0.886			
EE4	It is easy for me to become skillful at shopping via livestreaming on channel X	0.756			
<b>SI – Social Influence (Venkatesh et al., 2012)</b>					
SI1	People who are important to me think that I should shop via livestreaming on channel X	0.928	0.913	0.941	0.843
SI2	People who influence my behavior think that I should shop via livestreaming on channel X	0.881			
SI3	People whose opinions I value prefer that I shop via livestreaming on channel X	0.944			
<b>HM - Hedonic Motivation (Venkatesh et al., 2012)</b>					
HM1	Shopping via livestreaming on channel X is fun	0.858	0.786	0.875	0.701
HM2	Shopping via livestreaming on channel X is enjoyable	0.797			
HM3	Shopping via livestreaming on channel X is very entertaining	0.855			
<b>PV – Price Value (Venkatesh et al., 2012)</b>					
PV1	Products sold via livestreaming on channel X are reasonably priced	0.884	0.875	0.923	0.800
PV2	Products sold via livestreaming on channel X are a good value for the money	0.887			
PV3	At the current price, products sold via livestreaming on channel X provide good value	0.912			
<b>FC – Facilitating Conditions (Venkatesh et al., 2012)</b>					
FC1	I have the resources necessary to shop via livestreaming on channel X	0.822	0.896	0.927	0.762
FC2	I have the knowledge necessary to shop via livestreaming on channel X	0.870			
FC3	Channel X's livestream shopping platform is compatible with other apps I use	0.893			
FC4	I can get help from others when I have difficulties shopping via livestreaming on channel X	0.904			
<b>HAB – Habit (Venkatesh et al., 2012)</b>					
HAB1	Shopping via livestreaming on channel X has become a habit for me	0.900	0.896	0.928	0.765
HAB2	I am addicted to shopping via livestreaming on channel X	0.917			
HAB3	I feel I must shop via livestreaming on channel X	0.894			
HAB4	Shopping via livestreaming on channel X has become natural to me	0.780			
<b>PI – Purchase Intention (Dodds et al., 1991)</b>					
PI1	I frequently have the intention to purchase products promoted during livestream sessions on channel X	0.889	0.880	0.918	0.737
PI2	If I see a product I like during a livestream on channel X, I am likely to purchase it	0.871			
PI3	I plan to buy products promoted during livestream sessions on channel X in the future whenever I need similar items	0.891			
PI4	I intend to purchase products through e-commerce livestreaming on channel X rather than through other online shopping methods	0.777			
<b>AP – Actual Purchase Behavior (Pavlou, 2003)</b>					
AP1	Livestream sessions on channel X Live lead to my actual purchases	0.879	0.840	0.904	0.758
AP2	I have purchased products directly during a livestream session on channel X Live	0.907			
AP3	I completed my purchase while the livestream is still ongoing on channel X	0.825			

**Table 3.** Discriminant validity of the constructs

Constructs	AP	EE	FC	HB	HM	PE	PI	PV	SI
AP	<b>0.871</b>								
EE	-0.083	<b>0.864</b>							
FC	0.511	-0.045	<b>0.873</b>						
HB	0.519	-0.054	0.671	<b>0.874</b>					
HM	-0.015	0.433	-0.040	-0.074	<b>0.837</b>				
PE	-0.025	0.421	0.019	-0.014	0.460	<b>0.875</b>			
PI	0.012	0.495	-0.007	-0.008	0.465	0.634	<b>0.858</b>		
PV	0.034	0.349	0.027	0.071	0.307	0.355	0.376	<b>0.894</b>	
SI	-0.025	0.041	-0.007	-0.012	0.065	-0.038	-0.040	0.032	<b>0.918</b>

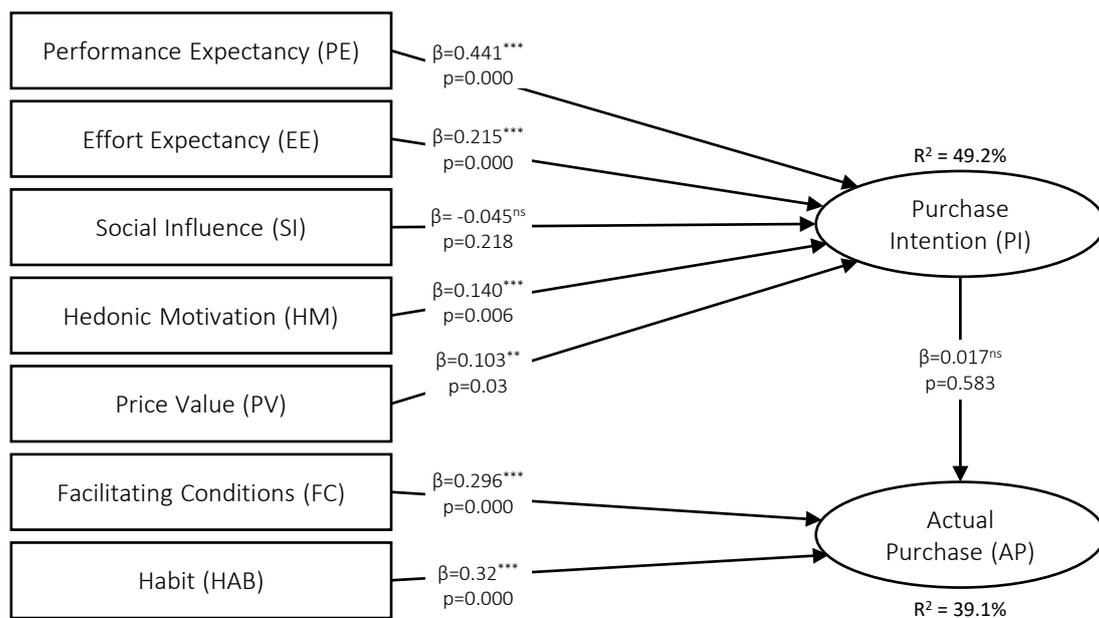
Note: Values (in bold) are the square root of the AVEs (variance shared between the constructs and their measures).

**Table 4.** Hypotheses testing results

Paths	$\beta$	p-values	Supported
H1: Performance Expectancy (PE) → Purchase Intention (PI)	0.441	0.000	Yes
H2: Effort Expectancy (EE) → Purchase Intention (PI)	0.215	0.000	Yes
H3: Social Influence (SI) → Purchase Intention (PI)	-0.045	0.218	No
H4: Hedonic Motivation (HM) → Purchase Intention (PI)	0.140	0.006	Yes
H5: Price Value (PV) → Purchase Intention (PI)	0.103	0.030	Yes
H6: Facilitating Conditions (FC) → Actual Purchase (AP)	0.296	0.000	Yes
H7: Habit (HAB) → Actual Purchase (AP)	0.320	0.000	Yes
H8: Purchase Intention (PI) → Actual Purchase (AP)	0.017	0.583	No

threshold of 2, indicating the absence of multicollinearity issues (Hair et al., 2017). The structural model was assessed using the bootstrapping technique with 5,000 resamples, following the guidelines from Hair et al. (2017). The model explained 49.2% of the variance in Purchase Intention (PI)

and 31.7% of the variance in Actual Purchase (AP) indicating a moderate explanatory power in accordance with Hair et al. (2017) (see Figure 2). Regarding the hypothesized relationships (see Table 4), the results show that H1, H2, H4, H5, H6, and H7 were supported, while H3 and H8 were not.



Note:  $***p < 0.01$ ,  $**p < 0.05$ , ns: not supported.

**Figure 2.** Structural model with standardized path coefficients

Specifically, Performance Expectancy (PE) had the strongest positive effect on Purchase Intention ( $\beta = 0.441, p < 0.001$ ), followed by Effort Expectancy (EE) ( $\beta = 0.215, p < 0.001$ ), Hedonic Motivation (HM) ( $\beta = 0.140, p = 0.006$ ), and Price Value (PV) ( $\beta = 0.103, p = 0.030$ ). In contrast, Social Influence (SI) did not have a statistically significant effect on Purchase Intention ( $\beta = -0.045, p = 0.218$ ), thus rejecting *H3*. For Actual Purchase, Facilitating Conditions (FC) ( $\beta = 0.296, p < 0.001$ ) and Habit (HAB) ( $\beta = 0.320, p < 0.001$ ) were both significant predictors, supporting *H6* and *H7*. However, Purchase Intention did not significantly influence Actual Purchase ( $\beta = 0.017, p = 0.583$ ), leading to the rejection of *H8*.

## 4. DISCUSSION

The findings provide robust evidence that performance expectancy (PE) is a critical determinant of purchase intention in livestream shopping. This aligns with the UTAUT2 framework, which identifies PE as the most influential predictor of behavioral intention (Venkatesh et al., 2012). The results also support prior empirical studies indicating that individuals are more likely to adopt new technologies and services when they believe these will enhance efficiency and facilitate more effective decision-making (Shareef et al., 2018; Wongkitrungrueng & Assarut, 2020). In the context of LSC, PE captures the belief that livestreaming reduces information asymmetry and enhances shopping convenience by allowing consumers to directly observe products and interact with sellers in real time. These features strengthen consumer confidence in product evaluation and foster more decisive purchasing behaviors (Xu et al., 2020).

However, this study extends prior research by showing that the effect of PE remains dominant even in highly hedonic and entertainment-based contexts like livestreaming, where emotional and social factors are also salient. This suggests that Vietnamese consumers still prioritize functional utility over enjoyment when making online purchase decisions, reflecting the pragmatic orientation of emerging-market consumers. The result therefore refines the UTAUT2 framework by highlighting that perceived usefulness can remain the strongest driver of behavioral intention, even within highly experiential e-commerce formats.

The findings also indicate that effort expectancy (EE) exerts a significant positive influence on purchase intention in livestream shopping (LSC). This result is consistent with UTAUT2, which defines EE as the degree of ease associated with using a technology (Venkatesh et al., 2003), and aligns with prior studies emphasizing the importance of user-friendly interfaces in shaping behavioral intention (Limna et al., 2023). In the context of LSC, EE reflects the extent to which consumers perceive livestream platforms as simple to navigate, effortless to interact with, and convenient for completing transactions. Features such as real-time demonstrations, integrated chat functions, and in-stream purchasing tools help reduce perceived complexity, thereby strengthening consumer confidence and increasing their likelihood of making purchases (Guo et al., 2021). Compared with previous findings in conventional e-commerce, the influence of EE in livestream shopping may be stronger because consumers frequently multitask during livestream sessions. This suggests that ease of use is not only a technical factor but also a psychological enabler that reduces cognitive load during high-speed, interactive shopping experiences. Hence, our result broadens the interpretation of EE within UTAUT2 to include consumers' cognitive comfort in complex, stimulus-rich digital environments.

In contrast, social influence does not significantly affect purchase intention in this context. This finding does not support the UTAUT2 theory, which defines social influence (SI) as the extent to which individuals perceive that important others such as family, friends, peers, or opinion leaders believe they should adopt a technology or engage in a behavior (Venkatesh et al., 2003; Venkatesh et al., 2012). In livestream shopping (LSC), SI reflects the impact of social pressure, peer recommendations, and endorsements from streamers, KOLs, or other viewers (Xu et al., 2020; Ngo et al., 2023). A suitable explanation for the insignificant role of social influence in livestreaming commerce lies in the format's emphasis on individual convenience and spontaneous decision-making rather than collective conformity. In Vietnam, this pattern reflects a shift in consumer behavior within a traditionally collectivist culture. Young users, who dominate livestreaming platforms, tend to prioritize immediacy, enjoyment, and autonomy over social

approval. Platform features such as flash sales and real time interactions further stimulate impulsive and self-directed decision-making. As trust increasingly shifts from interpersonal networks to digital intermediaries such as streamers and platform mechanisms, social influence exerts less impact, signaling a gradual movement toward more individualistic and experience-oriented consumption in Vietnam's digital marketplace. While prior studies in collectivist Asian markets have typically found social influence to be a strong determinant of technology adoption (Venkatesh et al., 2012; Xu et al., 2020), our findings diverge from this pattern. This divergence indicates a potential cultural shift toward greater individual autonomy among young Vietnamese consumers, driven by digitalization and social media exposure. Therefore, this study challenges the assumption that collectivist norms always dominate consumer decision-making in Asia and suggests that digital contexts can foster situational individualism, where personal convenience outweighs social conformity.

Hedonic motivation positively influences purchase intention. The enjoyment, excitement, and entertainment derived from livestreaming sessions enhance consumers' willingness to buy, consistent with the "shoppertainment" concept, which highlights entertainment value as a key driver of consumer behavior (Wongkitrungrueng & Assarut, 2020; Ngo et al., 2023). This result also supports the Uses and Gratifications Theory (Katz et al., 1973) and the UTAUT2 framework (Venkatesh et al., 2012), both of which emphasize that hedonic value shapes attitudes and behavioral intention. Prior studies have demonstrated that high entertainment value evokes enjoyment, relaxation, and excitement, prolonging user engagement and strengthening purchase intention (Zhou & Tong, 2022; Ngo et al., 2023). In Vietnam, where livestreaming commerce is rapidly growing among young digital consumers, hedonic experiences and perceived entertainment value further enhance affective and cognitive evaluations of livestream shopping, leading to stronger purchase intentions (Ngo et al., 2023). Beyond confirming earlier findings, this study contributes new insight by showing that hedonic enjoyment in livestream shopping derives not only from entertainment but also from parasocial interaction with streamers and community engagement. This expands the

concept of "shoppertainment" beyond passive enjoyment to include active social co-experience. For emerging markets, this suggests that platform design emphasizing emotional connection may enhance both engagement and conversion.

In this study, price value positively influences purchase intention in livestream shopping. Consumers are more likely to buy when they perceive that the price of products offered during livestreams is fair relative to the benefits received. This finding supports the UTAUT2 framework (Venkatesh et al., 2012), which highlights price value as a significant determinant of behavioral intention, and is consistent with prior studies emphasizing the role of competitive pricing and exclusive livestream discounts in boosting purchase intention (Chen & Lin, 2018; Yang et al., 2024). In the livestreaming context, real-time interactions, flash sales, and limited-time promotional offers stimulate impulsive buying behaviors and enhance the perceived value of the transaction (Huang & Suo, 2021; Zhang, 2023). Price promotions such as coupons, bundled deals, and complimentary gifts are frequently employed by anchors to strengthen perceptions of savings and justify consumers' expenditures, thereby reinforcing their intention to purchase. In Vietnam, where consumers are highly price-sensitive and responsive to discounts, livestream-exclusive deals combine utilitarian and financial value with the engaging nature of the platform, making price value a particularly powerful driver of purchase intention. Although price sensitivity is a common trait in emerging markets, the significant role of PV here suggests that consumers perceive livestream-exclusive deals as both rational and experiential benefits. Unlike static e-commerce discounts, livestream promotions create a sense of urgency and participation, which intensifies perceived value. This result implies that price value in livestreaming combines utilitarian (saving money) and hedonic (enjoying participation) components, extending the conventional definition in UTAUT2.

The result demonstrates that facilitating conditions significantly predict actual purchase behavior in livestream shopping. Adequate infrastructure, such as reliable internet connectivity, secure payment systems, and efficient delivery services, directly enables consumers to complete transac-

tions. This finding supports the UTAUT2 framework (Venkatesh et al., 2012), which argues that facilitating conditions may bypass behavioral intention and exert a direct effect on actual behavior. Prior studies confirm that sufficient organizational and technical infrastructure reduces barriers to online shopping, thereby encouraging consumers to finalize purchases (Chen & Lin, 2018; Li et al., 2023). In livestream shopping, technological features such as real-time product demonstrations, interactive communication, and integrated payment functions enhance the authenticity and immediacy of the shopping experience (Hu & Chaudhry, 2020; Wongkitrungrueng & Assarut, 2020). These conditions allow consumers to effectively evaluate product attributes, reduce uncertainty, and build confidence in their purchase decisions. In the Vietnamese context, the rapid development of e-commerce infrastructure, combined with widespread smartphone penetration and improvements in digital payment and logistics systems, strengthens facilitating conditions and directly supports the growth of livestream shopping. Our results reaffirm the direct impact of facilitating conditions on actual behavior, supporting UTAUT2. However, in Vietnam, the role of infrastructure seems even more decisive. The country's rapid digital infrastructure development has lowered access barriers and accelerated livestream commerce adoption. This indicates that facilitating conditions in emerging economies function not merely as background factors but as active enablers of behavioral conversion.

Habit has a significant positive effect on actual purchase in livestream shopping in this study. Consumers who have repeatedly engaged in livestream commerce are more likely to continue purchasing through this channel. This finding is consistent with the UTAUT2 framework (Venkatesh et al., 2012), which conceptualizes habit as the automatic performance of behavior formed through repeated experiences and prior technology use. Habits reduce the need for deliberate decision-making and allow consumers to engage in purchasing behaviors with minimal cognitive effort (Limayem et al., 2007). In the context of livestream shopping, habit develops when consumers repeatedly watch livestreams, interact with streamers, and complete transactions, turning these activities into routine behav-

iors. Reinforcing factors such as stable streaming schedules, consistent content quality, personalized recommendations, and strong parasocial interactions with streamers strengthen this habitual engagement. Over time, habit lowers psychological resistance, enhances familiarity, and increases the likelihood of repeat purchasing. In Vietnam, where livestream shopping has quickly become part of daily online consumption practices, habit plays an especially influential role in sustaining consumer engagement and ensuring the long-term success of this retail model.

This study contributes new insight by showing how habit formation in livestreaming is socially reinforced through repeated parasocial interactions and algorithmic recommendations. In this sense, habit in LSC may result from both behavioral repetition and platform-driven reinforcement, expanding the conceptualization of habit in digital consumption research.

Notably, *H8* is not supported in this work, indicating that purchase intention does not significantly translate into actual purchase behavior in livestream commerce. This highlights the well-documented intention-behavior gap (Sheeran & Webb, 2016), suggesting that situational and contextual factors such as product availability, payment convenience, delivery time, or sudden shifts in consumer priorities may outweigh initial intentions. The highly interactive and impulsive nature of livestreaming, driven by flash sales, real-time promotions, and streamer influence, can generate strong purchase intentions, but without seamless checkout and trusted delivery systems, these intentions may not convert into transactions. Another possible explanation is that livestream commerce often involves time-limited sales activities that stimulate impulsive purchasing behavior (Nguyen et al., 2024). This implies that focusing solely on purchase intention may overlook the spontaneous nature of consumer decision-making in livestreaming environments, where the shift from intention to actual purchase can occur almost instantaneously during the viewing process. Although intention has long been regarded as a strong predictor of behavior (Ajzen, 1991; Morwitz et al., 2007; Venkatesh et al., 2012), the livestreaming context demonstrates that immediate post-intention conditions play a decisive role.

The lack of a significant relationship between purchase intention and actual purchase behavior contrasts with UTAUT2 assumptions but is consistent with research highlighting the intention-behavior gap. This result reveals that in impulse-driven livestream contexts, situational stimuli can override prior intentions. Therefore, UTAUT2 may need to incorporate situational moderators such as time pressure, real-time incentives, and trust mechanisms to better predict actual purchasing in livestream environments. The results indicate a clear discontinuity between intention and actual behavior in livestreaming commerce, confirming that intention alone is not a sufficient predictor of customers' actual actions. This also raises doubts about whether intention automatically translates into actual purchases, which aligns with the findings of Peña-García et al. (2020), and underscores the importance of examining the intention-behavior relationship more deeply, as suggested by Lim et al. (2016) and Peña-García et al. (2020).

This study offers several theoretical and practical implications. Theoretically, it extends the applicability of the UTAUT2 framework to the context of livestream shopping (LSC) in an emerging market, demonstrating that its core constructs remain valid yet operate with context-specific dynamics. The findings confirm that performance expectancy continues to be the most powerful driver of purchase intention, even within a highly hedonic and entertainment-oriented environment. This result refines the UTAUT2 model by showing that utilitarian motivations, particularly perceived usefulness, can dominate consumer decisions in digital formats that are often assumed to be emotionally driven. It also broadens the interpretation of effort expectancy, emphasizing cognitive comfort and ease of interaction as critical enablers of purchase intention in complex, high-stimulus shopping environments.

Moreover, the study challenges conventional assumptions about social influence in collectivist cultures. Contrary to UTAUT2 expectations, social influence does not significantly affect purchase intention among Vietnamese consumers, indicating a cultural shift toward greater individual autonomy and self-directed decision-making in digital contexts. This suggests that digitalization and social media exposure may be fostering situational individualism in traditionally collectivist societies.

Additionally, the significant roles of hedonic motivation, price value, and facilitating conditions provide further theoretical contributions. Hedonic motivation enriches the “shoppertainment” paradigm by highlighting that enjoyment in livestream shopping derives not only from entertainment but also from parasocial interaction and community engagement, expanding the concept from passive to participatory enjoyment.

The strong effects of price value and facilitating conditions reinforce the UTAUT2 assumption that both economic evaluation and infrastructural readiness are decisive in technology-enabled commerce. However, in emerging markets such as Vietnam, these factors act not merely as supporting variables but as active behavioral enablers driving adoption and conversion. Finally, the non-significant path from purchase intention to actual behavior exposes a persistent intention-behavior gap, suggesting that real-time situational and contextual factors such as impulse, time pressure, and trust in payment or delivery may override planned behavior. This finding implies that the UTAUT2 framework should be expanded to include situational moderators relevant to dynamic digital environments.

Practically, these insights provide actionable recommendations for marketers and platform managers in Vietnam's rapidly growing livestream commerce market. First, marketers should emphasize functional value and usability, ensuring that platform design, interface layout, and checkout processes minimize cognitive effort and enhance convenience. Clear product demonstrations, real-time Q&A features, and integrated payment systems can help reinforce performance and effort expectancy, increasing consumer confidence and intention to buy. Second, entertainment and emotional engagement should be leveraged to sustain viewer attention and foster stronger parasocial bonds with streamers. Brands and streamers can achieve this through interactive storytelling, humor, and personalized engagement that make viewers feel emotionally connected. Third, given the diminishing role of social influence, brands should shift from reliance on peer conformity to strategies that empower individual autonomy, for instance, personalized recommendations, instant feedback, and adaptive pricing mechanisms.

Fourth, price promotions and exclusive livestream deals remain vital for driving impulsive yet satisfying purchases. Offering time-limited discounts, gamified reward systems, and bundle promotions can increase perceived value and stimulate spontaneous buying. Fifth, strengthening facilitating conditions through secure payment gateways, transparent refund policies, and fast delivery systems is essential to convert purchase intentions into completed transactions. Finally, marketers should nurture habit formation by promoting consistent streaming schedules, recurring cam-

paings, and personalized re-engagement notifications. These strategies can help transform one-time shoppers into repeat buyers, fostering long-term consumer loyalty. Overall, this study advances both theoretical understanding and practical application of consumer behavior in livestream shopping. It highlights the interplay between utilitarian and hedonic motivations, underscores the evolving cultural nature of online consumption in Vietnam, and provides a roadmap for marketers seeking to enhance conversion and retention in the era of interactive digital commerce.

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## CONCLUSION

This study aimed to examine the determinants of consumer purchase intention and actual buying behavior in livestreaming commerce using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) as the guiding framework. The findings reveal that performance expectancy, effort expectancy, hedonic motivation, and price value significantly enhance purchase intention, whereas facilitating conditions and habit are the main predictors of actual purchase behavior. In contrast, social influence was found to be insignificant, indicating that livestream shopping decisions in Vietnam are shaped more by perceived utility and enjoyment than by peer recommendations. These results also highlight a noticeable intention-behavior gap, suggesting that technological readiness and habitual engagement play vital roles in transforming intention into actual transactions.

Theoretically, this study extends the UTAUT2 model into a consumer context by clarifying the mechanisms linking psychological drivers to behavioral outcomes in technology-mediated retail settings. Future research could investigate contextual and psychological moderators, explore cross-cultural variations, and employ longitudinal or qualitative approaches to capture richer insights into evolving consumer behavior in livestreaming commerce. Examining influencer-related characteristics and integrating new constructs into UTAUT2 could also deepen understanding of digital consumer decision-making in emerging markets.

## AUTHOR CONTRIBUTIONS

Conceptualization: Du Thi Chung.  
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 Formal analysis: Du Thi Chung.  
 Investigation: Du Thi Chung.  
 Methodology: Du Thi Chung.  
 Project administration: Du Thi Chung.  
 Resources: Du Thi Chung.  
 Writing – original draft: Du Thi Chung.  
 Writing – review & editing: Du Thi Chung.

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