




“Role of convenience and trust in shaping online repurchase intention: The mediating effect of satisfaction among Generation Z”

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ROLE OF CONVENIENCE AND TRUST IN SHAPING ONLINE REPURCHASE INTENTION: THE MEDIATING EFFECT OF SATISFACTION AMONG GENERATION Z

Abstract

Nowadays, shopping on e-commerce platforms has become a prevailing consumption trend among young consumers, particularly Generation Z (Gen Z), due to rapid digitalization and changes in consumption behavior. This study aims to examine the effects of online shopping convenience, trust in retailers, and sales promotion on Gen Z's online repurchase intention, while specifically investigating the mediating role of customer satisfaction in the relationship between online shopping convenience and repurchase intention. Data from 282 Gen Z respondents, who are regular online shoppers in Vietnam, were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the underlying relationships. The results reveal that online shopping convenience has a strong positive effect on customer satisfaction ($\beta = 0.530$, $p < 0.01$), while satisfaction significantly enhances Gen Z's repurchase intention ($\beta = 0.232$, $p < 0.05$). The indirect effect of convenience on repurchase intention through satisfaction is statistically significant ($\beta = 0.123$, $p < 0.05$), confirming the mediating role of satisfaction. Besides, trust in retailers positively influences repurchase intention ($\beta = 0.158$, $p < 0.05$), whereas sales promotion does not show a significant effect ($\beta = 0.021$, ns). These findings highlight the central role of customer satisfaction and trust in shaping Gen Z's online repurchase intention, indicating that experience-driven value creation exerts a stronger influence than short-term promotional incentives in sustaining consumer loyalty within emerging e-commerce markets. This study offers practical managerial implications for optimizing digital marketing strategies in an increasingly competitive online environment.

Keywords

repurchase intention, convenience, satisfaction, trust in retailer, sales promotion, Generation Z, e-commerce

JEL Classification

D12; E21; M31

INTRODUCTION

The digital era has fundamentally reshaped global commerce, positioning e-commerce as a dominant retail channel. Within this dynamic context, Vietnam has emerged as a promising market. In 2024, Vietnam's e-commerce sector grew by 27% compared with 2022, reaching a value of USD 32 billion (VECOM, 2025). Online retail sales accounted for USD 17.3 billion (VnEconomy, 2024), while the gross merchandise value of leading platforms rose to USD 12.6 billion, a 37.36% increase over 2023 (Vietnam Investment Review, 2025). This rapid expansion compels firms to develop a deeper understanding of consumer behavior in Vietnam's online retail market, with particular emphasis on emerging customer segments.

Generation Z has emerged as a pivotal consumer segment in online markets, exerting a growing influence on digital purchasing behavior



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(Ngo et al., 2023; Hidayah et al., 2023). As digital natives shaped by Industry 4.0 technologies, Gen Z consumers exhibit strong preferences for convenience and personalized experiences, while their purchase decisions remain highly sensitive to experiential and relational cues in digital environments. At the same time, evidence indicates that value congruence plays a critical role in shaping their consumption choices, as 47% of Gen Z consumers have discontinued purchases from brands whose values were misaligned with their own (Deloitte, 2022). Consequently, the dynamic and value-driven nature of Gen Z consumption presents a substantial challenge for firms seeking to cultivate customer loyalty and enhance repurchase intentions within this cohort.

Repurchase intention has become a central construct in e-commerce research, reflecting consumers' willingness to engage in repeated transactions with online retailers. Although prior studies have identified multiple antecedents of repurchase intention, existing research has largely examined these factors in isolation. In particular, limited attention has been paid to the mediating role of satisfaction in the relationship between convenience and repurchase intention, as well as to the direct effects of trust and sales promotion on repurchase intention of Gen Z customers in Vietnam. This lack of an integrated, mechanism-based understanding represents a clear research gap and constrains both theoretical advancement and managerial decision-making in online retailing.

1. LITERATURE REVIEW AND HYPOTHESES

The Stimulus–Organism–Response (S–O–R) model (Mehrabian & Russell, 1974) and Expectancy Disconfirmation Theory (EDT) (Oliver, 1980) offer complementary yet distinct theoretical lenses for explaining consumer behavioral intentions in online shopping contexts. The S–O–R framework has been widely applied to elucidate how environmental stimuli, such as website design, usability, accessibility, and convenience, shape consumers' internal psychological states, which subsequently drive behavioral responses (Kim et al., 2020; Mehrabian & Russell, 1974). However, S–O–R is limited in its ability to explain post-consumption evaluative processes, particularly the formation of customer satisfaction. To address this limitation, EDT provides a robust explanation of how satisfaction emerges from consumers' comparisons between prior expectations and perceived performance (Oliver & DeSarbo, 1988). Post-consumption evaluations may result in confirmation, positive disconfirmation, or negative disconfirmation (Pizam & Milman, 1993), with satisfaction occurring when performance meets or exceeds expectations (Zwick et al., 1995). In online shopping contexts, consumers assess multiple dimensions of the purchasing process, including accessibility, search, evaluation, transaction, and post-purchase services, against these expectations (Dastane et al., 2020). Positive disconfirmation en-

hances satisfaction and strengthens repurchase intention, whereas unmet expectations undermine loyalty. Integrating S–O–R and EDT thus provides a more comprehensive framework for examining how environmental stimuli and post-consumption evaluations jointly shape satisfaction and repurchase intention among Gen Z consumers.

Convenience constitutes a salient environmental stimulus in e-commerce, shaping consumers' evaluations and behavioral responses through perceptions of time and effort savings flexibility (Palacios & Jun, 2020). Service convenience as consumers' time and effort perceptions related to buying or using a service (Berry et al., 2002) and is not merely a service attribute but also a customer-derived resource influencing overall evaluations (Farquhar & Rowley, 2009). In online shopping, convenience has been conceptualized as a multidimensional construct encompassing access, search, evaluation, transaction, and post-possession convenience (Jiang et al., 2013). Drawing on the S–O–R framework, these dimensions of convenience operate as environmental stimuli that elicit consumers' internal psychological responses. From the EDT perspective, satisfaction emerges when actual service experiences align with or exceed prior expectations (Kotler, 2000; Kotler & Keller, 2012; Ngo et al., 2025). Thus, higher levels of perceived convenience enhance consumers' service experiences and expectation confirmation, thereby strengthening satisfaction. Empirical evi-

dence supports this mechanism, showing that benefit-oriented and convenient online services significantly enhance customer satisfaction (Duarte et al., 2018; de Souza et al., 2020). Therefore, this study proposes that perceived convenience positively influences customer satisfaction in online shopping contexts.

However, firms' objectives in online shopping extend beyond achieving customer satisfaction to fostering customers' repurchase intention, which represents a more sustainable indicator of long-term performance (Huarng & Yu, 2019). Repurchase intention reflects customers' willingness to continue interacting and transacting with an online retailer (Wen et al., 2024). Prior research consistently demonstrates that satisfaction with previous online shopping experiences is a primary driver of repurchase intention, as satisfied customers are more likely to continue using the same platform or repurchase from the same retailer (Chamchuntra & Fongsuwan, 2014; Dong et al., 2022; Nabila et al., 2023; Sullivan & Kim, 2018; Tran et al., 2025). Accordingly, satisfaction plays a pivotal role in sustaining customer relationships and promoting repurchase intention among Gen Z customers in digital commerce.

From an integrated S-O-R and EDT perspective, satisfaction functions as a key mediating mechanism linking online shopping convenience to repurchase intention. Specifically, convenience function as stimulus factors that influence the psychological state of the organism (e.g., satisfaction), which in turn drives the response (e.g., repurchase intention) (Kim et al., 2020). When customers perceive performance that exceeds their expectations in an online shopping context, they are more inclined to repurchase products or services (Oliver, 1980; Liao et al., 2017). Therefore, customer satisfaction serves as a key mediating mechanism linking convenience to repurchase intention in online shopping platforms, particularly among Gen Z consumers.

In addition to convenience, trust represents an important psychological state within the S-O-R framework. Trust is often described as the degree of assurance one party has regarding the intentions and behaviors of another (Aldaabseh & Aljarah, 2021; Siagian et al., 2022). In online

shopping contexts, trust differs fundamentally from offline settings due to physical distance, the absence of face-to-face interaction, and information asymmetry between buyers and sellers (Mukherjee & Nath, 2007; Yoon, 2002). These conditions increase perceived uncertainty and risk (Nohria & Eccles, 1992), rendering trust a critical factor in shaping consumers' evaluations and sustaining long-term relationships with online retailers (Sarmad et al., 2024; Ngo et al., 2025). When retailers are perceived as trustworthy, consumers are more likely to believe that transaction-related risks can be minimized and expected benefits maximized, thereby fostering favorable purchasing attitudes and intentions (Chakraborty & Zhang, 2025; Pavlou, 2003). Empirical evidence supports this view, showing that trust exerts a significant influence on repurchase intention, either directly or indirectly through satisfaction (Do et al., 2025; Purnamasari & Suryandari, 2023; Iffan et al., 2024). Accordingly, within the S-O-R perspective, trust functions as a key psychological mechanism shaping consumers' repurchase intention in online retailing.

Sales promotion represents a salient external stimulus within the S-O-R framework and serves as a vital marketing instrument in e-commerce contexts (Gedenk et al., 2006). It encompasses promotional activities designed to provide additional value or incentives to consumers, with the aim of eliciting immediate behavioral responses within specific time frames or target segments (S. Peattie & K. Peattie, 2003; Rozlan et al., 2024). Prior research indicates that sales promotions are primarily employed to stimulate short-term sales, attract new customers, encourage brand or retailer switching, and increase purchase volume (Mishra et al., 2024). The influence of sales promotion on Gen Z's online repurchase intention is particularly pronounced. Given their relatively high price sensitivity and strong preference for attractive offers, Gen Z consumers often regard sales promotions as a decisive factor in both initial purchase decisions and repeat buying (Munte et al., 2022). This perspective aligns with the Stimulus-Organism-Response (S-O-R) model, in which sales promotions operate as external stimuli that shape consumers' internal states and, consequently, increase their likelihood of repurchasing.

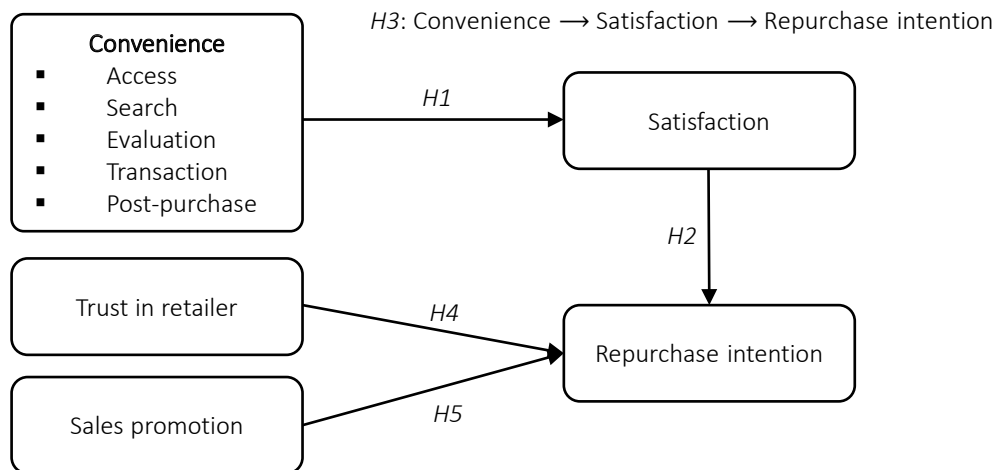


Figure 1. Theoretical model

This study aims to conceptualize online shopping convenience as a multidimensional construct and examine its impact on satisfaction, as well as to analyze how buyers’ trust in online retailers, sales promotion, and satisfaction jointly influence Gen Z’s repurchase intention. It further investigates the mediating role of satisfaction in linking perceived convenience to repurchase intention.

Drawing on the reviewed literature, the study develops the following hypotheses to evaluate the identified relationships, which are subsequently examined through rigorous statistical analysis:

- H1: Convenience has a positive effect on the satisfaction of Gen Z customers in online shopping contexts.
- H2: Satisfaction has a positive effect on the repurchase intention of Gen Z customers in online shopping contexts.
- H3: Satisfaction positively mediates the relationship between convenience and repurchase intention of Gen Z customers in online shopping contexts.
- H4: Trust in online retailers has a positive effect on the repurchase intention of Gen Z customers in online shopping contexts.
- H5: Sales promotion has a positive effect on the repurchase intention of Gen Z customers in online shopping contexts.

2. METHODOLOGY

The initial section of the questionnaire contained items measuring the study’s key constructs, while demographic information was collected from respondents at the end of the survey. The study employed measurement scales drawn from previous research carried out in settings closely related to the present context, including investigations of repurchase behavior in Vietnam and other Southeast Asian countries. Using scales established within these markets helps ensure contextual consistency, as nations in the region exhibit similar patterns of e-commerce growth and share cultural attributes that may influence consumer behavior. This enhances both the suitability and the contextual validity of the scales utilized. Convenience was adopted from Pham et al. (2018) and conceptualized as a second-order construct comprising five dimensions: access (3 items), search (3 items), evaluation (3 items), transaction (3 items), and post-purchase (3 items). Repurchase intention (RI) was measured with three items capturing respondents’ intentions to continue online shopping. Trust in retailers (TR) was assessed using six items adapted from Huong et al. (2024), while satisfaction (SA) was measured with four indicators based on Nuralam et al. (2024), reflecting customers’ overall evaluations of their shopping experience. Promotion (PR) was measured with nine items referencing Rozlan et al. (2024), focusing on promotional activities that stimulate consumer behavior. All constructs employed a five-point Likert scale (1 = strongly disagree; 5 = strongly agree).

Measurement validation and hypothesis testing were conducted using PLS-SEM in SmartPLS.

The target population comprises Vietnamese Gen Z consumers born between 1997 and 2012 (Nguyễn, 2023), a cohort that plays a pioneering role in shaping digital consumption trends. Vietnam is a country with a youthful population structure, in which Gen Z accounts for a significant proportion and represents one of the fastest-growing segments of Internet, social media, and e-commerce users in Southeast Asia. With high levels of technological access and flexible consumption behaviors, Vietnamese Gen Z consumers exemplify the modern pattern of online shopping. Survey participants were recruited in Ho Chi Minh City, Vietnam’s largest metropolitan area, using a convenience sampling approach. The survey was conducted between May and June 2025. Prior to participation, respondents were clearly informed about the confidentiality of their responses and that participation was entirely voluntary. The research exclusively gathers information on human behavior and does not involve any procedures related to the human body or animals.

The questionnaire was developed based on a solid theoretical foundation of digital consumer behavior and refined through expert consultation to ensure clarity and construct validity of the measurement scales. The questionnaire was administered through Google Forms. At the beginning of the survey, respondents were asked two screening questions: “Have you ever purchased products online?” and “Were you born between 1997 and 2012?”. Only individuals who answered “yes” to both questions proceeded to the main section of the survey, while those who responded “no” to either item were directed to exit the questionnaire.

Following Hair et al. (2018), the minimum sample size should be at least five times the number of observed variables. With nine latent constructs and thirty-eight indicators, the required minimum was 190. In total, 282 valid responses were obtained, surpassing this threshold and ensuring statistical reliability for subsequent analyses. Among the participants, females accounted for 72.7% (n = 205), while males comprised 27.3% (n = 77). Regarding education, 88.7% (n = 250) held a university degree, 6.4% (n = 18) had completed

high school, 3.9% (n = 11) possessed postgraduate qualifications, and 1.1% (n = 3) reported vocational or college degrees. Overall, the demographic profile reflects a predominantly young, educated group, consistent with the characteristics typically associated with Gen Z.

3. RESULTS

3.1. Measurement model

Following the approach suggested by Hair et al. (2018), this analytical step aims to assess internal consistency, convergent validity, and discriminant validity. Given that the model includes the second-order construct of Convenience, the evaluation is carried out in two phases.

In the first phase, the first-order constructs are examined, and the second-order variable Convenience is incorporated into the model using the repeated indicators method, though its indicators are not assessed at this stage. After running the PLS Algorithm, the observed variables SA1, SA2, PR1, PR2, and PR3 were excluded from the model due to outer loadings below 0.7. Meanwhile, the Cronbach’s alpha values exceeded 0.6, composite reliability (CR) values were above 0.8, and the Average Variance Extracted (AVE) was greater than 0.5, as shown in Table 1. These results indicate that the measurement scales for all constructs meet the criteria for reliability, convergent validity, unidimensionality, and internal consistency.

Table 1. Reliability and validity results of the measurement scales

Constructs	Cronbach’s Alpha	Composite reliability	Average Variance Extracted (AVE)
EV	0.775	0.869	0.689
TRA	0.763	0.864	0.681
SA	0.851	0.910	0.771
PR	0.916	0.932	0.695
TR	0.874	0.905	0.613
AC	0.776	0.870	0.691
SE	0.794	0.879	0.708
PP	0.801	0.883	0.715
RI	0.692	0.823	0.608

Note: EV = Evaluation convenience, TRA = Transaction convenience, SA = Satisfaction, PR = Promotion, TR = Trust, AC = Access convenience, SE = Search convenience, PP = Post-purchase convenience, RI = Repurchase intention.

Table 2. Discriminant validity (Fornell-Larcker criterion)

	EV	TRA	SA	PR	TR	AC	SE	PP	RI
EV	0.830								
TRA	0.626	0.825							
SA	0.220	0.181	0.878						
PR	0.300	0.284	0.075	0.834					
TR	0.665	0.641	0.190	0.293	0.783				
AC	0.540	0.764	0.207	0.248	0.609	0.831			
SE	0.594	0.624	0.168	0.226	0.539	0.578	0.842		
PP	0.649	0.609	0.186	0.250	0.563	0.596	0.739	0.846	
RI	0.178	0.189	0.562	0.107	0.265	0.200	0.214	0.210	0.780

The analysis results indicate that the square root of the Average Variance Extracted (AVE) for each latent variable is greater than all corresponding inter-construct correlations. Therefore, the constructs achieve discriminant validity, as shown in Table 2. This demonstrates that the model is a good fit for the market data.

After running the first phase of the PLS algorithm, the latent variable scores for the five first-order constructs – access, search, evaluation, transaction, and post-purchase – were transferred to the original data file and treated as five observed variables for the second-order construct of convenience. This updated data was then input into SmartPLS3 to proceed with the second phase of measurement model evaluation.

In the second phase, the measurement model for the latent variable convenience was evaluated, with the results presented in Table 3.

Table 3. Results of multicollinearity test and regression weights for the second-order latent construct

Construct	Indicator	Outer VIF	Outer weight
Convenience (CO)	EV	2.047	0.273
	TRA	2.987	0.224
	AC	2.583	0.257
	SE	2.511	0.207
	PP	2.724	0.231

Table 4. Regression results from first-order constructs to the second-order construct

Constructs	Original sample (O)	Standard deviation (STDEV)	t-statistics (O/STDEV)	p-values
EV → CO	0.273	0.073	3.723	0.000
TRA → CO	0.224	0.053	4.275	0.000
AC → CO	0.257	0.060	4.257	0.000
SE → CO	0.207	0.063	3.307	0.001
PP → CO	0.231	0.058	3.965	0.000

Tables 3 and 4 indicate that the observed variables EV, TRA, AC, SE, and PP all have significant effects on the latent construct Convenience. These results also demonstrate that the second-order construct Convenience meets the requirements for convergent validity. Furthermore, the VIF values for all observed variables (EV, TRA, AC, SE, PP) are below 3, indicating that multicollinearity is not present in the measurement model for the second-order construct. The first-order variables EV, TRA, AC, SE, and PP in this model fulfill the criteria for measuring the second-order construct. The second-order latent variable in the research model thus satisfies the necessary conditions for structural model testing. Overall, these findings confirm that for Gen Z, convenience in online shopping is truly constituted by five distinct dimensions, including access convenience, search convenience, evaluation convenience, transaction convenience, and possession, as well as post-purchase service convenience.

3.2. Structural model

The research model was tested using the bootstrapping procedure. The results reported in Table 5 reveal that the p-values associated with satisfaction ($\beta = 0.232$) and trust in retailers ($\beta = 0.158$) are below the 0.05 threshold, indicating that both variables exert a significant positive influence on repurchase intention. Conversely, convenience ($\beta = 0.530$) demonstrates a significant positive effect

Table 5. Hypothesis testing results

Hypothesis	Coefficient	SD	t-statistics	p-values	Conclusion
H1: Convenience → satisfaction	0.530	0.047	11.169	0.000	Supported
H2: Satisfaction → repurchase intention	0.232	0.077	3.010	0.003	Supported
H3: Convenience → satisfaction → repurchase intention	0.123	0.042	2.949	0.003	Supported
H4: Trust in retailers → repurchase intention	0.158	0.051	3.092	0.002	Supported
H5: Sales promotion → repurchase intention	0.021	0.063	0.337	0.736	Not supported

on satisfaction. Accordingly, hypotheses *H1*, *H2*, and *H4* receive empirical support. In contrast, the p-value for sales promotion ($\beta = 0.021$) exceeds the 0.05 threshold, indicating that this variable does not have a statistically significant effect on repurchase intention; hence, hypothesis *H5* is not supported.

The analysis indicates that satisfaction serves as a significant mediating variable in the relationship between convenience and repurchase intention among Gen Z consumers in the context of online shopping (*H3*). The statistically significant indirect effect ($\beta = 0.123$, p-value < 0.05) demonstrates that convenience not only exerts a direct influence on satisfaction but also indirectly shapes repurchase intention through this mediating pathway. Accordingly, hypothesis *H3* is supported. This finding confirms that enhancing convenience can enhance customer satisfaction, which, in turn, increases the propensity for repeat purchasing. Consequently, delivering a seamless and convenient shopping experience emerges as a strategic priority for online retailers aiming to strengthen satisfaction and foster long-term customer retention within the Gen Z segment.

4. DISCUSSION

The findings of this study demonstrate that, for Gen Z consumers in Vietnam, online shopping convenience is a multidimensional construct comprising access, search, evaluation, transaction, and possession together with post-purchase services. These dimensions align with the framework proposed by Jiang et al. (2013), yet the present study extends prior work by showing that, within the Vietnamese context, these components operate as an integrated continuum in which value is realized only when all stages, from platform entry to after-purchase support, function seamlessly. Any disruption in this chain can reduce customer satisfaction and weaken their willingness to repurchase. The findings confirm that trust and satisfaction are central determinants of repurchase intention, with satisfaction mediating the effect of convenience on repurchasing. This result aligns with prior studies as Purnamasari and Suryandari (2023) and Iffan et al. (2024) identified trust as a strong predictor of repurchase, while Chamchuntra and Fongsuwan (2014) showed that satisfied customers are significantly more likely to repurchase. Similarly, Huang et al. (2011) demonstrated that the mediating role of satisfaction in the relationship between convenience and repurchase

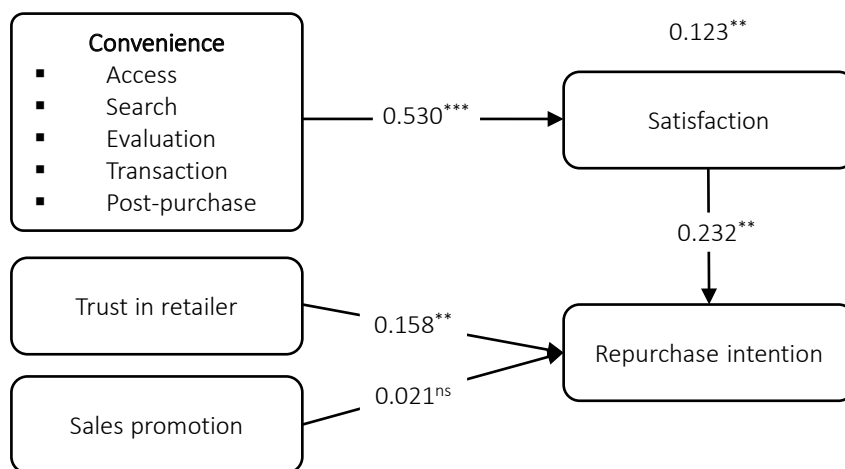


Figure 2. Results of bootstrapping analysis

intention. These findings are consistent with earlier theoretical foundations, particularly the Stimulus–Organism–Response model (Mehrabian & Russell, 1974) and Expectancy Disconfirmation Theory (Oliver, 1980), while advancing their applicability by demonstrating how these mechanisms operate specifically among Gen Z consumers in an emerging e-commerce market such as Vietnam's.

In contrast to prior findings, the present study does not provide empirical support for the effect of sales promotion on repurchase intention among Gen Z consumers. This outcome diverges from Munte et al. (2022), who reported that Gen Z, often described as highly price-sensitive and responsive to attractive promotional offers, considers sales promotion a decisive factor influencing both purchase decisions and repeat buying. A plausible explanation can be drawn from self-perception theory. Gen Z consumers, characterized by modern shopping attitudes, tend to focus on broader aspects of a brand beyond temporary price reductions or promotional campaigns. Consequently, merely offering sales promotions may be insufficient to foster trust or strengthen loyalty among this cohort. Instead, Gen Z customers are more likely to evaluate their purchase decisions carefully, considering factors such as brand values, authenticity, and overall shopping experience. This reflective approach to consump-

tion may reduce the direct influence of promotional activities on their repurchase behavior. As a result, sales promotion campaigns, while potentially effective in attracting initial purchases, may not significantly alter the long-term repurchase intentions of Gen Z consumers.

Despite its meaningful contributions, this study has several limitations. Due to time and financial constraints, the study collected a relatively small sample from the largest city in Vietnam. Therefore, the generalizability of the findings to the entire Gen Z population remains limited. Future research should expand the scope by incorporating diverse age cohorts and exploring behavioral variations across generational and cultural settings. Moreover, the study does not address the role of technology-driven factors that increasingly shape online shopping behaviors. Emerging innovations such as artificial intelligence, automation, and immersive virtual shopping environments may substantially influence consumers' perceptions of convenience, satisfaction, and repurchase intentions. Investigating these technological dimensions in future studies would offer a more holistic understanding of digital consumer behavior and strengthen the theoretical and practical insights into how evolving digital ecosystems affect purchase-related decision-making processes.

CONCLUSION

This study advances the understanding of Gen Z repurchase behavior in e-commerce by integrating the S-O-R framework with the EDT. The findings demonstrate that satisfaction functions as a central psychological mechanism linking perceived convenience to behavioral loyalty, thereby extending the explanatory power of S-O-R in digital consumption contexts. By confirming the mediating role of satisfaction, the study highlights the importance of internal evaluative processes in shaping repeat purchasing decisions among Gen Z consumers. Moreover, the strong effect of trust underscores the relational dimension of online commerce, suggesting that long-term behavioral loyalty is grounded more in perceived reliability and service consistency than in transactional incentives. The insignificant impact of sales promotions challenges conventional promotion-driven loyalty assumptions and indicates a shift toward experiential and value-based consumption patterns among Gen Z. Collectively, these findings contribute to the literature on online consumer behavior by clarifying the mechanisms through which convenience, satisfaction, and trust interact to influence repurchase intention in contemporary e-commerce environments.

The findings of this study provide several practical implications for e-commerce firms targeting Gen Z consumers. Given that satisfaction and trust significantly influence repurchase intention, managers should prioritize long-term value creation rather than relying heavily on short-term promotional tactics. Enhancing website usability, loading speed, intuitive navigation, and transparent product information can strengthen perceived convenience, which subsequently improves customer satisfaction. At the same

time, secure payment systems, clear transaction confirmations, and responsive after-sales service play a critical role in building trust and reducing perceived risk. The insignificant impact of sales promotions suggests that price-based incentives alone are insufficient to encourage repeat purchases among Gen Z, who tend to value experiential quality and relational reliability more strongly. Therefore, firms should allocate resources toward improving service quality, ensuring transparent communication, protecting consumer data, and fostering authentic engagement. By systematically collecting customer feedback and continuously refining service processes, companies can cultivate sustainable relationships that promote long-term loyalty rather than temporary transactional responses.

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Supervision: Thi Thanh Van Nguyen.
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Writing – original draft: Thi Thanh Van Nguyen, Thi Thanh Thuy Nguyen.
Writing – review & editing: Thi Thanh Thuy Nguyen.

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