

Consumer purchase behavior in livestream E-commerce platforms: An integrated technology acceptance and trust perspective

 Nguyen Que Lam^{1*}

¹VNU University of Economics and Business, Hanoi, Vietnam; nguyenuelam@gmail.com (N.Q.L.).

Abstract: This study examines the key factors and underlying mechanisms influencing consumer purchasing behavior in livestream shopping within Vietnam's rapidly expanding e-commerce market. Despite the growing popularity of livestream commerce, empirical research explaining how technological, social, and trust-related factors jointly shape consumer behavior in emerging digital economies remains limited. To address this gap, the study proposes an integrated research model grounded in the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and trust-based e-commerce frameworks. Data were collected from 463 Vietnamese consumers with a livestream shopping experience and analyzed using Cronbach's Alpha, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM). The results show that perceived usefulness, perceived ease of use, streamer reputation, online consumer reviews, and trust positively influence purchase intention. Purchase intention, in turn, strongly predicts actual purchasing behavior and mediates the relationships between cognitive factors, attitudes, and behavior. The study concludes that effective livestream shopping strategies require not only technological usability but also trust-building and social influence mechanisms embedded in livestream interactions. This research extends consumer behavior theory to the livestream commerce context and offers practical implications for developing effective and sustainable livestream sales strategies in emerging markets.

Keywords: Consumer trust, Digital platforms, E-commerce, Livestream commerce, Purchase behaviour, Purchase intention.

1. Introduction

The rapid growth of e-commerce in the digital economy era has fundamentally changed consumer shopping behavior as well as the ways in which businesses approach the market. In Vietnam, driven by the impact of the COVID-19 pandemic and ongoing digital transformation, e-commerce has continued to maintain a high growth rate of 18–25% per year [1]. The market size exceeded USD 25 billion in 2024 and is expected to reach USD 35 billion by 2025, with more than 55% of the population participating in online shopping [1]. In this context, livestream commerce has emerged as a new form of e-commerce that combines live broadcasting, real-time interaction, and online transactions. This format allows consumers to observe products more directly, communicate with sellers and other viewers in real time, and experience a sense of social presence similar to in-store shopping [2, 3]. According to a report by Virac Research, the Vietnamese livestream commerce market recorded an average of about 2.5 million livestream sessions per month in 2024, involving more than 50,000 sellers, indicating the growing popularity of this model in online business activities.

Both international and domestic studies have shown that livestream commerce significantly influences consumer purchasing behavior through various mechanisms. Some studies emphasize the role of hosts, influencers, and streamer professionalism in building trust and encouraging purchase intention [2, 4]. Other research focuses on product characteristics and the value delivered during livestreams, such as perceived usefulness, promotional pricing, and entertainment value, which positively affect

consumer attitudes and purchase intention [5, 6]. In addition, the interactive livestream environment, including entertainment level, real-time interaction, and community participation, has been shown to play an important role in stimulating positive emotions and purchasing behavior [7].

From a theoretical perspective, consumer purchasing behavior in the context of livestream commerce is commonly explained using established behavioral and technology-based frameworks, such as the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and the Stimulus–Organism–Response (SOR) model [8–10]. Previous studies indicate that perceived usefulness and perceived ease of use of digital platforms play an important role in shaping consumer attitudes and purchase intentions, while psychological and social factors such as trust, subjective norms, and perceived behavioral control directly influence consumers' purchasing decisions [3, 11]. Despite these contributions, existing studies still have several limitations. Most research focuses on purchase intention, while actual purchasing behavior, especially in livestream settings, has not been examined systematically. Many studies rely on a single theoretical framework that does not fully capture the combined effects of technological, cognitive, attitudinal, and trust-related factors [10]. In addition, empirical evidence from emerging markets such as Vietnam remains limited, even though differences in cultural context, technological development, and consumer habits may lead to behavioral patterns that differ from those in developed markets.

In response to these research gaps, this study proposes and tests an integrated model to explain consumer purchasing behavior in the context of livestream commerce in Vietnam. Specifically, the study combines core elements of TRA, TPB, and TAM, while incorporating the role of trust in e-commerce, to develop a more comprehensive analytical framework for understanding purchasing behavior during livestream shopping. The objective of this study is to analyze the factors influencing consumer purchasing behavior during livestream shopping on digital platforms in Vietnam and to clarify the mechanisms through which these factors operate via purchase intention. From a theoretical perspective, the study extends traditional consumer behavior models to the context of livestream commerce in an emerging market and provides empirical evidence on the relationships among technology, trust, purchase intention, and actual purchasing behavior. From a practical perspective, the findings offer valuable insights for businesses, sellers, and digital platforms in designing and implementing effective livestream sales strategies that align with the characteristics and behavior of Vietnamese consumers.

2. Literature Review

Livestream commerce is considered a new form of e-commerce development that combines live streaming technology, real-time social interaction, and online transactions, thereby creating a highly visual and socially engaging shopping environment [10, 12]. Unlike traditional e-commerce models that rely on static content, livestream shopping allows consumers to observe products directly, ask questions, and receive immediate feedback from sellers or hosts, which helps reduce information asymmetry and enhances the sense of social presence [7, 13]. Therefore, livestream commerce is not merely a new sales channel but also represents a fundamental shift in online shopping behavior, requiring integrated theoretical frameworks to fully explain the combined effects of technology, psychology, and social factors on consumer purchasing behavior.

2.1. Customer Attitude

Attitude refers to an individual's evaluation of the outcomes obtained from performing a particular behavior [8]. In the context of online shopping, attitude reflects consumers' favorable or unfavorable evaluations of using the Internet to purchase goods or services from retail websites [14]. Consumer attitude has been shown to influence behavioral intention [15], and prior studies confirm that a positive attitude toward online shopping leads to a stronger intention to purchase [16]. In livestream shopping contexts, both cognitive responses, such as content vividness, attractiveness, flow experience, and multisensory stimulation, and emotional responses, including excitement, satisfaction, and pleasure,

have been found to directly influence consumers' purchase intention [17]. Based on these arguments, the following hypothesis is proposed:

H₁: Consumer attitude has a positive effect on purchase intention when watching livestream shopping.

2.2. Customer Trust

Trust is defined as the expectation that individuals or organizations with whom one interacts will not take advantage of their position to create dependency, but will behave ethically, reliably, in accordance with social norms, and fulfill their commitments [18]. Findings from previous studies consistently indicate that consumer trust in online shopping websites is a critical factor influencing online purchase intention [7, 19]. Conversely, lack of trust has been identified as one of the main barriers preventing consumers from engaging in e-commerce [20, 21]. Based on these arguments, the following hypothesis is proposed:

H₂: Consumer trust has a positive effect on purchase intention when watching livestream shopping videos.

2.3. Technology-Related Factors: Perceived Usefulness and Perceived Ease of Use

In the Technology Acceptance Model, perceived usefulness and perceived ease of use are considered two core factors influencing consumers' attitudes and behaviors when using technological systems [9]. In the context of e-commerce, perceived usefulness reflects consumers' belief that online shopping helps improve the efficiency of their purchasing activities [22]. Previous studies have shown that perceived usefulness has a positive effect on consumer attitude and purchase intention through attitude [23, 24] as well as on actual online purchasing behavior [25]. In livestream shopping, real-time product demonstrations provided by streamers enhance the shopping experience and strengthen consumers' perceptions of the platform's usefulness [26].

In addition, perceived ease of use, defined as the degree to which consumers believe that online shopping requires little effort [9, 27], has also been shown to positively influence attitudes toward online shopping when platforms are designed to be intuitive and transaction processes are convenient [28, 29]. Similar to perceived usefulness, the role of perceived ease of use in shaping consumer attitudes and purchase intentions has been consistently supported in prior research [24, 30]. Based on these arguments, this study proposes hypotheses H1a and H1b regarding positive relationships between these two technology-related factors and consumer attitudes toward purchasing during livestream shopping.

H^a: Perceived usefulness has a positive effect on consumer attitude toward purchasing when watching livestream shopping.

H^b: Perceived ease of use has a positive effect on consumer attitude toward purchasing when watching livestream shopping videos.

2.4. Influence of Streamers

Streamers act as key influencers who affect viewers' attitudes and purchase intentions during live sessions. To be effective, streamers need to demonstrate a good fit with the product, personal credibility, product knowledge, and the ability to create emotional connections with viewers [31]. According to Kubat Dokumacı [32], several factors contribute to a streamer's influence, including trustworthiness, attractiveness, and expertise. These attributes significantly affect key response variables such as purchase intention and willingness to pay, mainly through viewers' identification with the streamer. Research by Zhang and Xu [33] shows that influential streamers, similar to experts in livestream settings, can significantly reduce consumers' perceived product-related risks. Additionally, these streamer characteristics shape how viewers interpret messages, leading to changes in attitudes and decision-making behavior [34]. This effect is particularly evident in livestream environments, where streamers perform multiple roles, including presenting information, demonstrating products, interacting with customers, and facilitating sales. With their credibility and persuasive communication styles, streamers are able to build trust and foster positive consumer attitudes toward both the products

and brands featured in livestream sessions [12]. Based on these arguments, the following hypotheses are proposed:

H_{1c}: Livestream streamers have a positive effect on consumer attitudes toward purchasing when watching livestream shopping videos.

H_{2c}: Livestream streamers have a positive effect on consumer trust in purchasing when watching livestream shopping videos.

2.5. Brand reputation

Seller reputation is not only related to a company's image but is also shaped by customers' evaluations and perceptions [35]. In the context of e-commerce, especially livestream shopping, brand reputation has a dual nature. First, it refers to the reputation of the product brand itself [36]. Consumers often evaluate and make purchasing decisions based on the level of trust and credibility that a brand has established in their minds [37, 38]. When a reputable product brand appears in livestream sessions, consumers tend to feel more confident about product quality, origin, and the value they receive [39]. In addition, the reputation of the livestream platform also plays an equally important role. Consumers are concerned not only with the product but also with the environment in which transactions take place. A platform with a strong reputation is often associated with transparent transactions, secure payment systems, data protection policies, and clear return and customer support mechanisms [40]. When a livestream platform is perceived as trustworthy, consumers are more likely to extend their trust to the brands selling on that platform [41]. Based on these arguments, the following hypothesis is proposed:

H_{2b}: Perceived brand reputation has a positive effect on consumer trust.

2.6. Level of Interaction

Interactivity in livestream commerce refers to the dynamic interaction between viewers and streamers during live sessions [42]. Unlike traditional e-commerce, which relies on instant messaging applications or comment-based communication that may involve delays, livestreaming enables direct, real-time interaction through live chat on streaming platforms [43, 44]. During livestream sessions, streamers often use promotional strategies such as lucky draws, discounts, and giveaways to stimulate audience interaction and enrich the shopping experience, thereby creating an active and engaging atmosphere within the livestream channel [45]. The interactive nature of livestreaming contributes to a more vivid and engaging shopping experience, which enhances its overall attractiveness and encourages consumers' willingness to purchase [33]. High levels of interaction help consumers better understand products through instant feedback, visual demonstrations, and real-time evidence provided by streamers [43]. This transparency and rapid response reduce consumer uncertainty and increase confidence in purchase decisions [46]. In addition, interactivity positively influences consumers' perceptions of the usefulness of e-commerce platforms.

Based on these arguments. The following hypotheses are proposed:

H_{1d}: The level of interaction has a positive effect on consumer attitudes toward purchasing when watching livestream shopping videos.

H₃: The level of interaction has a positive effect on consumers' purchase intention when watching livestream shopping videos.

H₅: The level of interaction has a positive effect on consumers' actual purchasing decisions when watching livestream shopping videos.

2.7. Promotional Programs

According to Peng et al. [47], promotional programs such as price discounts and gifts create a sense of "gaining benefits" for customers, which helps build trust in the value of the product and the potential for cost savings. Additionally, promotions reinforce perceived product value and strengthen consumer confidence in product quality and effectiveness [48]. In livestream selling contexts,

promotional programs commonly include price discounts, free shipping, bundled gifts, and interactive mini-games with rewards [49, 50]. When receiving promotions, consumers tend to feel satisfied and pleased, which leads to more positive attitudes toward the product and the brand [48]. These incentives help reduce purchasing costs, lower perceived purchase barriers, and make purchasing decisions easier for consumers [51]. In an environment where consumers face many alternatives and are highly sensitive to price and shopping experience, promotions such as discount codes, gifts, free shipping, and limited-time flash sales play an important role in creating motivation and urgency in purchase decisions [52, 53]. Given these effects, promotional programs not only influence consumer trust during each livestream session but also have a direct impact on purchase intention among livestream viewers. Based on this reasoning, the following hypotheses are proposed:

H_{5c}: Promotional programs have a positive effect on consumer trust.

H₆: Promotional programs have a positive effect on consumers' purchase intention when watching livestream shopping videos.

2.8. Purchase Decision through Livestream Shopping

The relationship between purchase intention and actual purchase decision in livestream shopping can be viewed as a sequential psychological-behavioral process within the e-commerce experience. In livestream contexts, purchase intention is formed through the influence of multiple factors, such as the credibility of the streamer and the brand, the level of interaction, perceived usefulness, and real-time promotional programs [53]. A distinctive feature of livestream commerce is that the gap between intention and actual decision is often shorter than in traditional shopping settings [54]. Driving factors such as urgency effects (e.g., limited-time promotions or low stock availability), social proof (e.g., many viewers purchasing simultaneously or posting positive comments), and direct feedback from sellers make it easier for consumers to move quickly from consideration to immediate purchase [55]. Therefore, the following hypothesis is proposed:

H₆: Online purchase intention has a positive effect on consumers' purchase decisions when watching livestream shopping.

2.9. Online Consumer Reviews

Online consumer reviews (OCR) refer to information created by previous consumers after purchasing a product on a website [56]. OCR provides product-related information and recommendations from the consumer's perspective [57]. Prior research has examined OCR as a form of electronic word-of-mouth (eWOM) that influences consumer behavior [2], and many consumers rely on user-generated information on the Internet when making purchasing decisions [58]. The credibility of online reviews can significantly enhance online purchase intention by building trust and confidence during the decision-making process [59]. In the rapidly developing e-commerce environment, consumers increasingly depend on online reviews to shape their purchase intentions [60]. When consumers perceive online reviews as trustworthy, they are more likely to trust the product and make purchasing decisions more easily [61]. Based on these arguments, this study suggests that after purchase intention in livestream shopping is formed, online consumer reviews may further strengthen the transition from intention to actual purchasing behavior. Therefore, the following hypothesis is proposed:

H₇: Online consumer reviews play a moderating role in the relationship between purchase intention and purchase decision when consumers watch livestream shopping.

Based on the above analysis, the proposed research model is presented as follows.

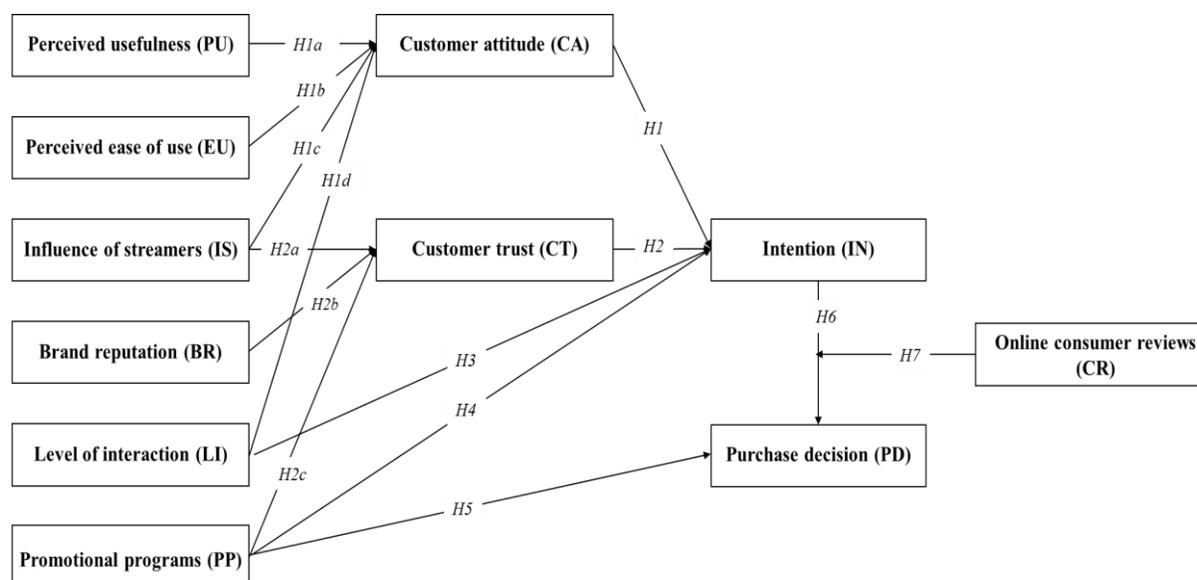


Figure 1.
Proposal research model.

3. Methodology

3.1. Measurement Instrument

To test the proposed research model, a structured questionnaire was developed based on measurement scales adapted from well-established prior studies. These scales were further refined using qualitative research results to ensure their suitability for the context of livestream e-commerce in Vietnam. All observed variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Specifically, the scales for perceived usefulness (PU) and perceived ease of use (EU) were adapted from Lin [27] and Davis [9] with additional items proposed by the authors to reflect remote purchasing capability and ease of operation. The influence of streamers (IS) was adjusted from Cam Thuy and Ngoc Quang [12], focusing on streamer credibility and professionalism. Brand reputation (PR) was measured using the scale developed by Jarvenpaa et al. [20], while the scales for level of interaction (LI) and promotional programs (PP) were developed based on studies by Lin and Lee [45] and Reyes and Umali [62]. Regarding psychological variables, attitude (CA) was measured based on Wongkitrungrueng and Assarut [7] and Sun et al. [3], while trust (CT) was adapted from Cam Thuy and Ngoc Quang [12]. The moderating variable, online consumer reviews (CR), was adapted from Cheung and Lee [63]. Finally, purchase intention (IN) was measured based on Forsythe et al. [64], and purchase decision (PD) was adapted from Pavlou [65] and Cam Thuy and Ngoc Quang [12].

3.2. Data Collection and Data Analysis

The research participants were consumers in Vietnam who had watched and made purchases through livestream shopping sessions on digital platforms. Convenience sampling was employed, as it is suitable for studies on online consumer behavior and allows efficient access to respondents with actual livestream shopping experience. Data were collected through an online survey using a structured electronic questionnaire distributed via social media platforms and online communities related to livestream commerce. The data collection was conducted over three months, from May to July 2025. A total of 463 valid responses were obtained and used for data analysis, meeting the minimum sample size requirements for structural equation modeling (SEM) and ensuring the reliability of the research results. Before the main survey, the questionnaire was reviewed to ensure clarity and appropriateness

for the research context. The study followed ethical principles in social science research: participation was voluntary, respondents were informed about the study's purpose and their right to withdraw at any time, personal information was kept anonymous and confidential, and the collected data were used solely for academic research purposes without any commercial intent.

The collected data were processed and analyzed using statistical software commonly applied in consumer behavior research. Data analysis was conducted in several stages to ensure the reliability and validity of the measurement scales as well as the overall fit of the research model. First, scale reliability was assessed using Cronbach's Alpha, followed by exploratory factor analysis (EFA) to examine the underlying factor structure. Confirmatory factor analysis (CFA) was then employed to validate the measurement model and assess the convergent and discriminant validity of the latent constructs. Finally, structural equation modeling (SEM) was applied to test the proposed hypotheses and evaluate the overall model fit, allowing for the simultaneous examination of relationships among technological factors, social influences, attitudes, purchase intention, and actual purchasing behavior in the context of livestream commerce.

4. Findings

4.1. Descriptive Statistics

Table 1.
Demographic characteristics of respondents.

Criteria	Number	Percentage (%)
1. Gender	463	100.0
Male	190	41
Female	273	59
2. Age	463	100.0
Under 18 years old	45	9.7
18–34 years old	199	43
34–55 years old	182	39.3
Over 55 years old	37	8
3. Average monthly income	463	100.0
Below USD 200	50	10.8
USD 200–500	182	39.3
USD 500–750	165	35.6
USD 750–1000	46	9.9
Above USD 1000	20	4.3
4. Daily internet usage time	463	100.0
Less than 1 hour	29	6.3
1–3 hours	66	14.3
More than 3 to 5 hours	106	22.9
More than 5 to 7 hours	135	29.2
More than 7 hours	127	27.4
5. Frequency of purchasing while watching livestreams	463	100.0
Never	15	3.2
Very rarely (less than once per month)	135	29.2
Occasionally (1–2 times per month)	144	31.1
Frequently (3–4 times per month)	121	26.1
Very frequently (more than 4 times per month)	48	10.4

Based on the descriptive statistics presented in Table 1, the research sample consisted of 463 consumers, with female respondents accounting for a higher proportion than males, reflecting the active participation of women in livestream shopping. Respondents aged between 18 and 55 made up the majority of the sample, indicating that livestream commerce attracts both younger and mature consumers who typically have stable purchasing power and decision-making ability. Most respondents reported a medium income level and spent more than five hours per day using the internet, suggesting a

high level of engagement with the digital environment. Notably, the majority of participants had previously purchased products via livestream at least occasionally, indicating that livestream shopping has become a relatively common purchasing behavior in Vietnam.

Table 2.

Main product groups purchased via livestream.

No.	Criteria	Number (Times)	Percentage (%)
1	Fashion (clothing, shoes, accessories)	344	25.1%
2	Cosmetics and beauty products	269	19.6%
3	Household goods	122	8.9%
4	Electronic devices (smartphones, laptops, tablets)	211	15.4%
5	Food and beverages	59	4.3%
6	Books and stationery	64	4.7%
7	Toys and children's products	83	6.0%
8	Sports and travel products	151	11.0%
9	Others	69	5.0%
	Total	1372	100.0%

The results indicate that livestream purchasing behavior among the 463 consumers mainly concentrated on product categories that are highly visual and easy to demonstrate in livestream environments, as shown in Table 2. Fashion and beauty products accounted for the largest share of the 1,372 recorded purchases, highlighting the strong role of livestreaming in product presentation, consultation, and shopping inspiration for aesthetic-oriented products. In addition, product categories such as electronic devices, sports products, and travel-related items also showed notable purchase proportions, suggesting that livestream commerce is not limited to fast-moving consumer goods but is gradually expanding to higher-value and more considered product categories. The diverse distribution of product types indicates that livestream commerce is becoming a flexible shopping channel that meets a wide range of consumer needs in Vietnam.

4.2. General Research Model Testing

Before conducting further analyses, the study examined the reliability of the 11 measurement scales using Cronbach's Alpha. The empirical results show that all scales met the requirement for internal consistency, with overall Alpha values ranging from 0.803 to 0.937, which are well above the acceptable threshold of 0.6. Most observed variables had corrected item-total correlations greater than 0.3, indicating adequate contributions to their respective scales. Notably, during the reliability testing of the "Online Consumer Reviews (CR)" scale, item CR7 was removed due to a negative item-total correlation (-0.77), which did not meet reliability criteria. After this adjustment, the DG scale achieved a Cronbach's Alpha of 0.878, satisfying the conditions for inclusion in exploratory factor analysis. Among all constructs, the "Purchase Decision (QD)" scale showed the highest reliability (0.937), confirming the strong stability of the measurement instruments in the livestream shopping context in Vietnam.

Exploratory factor analysis (EFA) was conducted to identify the underlying factor structure and assess the convergent validity of the research variables. The results for the independent, mediating, and dependent variables indicate a Kaiser-Meyer-Olkin (KMO) value of 0.882 (greater than 0.5) and a significant Bartlett's test of sphericity (Sig. = 0.000), confirming the data's suitability for factor analysis. Using Principal Axis Factoring with Promax rotation, the analysis extracted 10 factors with eigenvalues greater than 1, explaining 70.551% of the total variance. All factor loadings exceeded 0.5, indicating strong associations between observed variables and their corresponding latent factors. For the moderating variable "Online Consumer Reviews (CR)," a separate EFA also produced satisfactory results, with a KMO value of 0.878 and total variance explained of 62.2%, confirming the unidimensionality and convergent validity of this scale within the overall research model.

4.3. Structural model by CFA and Structural Equations Modeling (SEM)

Based on the CFA results, the measurement model shows an acceptable fit with the data, with CMIN/df = 1.672 (CMIN/df ≤ 3), GFI = 0.880 (0.8 < GFI < 0.9), CFI = 0.949 (CFI ≥ 0.9), TLI = 0.944 (TLI ≥ 0.9), RMSEA = 0.038 (RMSEA ≤ 0.06), and PCLOSE = 1.000 (PCLOSE ≥ 0.05). These indices indicate that all criteria used to assess the unidimensionality of the measurement scales are fully satisfied. Therefore, the constructs employed in this study demonstrate unidimensionality, and the proposed research model fits the empirical data well.

In addition to testing unidimensionality, the study further examined convergent validity, discriminant validity, and reliability of the measurement scales to minimize potential measurement errors. These additional assessments strengthen the robustness of the measurement model and enhance the theoretical and practical contributions of the study.

Table 3.
Reliability and Convergent validity with the results of C.R and A.V.E.

Var	CR	AVE	MSV	MaxR(H)	CT	PD	IS	EU	PU	LI	IN
CT	0.890	0.619	0.211	0.891	0.787						
PD	0.938	0.751	0.398	0.942	0.409***	0.867					
IS	0.856	0.544	0.358	0.857	0.333***	0.593***	0.737				
EU	0.885	0.659	0.098	0.901	0.083	0.312***	0.225***	0.812			
PU	0.842	0.517	0.057	0.852	0.239***	0.174**	0.188***	0.068	0.719		
LI	0.876	0.638	0.154	0.880	0.195***	0.392***	0.329***	0.108*	0.067	0.799	
IN	0.873	0.634	0.243	0.886	0.460***	0.493***	0.281***	0.155**	0.080	0.286***	0.796
PP	0.825	0.543	0.398	0.833	0.429***	0.631***	0.437***	0.148**	0.078	0.267***	0.352***
BR	0.830	0.550	0.129	0.833	0.295***	0.359***	0.263***	0.082	0.091	0.270***	0.189***
CA	0.804	0.578	0.087	0.807	0.089	0.158**	0.002	0.166**	0.139*	0.173**	0.294***

Table 3 presents the results of the assessment of composite reliability (CR), average variance extracted (AVE), maximum shared variance (MSV), and the square root of AVE (SQRTAVE). The results show that all MSV values are lower than their corresponding AVE values, and all SQRTAVE values are greater than the inter-construct correlations. These findings confirm that the criteria for discriminant validity are fully satisfied. Therefore, the CFA results indicate that all constructs meet the required standards of validity and reliability, and that the number of factors, as well as the observed variables loading on each factor, are consistent with the established theoretical framework. As a result, the measurement scales are appropriate for structural equation modeling (SEM) analysis.

As shown in Table 4 and Figure 2, the obtained p-value is 0.000, which is lower than the threshold of 0.05 and thus meets the required criterion. The model fit indices, including CMIN/df, CFI, TLI, RMSEA, and PCLOSE, are 1.969, 0.925, 0.919, 0.046, and 0.984, respectively, all of which satisfy the recommended model fit thresholds. Although the GFI value is 0.861, it is considered acceptable given the research context and sample size. The overall model fit results for the SEM structural model testing are presented below.

Table 4.
Model Fit Indices.

Index	Recommended value	Result	Assessment
CMIN/df	≤3	1.969	Good
GFI	0.8<GFI<0.9	0.861	Acceptable
CFI	≥0.9	0.925	Good
TLI	≥0.9	0.919	Good
RMSEA	≤0.6	0.046	Good
PCLOSE	≥0.05	0.984	Good

Through the results by SEM model, it can be seen that most of the relationships in the research model have statistical significance at the 5% level ($p < 0.05$). It can be seen that most of the relationships in the research model have statistical significance at the 5% level ($p < 0.05$).

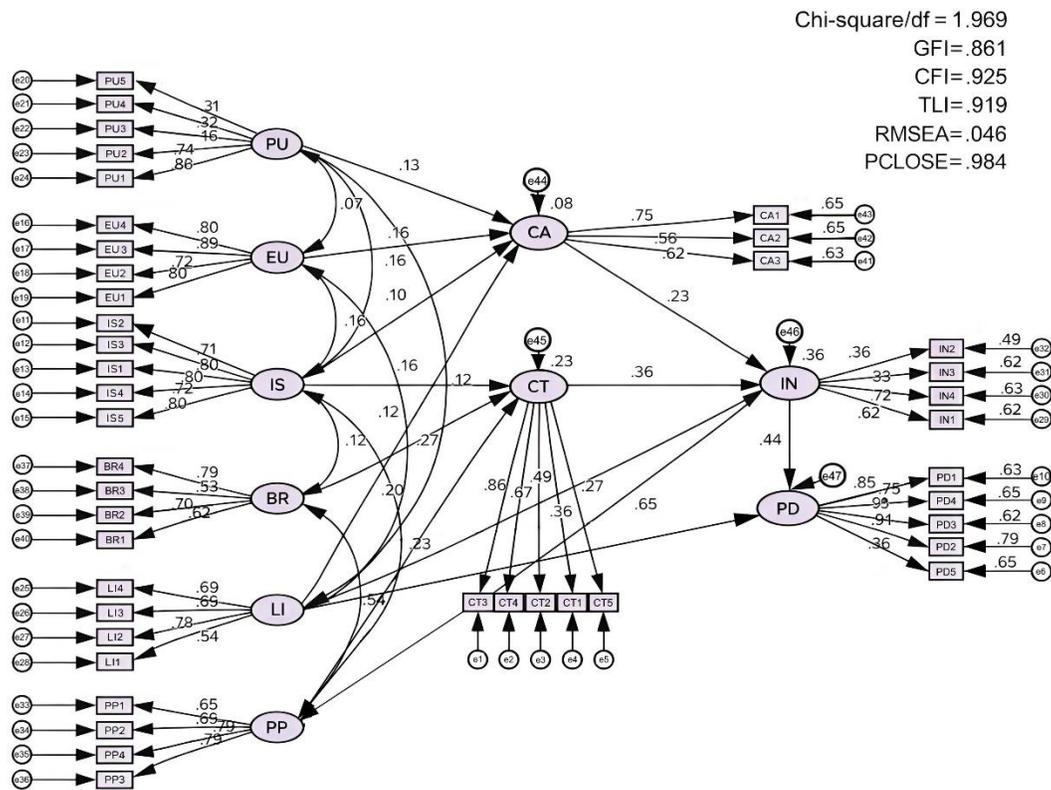


Figure 2.
The structural equation model.

Based on the structural model results in Table 5, all proposed hypotheses were supported, indicating good model fit and strong explanatory power for livestream shopping behavior. Attitude and trust positively influence purchase intention, with trust showing a stronger effect. Purchase intention is the strongest predictor of the actual purchase decision, alongside significant direct effects from interaction level and promotional programs.

Table 5.
Results from the SEM model.

Hypothesis	Relation			Estimate	S.E	C.R	P	Result
H1	IN	<---	CA	0.279	0.061	4.557	***	Approve
H1a	CA	<---	PU	0.106	0.045	2.360	0.018	Approve
H1b	CA	<---	EU	0.093	0.031	2.967	0.003	Approve
H1c	CA	<---	IS	0.072	0.041	1.749	0.002	Approve
H1d	CA	<---	LI	0.114	0.036	3.151	0.002	Approve
H2	IN	<---	CT	0.326	0.049	6.704	***	Approve
H2a	CT	<---	IS	0.154	0.051	3.010	0.003	Approve
H2b	CT	<---	BR	0.187	0.054	3.436	***	Approve
H2c	CT	<---	PP	0.398	0.073	5.427	***	Approve
H3	IN	<---	LI	0.107	0.037	2.882	0.004	Approve
H4	IN	<---	PP	0.208	0.062	3.349	***	Approve
H5	PD	<---	PP	0.315	0.052	6.029	***	Approve
H6	PD	<---	IN	0.639	0.069	9.232	***	Approve

Note: *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$.

4.4. Moderating Role

By estimating the model in AMOS 24, the relationships between purchase intention and purchase decision were examined with online consumer reviews (CR) included as a moderating variable, as shown in Table 6. The results indicate that the direct effects of CR on purchase intention (IN) and purchase decision (PD) are statistically significant ($p < 0.05$). However, the interaction effect between purchase intention and online consumer reviews ($INT = IN \times CR$) on purchase decision is not significant. Therefore, online consumer reviews do not play a moderating role in the relationship between purchase intention and purchase decision, and the proposed hypothesis H7 is rejected.

Table 6.
Results of moderating variable analysis.

Label		Label	Estimate	S.E.	C.R.	P	
ZF_PD	<---	ZF_IN	0.320	0.039	8.187	***	
ZF_PD	<---	ZF_CR	-0.467	0.037	-12.707	***	
ZF_PD	<---	INT	0.062	0.035	1.747	0.081	

Note: *** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$.

5. Discussion and Conclusion

5.1. Discussion

The research findings provide strong empirical evidence supporting the proposed model in explaining consumer purchasing behavior in the context of livestream commerce in Vietnam. The results confirm that both attitude and trust have significant positive effects on purchase intention, with trust showing a stronger influence. This highlights the central role of trust as a key mechanism for reducing uncertainty and supporting decision-making in highly interactive and real-time shopping environments such as livestream commerce. These findings are consistent with previous studies by Guo et al. [66] and Wang et al. [67].

One notable contribution of the study is its clarification of the role of livestream streamers in shaping both consumer attitude and trust. Streamer credibility, persuasive communication style, and real-time interaction enhance the transparency of product information, thereby increasing consumer confidence in both the product and the brand. In addition, the streamer's product knowledge and perceived authenticity contribute to more positive attitudes toward the livestream shopping experience. This finding is consistent with the study by Cam Thuy and Ngoc Quang [12], which suggests that streamers are not merely information transmitters but also important social agents who reduce perceived risk and influence consumer decision-making in livestream commerce.

From a theoretical perspective, this study extends previous applications of the Technology Acceptance Model (TAM) by integrating its core constructs with social and psychological factors specific to livestream shopping behavior. While many earlier studies treated TAM as an independent theoretical framework [9], the findings of this study indicate that technological factors such as perceived usefulness and perceived ease of use need to be examined in interaction with social influences, trust, and experiential factors to fully explain consumer purchasing behavior. This integrated approach expands the applicability of TAM and traditional consumer behavior models to highly interactive and real-time e-commerce environments. The findings also highlight the multidimensional nature of trust in livestream commerce. Brand reputation and streamer credibility are identified as important antecedents of trust, while trust plays a strong mediating role in the relationship between antecedent factors and purchase intention. Compared with previous studies on trust in online environments [68, 69]. This study not only confirms the mediating role of trust but also clearly quantifies its key components in the livestream context, where information is delivered live and purchase decisions are made rapidly.

In addition, promotional programs are shown to have significant positive effects on both purchase intention and actual purchase decisions. Promotions increase perceived value and consumer satisfaction, while real-time features such as limited-time discounts and scarcity cues intensify feelings of urgency and fear of missing out. These situational stimuli help shorten the transition from intention to actual purchasing behavior, highlighting the importance of contextual and experiential factors in livestream commerce. This finding is consistent with previous studies by Cam Thuy and Ngoc Quang [12] and Linh and Park [6], which emphasize the role of promotional incentives in livestream shopping sessions.

Finally, the study confirms the strong mediating role of purchase intention in the relationship between attitude, trust, and actual purchase decision, in line with the classical argument of Ajzen and Fishbein [15]. Purchase intention emerges as the strongest predictor of actual purchasing behavior, reflecting the compressed decision-making process in livestream commerce. However, although online consumer reviews have direct effects on both purchase intention and purchase decision, their moderating role in the relationship between intention and decision is not supported. This suggests that in fast-paced and highly immersive livestream environments, consumers may rely less on external reviews when moving from intention to actual purchase.

Overall, the findings both build upon previous research and extend current understanding of consumer behavior in livestream commerce. The study offers an integrated perspective on how technological, social, and psychological factors jointly influence purchasing behavior in an emerging digital market such as Vietnam.

5.2. Conclusion

This study analyzes consumer purchasing behavior during livestream shopping sessions in Vietnam by integrating the theoretical frameworks of TAM, TRA, TPB, and SOR. The results indicate that attitude and trust play central roles in shaping purchase intention, which in turn drives actual purchasing behavior. Consumer attitude is mainly influenced by technological and experiential factors such as perceived usefulness, perceived ease of use, level of interaction, and the influence of livestream streamers, while trust is strengthened by promotional programs, brand reputation, and streamer credibility. Notably, interaction level and promotional programs also have direct effects on purchase decisions, reflecting the fast decision-making nature of livestream shopping behavior, whereas online consumer reviews do not show a clear moderating role.

From a managerial perspective, the findings suggest that firms should invest in the quality of livestream streamers, optimize technological experiences, and enhance real-time interaction to foster positive consumer attitudes and trust. Time-limited and exclusive promotional programs should be used as effective tools to trigger purchase decisions. At the same time, businesses need to focus on building credibility and complying with legal regulations to develop livestream commerce sustainably.

Despite its meaningful contributions, the study has several limitations related to the sample scope, the cross-sectional nature of the data, and the lack of consideration of external factors such as platform

competition and emerging technologies. Therefore, future research may expand the geographical scope, apply longitudinal research designs, and incorporate contextual factors such as artificial intelligence, virtual reality, or competitive pressure among digital platforms to deepen the understanding of livestream shopping behavior.

Transparency:

The author confirms that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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