

The Effect of Livestreaming on Purchase Intention in the Fast-Fashion Local Brand Industry Among Gen Z in Vietnam

Nguyen Lam Bao Thu¹ and Dountip Chareonrook^{1*}

¹College of Communication Arts., Rangsit University, Phatumthani, Thailand

*Corresponding Author, Email: dountip.p@rsu.ac.th

Abstract

This study aims to explore the impact of live streaming on the purchase intentions of Vietnamese Gen Z consumers in the fast-fashion brand industry. The research is based on the Technology Acceptance Model (TAM), the Uses and Gratifications Theory (UGT), the Social Presence Theory (SPT), and the Elaboration Likelihood Model (ELM) to examine how specific elements of live streaming - host interaction, real-time product demonstrations, instant promotions, exposure frequency, and viewing duration - influence purchasing intention. A quantitative survey was conducted on 400 Gen Z respondents, and data analysis was performed using descriptive statistics, correlation analysis, and multiple regression analysis via SPSS. The results indicate that all five live streaming elements significantly and positively influence purchase intention, with host interaction being the strongest predictive factor, followed by instant promotions and viewing duration. By placing livestreaming e-commerce within the context of Vietnam's fast-fashion industry, the study offers a new perspective for digital marketing literature and provides actionable recommendations for local brands seeking to optimize their live-streaming strategies.

Keywords: Livestreaming, Purchase Intention, Fast Fashion, Gen Z, Local Brands, Digital Marketing, Vietnam, Consumer Behavior

1. Introduction

In recent years, Vietnam's fast fashion market has experienced rapid expansion, primarily driven by increases in disposable income, rising internet spread rates, and shifting consumer preferences toward immediate access to the latest trends (Sun & Ha-Brookshire, 2025). The textile and apparel industry is a key pillar of Vietnam's economy, with export revenues of approximately \$20 billion in 2014, accounting for 15% of GDP and 18% of total exports (Vietnam National Textile and Apparel Group [VINATEX], 2015). Local fast fashion brands such as LSOUL, Dottie, and Rechic have emerged as agile competitors to global giants by offering trend-driven, high-value-for-money products that align with Vietnamese cultural preferences.

Livestreaming e-commerce - combining real-time video, interactive communication, and e-commerce - has emerged as a powerful marketing tool across Asia (Morimura & Sakagawa, 2018). In Vietnam, live-streaming via platforms like Facebook Live and TikTok Shop is driving sales growth for local fashion brands (Bray, 2024; Hsu & Chang, 2019), particularly among the generation Z demographic known for being digitally native and seeking immersive shopping experiences (Le & Nguyen Hoang, *n.d.*).

This study draws on the Technology Acceptance Model (Davis, 1989), the Uses and Gratifications Theory (Katz et al., 1973), the Social Presence Theory (Short et al., 1976), and the Elaboration Likelihood Model (Petty & Cacioppo, 1986) to explore how technological cognition, need-satisfying behavior, perceived social connections, and persuasion pathways interact to influence purchase intent.

2. Literature Review

2.1 Fast Fashion and the Vietnamese Market

Vietnam's fast-fashion sector is characterized by rapid design turnover, affordability, and trend responsiveness (Nayak et al., 2022). Local brands have increasingly adopted online channels to compete with international retailers. According to Nguyen & Nguyen (2020), Vietnamese Gen Z consumers value price, style, and brand authenticity, making them receptive to locally relevant marketing strategies.

2.2 Livestreaming Commerce

Livestreaming enables real-time interaction, visual product demonstration, and instant purchasing, merging entertainment with transactional capability. Global research (Cai & Wohn, 2019; Sun et al., 2019) identifies host charisma, interactivity, and limited-time offers as significant drivers of consumer engagement. In Southeast Asia, livestreaming is not only a sales channel but also a social experience (Khine & Dreamson, 2023).

2.3 Theoretical Framework

- Technology Acceptance Model (TAM): Explains how perceived usefulness and perceived ease of use influence adoption of livestream shopping platforms.
- Uses and Gratifications Theory (UGT): Describes how consumers engage with livestreams to satisfy informational, social, and entertainment needs.
- Social Presence Theory (SPT): Highlights the importance of creating a sense of human warmth and personal connection through interactive livestreaming.
- Elaboration Likelihood Model (ELM): Posits that central cues (e.g., host engagement, product detail) and peripheral cues (e.g., promotions, frequency) influence persuasion and purchase intention.

2.4 Research Gap

While livestreaming is extensively studied in China and other markets (Wongkitrungrueng & Assarut, 2020), limited research examines its role in Vietnam's local fashion industry. This study addresses that gap by integrating multiple theoretical perspectives to analyze livestreaming's effect on Gen Z purchase intention.

3. Objectives

- 1) To analyze the direct effect of livestreaming on purchase intention among Gen Z consumers in Vietnam's local fast-fashion industry.
- 2) To identify and evaluate the key elements of livestreaming— which are host engagement, real-time product demonstration, instant promotions, exposure frequency, and viewing duration that most effectively drive purchase intention among Gen Z consumers.

4. Materials and Methods

In the context of this study on “The Effect of Livestreaming on Purchase Intention in the Fast-Fashion Local Brand Industry Among Gen Z in Vietnam,” the conceptual framework, which presents the relationship between the independent variable and the dependent variable can be understood as Figure 1 Conceptual framework. For hypothesis statements were presented as follows.

H1: Livestreaming has a positive impact on the purchase intention of Gen Z consumers in Vietnam's local fast-fashion industry.

H2: Key elements of livestreaming, which are exposure frequency, viewing duration, host engagement, real-time product demonstration, and instant promotions, significantly influence the purchase intention of Gen Z consumers in Vietnam's local fast-fashion industry.

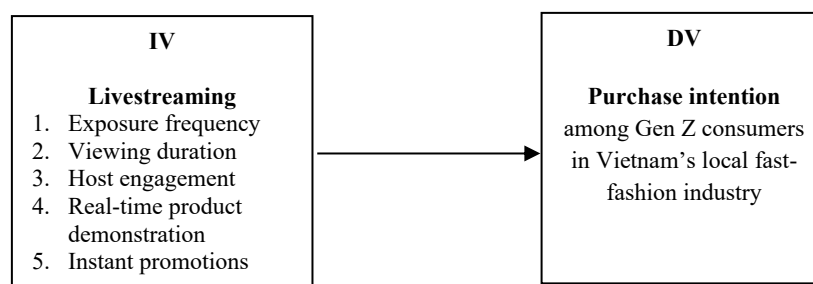


Figure 1 Conceptual Framework

This study employed a quantitative survey method. A structured questionnaire was distributed online to 400 Gen Z respondents (aged 18–27) who had participated in live streaming events hosted by local fast fashion brands within the past six months. The questionnaire measured six constructs using a 5-point Likert scale: live streaming experience (LIV), host interaction (HE), real-time product demonstration (RPD), instant promotion (IP), exposure frequency (EF), viewing duration (VD), and purchase intention (PI). To ensure the validity of the questionnaire, three experts conducted an Item-Objective Consistency Index (IOC) review, with all item scores exceeding 0.67. The Cronbach's alpha coefficients for all constructs ranged from 0.89 to 0.95, confirming high internal consistency.

The data analysis for this study was conducted using SPSS to ensure a comprehensive and systematic evaluation of the responses collected through the questionnaire survey. In the initial stage, the response data were entered and digitally coded into SPSS to enable efficient processing. The dataset was then cleaned to remove incomplete or inconsistent entries, ensuring the accuracy and reliability of subsequent analyses. The descriptive statistics were first calculated to summarize the demographic characteristics of the respondents, including the frequency and percentage of categorical variables such as gender, age, and education level. For all Likert scale items, means and standard deviations were calculated to outline consumers' attitudes toward livestreaming elements and purchase intention. To assess the reliability of the measurement tools, Cronbach's alpha coefficients were calculated for each construct, including host interaction, real-time product demonstrations, instant promotions, exposure frequency, viewing duration, and purchase intent. All constructs had Cronbach's alpha coefficients above 0.7, indicating good to excellent internal consistency. Subsequently, correlation analysis was conducted to examine the relationship between the five live streaming elements and purchase intent, identifying the strength and direction of these associations. Based on this, multiple linear regression analysis was performed to determine the predictive ability of live streaming elements on Gen Z consumers' purchase intent. The regression model revealed which factors have the greatest influence on purchase decisions, thereby achieving the core objective of the study in a statistically reliable manner.

To enhance clarity and transparency regarding the questionnaire design, the following table presents a summary of the item codes used in the survey. Each item code corresponds to a specific statement used to measure key constructs in the research model. The codes are grouped by variable dimensions, including Livestreaming Experience and Engagement (LIV), Viewer Engagement and Behavior (VEB), Purchase Intention (PI), and individual components such as Host Engagement (HE), Real-time Product Demonstration (RPD), Instant Promotions (IP), Exposure Frequency (EF) and Viewing Duration (VD). This table helps link each survey item with its corresponding concept for better reference throughout the analysis.

Table 1: Abbreviations for Livestreaming Experience and Engagement

Livestreaming Experience and Engagement	Abbreviation
1. I enjoy watching livestreams from local fast-fashion brands in Vietnam.	LIV1
2. The host's interaction and engagement during a livestream enhance my shopping experience.	LIV2
3. Real-time product demonstration in livestreams help me better understand the product before purchasing.	LIV3
4. Instant promotions and discounts during livestreams make me more likely to buy a product.	LIV4
5. I am more engaged with livestreams when they feature interactive elements such as Q&A sessions or viewer polls.	LIV5

6. The frequency at which I see livestreams from a brand influences my perception of its credibility and trustworthiness.	LIV6
7. The longer I watch a livestream, the more interested I become in purchasing the featured products.	LIV7
8. I feel a sense of urgency to purchase when I see limited-time offers or exclusive deals in livestreams.	LIV8
9. I prefer watching livestreams that provide clear, detailed explanations of product features and benefits.	LIV9
10. My overall engagement with a brand's livestream strongly influences my decision to buy its products.	LIV10
Viewer Engagement and Behavior	Abbreviation
1. I frequently watch livestreams from local fast-fashion brands.	VEB1
2. I prefer livestream shopping over traditional online shopping because it allows for real-time interaction.	VEB2
3. I engage with livestreams by liking, commenting, or asking questions about the products.	VEB3
4. I am more likely to stay longer in a livestream if the host is engaging and responsive to viewers.	VEB4
5. I feel more connected to a brand when I regularly watch their livestreams.	VEB5
6. The ability to see real-time product demonstration keeps me engaged in livestreams.	VEB6
7. I am more likely to follow a brand's social media page after watching an interesting livestream.	VEB7
8. Instant promotions and time-limited discounts in livestreams encourage me to stay engaged.	VEB8
9. I am more likely to share a livestream with friends if I find the content engaging and relevant.	VEB9
10. Watching livestreams has become a regular part of my shopping behavior.	VEB10
Purchase Intention	Abbreviation
1. Watching a livestream increases my likelihood of purchasing a product from a local fast-fashion brand.	PI1
2. I am more likely to buy a product when I see it being promoted in a livestream compared to traditional online ads.	PI2

3. When a product is featured in a livestream, I feel more confident in my purchase decision.	PI3
4. Livestreaming helps me make quicker purchase decisions compared to browsing a website or social media posts.	PI4
5. If I find a livestream engaging and informative, I am more likely to purchase the featured products.	PI5
6. The ability to interact with the host and ask questions during a livestream makes me more inclined to buy.	PI6
7. I have purchased a product immediately after watching a livestream promotion.	PI7
8. I am more likely to buy a product during a livestream when limited-time discounts or promotions are offered.	PI8
9. I consider purchasing from a brand more often if I frequently watch their livestreams.	PI9
10. Livestreaming influences my decision to buy products that I was not initially planning to purchase.	PI10
Key Elements of Livestreaming Influencing Purchase Intention	Abbreviation
Host Engagement	HE
1. The personality and enthusiasm of the livestream host influence my interest in purchasing a product.	HE1
2. I am more likely to buy a product when the livestream host actively engages with viewers by answering questions and responding to comments.	HE2
Real-time Product Demonstration	RPD
3. Seeing a real-time demonstration of a product in a livestream increases my confidence in its quality.	RPD1
4. I prefer livestreams that show how a product looks and functions in different conditions before making a purchase decision.	RPD2
Instant Promotions	IP
5. Limited-time discounts and exclusive promotions offered during livestreams encourage me to buy immediately.	IP1
6. I am more likely to purchase a product when a livestream offers free gifts or bundled deals for a limited time.	IP2
Exposure Frequency	EF

7. The more frequently I see a brand's livestreams, the more familiar and trustworthy I find the brand.	EF1
8. Regular exposure to a brand's livestream content makes me more likely to consider purchasing from them in the future.	EF2
Viewing Duration	VD
9. The longer I watch a livestream, the more likely I am to feel connected to the brand and its products.	VD1
10. Staying engaged in a livestream for an extended period increases my likelihood of making a purchase.	VD2

5. Results and Discussion

5.1 Results

The demographic profile of the respondents provides a clear understanding of the target population for this study. A total of 400 Generation Z participants (aged 18 to 27) were surveyed, all of whom had previously viewed fashion-related livestreams. The majority of respondents were female (69.8%), followed by male (10.3%), and others (19.9%), reflecting the dominant female presence in the fast-fashion consumer base. In terms of age, most participants were between 21 and 26 years old, aligning with the core Gen Z segment. Regarding education, 65.1% held a bachelor's degree, and a notable proportion were either studying or had completed higher education, indicating a well-informed and digitally active sample. Income-wise, nearly half earned between 5 to 10 million VND per month, suggesting moderate purchasing power typical of young working professionals or university students. These demographics highlight a consumer group that is highly engaged with online fashion content and responsive to digital marketing strategies, particularly livestreaming.

About descriptive statistical analysis, the Livestreaming Experience and Engagement (LIV) scale consists of 10 variables, with mean scores ranging from 3.82 to 4.05 on a 5-point scale. The overall mean score is quite high, reflecting that Gen Z's experience and level of engagement with livestreams are positive. Of these, LIV4 ($M = 4.05$) and LIV1 ($M = 4.04$) have the highest mean scores, indicating that participants highly value the overall experience and appeal of the livestream. In contrast, LIV8 ($M = 3.82$) is the lowest, indicating that there are still limitations in some elements of the experience.

Table 2: Descriptive Statistics of Variables in the Livestreaming Experience and Engagement (LIV) scale

Variable	Abb.	Level of Agreement					N	Mean	Standard Deviation	Meaning
		Very Low	Low	Medium	High	Very High				
Enjoy watching fast-fashion livestreams	LIV1	1 (0.26%)	3 (0.78%)	34 (8.79%)	292 (75.45%)	57 (14.73%)	387	4.04	0.537	High
Host enhances experience	LIV2	3 (0.78%)	0 (0.00%)	41 (10.59%)	296 (76.49%)	47 (12.14%)	387	3.99	0.546	High
Demo improves understanding	LIV3	1 (0.26%)	0 (0.00%)	41 (10.30%)	308 (79.59%)	42 (10.85%)	387	4.01	0.475	High

Variable	Abb.	Level of Agreement					N	Mean	Standard Deviation	Meaning
		Very Low	Low	Medium	High	Very High				
Discounts increase likelihood	LIV4	2 (0.52%)	2 (0.52%)	33 (8.53%)	288 (73.90%)	64 (16.46%)	387	4.05	0.562	High
Engagement with Q&A or polls	LIV5	2 (0.52%)	2 (0.52%)	112 (28.94%)	193 (49.87%)	78 (20.16%)	387	3.89	0.739	High
Frequency builds trust	LIV6	3 (0.78%)	4 (1.03%)	38 (9.82%)	311 (80.88%)	31 (8.53%)	387	3.95	0.536	High
Longer watch means more interest	LIV7	1 (0.26%)	2 (0.52%)	39 (10.08%)	323 (83.46%)	22 (5.69%)	387	3.97	0.476	High
Urgency from limited-time offers	LIV8	2 (0.52%)	2 (0.52%)	98 (25.32%)	242 (62.53%)	41 (10.59%)	387	3.82	0.644	High
Clear explanation of features	LIV9	2 (0.52%)	4 (1.03%)	59 (15.25%)	284 (73.39%)	38 (9.82%)	387	3.91	0.575	High
Overall engagement affects buying	LIV10	1 (0.26%)	0 (0.00%)	65 (16.80%)	285 (73.13%)	38 (9.82%)	387	3.92	0.533	High

Key Elements of Livestreaming Influencing Purchase Intention (KEV) includes factors such as attractiveness, trustworthiness, influence and interactivity. The average scores of the variables are quite even, ranging from 4.03 to 4.21. Variable EF2 (M = 4.21) has the highest average value, showing the strong role of the influence factor from the livestream host. The remaining variables such as HE1, HE2, RPD1, RPD2, IP1, IP2 also have average values from 4.03 – 4.14, showing that the key factors all have a positive impact on purchase intention.

Table 3: Descriptive Statistics of Variables in the Key Elements Influencing Purchase Intention (KEV) scale

Variable	Abb.	Level of Agreement					N	Mean	Standard Deviation	Meaning
		Very Low	Low	Medium	High	Very High				
Host's personality enthusiasm	HE1	6 (1.55%)	23 (5.94%)	81 (20.93%)	105 (27.13%)	142 (44.44%)	387	4.07	1.014	High
Host respond to comments	HE2	4 (1.03%)	9 (2.32%)	67 (17.31%)	130 (33.59%)	178 (45.26%)	387	4.03	1.028	High
Real-time product demo	RPD1	8 (2.07%)	20 (5.17%)	59 (15.26%)	126 (32.56%)	174 (44.94%)	387	4.13	0.990	High
Demo in different conditions	RPD2	8 (2.07%)	22 (5.68%)	81 (20.93%)	118 (28.68%)	165 (42.64%)	387	4.04	1.025	High
Limited-time deals & urgency	IP1	8 (2.07%)	7 (1.75%)	64 (16.54%)	114 (29.46%)	171 (44.19%)	387	4.06	1.050	High
Bundled deals or gifts	IP2	6 (1.55%)	18 (4.65%)	67 (17.31%)	120 (31.01%)	176 (45.48%)	387	4.14	0.967	High
Frequent livestreams means trust	EF1	6 (1.55%)	22 (5.68%)	63 (16.28%)	118 (30.49%)	178 (45.99%)	387	4.14	0.987	High
Repeated exposure means consideration	EF2	4 (1.03%)	22 (5.68%)	57 (14.21%)	119 (29.72%)	185 (49.35%)	387	4.21	0.957	High
Longer watch time means connection	VD1	6 (1.55%)	26 (6.72%)	72 (18.60%)	103 (26.61%)	183 (47.29%)	387	4.13	0.992	High
Extended viewing increases intention	VD2	6 (1.55%)	24 (6.20%)	63 (16.28%)	117 (30.23%)	175 (45.74%)	387	4.12	0.997	High

Viewer Engagement and Behavior (VEB) has a lower average score than other groups of variables, ranging from 3.26 to 3.49. Variables VEB2 (M = 3.49) and VEB8 (M = 3.43) have the highest scores, indicating that interactions such as liking, sharing, and commenting are at a fairly average level. Meanwhile, VEB10 (M = 3.26) and VEB9 (M = 3.27) have the lowest scores, indicating that some interactive behaviors are still limited. This shows that viewers tend to passively watch rather than actively participate in interactions.

Table 4: Descriptive Statistics of Variables in the Viewer Engagement and Behavior (VEB) scale

Variable	Abb.	Level of Agreement					N	Mean	Standard Deviation	Meaning
		Very Low	Low	Medium	High	Very High				
Frequently watches fashion livestreams	VEB1	9 (2.33%)	37 (9.56%)	158 (40.83%)	150 (38.76%)	33 (8.53%)	387	3.42	0.864	Medium
Prefer livestream over traditional shopping	VEB2	5 (1.29%)	37 (9.56%)	139 (35.92%)	176 (45.48%)	33 (8.25%)	387	3.49	0.822	Medium
Like, comment, ask questions	VEB3	3 (0.78%)	54 (13.95%)	140 (36.18%)	160 (41.34%)	30 (7.75%)	387	3.41	0.851	Medium
Host makes me stay longer	VEB4	2 (0.52%)	54 (13.95%)	144 (37.67%)	142 (37.42%)	29 (7.49%)	387	3.46	0.808	Medium
Feel connected to brand	VEB5	11 (2.84%)	54 (13.95%)	152 (39.28%)	146 (37.73%)	27 (6.98%)	387	3.33	0.892	Medium
Product demo helps engagement	VEB6	11 (2.84%)	54 (13.95%)	151 (39.02%)	147 (37.98%)	24 (6.20%)	387	3.31	0.888	Medium
Follow brand after livestream	VEB7	6 (1.55%)	58 (14.99%)	149 (38.50%)	144 (37.21%)	30 (7.75%)	387	3.35	0.881	Medium
Promotions help engagement	VEB8	2 (0.52%)	44 (11.37%)	155 (40.05%)	156 (40.41%)	30 (7.75%)	387	3.43	0.813	Medium
Share if content is relevant	VEB9	16 (4.13%)	73 (18.86%)	160 (41.34%)	67 (17.31%)	71 (18.35%)	387	3.27	1.092	Medium

Variable	Abb.	Level of Agreement					N	Mean	Standard Deviation	Meaning
		Very Low	Low	Medium	High	Very High				
Watching is a habit	VEB10	18 (4.65%)	73 (18.86%)	153 (39.53%)	75 (19.38%)	68 (17.57%)	387	3.26	1.098	Medium

The mean scores of the variables in the Purchase Intention (PI) group ranged from 4.02 to 4.14, indicating that Gen Z's purchase intention was high. Variables PI7 (M = 4.14) and PI9 (M = 4.12) had the highest values, indicating that young consumers felt more likely to make a purchase after watching livestreams. Overall, this result reflects the great potential of livestreams to influence consumer behavior.

Table 5: Descriptive Statistics of Variables in the Purchase Intention (PI) scale

Variable	Abb.	Level of Agreement					N	Mean	Standard Deviation	Meaning
		Very Low	Low	Medium	High	Very High				
Livestream increases purchase likelihood	PI1	1 (0.26%)	5 (1.29%)	57 (14.73%)	239 (61.76%)	85 (21.96%)	387	4.04	0.664	High
Seeing product in livestream → buy	PI2	2 (0.52%)	1 (0.26%)	47 (12.14%)	255 (65.89%)	82 (21.19%)	387	4.07	0.622	High
Livestream builds confidence	PI3	3 (0.78%)	2 (0.52%)	54 (13.95%)	235 (60.72%)	93 (24.03%)	387	4.07	0.683	High
Livestream speeds up decision	PI4	2 (0.52%)	3 (0.78%)	61 (15.76%)	216 (55.81%)	105 (27.13%)	387	4.08	0.708	High
Informative livestream means purchase	PI5	1 (0.26%)	6 (1.55%)	69 (17.83%)	218 (56.33%)	93 (24.03%)	387	4.02	0.710	High
Host interaction helps decision	PI6	1 (0.26%)	4 (1.03%)	50 (12.92%)	223 (57.62%)	103 (26.61%)	387	4.09	0.684	High
Bought immediately	PI7	1 (0.26%)	4 (1.03%)	50 (12.92%)	216 (55.81%)	116 (29.97%)	387	4.14	0.689	High

Variable	Abb.	Level of Agreement					N	Mean	Standard Deviation	Meaning
		Very Low	Low	Medium	High	Very High				
after livestream										
Discount offers lead to buying	PI8	3 (0.78%)	1 (0.26%)	46 (11.89%)	255 (65.89%)	85 (21.19%)	387	4.06	0.639	High
Brand trust after livestream	PI9	2 (0.52%)	3 (0.78%)	49 (12.66%)	225 (58.14%)	108 (27.91%)	387	4.12	0.685	High
Overall influence of livestream	PI10	1 (0.26%)	6 (1.55%)	74 (19.12%)	204 (52.71%)	102 (26.36%)	387	4.03	0.735	High

About correlation analysis, all five factors were significantly positively correlated with purchase intention. Among them, Host Engagement (HE) had the strongest correlation with purchase intention ($r = .665$), indicating that the more interactive the host, the more likely viewers were to consider making a purchase. Other factors—especially Instant Promotions (IP) and Viewing Duration (VD)—also showed moderate to strong positive correlations with purchase intention.

Table 6: Correlation Coefficients Between Livestreaming Elements and Purchase Intention

Independent variable	Symbol	Correlation coefficient (r)	Sig. (2-tailed)	Correlation level
Host Engagement	HE	0.665**	0.000	High
Real-time Product Demonstration	RPD	0.403**	0.000	Medium
Instant Promotions	IP	0.542**	0.000	Medium
Exposure Frequency	EF	0.386**	0.000	Medium
Viewing Duration	VD	0.404**	0.000	Medium

About multiple linear regression analysis, the data explains 67.8% of the variance in Purchase Intention, which indicates a strong predictive model. Host Engagement ($\beta = 0.520$) was the most influential predictor, showing that charismatic, interactive hosts have the largest impact on viewers' purchase decisions. Instant Promotions ($\beta = 0.349$) also had a strong effect, confirming that time-limited offers are effective. Viewing Duration ($\beta = 0.203$) contributed moderately, suggesting longer viewing times can increase product trust and interest. RPD and EF, though statistically significant, had lower influence values.

Table 7: Multiple Regression Analysis of Livestreaming Elements Influencing Purchase Intention

Independent variable	Beta (standardized)	Sig.	VIF	Meaning
Host Engagement (HE)	0.52	0	1.18	Strongest influence
Instant Promotions (IP)	0.349	0	1.139	Second major influence
Viewing Duration (VD)	0.203	0	1.223	Fairly good influence
Real-time Product Demonstration (RPD)	0.084	0.008	1.204	Mild influence
Exposure Frequency (EF)	0.081	0.014	1.27	Least influence

About the simple linear regression analysis, the result demonstrated that the model accounted for a moderate proportion of the variance in purchase intention, with an Adjusted R Square value of 0.484. This indicates that 48.4% of the variation in consumers' purchase intentions could be explained solely by the impact of livestreaming, while the remaining 51.6% was attributed to other unmeasured factors and random error. From the Coefficients table, the standardized Beta coefficient of LIV is 0.697 with Sig. = 0.000 < 0.05, showing that the LIV variable has a significant and positive impact on PI. A positive Beta coefficient shows a positive relationship: the higher the overall impact of livestreaming, the higher Gen Z's purchase intention.

Table 8: Simple Linear Regression Analysis of Livestreaming Experience (LIV) on Purchase Intention

Independent variable	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
Constant	0.564	-	-	-	-
LIV	0.886	-	0.697	-	0

5.2 Discussion

The findings of this study, which confirm the positive impact of livestreaming on purchase intention among Gen Z consumers in Vietnam's local fast-fashion industry, align with several established theoretical frameworks, including the Technology Acceptance Model, Uses and Gratifications Theory, Social Presence Theory, and Elaboration Likelihood Model. These theories provide a robust lens to interpret the results, particularly the significant influence of livestreaming and its key elements - host engagement, real-time product demonstration, instant promotions, exposure frequency, and viewing duration - on consumer behavior.

The demographic profile, with a significant female majority (69.8%) and a young, educated audience (65.1% with bachelor's degrees), aligns with the fast-fashion industry's target market and enhances the applicability of these theories. For instance, Technology Acceptance Model's focus on ease of use resonates with tech-savvy Gen Z consumers, while Uses and Gratification Theory explains their prolonged engagement due to diverse gratifications. Social Presence Theory highlights the role of hosts in bridging the

gap between virtual and in-person shopping, and Elaboration Likelihood Model elucidates how livestreaming's multifaceted elements cater to varying levels of consumer involvement. Collectively, these findings validate livestreaming as a potent marketing tool in Vietnam's fast-fashion sector, with host engagement and instant promotions being particularly effective in driving Gen Z's purchase intentions.

The results of this study align with previous literature emphasizing the role of host engagement in driving consumer trust, satisfaction, and purchase intention in livestream commerce (Sun et al., 2019; Wongkitrungrueng & Assarut, 2020). Host engagement functions as a strong central cue in the ELM framework, as it delivers product knowledge, addresses questions in real time, and creates a sense of authenticity. This is further reinforced by SPT, where the host's perceived warmth and presence foster a stronger buyer–seller connection.

Instant promotions emerged as the second most influential factor, consistent with prior studies showing that urgency cues and limited-time discounts stimulate impulsive purchases (Morimura & Sakagawa, 2018). Within UGT, such promotions provide the gratification of obtaining value for money, fulfilling consumers' economic needs. Interestingly, exposure frequency—despite high average ratings—had a weaker statistical influence, suggesting that mere repetition without engaging content or incentives is less effective for persuasion in the Vietnamese Gen Z context. This pattern reflects cultural market characteristics: young consumers in Vietnam seek interactive and value-driven content rather than passive advertising. Viewing duration also significantly influenced purchase intention, likely because longer engagement time allows more central processing of information (ELM), enabling viewers to develop confidence in the product and brand.

To explore the influence of livestreaming on purchase intention among Gen Z consumers in Vietnam's local fast-fashion industry, this study formulated two main hypotheses grounded in the research objectives. These hypotheses aim to examine both the overall effect of livestreaming and the impact of its key elements on consumer behavior. The following detail presents the hypothesis statements and the statistical results based on the data collected.

H1: Livestreaming has a positive impact on the purchase intention of Gen Z consumers in Vietnam's local fast-fashion industry.

From the above statistical results, hypothesis 1 (H1) is accepted. The findings confirm that livestreaming positively influences the purchase intention of Gen Z consumers in Vietnam's local fast-fashion industry.

It can be seen that the results of the descriptive and regression analyses presented in Chapter 4 indicate a consistently high level of agreement among respondents regarding the effectiveness of livestreaming features—such as host engagement, real-time product demonstrations, and instant promotions—in influencing purchase decisions. Mean scores for livestreaming-related variables (LIV1–LIV8) ranged from 3.89 to 4.05 on a 5-point Likert scale, reflecting a high level of agreement and engagement from participants.

H2: Key elements of livestreaming, which are exposure frequency, viewing duration, host engagement, real-time product demonstration, and instant promotions, significantly influence the purchase intention of Gen Z consumers in Vietnam's local fast-fashion industry.

From the above statistical results, hypothesis 2 (H2) is accepted. It confirmed that the key livestreaming elements significantly influence the purchase intention of Gen Z consumers in Vietnam's local fast-fashion industry.

From the results of the descriptive and regression analyses presented in Chapter 4, it can be found that the key elements of livestreaming—exposure frequency, viewing duration, host engagement, real-time product demonstration, and instant promotions—were found to have high mean values and relatively low standard deviations, indicating strong agreement among respondents. Additionally, the use of regression and correlation analysis supports the conclusion that these livestreaming factors positively influence purchase intention.

6. Suggestions

6.1 From a business perspective

From a business perspective, local fast fashion brands should prioritize targeted training to enhance their employees' interpersonal skills, communication techniques, and product knowledge in order to strengthen their interaction with consumers. Brands can also strategically incorporate real-time promotional activities during live streams, using clear time limits to create a sense of urgency without compromising trust. Maintaining audience attention is equally important, so incorporating storytelling elements and interactive Q&A sessions can encourage longer viewing times and deeper product understanding. Customizing live stream content to reflect Vietnamese cultural characteristics and the specific preferences of Gen Z will further strengthen audience connection and brand loyalty.

6.2 From a theoretical perspective

From a theoretical perspective, this study supports the combined application of TAM, UGT, SPT, and ELM theories to analyze live shopping behavior. The findings emphasize that, within this cultural context, core cues such as host interaction exert a far greater influence on purchasing decisions than peripheral cues like repeated exposure. Additionally, the study expands upon UGT theory by highlighting value-driven satisfaction, where economic benefits and timely discounts play a key role in consumer motivation.

6.3 Policy Implications

In terms of policy implications, the findings suggest that supporting small and medium-sized enterprises through targeted live-streaming e-commerce training programs can enhance the competitiveness of local brands in the digital market. Policy makers may also consider improving e-commerce regulations to ensure transparency in promotional activities, thereby maintaining consumer trust and promoting sustainable digital trade growth.

7. Limitations

This study has the following limitations. First, the study only targeted Gen Z consumers in Vietnam, which limits its generalizability to other generations or countries. Second, the data is based on respondents' self-reported survey responses, which may be subject to memory bias or social desirability bias. Third, this study measures purchase intent rather than actual purchase behavior. Future research could overcome these limitations by conducting cross-generational or cross-national studies, employing mixed-method research approaches to gain deeper qualitative insights, and implementing longitudinal designs to track actual purchase behavior over time.

8. References

- Bray, G. A. (2024). Capturing consumer attention: An in-depth analysis of TikTok live shopping. *Law and Economy*, 3(1), 32-46.
- Cai, J., & Wohn, D. Y. (2019). Live streaming commerce: Uses and gratifications approach to understanding consumers' motivations.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
- Hsu, H. Y., & Chang, W. S. (2019). A study of consumers purchasing factors through Facebook online live streaming: Taking sales of clothing for example. In *ACSS2019 Conference Proceedings*.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *The public opinion quarterly*, 37(4), 509-523.
- Khine, P. H. H., & Dreamson, N. (2023). Cultural understanding of live streaming e-commerce in Asian markets. *International Journal of Electronic Commerce Studies*, 14(1), 1-24.
- Le, L. H. T., & Nguyen Hoang, S. Enhancing Customer Engagement: The Role of Augmented Reality Experiences. *Enhancing Customer Engagement: The Role of Augmented Reality Experiences*.

-
- Morimura, F., & Sakagawa, Y. (2018). Information technology use in retail chains: Impact on the standardisation of pricing and promotion strategies and performance. *Journal of Retailing and Consumer Services*, 45, 81-91
- Nayak, R., Thang, L. N. V., Nguyen, T., Gaimster, J., Morris, R., & George, M. (2022). Sustainable developments and corporate social responsibility in Vietnamese fashion enterprises. *Journal of Fashion Marketing and Management: An International Journal*, 26(2), 307-327.
- Nguyen, L. H., & Nguyen, H. P. (2020). Generation Z in Vietnam: the quest for authenticity. In *The new generation Z in Asia: Dynamics, differences, digitalisation* (pp. 135-148). Emerald Publishing Limited.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Advances in experimental social psychology* (Vol. 19, pp. 123-205). Academic Press.
- Short, J., Williams, E., & Christie, B. (1976). *The social psychology of telecommunications*. London: Wiley.
- Sun, X., & Ha-Brookshire, J. E. (2025). Drivers and enablers of digital readiness in the fashion industry: A systematic literature review. *Clothing and Textiles Research Journal*, 0887302X241311027.
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic commerce research and applications*, 37, 100886.
- Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. *Journal of business research*, 117, 543-556.