

Influences Of Factors On Online Impulse Buying Behavior Of Generation Z: Case At Shopee Ltd., In Vietnam

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ABSTRACT

E-commerce is one of the most popular topics that many researchers have been really focusing on exploiting. Most of those studies are mainly related to the topic of online buying behavior. Especially, the content of factors affecting the consumer's online impulse buying behavior is one of the interesting topics which have been being studied pretty much. Additionally, Generation Z people or "Gen Z" has been becoming the most attractive target, because they are presently the main consumers in the e-commerce market. Therefore, this research paper studies the relationship between affecting factors and the online impulsive buying behavior of Gen Z. After analyzing the primary data surveyed from young customers on Shopee app which is now the most popular shopping application (in Vietnam), the paper indicated 4 factors: (1) Product presentation, (2) Promotion, (3) Positive comments (people from social network) and (4) Perceived enjoyment are the factors affecting the Gen Z's online impulsive buying behavior through the mediating factor "urge to buy impulsively". The study was applied the quantitative methodology by analyzing data from 333/390 valid questionnaires which were distributed to young people in Ho Chi Minh City. Then, the result shows that factor of Perceived enjoyment has the most influence, then the factors: Product presentation and Positive comments are following respectively. The study contributes to giving a clearer insight into the online impulsive buying behavior of Generation Z, especially for businesses have better understand the behavior of young generation consumers.

Keywords: Online Impulse Buying behavior (OIB), Gen Z, Shopee App, Urge to Buy Impulsively (UIB)

1. INTRODUCTION

E-commerce is defined as a market place where goods or services can be traded by using telecommunication and telecommunication-based technologies (Kabugumila et al. 2016). Presently, the e-commerce is one of the important fields which has been growing greatly. That great growth of e-commerce market is strongly affecting to the intention and behavior of consumers who are daily making online purchase by using e-commerce platforms based on the connection from the Internet and Global Technology. In fact, the impacts of e-commerce on consumer behavior are really undeniable, because of basing on the internet technologies, consumers now can perceive very well the usefulness (PU) which refers to "the extent to which a person believes that using a particular technology will enhance her/his job performance" (Davis, 1989). Besides, the modern and simple interface designs on online applications nowadays are brought to consumers a lot of perceives of Ease

of Use which shows the positive relationship with the intention of continuance of online purchase (Chiu & Wang, 2008). Moreover, thanks to technology the perceived enjoyment (PE) factors also make consumers have more positive experiences about make online purchases (Ha & Stoel, 2009). However, the explosion of e-commerce also requires a much higher level of security perceives (PS) because the risks from network information are always in intensive considerations (Cha, 2011). In short, online shopping is bringing variety of benefits to consumers when searching products, descriptions and quality features (Işoraité & Miniotiené, 2018) without spending too much time and cost (Yang et al., 2018). Therefore, the above evidences could be seen as one of the important underlying causes that strongly influence Online Impulse Buying (OIB) behavior.

There are many researches on the impact of e-commerce's benefits on online impulsive buying

(OIB) behavior and they founded some such as the convenience (Dawson & Kim, 2009); the less social pressure and absence of delivery efforts had greater impact on online consumers (Verhagen & Dolen, 2011) or/and the other impacts. Importantly, there is a study of Akram et al., (2017) proved that the hedonic motivation is strongly impacting consumer to make decision of the online impulse buying. These days, many modern users focus significantly on experiencing the optimistic and experimental style of OIB to have much more enjoyment. Hence, OIB reflects that people now actually prefer to shop than buying what they really need (Beatty & Ferrell, 1998). Specially, the OIB behavior can be seen more frequently in the Generation Z people who focus more on new change, personalities, tendencies and impulse buying (Priporas et al., 2017).

In fact, many scholars have studied the relationship between OIB and Generation Z people and found many affecting factors such as demographics factors; or gender cultural orientation (Chowdhury, 2020). Moreover, there is a model called Stimulus-Organism-Response model which was used in the research of Djafarova & Bowes (2021) who successfully studied about the OIB of young people, who are presently buying things on Instagram.

In summary, shopping online without purpose and plans has attracted a lot of attention of the researchers worldwide over the years. However, in Vietnam, these studies have not been really focused and exploited. Therefore, the topic "**Influences Of Factors On Online Impulse Buying Behavior Of Generation Z: Case At Shopee Ltd., In Vietnam**" will be researched based on data collection of generation Z consumers, who have been shopping on Shopee which is the largest e-commerce platform in Vietnam. This survey is collected in Ho Chi Minh City, which has the highest population and most diversified in Vietnam.

2. LITERATURE REVIEW

2.1 Online buying of Generation Z

According to Nielsen's research (2018) which showed some online buying characteristics of Gen Z:

- Gen Z people use social networks to express themselves and their own opinions. They have demand of exchanging information, evaluating products or brands, sharing experiences.
- Gen Z people want to stay away from brands having negative ethical issues.
- Gen Z people are constantly looking for change and innovation, 75% of the study participants showed the enjoyments in experimenting and discovering new brands.

With such above characteristics, marketers now are really facing with the challenges in persuading Gen Z customers to make purchasing decisions or/and keep buying again. This difficult issue occurs because Gen Z people are highly aware of the risks on buying and they are not loyally geared towards any certain brand (Alanko, 2018). Furthermore, this generation normally tends to avoid online advertisements and frequently use ad-blocking software to block ads (Fromm et al., 2018). However, Gen Z is much more influenced by different forms of electronic word of mouth (eWOM) such as: online reviews, recommendations from relatives, colleagues or other customers, about a brand or company (Alanko, 2018).

In summary, Gen Z normally decides to buy online mainly based on their personal preferences or the characteristic products. Mostly, their shopping decision does not depend too much on the brand name of product but on the special uniqueness of the product. In particular, more and more young shoppers nowadays are looking for shopping experiences that bring convenience, speed, variety as well as entertainment and enjoyment (Westmark & Hondar, 2020). In addition, the online buying behavior of Gen Z is also influenced by brand value behind, transparency and product authenticity (Munsch, 2021).

2.2 Online Impulse Buying (OIB)

According to West (1951), impulse buying is a customer decision that occurs in the store when consumers do not have any shopping plan before going to the store. By time, impulse buying is more clearly defined as a buying behavior that occurs when a buyer encounters a sudden, strong and

persistent urge to buy a product immediately (Rook, 1987).

Based on the above definitions about the impulse buying observed and analyzed in the store, the researchers extended their interest to the consumer impulse buying behavior in the online platform. After many researches, the concept of online impulse buying has been built and contributing to support and explain the multidimensionality of consumer impulse buying behavior.

Some recent studies on the factors that affect online impulse buying behavior of consumers, have shown the useful and interesting factors, for example, in a study by Verhagen & Dolen (2011), they surveyed 532 customers at an online store in the Netherlands and found that there were three factors: the convenience (attractiveness and ease of use tools in the online store), enjoyment and interface on the website that promoted the consumer impulse buying behavior. Besides, the research by Bloomfield (2014) explored the relationship between product attributes, web design, and impulse purchases. In addition, the influence of online reviews can also influence the online impulse buying behavior of customers (Zhang et al., 2018).

In general, online shopping is truly becoming mainstream for the majority of Gen Z people. Moreover, the topic of online impulse buying is now a very common researching topic.

2.3 Stimuli-Organism-Response (SOR) Model

In 1974, Mehrabian & Russell proposed S-O-R model (Stimuli-Organism-Response) which was developed to analyze consumers' purchase in stores. This model includes 3 aspects: Stimuli (S) that triggers consumer behaviors; Organism (O) defined as an internal process or condition which mediates the relationship between the stimulus and the final response of the person and Response (R) is the ultimate outcome that determines consumer behavior or avoidance. This model aims to integrate individual responses to explain people's perceptions and feelings about external stimuli and the result of consumer behaviors will be made after that. S-O-R model was then widely applied to study consumer behavior (Jacoby, 2002). Shen & Khalifa (2012) especially indicated

that the sense of presence as a direct stimulus (in the SOR model) affects the impulse buying behavior of users through sensory experiences.

In another study, based on the SOR model, Liu et al. (2013) successfully contributed a new model pointed out the determined factors affecting the impulse buying behavior through the two combination mediated factors of marketing strategy and information system. The aim of that study was to determine the website's distinctive features of the mentioned determined factors (product features, ease of use and attractiveness) and their influences on some dependent factors such as satisfaction, benchmarking and impulsive purchase decision, etc. Similarly, based on the SOR model. Applying in case of online store, SOR model was used to show the key determinants and emotional stimuli that trigger consumers' desire to buy impulsively (Liao et al., 2016). Additionally, Sultan et al. (2018) also determined some factors such as: display, promotional activities, and store atmosphere affecting impulse buying behavior by implementing the SOR model. In fact, there are still more researches related to consumers' stimuli, emotional responses and impulse purchase by adapting the SOR model. (Ahmad et al., 2019).

3. HYPOTHESIS DEVELOPMENT

3.1 Product Presentation

Product presentation is demonstrated through a number of aspects such as: product description, product image, product categories, product recommendations features in the online store, etc. can satisfy the broad shopping experience of potential customers. If the customers cannot find the product they are interested in, the experience of disappointment is easily rekindled and then reduces the intention of making an impulse purchase. Therefore, product presentation is one of the most important criterion leading to the impulsive buying behavior of consumers (Chen-Yu & Seock, 2002).

Moreover, the variety of products was also proved that it has own influence on the perception of consumers (Theodoridis & Chatzipanagiotou, 2009), because it brings consumers the satisfaction feelings of unplanned purchases. In conclusion, if online stores have the capacity to offer great assortment and variety of product, they can

convince consumer to buy impulsively (Aragoncillo & Orús, 2018).

H1: Product presentation has positive impact to (+) the urges to buy impulsively.

3.2 Promotion

Promotions is considered as a set of different motivational tools that are designed to motivate consumers to make purchase decision on products or services in the short term (Keller & Kotler, 2012). The purpose of the promotion campaigns is to create a direct impact on the consumer's purchase. According to Jamal & Lodhi (2015), if goods are implemented a few of attractive promotions, they will be much more likely to trigger consumers buying impulsively.

In summary, promotions are the most widely used form of sales promotion both online and offline (Bahrah & Fachria, 2021). Hence, promotions and samples can cause consumers to make their purchases without plan or impulsively.

H2: Promotion has positive impact to (+) the urges to buy impulsively.

3.3 Positive Comments (Social Network)

Social Network Influence could be understood as External influence which is a factor in the model of Subjective norms. This theory is understood as the individual's perception of societal pressures to perform or not to perform a behavior (Ajzen, 1991). Lin (2007) gives the power of group reference to the ability to shop online is very clear. Applying to the context of e-commerce, Lin (2007) believed that the influence of reference groups on the ability to shop online is very clear.

In the era of internet connection with many social channels such as YouTube, Facebook, Tiktok, Instagram, people can share what they experience to strangers with the purpose to share and comment about anything they want. Therefore, nowadays, any shopping online apps is having its own forum or platform to let consumer share a wide spectrum of experiences, and to vigorously evaluating the products and services they consume (Anderson et al., 2011). This tactic is very important because it will help consumers be more persuaded to shop and buy impulsively (Xiang et al., 2016).

So, with the positive comments from social network, especially in online shopping platform, consumers are not only affected their impulse buying behaviors but also have their own favorable brand images, which also stimulate impulse buying (Kim & Johnson, 2016).

H3: Positive comments (social network) has positive impact to (+) the urges to buy impulsively.

3.4 Perceived Enjoyment

Perceived enjoyment (PE) represents the positive feelings of an individual about his/her experiences when interacting surroundings. In the model TAM, perceived enjoyment was proved as one of the most influenced factors affecting to customer behavior.

However, in the e-commerce, perceived enjoyment in the case of offline buying, PE is a significant factor with the main purposes to positively affects consumer attitudes toward online shopping (Ha & Stoel, 2009). Moreover, PE was found to represent the hedonic value of online shopping (Hess et al., 2014).

In conclusion, if consumers have good emotion and enough satisfaction, they will be urged to buy impulsively and obviously, their OIB behavior will be positively changed (Sohn & Lee, 2017).

H4: Perceived enjoyment has positive impact to (+) the urges to buy impulsively.

3.5 Urge to Buy Impulsively

According to Hirschman (1985), the consumer's own thoughts and intentions certainly persuade them to have the biggest desire to make an unexpected transaction. Then, once their desire of impulsive buying behavior is triggered, the urge of impulsive buying decision will become much stronger and more persistent. Therefore, an immediate action will be made. For that reason, the urge of impulsive buying can be seen as the prelude to the actual impulse buying stage.

Basically, when applying into the e-commerce, there are some factors were found that their owns effects could motivate the consumers' urges to buy impulsively such as website's interface, product's information, browsing activities (Verhagen & Dolen, 2011).

In general, the feelings of urges to buy impulsively can be considered as hedonic feelings which is being got from the experiences on website interface, product information, convenience, etc. which are all the motivations to increase the urge to buy impulsively (Huang, 2016).

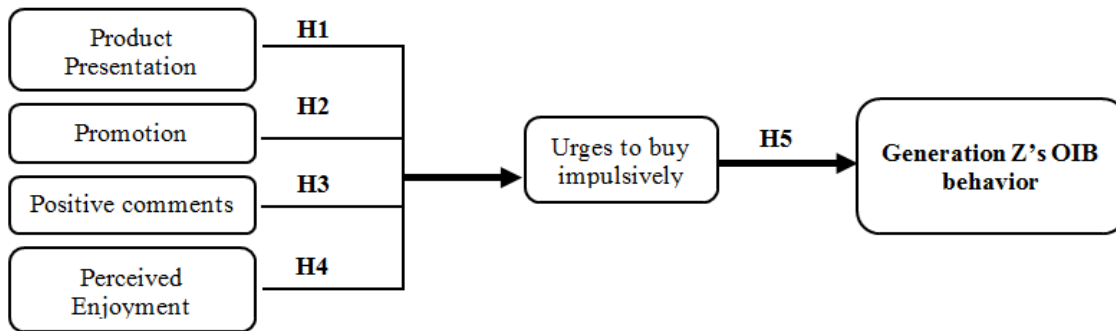


Figure 1: Proposed Conceptual Framework

To obtain the purpose of this study, there are 5 empirical hypotheses were developed based on theoretical framework explained in the literature review and validated in data analysis section:

H1: Product presentation has positive impact to (+) the urges to buy impulsively.

H2: Promotion has positive impact to (+) the urges to buy impulsively.

H3: Positive comments (social network) has positive impact to (+) the urges to buy impulsively.

H4: Perceived enjoyment has positive impact to (+) the urges to buy impulsively.

H5: Urge to buy impulsively has positive impact to (+) the OIB behavior.

4.2. Questionnaires and Sample size

There are 23 questions were designed based on the consultants from the theoretical framework explained in literature review and interview results from experts. With 23 questions, the sample size in this study was determined to comply with the requirement of EFA (Exploratory Factor Analysis) and Linear Regression analysis. According to Tabachnick & Fidel (1996), the sample size should be $N > 50 + 8m$. As the result, there are 333 data were valid from 390 questionnaires distributed.

H5: Urge to buy impulsively has positive impact to (+) the OIB behavior.

4. RESEARCH METHODOLOGY

4.1 Conceptual Model and Hypothesis

The method to collect data is using convenience sampling in some universities, offices and firms at Binh Thanh District in Ho Chi Minh city.

4.3. Statistical Procedure

After the survey, quantitative research method is conducted to quantify the factors affecting the generation Z's OIB behavior with the mediation of Urge to buy impulsively. Primary data is processed by software SPSS 20.0 to measure the impact of factors on generation Z's OIB behavior as follows: Cronbach's Alpha, Exploratory factor analysis, Multiple linear regression, Path analysis. The 23 questions were measured using a Likert five-point scale.

5. RESULTS

5.1 Scale Reliability

Table 1 illustrates the results of the reliability test (Cronbach's Alpha) of the 04 Independent variables, 01 Mediator and 01 Dependent variable. There are 06 Cronbach's alphas which range from 0.709 to 0.774 demonstrate acceptable reliability measurement scales. However, only one observed variable OIB3 was eliminated in the second analysis to increase Cronbach's alpha of Online Impulsive Buying factor up to 0.709.

Table 1: Cronbach's Alpha of Factors

Factor	Observed variables	Cronbach's Alpha
Product presentation	PP1, PP2, PP3, PP4	0.710

Promotion	PR1, PR2, PR3, PR4	0.759
Positive comments	PC1, PC2, PC3, PC4	0.774
Perceived enjoyment	PE1, PE2, PE3, PE4	0.762
Urge to buy impulsively	UIB1, UIB2, UIB3	0.763
Online Impulsive Buying	OIB1, OIB2, OIB4	0.709

5.2 Exploratory Factor Analysis (EFA)

At beginning, there were 16 observed variables which have been grouped into 4 groups and analyzed by Principal components analysis and Varimax rotation. After two rounds of analyzing, the variables PC3 (Positive comment) and PP4

(Product presentation) were excluded, because the factor loading < 0.5 , as the conditional requirement. (Anderson & Gerbing, 1988)

Then there were only 14 observed variables left after two round running analysis and were divided into 4 groups as follows:

Table 2: Result of Exploratory Factor Analysis

Observed variables	Component			
	1	2	3	4
PE1	0.761			
PE2	0.731			
PE3	0.674			
PE4	0.672			
PR2		0.764		
PR1		0.763		
PR3		0.651		
PR4		0.535		
PC1			0.764	
PC2			0.716	
PC4			0.589	
PP3				0.749
PP2				0.702
PP1				0.660
Eigenvalues	5.544	1.316	1.204	1.059
% of Variance	36.962	45.734	53.762	60.820
Cumulative				60.820
Sig.				0.000

5.3 Regression Analysis

At the first running data analysis, R value is got at $0.752 > 0.5$, that means the model is appropriate for evaluating the relationship between dependent and independent variables. In addition, the R^2 is 0.565. Meanwhile, 56.5% of variation in the urge

of buy impulsively was influenced by the 4 independent variables: Product presentation (PP), Promotion (PR), Positive comments (PC), Perceived enjoyment (PE). However, the table 3 below shows that Promotion having sig. 0.676 which is larger 0.005 as requirement. So, the promotion factor is eliminated.

Table 3: Statistical parameters of regression model (1st)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF

1	(Constant)	.180	.201		.896	.371		
	PP_AVG	.324	.052	.282	6.199	.000	.642	1.558
	PR_AVG	.022	.053	.019	.419	.676	.625	1.599
	PC_AVG	.177	.047	.181	3.798	.000	.583	1.715
	PE_AVG	.451	.048	.433	9.443	.000	.632	1.583

At the 2nd round of regression, the R value is still at $0.752 > 0.5$ and the R^2 is 0.565. Meanwhile, 56.5% of variation in the urge of buy impulsively is influenced now by the 3 independent variables: Product presentation (PP), Promotion (PR), Positive comments (PC).

In addition, the Durbin Watson in the 2nd test showed 2.003 that was in $[1 < D < 3]$. That means there was no autocorrelation detected in the residuals from a statistical regression analysis.

Table 4 shows the statistical parameters of the model.

In the table 4, the t-stat values of independent variables are higher than the value of $> t_{\alpha/2}(1, n)$. Three t-stats, which range from 4.051 to 9.735, have all Sig. values are lower than 0,05. In addition, the VIF coefficients of independent variables are lower than 2, indicating no multi-collinearity occurs.

Table 4: Statistical parameters of regression model (2nd)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.211	0.186		1.136	0.257		
PP_AVG	0.330	0.050	0.287	6.594	0.000	0.697	1.434
PC_AVG	0.182	0.045	0.186	4.051	0.000	0.626	1.598
PE_AVG	0.455	0.047	0.436	9.735	0.000	0.658	1.519
R	0.752						
R Square	0.565						
Durbin Watson	2.003						

Based on the results of Multiple Linear Regression which also showed the function of Multiple Regression:

Urge to buy impulsively = $0.287 \times \text{Product presentation} + 0.186 \times \text{Positive comments} + 0.436 \times \text{Perceived enjoyment}$.

In conclusion, the result showed that Product presentation (PP), Positive comments (PC), Perceived enjoyment (PE) have positive influences on the **Urge to buy impulsively**. The higher validity of independent factors will lead to the higher influences on the feeling of the urge to buy impulsively. From the results, the highest influence factor is Perceived enjoyment factor ($\beta=0.436$); the

Table 5: Statistical parameters of Regression model

Model	Standardized Coefficients	t	Sig.	Collinearity Statistics	
	Beta			Tolerance	VIF

second highest was Product presentation factor ($\beta=0.216$), and the last factor is Positive comments factor ($\beta = 0,186$).

5.4 PATH Analysis

The PATH model is used to analyze the influence of 3 left independent variables on the **Gen Z's Online Impulsive Buying behavior** (dependent variable) through Urge to buy impulsively (mediator). The analytical technique includes Linear regression in which Urge to buy impulsively (UIB) factor is the independent variable and **Gen Z's Online Impulsive Buying behavior** is the dependent variable.

Constant		9.300	0.000		
Urge to buy impulsively	0.628	14.689	0.000	1.000	1.000
R	0.628				
R Square	0.393				
Durbin Wastson	1.726				

Based on Table 5, from the result of Standardized coefficient, the Simple linear regression equation of the factor affecting Gen Z's Online Impulsive Buying behavior is:

Gen Z's Online Impulsive Buying behavior = 0.628 x Urge to buy impulsive (UIB)

To test the possibility in the relationship of the model, the formula of PATH model was also used to express the positive influence through R^2_M fit coefficient as follows:

$$R_M^2 = 1 - (1 - R_1^2) \times (1 - R_2^2) = 1 - (1 - 0.560) \times (1 - 0.395) = 73.38\%$$

5. DATA ANALYSIS

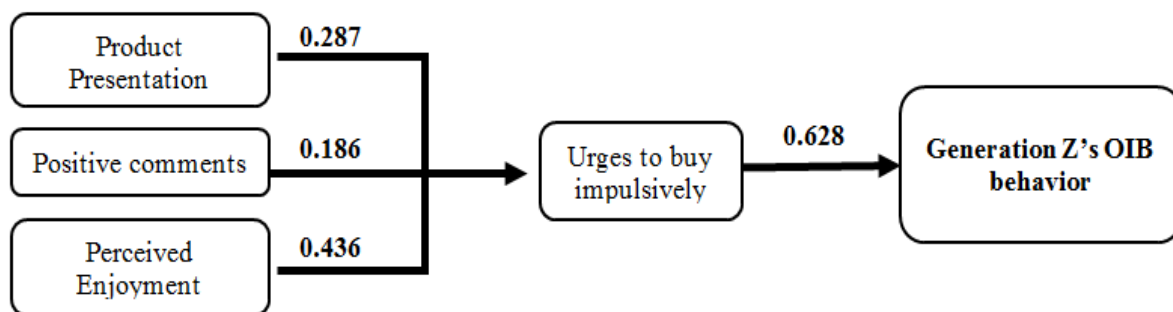


Figure 2: PATH Model of Gen Z's Online Impulsive Buying behavior

So, the Urges to buy impulsively had $\beta=0.628$ influence on the Generation Z's OIB behavior. That result is absolutely accepted because R^2_M showed that 73.38% the change of the Generation Z's OIB behavior could be explained by the variation of 3 main factors: Product Presentation, Positive comments, and Perceived enjoyment.

6. DISCUSSION

In short conclusion, the Gen Z's Online impulsive buying behavior is significantly positively influenced by three independent variables through the intermediate variable is the urge to buy impulsively. In addition, the results from analysis of the correlation path coefficient, p value of the variables significantly indicated the model had a good fit. Thus, the four hypotheses of this study were accepted with conditions, but only the hypothesis about the positive influence of promotion factor (H2) was rejected at the regression stage.

In the PATH model, the Perceived enjoyment is evaluated as the highest influential factor with the $\beta = 0.436$. After testing Cronbach's alpha, EFA and

Multiple Linear regression, the four observed variables: PE1, PE2, PE3, PE4 still remained. That proved the Perceived enjoyment is a very impacting factor to the feeling of urge to buy impulsively and to indirectly trigger Gen Z to buy impulsively on shopping online app.

The second influencing factor must be the factor of product presentation, because its Beta, $\beta = 0.287$. That means the product information take 28.7% of change of the online shopping platform. Indeed, the clearer information of product, the better motivation customers want to have when going shopping online. The factor of product presentation has four observed variables, but there are only three variables were still remained. The three observed variables are PP1, PP2, PP3 and only PP4 was eliminated at the result got from the second EFA's round

The last factor is about the positive comments which have their own effect on customers' decision making. By the figure after analyzing all the stages, 18.6% of the change for the urge to buy

impulsively will be impacted by positive comments.

About the mediator “urge to buy impulsively”, it shows that 62.8% of change of the Gen Z’ online impulsive buying behavior could be affected by the mediating factor. In short, all three independent factors have influences on the consumer’s urge to buy impulsively which then impact on the motivation of making decision on buying impulsively of Gen Z. However, these relationships are tested very carefully by the correlation coefficient between those the independent factors through the mediator in the two-stage regression analysis. At the first stage the relationship between three dependent factors and the urge to buy impulsively were analyzed and resulted with $R^2 = 0.565$. It means 56.5% of the variation can be explained. The second stage continued showing the result of $R^2 = 0.395$ to explain 39.5% the variation of Gen Z’s OIB behavior could be affected by the urge to buy impulsively. R^2_M fit coefficient of the PATH model is 73.38%. These results are acceptable enough to support the appropriation of the model.

7. MANAGERIAL IMPLICATIONS

7.1. Implications for “Perceived Enjoyment” Factor

Creating stimulies to motivate Gen Z making decision to buy things online impulsively is very necessary but not easy. The decisive points are surely about contents and experiences on site which can attract consumers to surf more and more on the shopping site and then make purchase without planning before. In general, E-commerce sites in common or Shopee in particular mention should develop strategies to create more joy and excitement in shopping experience time to stimulate customers’ impulse. Moreover, building the effective contents will help e-commerce’s brands persuade and connect with more young customers, instead of posts that are only related to sales, discounts or products. Telling related stories strategy will totally contribute to creating motivation for customers to buy right away an unintended product. Intensity level of using shopping apps can respectively stimulate the impulse buying behavior of Gen Z, so marketers should focus on customers' attention by more and

more fun and fascinated advertisements. In fact, E-commerce has more advantages than traditional commerce by using visual tools to easily conquer customers in the visual aspect, thus expressing the urgency visually in images, language, etc. often urge customers to buy impulsively.

7.2. Implications for “Product Presentation” Factor

Sincerely, customers' expectations for personalized experiences have been gradually increasing, especially for Gen Z. So the firm should make recommendations to introduce the right products which highly match to consumers’ preferences, jobs, and personality. Consumers often click and buy things based on their subjective values by subconscious colors, shapes, and materials. Therefore, e-commerce sites must continuously improve the attractiveness of their websites, accurately provide more and more supportive tools on website to create more market-stimulating factors such as featured images, pop-ups of best-selling products or similar products, reminding consumers of promotions, etc. to create enough desire and sense of urge to buy products impulsively. In addition, product information must not only be ensured about its accuracy, but also be created excitement for customers to increase the number of loyalty consumer rate. One of the simplest approaches is to regularly update, introduce new products with flagship products, and rotate them every few weeks.

7.3. Implications for “Positive Comments” Factor

E-commerce platforms must be a place for Gen Z be in to tell and share their stories. This approach is connecting users together and making a big network that will help to enhance the connection between firms with consumers, build consumers’ trust and expand reaching zone extremely quickly. Presently, customers have so many platforms to share their points of view and thoughts, but more importantly, they believe in people like them more than what the brand delights about themselves. E-commerce platforms should have strategies for optimally exploiting user-generated content. In addition, e-commerce sites need to encourage consumers to rate and comment on products, then interact with each other strange consumers.

Besides, e-commerce platforms should display almost customer reviews, photos or videos, questions and answers giving consumers to access to information about their specific needs and concerns. In short, Gen Z is very susceptible to external influences affecting their online impulsive buying behavior. Therefore, using KOLs (Key Opinion Leaders) and KOCs (Key Opinion Consumers) in marketing campaigns will highly make consumers be convinced to quickly make purchase decision.

8. LIMITATIONS

However, the limitations of this research should be exploited for the future researches by collecting data from the other population to survey such as Gen Y or Baby boomer to see what are the differences. Obviously, by investing more time in researching, the research could be analyzed with bigger sampling targets from some main cities in Vietnam. Besides, there are still many factors such as Income, Website design, Perceived Ease of Use, Perceived Risk or Online payment that could be considered using to test to have more different angles in researching. Last but not least, there are still many other e-commerce brandings that could be practical cases to test the impacting factors.

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