

RESEARCH ON FACTORS AFFECTING THE INTENTION TO BUY CLOTHES VIA LIVESTREAM: THE MEDIATING ROLE OF TRUST IN THE SELLER

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ABSTRACT

The study was conducted to demonstrate the factors affecting the intention to buy clothes via livestream among university students in Hanoi. The research was conducted by collecting primary data through surveys, resulting in 241 valid questionnaires that were coded, cleaned, and processed using SPSS and AMOS software. The results indicate that the influencing factors include: livestream quality (1); seller's reputation (2); interactivity (3); and language (4). Among these, livestream quality, seller reputation, and interactivity have a positive impact on trust in the seller. The mediating variable, trust, is the strongest factor affecting purchase intention, followed by language and livestream script. However, language does not impact trust in the seller. This study reinforces and refutes hypotheses from previous research and identifies new factors that contribute to academic knowledge. Additionally, it provides optimal and effective solutions to help KOLs and businesses improve their operational efficiency.

Keywords: *Intention, interactivity, livestream script, trust, seller reputation.*

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1. INTRODUCTION

Today, the e-commerce field is a young industry and is on the rise in Vietnam. In particular, when consumers switched their shopping habits from in-person to online shopping when the Covid 19 epidemic broke out, it became a lever to create incredible growth numbers for the e-commerce industry. Vietnam in recent years. In addition, according to a report by market research company Asia Plus [1], the most popular products sold online are fashion items, accounting for 39% (including clothes, accessories, handbags,...). Thus, we can see that

Vietnamese consumers mainly shop online for fashion products. Along with that, the development of e-commerce platforms and social media channels has made online sales businesses increasingly popular and more influential.

Livestream is a form of online sales that is no longer new to Vietnamese consumers. It has become an increasingly popular and popular trend in the sales field, when this feature is used by ecommercial platforms such as Shopee, Tik Tok shop... integrated into its platform. This has helped businesses effectively create opportunities to reach and interact directly with customers. Because, livestream gives viewers authenticity, increasing trust in the seller as well as trust in the product. At the same time, during each livestream session, e-commerce platforms continuously launch discount codes to attract and stimulate customers to shop. So, in general, businesses are quite successful when applying this form of sales. Therefore, purchasing behavior on livestream is becoming a trend among Vietnamese consumers. According to statistics from major e-commerce platforms Shopee and Lazada, the trend of shopping on livestream has increased many times compared to normal days, because of the convenience and positivity of shopping right at home. combined with real-time online interaction between sellers and buyers, is attracting great attention from consumers. Consumers can experience products and receive detailed information from sellers in a direct and authentic way. This direct interaction leads to a higher level of engagement, creating an interactive and personalized shopping experience where consumers are not just passive recipients of information but also take an active role during the purchasing decision process.

Research on this topic has also attracted many scholars recently. In the study by Thao and Minh [2] on

"Trust and intention to shop through television channels", the results confirmed that when consumers have trust in television shopping channels. Their buying intention will be more positive. Many domestic studies have also shown that product quality, delivery service, price, website quality, promotional activities, participation of similar groups, appearance of famous guests, Ad host, engagement, visual image, entertainment, and professionalism all have a positive influence on consumer trust.

Foreign studies have also found many positive factors that affect customer trust, such as expertise, after-purchase support services, persuasion ability, livestream schedule, and quality interactivity, information accuracy, entertainment, information relevance, visual image, professionalism, uniqueness, reputation and popularity of the seller. In addition, research by Schlosser et al. [3] has shown that trust is a strong factor affecting consumers' purchasing intentions, and the higher their trust, the higher their purchasing intentions. Other studies have also shown that good technology and quality of experience, along with information usefulness and stimulation, are all positive factors that influence customer purchase intentions.

Through research on Google Scholar, the research team found that the number of studies related to factors that promote clothing shopping behavior through livestreams and the role of sellers for students is quite limited. Recognizing the gap that exists in previous research, the role of sellers in promoting the buying behavior of consumers in general and students in particular has not been clarified. This topic attempts to fill the research gap by focusing on the role of the seller, in the context of investigating factors influencing students' clothing purchasing behavior via livestream, by examining the impact How does the seller's reputation, interactivity, quality of the livestream, and preparation of the livestream script and language affect trust, thereby affecting the buyer's intentions and behavior. To achieve this research goal, the study tries to answer the following research questions:

First, what factors about the seller affect the trust of shoppers via livestream?

Second, what is the impact of trust on the intention to buy clothes through livestream?

Finally, how do seller factors affect the intention to buy clothes via livestream?

This article is structured into 5 parts, after the introduction is the theoretical basis and research

hypotheses, the third part is the research method, the next part is the research results, and the final content of the article is a discussion of the research results.

2. THEORETICAL BASE AND RESEARCH HYPOTHESIS

2.1. Intention to buy clothes via livestream

Intention is a factor used to evaluate the likelihood of performing a behavior in the future. According to Ajzen [4], intention is a motivational factor that motivates an individual to be willing to perform a behavior. Therefore, Delafrooz et al. [5] said that "online shopping intention is the consumer's ability to make purchases via the Internet". Thus, in this study, the research team understands that Intention to buy clothes through livestream is the consumer's ability to definitely perform clothing shopping behavior through livestream.

2.2. Trust in the seller

Faith is a psychological state that people have when they trust or believe in something, someone, or an idea that they consider to be true or trustworthy. On social networking platforms, through livestreaming, sellers can create trust for buyers to have a strong impact and play an important role in promoting customer buying behavior. Online trust is related to consumer perception which can be the quality from the seller, the website in providing truthful information and meeting expectations which leaves the buyer impressed and recognizing the product. Trust will be increased by the likeability of the seller and the perceived similarity (shared interests, demographic and personality characteristics) that the buyer perceives about the seller [6].

2.3. SOR theoretical model

The SOR model is a model built based on the theory of environmental psychology proposed by Mehrabian and Russell [7] with 3 stages: stimulus, subject, response. This model suggests that arousal signals can activate a subject's emotional and cognitive processes, leading to behavioral responses Donovan et al. [8]. The SOR model is an approach to psychology through the study of specific situations and environments. Moon et al. [9] argue that SOR allows researchers to more closely examine the psychological and socioemotional influences on a behavior. The three basic components of the model include: Stimulus, Organism, and Response. Specifically:

Stimulus: This is a factor generated from the environment, creating special effects in forming consumers' perceptions and emotions.

Organism: Are elements that express consumers' clear emotional states in specific cognitive contexts.

Response: Represents consumers' intentional reactions, directed toward achieving their specific goals through specific actions and reactions.

2.4. Research hypothesis

Reputation is often considered a factor that contributes to consumer trust in the seller organization [10-12]. Reputation is the degree to which buyers believe that the sales organization is honest and cares about its customers [11]. The better a seller's reputation, the more resources the seller has to build that reputation, the higher the penalty for violating consumer trust, and thus the more trustworthy the seller is perceived to be. According to research by Kahle and Homer [13], in general a brand will be spoken by a celebrity, their brand will be more widely loved and promoted who are not famous. From there, it can be seen that if the seller is a famous person, he will create a reputation to attract buyers to watch the livestream and decide on purchasing behavior. Biswas et al. [14] found that the seller's reputation when participating in livestreaming will have a strong impact on reducing consumers' perceived risk for high-tech oriented products.

H1: Seller reputation positively affects customers' trust in sellers on livestream

Interactivity includes the knowledge, skills and attitudes of sellers through Livestream. According to Le-Anh et al. [15] also mentioned that knowledge has a positive effect on customer interaction and trust in the product. Rotter [16] believes that people with knowledge and expertise can subtly influence the attitudes and decisions of others in a certain way. Lei et al. [17] showed that interactivity has an impact on consumers' cognitive and emotional states in commerce on social media platforms. Qiu et al. [18] also found that seller interaction on Livestream will impact the trust of customers watching online. The above observation is reinforced by Nguyen Hoai Nam [19]; Chairy [20] also pointed out that interaction is a factor that affects customers' trust in sellers on Livestream.

H2: Interactivity positively affects customers' trust in sellers on livestream

There have been many opinions given by the authors because each field will have a different perspective. From the perspective of the business field, they all have one thing in common: quality is the ability to satisfy customer

needs and expectations about a certain product or service. Livestream is a form of live streaming through which buyers and sellers can interact directly with each other through social networking sites. This form is increasingly popular and developed, chosen by many businesses because of its effectiveness, direct interaction increases customers' trust in products and services. According to Theo Dong et al. [21] has confirmed that the quality of the livestream includes the following factors: information quality, system quality, service quality, telepresence and presence. social presence has a positive impact on customer trust.

H3: Livestream quality positively affects customers' trust in sellers on livestream

The alignment between the host and the brand/product will help increase customer trust in the seller's reliability and appeal [22]. Chairy [20] also suggests that entertainment value and uniqueness influence consumer trust. Nguyen Hoai Nam [19] confirmed that entertainment plays a positive role in building customer trust. Therefore, the group proposes the hypothesis:

H4: Livestream script positively affects customers' trust in sellers on livestream

Communication skills or verbal skills are a very important requirement for streamers. Because customers access the product through viewing and listening to the main sound. Streamers use words to convey product information to customers, so how they use language affects customer trust. According to a study by Sabo et al. [23], it has been confirmed that words have an impact on the listener's emotions. Streamers use emotional language to influence customer trust by tapping into consumers' emotional motivations and creating emotional connections. Thus, based on the above documents, we can see that using the right language at the right time and with the right audience will help streamers become confident, attractive, and professional, creating trust with customers and stimulating customers. At the same time, it reveals the factors and trends that impact language on customer trust, helping to increase interaction and promote customer purchasing behavior.

H5: Language positively affects customers' trust in sellers on livestream

Within the scope of this study, trust is understood from the perspective of individuals participating in economic activities and is considered in a commercial

context. Therefore, according to the definition of Rousseau et al. [24], trust is described as follows: "Trust is a psychological state that includes the intention to accept vulnerability based on positive expectations towards the intentions or conduct of others". Trust will be increased by the likeability of the seller and the perceived similarity (shared interests, demographic and personality characteristics) that the buyer perceives about the seller [25]. Research results by Thao and Minh [2] as well as Wang et al. [26] have shown that the higher consumers' trust, the higher their intention to shop through social media channels - the higher the image.

H6: Trust in the seller positively affects the intention to buy clothes via livestream

Intention is a factor used to evaluate the likelihood of performing a behavior in the future [27]. When an online seller has a high reputation, it increases consumer trust, thereby reducing the perceived risk associated with the product, and consumers will make confident predictions about the products [28]. Besides, according to Friedman and Friedman [29], three sources of endorsement are widely used in advertising: celebrities, experts, and typical consumers. Indeed, some Internet entrepreneurs post customer stories and testimonials on their websites to corroborate their reputations and invest in website banners to stock Quelch and Klein [30] Lohse and Spiller [31] speculate that store reputation will influence perceptions of the online site. From there, it can be seen that if the seller is a famous person, he will create a reputation to attract buyers to watch the livestream and decide on purchasing behavior.

H7: Seller reputation has a positive impact on the intention to buy clothes via livestream

In the context of live streaming, trust can refer to viewers' trust in the content creator, the brand involved, and the quality of the content provided [32]. When broadcasting live, streamers can introduce images of products in a variety of ways including trying on clothes live [38]. These visual images help consumers see product details and even feel that they are present there [33]. Research by Sokolova and Kefi [34], analyzing four beauty makeup bloggers, found that physical attractiveness did not have a significant impact on purchase intention, while reputation and quasi-social interaction association increases consumers' purchase intention.

H8: Interactivity has a positive impact on the intention to buy clothes via livestream

Quality is one of the factors that consumers are concerned about, according to Nguyen Thao Nguyen and

Le Thi Trang [35], in the study "Factors affecting consumers' intention to buy organic food in Thanh Hoa", has proven that perceived quality affects consumers' intention to buy organic food in the same direction. According to Guo and Sun [36], the quality of the live broadcast session affects purchase intention through perceived information usefulness and stimulation. According to Lee et al. [37], shows that the quality of a livestream, including factors: (1) technology and (2) technology and experience quality, have a positive impact on customer's purchase intention.

H9: The quality of the livestream has a positive impact on the intention to buy clothes via livestream

Sellers rely on advance preparation of the scenario by arranging appropriate schedules, choosing appropriate times to make it easier for consumers to notice, and influence behavior and intention to buy clothes through livestream more effectively Wang et al. [26]. Besides, according to Guo and Sun [36], arousal positively affects purchase intention. Stimulation is achieved through the seller preparing a livestream script with arrangements mixed with entertainment elements and organizing activities to tap into the psychology of customers choosing to buy the product. The feeling of buying cheap goods will stimulate customers to shop online [33] or when broadcasting live, sellers can introduce products in many different ways [38] to influence customers' purchase intention to increase.

H10: Livestream script has a positive impact on the intention to buy clothes via livestream

From a sociolinguistic perspective, the language used by streamers affects customers' product purchasing intention. Using polite, clear and friendly language helps buyers clearly understand information about the product being sold and builds a good relationship between seller and buyer. In addition, the availability of product information and prompt responses to consumer inquiries and on-time delivery also influence the message sent to customers when purchasing products online [39]. This research shows that language and communication play an important role in influencing buyers' purchasing intention. From the interactive experience of "external perception - scene language" and "internal perception - communication language", the two mediating elements of presence perception and sensory stimulation contact is chosen to build the consumer structure. Language is used to describe or create a particular landscape, environment or experience, a process that combines the

consumer's perception and interaction with the external environment, along with the use of language, specific language to convey or describe those landscape elements. This can affect consumers' emotions and purchasing intentions. Internal sensing - communication language is the interactive process between the consumer's perception and processing of internal information (such as emotions, thoughts, consciousness) with language used to convey a message, promote emotions, or create interaction with consumers. From a communication perspective, the most basic activity of a salesperson in this exchange process is communication. Therefore, successful selling depends on interpersonal communication. Customers and salespeople are classified according to their communication style as task-oriented, interaction-oriented, or self-oriented. Research [40] suggests that a task-oriented salesperson combined with an interaction-oriented customer will not result in a purchase, but sales will increase if the customer is task-oriented or self-directed. So, for salespeople to be successful, they must recognize the customer's communication style and adjust their communication style appropriately to interact with customers.

H11: Language has a positive impact on the intention to buy clothes via livestream

Streamers have a positive impact on trust. Research shows that a streamer's reputation and popularity significantly boost trust in the streamer, and the streamer's product mix positively moderates this relationship. Dai and Cui [41] found that the reputation and popularity of live streamers significantly impact trust in them. Tran Thach et al. [42] confirmed that trust is the most influential factor in students' purchasing decisions for fashion products via livestream. Chan and Asni [43] study also demonstrated that trust in the product and the seller determines purchase intention. The authors suggest that trust mediates the relationship between seller reputation and purchase intention.

H12: Trust plays a mediating role in the relationship between seller reputation and the intention to buy clothes via livestream

In Wang et al. [26] study, trust mediates the relationship between a seller's persuasive ability and purchase intention. Chairy [20] research found that consumer trust, influenced by interactivity, affects purchase decisions, particularly for fashion products. Nguyen Hoai Nam [19] study also showed that interactivity boosts customer trust, influencing their

purchase intentions. The authors hypothesize that trust mediates the relationship between seller interactivity and purchase intention.

H13: Trust plays a mediating role in the relationship between interactivity and the intention to buy clothes via livestream

Research by Dong et al. [44] investigated the impact of livestream quality on consumers' trust and purchase intention regarding green agricultural products. They proposed a system to evaluate livestream quality factors, including (1) information quality, (2) system quality, (3) service quality, (4) telepresence, and (5) social presence. The results show that these quality factors influence consumers' trust and purchase intention. Similarly, research by Lee and colleagues [37] found that livestream quality, specifically (1) technology and (2) technology and experience quality, impacts customers' purchasing intentions. They emphasized the role of trust in the relationship between livestream quality and purchase intention. Based on these findings, the authors proposed the following research hypothesis:

H14: Trust plays a mediating role in the relationship between livestream quality and the intention to buy clothes via livestream

Wang and colleagues [26] found that the livestream schedule impacts purchase intention, with trust as a key mediator. Chairy [20] model explored how livestream characteristics influence trust and, subsequently, audience engagement, highlighting factors like entertainment and originality. Su and Lee [45] noted that engaging and fun livestream scripts create unique viewer experiences. Zhang and colleagues [46] emphasized that professional broadcasters use original content and clear language to interact with consumers. Casaló et al. [47] argued that original and trustworthy content helps influencers connect with their communities. Tong [48] highlighted that the uniqueness of live broadcasting boosts customer trust and interest. Based on these insights, the research team proposes a new hypothesis:

H15: Trust plays a mediating role in the relationship between livestream script and the intention to buy clothes via livestream

The study "Emotion words affect eye fixations during reading" by Scott et al. [49] shows that emotional language impacts eye focus and can influence purchase intention through trust. Chairy [20] research highlights that trust significantly affects buyer attitudes and

intentions in livestream shopping. Zhang et al. [18] also found that emotional language increases trust and purchase intention during livestreams. Based on these findings, the research team proposes a hypothesis on the mediating role of trust in purchase intention.

H16: Trust plays a mediating role in the relationship between language and the intention to buy clothes via livestream

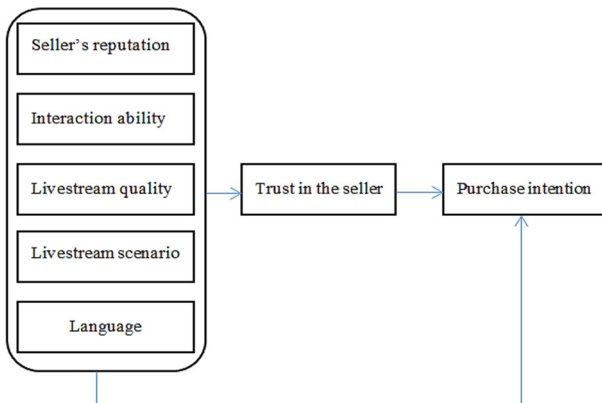


Figure 1. Proposed research model

3. RESEARCH METHODS

3.1. Questionnaire design

The subjects of this survey are students of universities in Hanoi. Data were collected by submitting an online survey, subsequently, data analysis steps were conducted, including performing descriptive statistical analysis evaluating the reliability of the scale using Cronbach’s Alpha, and conducting exploratory factor analysis (EFA) with SPSS software. Next, confirmatory factor analysis (CFA) is performed, along with tests for convergent and discriminant validity of the scales using AMOS software. Finally, covariance-based structural equation modeling (CB-SEM) is employed for deeper analysis. Research using SEM to test a theoretical model with three attributes: (1) theoretical significance, (2) reasonable analysis, and (3) its correspondence with tightly accepted data [50]. This method surpasses traditional methods such as multivariate regression due to its ability to account for measurement errors and integrate latent constructs with their measurements in a single theoretical model. SEM allows researchers to explore and better understand measurement errors, as well as to integrate abstract and difficult-to-distinguish concepts. The measurement model uses 30 observed variables, in which the seller’s reputation scale includes 3 observations inherited and developed from the research of Jarvenpaa et al. [51]. The interaction ability scale is

measured by 4 observed variables, inherited and developed from the research of Xue et al. [38], Ohaniam [52]. The livestream quality scale is measured by 4 observations inherited and developed from the research of Angelina et al. [53], Ye et al. [54]. The language scale is measured by 4 observations inherited and developed from the research of Fadlilah et al. [39]. The trust scale in the seller is made up of 4 observations, inherited and developed from the research of Guo and Sun [36], Suh and Chang [55]. The purchase intention scale is measured by 4 observations, inherited and developed from the research of Chen and Lin [56].

3.2. Sampling method

The group employed a random, non-probability sampling method at universities in Hanoi due to its high representativeness and minimal subjective intervention. According to Hair [57], this method is statistically effective, with a minimum sample size of 50 for using EFA, and preferably 100 or more. The ratio of observations per variable analyzed is 5:1 or 10:1, and it can be 20:1 according to some researchers. The group’s survey includes 29 questions using a 5-point Likert scale. Applying the 5:1 ratio, the minimum sample size is 145 (29 x 5). Therefore, at least 145 students from universities in Hanoi need to participate in the survey.

3.3. Collect data

The authors randomly sent 270 surveys to university students in Hanoi. The survey has filtering questions that allow inappropriate respondents to be eliminated. After cleaning the data, 241 valid questionnaires were obtained. The valid data were encrypted and processed using SPSS software. Demographic information of the study sample is shown in the following Table 2.

Table 1. Descriptive statistics of the study sample

No	Element	Ingredient	Quantity	Ratio (%)
1	Gender	Male	54	22.4
		Female	187	77.6
2	Year	First-year	14	5.8
		Second-year	158	65.6
		Three-year	42	17.4
		Last year	27	11.2
3	Communication	Facebook	42	17.43
		Tiktok	123	51.04
		Instagram	24	6.96
		Shopping software (Shopee, Lazada...)	52	24.57

Table 2. Composite reliability and variance extracted

	CCR	AVE	MSV	DTNB	KNTT	NT	NGT	ClubL	KBL	HV	YDM
DTNB	0.763	0.519	0.178	0.720							
KNTT	0.884	0.657	0.093	0.211	0.811						
NT	0.882	0.651	0.376	0.422	0.305	0.807					
NGT	0.829	0.547	0.199	0.169	0.218	0.317	0.740				
ClubL	0.830	0.551	0.231	0.316	0.197	0.441	0.363	0.742			
KBL	0.862	0.677	0.029	0.035	0.011	0.078	0.148	-0.010	0.823		
HV	0.855	0.664	0.068	0.180	0.112	0.208	0.260	0.198	0.169	0.815	
YDM	0.795	0.565	0.376	0.284	0.235	0.613	0.446	0.481	-0.109	0.162	0.752

4. RESEARCH RESULTS

4.1. Test the reliability, convergence and discrimination of structural scales

First, to test reliability, the study evaluated two indicators: standardized factor loading (≥ 0.5) and composite reliability ($CR \geq 0.7$). Next, to test the convergence of the study, the assessment is based on the AVE index (≥ 0.5). Finally, to achieve discrimination, the MSV indexes must be smaller than the corresponding AVE index; At the same time, the SQRTAVE index must be greater than the Inter-Construct Correlations index. Table 2 shows these statistical indicators.

The study uses CR and AVE coefficients to assess the reliability of the scales used. Table 2 shows that all CR coefficients are > 0.7 and all AVE coefficients are > 0.5 . Additionally, all MSV coefficients are smaller than their corresponding AVE values. Therefore, the scales used in the model meet the required reliability and discriminant validity and are retained for further research steps.

4.2. Hypothesis testing

The important statistical indicators are shown in Figure 2. The obtained SEM linear structural model test coefficients all satisfy the set evaluation criteria and are suitable for the circumstances of this study. Specifically, the P coefficient obtained is $0.000 < 0.05$, satisfying the set criteria. The indexes CMIN/df, CFI, TLI, RMSEA, PCLOSE are 1.361, 0.959, 0.953, 0.040, 0.962 respectively, satisfying the criteria for measuring the model fit coefficient. GFI coefficient = 0.878 is acceptable due to the context of the study. Therefore, the model used by the author in this study is suitable for market data. The results of SEM linear structural model analysis are obtained as follows:

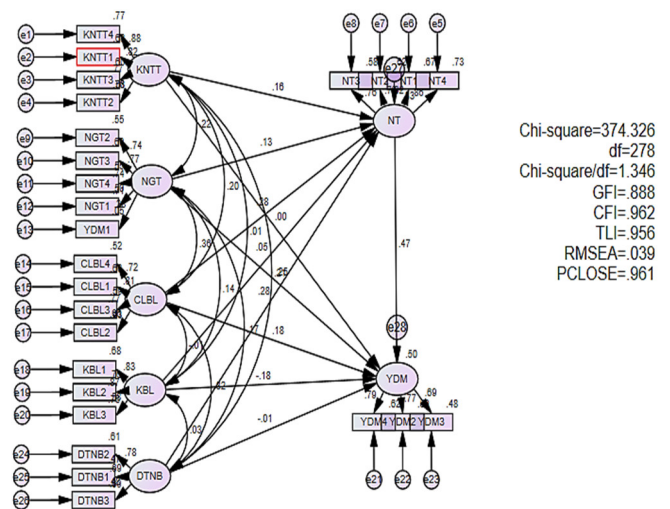


Figure 2. SEM linear structural model

- Hypothesis testing:

The model has 8 concepts included to test the appropriateness of the hypothesis. The criteria for evaluating the model's suitability all meet the standards, concluding that the model used in this study is appropriate. After checking the suitability of the model, proceed to test the hypothesis through the regression testing step. Unstandardized regression coefficients are presented in Table 3.

Table 3. Unstandardized regression weights

		Estimate	S.E.	C.R.	P
NT	<--- KNTT	0.154	0.065	2.371	0.018
NT	<--- NGT	0.162	0.099	1.641	0.101
NT	<--- ClubL	0.387	0.114	3.403	***
NT	<--- KBL	0.050	0.065	0.782	0.434
NT	<--- DTNB	0.347	0.100	3.475	***
YDM	<--- NT	0.433	0.081	5.363	***

YDM <---	KNTT	0.004	0.059	0.072	0.943
YDM <---	NGT	0.299	0.092	3.249	0.001
YDM <---	CLBL	0.237	0.106	2.242	0.025
YDM <---	KBL	-0.159	0.059	-2.687	0.007
YDM <---	DTNB	-0.011	0.092	-0.115	0.908
HV <---	YDM	0.186	0.075	2.497	0.013

Through statistical indicators, the author tests the proposed research hypotheses. The results of SEM analysis of the impact relationships between NGT and NT, KBL and NT, KNTT and YDM, DTNB and YDM are not significant ($p > 0.05$); the relationship between KBL and YDM ($P = 0.008 < 0.05$, Estimate < 0) is not significant in the case of the study group. Exactly, the remaining hypotheses are all statistically significant with 95% confidence ($p < 0.05$) and the relationships have a positive impact on each other because the estimated coefficient is positive.

Reject these hypotheses:

H4: Livestream scenario positively affects customers' trust in sellers on livestream

H5: Language positively affects customers' trust in sellers on livestream

H7: Seller's reputation has a positive impact on the intention to buy clothes via livestream

H8: Interactivity has a positive impact on the intention to buy clothes through livestream

H10. The livestream scenario positively impacts the intention to buy clothes via livestream

Accept the hypotheses:

H1: Seller reputation positively affects customers' trust in sellers on livestream

H2: Interoperability positively affects customers' trust in sellers on livestream

H3: Livestream quality positively affects customers' trust in sellers on livestream

H6: Trust in the seller positively affects the intention to buy clothes via Livestream

H19: The quality of the livestream positively impacts the intention to buy clothes via livestream

H11: Language has a positive impact on the intention to buy clothes through livestream

- Standardized regression coefficient:

Table 4 presents the standardized regression coefficient, which represents the level of impact of the independent variables on the dependent variable.

Table 4. Standardized regression weights

			Estimate
NT	<---	KNTT	0.164
NT	<---	CLBL	0.276
NT	<---	DTNB	0.277
YDM	<---	NT	0.468
YDM	<---	NGT	0.265
YDM	<---	CLBL	0.183

Through the standardized estimate coefficient, we can determine the level of influence between factors, from which we can evaluate the importance of each factor in influencing the intention of buying clothes via Livestream (YDM). Accordingly, the factors of trust in the seller and language have a great influence on the buying intention factor.

- Testing the mediating variable:

Table 5. Testing the mediating variable

	Indirect		Direct		Role
	S.ES	Sig	S.ES	Sig	
DTNB → NT → YDM	0.130	0.001	0.092	0.908	full intermediary
KNTT → NT → YDM	0.077	0.025	0.059	0.943	full intermediary
CLBL → NT → YDM	0.129	0.001	0.106	0.025	partial intermediary
KBL → NT → YDM	0.024	0.380	0.059	0.007	no impact
NGT → NT → YDM	0.059	0.126	0.092	0.001	no impact

From the results of testing the intermediate relationship between the factors, we see that the direct and intermediate relationships of **KBL → NT → YDM** and **NGT → NT → YDM** are not related to each other (because there is $\text{sig} > 0.05$). Meanwhile **DTNB → NT → YDM**; **KNTT → NT → YDM**; **CLBL → NT → YDM** represents an intermediate relationship. From there, the author proceeds to test the proposed research hypotheses. Specifically, the proposed hypotheses H15 and H16 are not accepted. Besides, the remaining hypotheses are H12; H13; H14 are accepted.

5. DISCUSSION OF THE RESEARCH RESULTS

The study demonstrates that the seller's reputation has the most significant impact on customers' trust, followed by the quality of the livestream. Within this study's framework, the ability to interact (Tables 3 and 4) also affects trust in the seller. These findings are crucial as they reinforce previous studies such as Chan and Asni

[44], providing a solid foundation for researchers to effectively plan livestream sales strategies, especially in today's highly competitive market. The research targets students, revealing that the seller's reputation heavily influences their buying intentions and behavior. This underscores the necessity for sellers to strategically build their reputation.

Additionally, the research highlights that trust significantly impacts customers' purchasing intentions (estimate = 0.468). This finding not only supports the theoretical views of previous studies [2, 44] but also offers practical contributions by suggesting ways to build customer trust. Sellers should provide comprehensive product information, ensure product descriptions match reality, and objectively evaluate product quality to enhance customer trust.

The study also confirms that the quality of the live session and the seller's interaction skills positively impact trust in the seller. The quality of the live session directly influences purchase intention, particularly when the seller creates a lively and engaging atmosphere, interacts happily with customers, actively responds to questions, and demonstrates product knowledge. These factors significantly boost customer trust and purchasing intentions. Moreover, purchasing intention positively affects students' buying behavior.

Furthermore, language is identified as a crucial factor influencing students' purchasing intentions. This is a significant theoretical and practical contribution, marking the first study to show that language positively impacts purchase intention via livestream. Within this study's context, language is the second strongest factor affecting purchase intention (estimate = 0.265), following trust. This finding highlights that using phrases indicating product scarcity, imminent stock depletion, discounts, and offering alternatives can effectively promote purchasing. However, the study shows that a detailed livestream script can hinder interaction, making the seller appear mechanical and reducing trustworthiness, thereby not impacting purchase intentions through trust.

Trust is essential in motivating customers' purchasing decisions. It not only directly affects purchase intention but also mediates other factors' effects on purchase intention via livestream. This study provides practical guidance for building customer trust by recommending sellers offer complete product information, match product descriptions with reality, and evaluate product quality objectively.

Besides its contributions to literature and practice, the study also has certain limitations. First, the scope of this research involves a small sample size ($n = 241$). Due to limited resources and funding, the focus was on students, with a non-random sample selection primarily concentrated on universities in Hanoi, as it is home to the largest number of universities and students in the country. The low response rate led to a lack of representation in some target groups, resulting in potential biases regarding representativeness. This research only demonstrates the power of language on purchase intention without delving into the impact of this variable on trust in the seller. Furthermore, it focuses solely on factors related to the seller, ignoring other important factors that may influence purchase intention, such as competition from rivals, customer reference groups, and other elements in the business environment. Future studies should integrate these factors into the research model for a more comprehensive view. Additionally, the sample size and scope could be expanded to yield more reliable results; other research subjects and different contexts could be investigated to better understand the mediating role of trust in the relationship between language and purchasing intention. Since the survey was conducted through Google Forms, it lacks depth; future studies could use direct interview methods to gain deeper insights and enhance data reliability.

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