

THE IMPACT OF GAMIFICATION IN E-COMMERCE ON GEN Z'S INTENTION TO CONTINUE USING IT IN HO CHI MINH CITY

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Appendix 1. Measurement Scales

Variable	Code	Measurement Scale	Source
Social Influence	SI1	I am certain that my friends have expressed a desire to use electronic commerce applications.	Foroughi et al. (2023), Roh et al. (2023), Purwianti et al. (2024)
	SI2	I am certain that my friends search for products using gamified electronic commerce applications.	
	SI3	People who influence my behaviour think that I should use gamified electronic commerce platforms.	
	SI4	People whose opinions I value want me to use electronic commerce platforms with gamification elements.	
	SI5	People who are important to me think that I should use electronic commerce applications that integrate gamification.	
Rewards	RW1	I like the financial rewards provided by gamified electronic commerce applications.	Putri et al. (2022), Giggs et al. (2024)
	RW2	I like the non financial rewards such as badges, recognition, and achievements provided by the application.	
	RW3	The application of gamification in electronic commerce helps me obtain discounts and special price offers.	
	RW4	The use of gamification elements in electronic commerce makes me feel that I can save more money.	
	RW5	Gamification includes mechanisms that upgrade or downgrade membership benefits according to the level of user activity.	
Perceived Usefulness	PU1	The gamification features in the electronic commerce application are useful to me.	Rodrigues et al. (2016), Purwianti et al. (2024)
	PU2	This gamified electronic commerce platform is useful for selecting the best products.	

Variable	Code	Measurement Scale	Source
	PU3	I think that using gamified electronic commerce helps me search for and purchase products more effectively.	
	PU4	This gamified platform provides high quality information for my use and purchasing decisions.	
	PU5	Following gamification activities in electronic commerce aligns with my personal preferences.	
Perceived Ease of Use	PEU1	I can quickly find the information I need on gamified electronic commerce platforms.	Rodrigues et al. (2016), Aparicio et al. (2021), Maziriri et al. (2024)
	PEU2	My interaction with gamification features on the electronic commerce platform is clear and understandable.	
	PEU3	I can easily adapt to using electronic commerce platforms that incorporate gamification elements.	
	PEU4	Purchasing a product through gamification activities does not take much time.	
	PEU5	Selecting products available on gamified electronic commerce platforms is easy for me.	
Attitude	ATT1	I have a favorable impression of gamified electronic commerce in general.	Sundjaja et al. (2022), Roh et al. (2023), Purwianti et al. (2024)
	ATT2	Using electronic commerce platforms that integrate gamification is appealing to me.	
	ATT3	Using gamified electronic commerce is a good idea.	
	ATT4	In my opinion, purchasing products through gamified electronic commerce applications is a wise decision.	
	ATT5	Overall, my attitude toward gamification on electronic commerce platforms is positive.	
Continuance Intention	CI1	I intend to continue using gamification features on electronic commerce platforms in the near future.	Putri et al. (2022), Giggs et al. (2024), Laradi et al. (2025)
	CI2	I will frequently use gamification features on electronic commerce platforms in the near future.	
	CI3	I expect to continue using electronic commerce platforms that incorporate gamification elements.	
	CI4	I intend to increase my frequency of using gamification features in electronic commerce applications rather than decrease it.	
	CI5	I will use electronic commerce platforms with gamification elements in my daily life.	

Appendix 2. Sample characteristics of the study

Characteristics		Frequency	Percentage (%)
Gender	Male	126	48.46
	Female	134	51.54
Age	Under 18 years	31	11.92
	From 18 to 21 years	115	44.23
	From 22 to 25 years	78	30.00
	Above 25 years	36	13.85
Educational Level	Upper secondary school	33	12.69
	College or University	225	86.54
	Postgraduate	2	0.77
Current Occupation	Pupil or University student	185	71.15
	Manual worker	35	13.46
	Office employee	37	14.23
	Business owner	3	1.16
Monthly Income	Below VND 4 million	117	45.00
	From VND 4 to 8 million	77	29.61
	Above VND 8 to 15 million	45	17.31
	Above VND 15 to 25 million	15	5.77
	Above VND 25 million	6	2.31
Total		260	100.00

Appendix 3. Results of reliability and validity analysis of the measurement scales

Construct	Variables	OL	CA	CR	AVE
Attitude					
ATT	ATT1	0.873	0.919	0.939	0.755
	ATT2	0.851			
	ATT3	0.875			
	ATT4	0.872			
	ATT5	0.876			
Continuance Intention					
CI	CI1	0.773	0.796	0.859	0.550
	CI2	0.724			
	CI3	0.753			
	CI4	0.694			
	CI5	0.763			
Social Influence					
SI	SI1	0.802	0.796	0.860	0.551
	SI2	0.744			
	SI3	0.732			
	SI4	0.727			
	SI5	0.704			
Rewards					
RW	RW1	0.792	0.856	0.897	0.635
	RW2	0.797			
	RW3	0.784			

	RW4	0.838			
	RW5	0.771			
Perceived Usefulness					
PU	PU1	0.718	0.769	0.844	0.521
	PU2	0.669			
	PU3	0.732			
	PU4	0.714			
	PU5	0.772			
Perceived Ease of Use					
PEU	PEU1	0.716	0.798	0.861	0.554
	PEU2	0.767			
	PEU3	0.741			
	PEU4	0.794			
	PEU5	0.699			

Note: CR: Composite Reliability; AVE: Average Variance Extracted; OL: Outer Loading

Appendix 4. Results of discriminant validity analysis using the htmt criterion

	ATT	CI	PEU	PU	RW	SI
ATT						
CI	0.739					
PEU	0.834	0.683				
PU	0.760	0.785	0.745			
RW	0.727	0.414	0.622	0.522		
SI	0.757	0.590	0.538	0.692	0.520	

Appendix 5. Results of multicollinearity assessment using variance inflation factor

	ATT	CI	PEU	PU	RW	SI
ATT		1.721				
CI						
PEU	1.777			1.000		
PU	1.827					
RW	1.478					
SI	1.526	1.721				