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FACTORS INFLUENCING PURCHASE DECISIONS OF MOTHER AND BABY PRODUCTS VIA TIKTOK LIVESTREAM

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ABSTRACT

Purpose – This study examines factors influencing purchase decisions for mother and baby products via TikTok Live at V-Corp. Although livestream sessions generate high interaction, order conversion remains low because parents perceive child health risks in this product category. The study aims to identify the actual drivers of purchase decisions.

Design/ methodology/ approach – Data were collected through a structured questionnaire administered to 155 parents in Ho Chi Minh City who had watched or purchased mother and baby products through V-Corp's TikTok Shop livestreams. The measurement scales were adapted from prior validated studies. Data were analyzed in SPSS using Cronbach's Alpha reliability testing, exploratory factor analysis, and multiple linear regression.

Findings – Five factors had statistically significant positive effects on purchase decisions: Brand Reputation ($\beta = 0.389$), Price ($\beta = 0.361$), Promotion ($\beta = 0.216$), Product quality ($\beta = 0.148$), and Shipping ($\beta = 0.129$). The model explained 67.6% of the variance in purchase decisions (Adjusted $R^2 = 0.676$; $F = 65.179$, $p < 0.001$). Brand Reputation and Price showed the strongest relative effects.

Originality/ value – Prior livestream commerce studies have largely focused on impulse buying and low-involvement products. This study shifts the focus to high-risk, high-involvement products, specifically mother and baby nutritional milk lines sold through TikTok Shop in Vietnam. It also links consumer behavior theory with a real operational problem faced by V-Corp: high viewer engagement but weak order conversion.

Practical implications – The findings suggest that V-Corp and similar firms should prioritize brand credibility, transparent pricing, time-limited promotions, visible product quality cues during livestreams, and reliable delivery. For this product category, host training and clear presentation of product certification are especially relevant because parents need evidence before making purchase decisions.

Social implications – Because mother and baby products are directly related to child health and safety, livestream sellers should provide accurate, verifiable, and complete product information. Better information quality may reduce the risk of parents making purchase decisions based on incomplete or misleading claims.

1. Introduction

The growth of social media platforms has changed how businesses and consumers interact, particularly in e-commerce. Livestream commerce is one visible form of this change because it combines online retail, real-time interaction, and entertainment (Hwang & Youn, 2023). On platforms such as TikTok Shop, livestreaming works as both a sales channel and a real-time decision environment where consumers assess the host, the product information, and the purchase offer before placing an order (Chen & Lin, 2022; Pan & Kim, 2024).

Mother and baby products, including Colos Baby, Oggi, and Veyo milk, represent a high-involvement and high-perceived-risk category because they are directly related to child health, safety, and development (Ventre & Kolbe, 2020). In this category, parents do not rely only on price or promotion. They also evaluate the credibility of the livestream host, the accuracy of the product information, and the interactive cues provided during the broadcast (Erdem & Swait, 2004; Lou & Yuan, 2019). V-Corp Trading and Service Co., Ltd. uses TikTok Shop livestreaming as a primary sales channel. Between October 2025 and January 2026, V-Corp Trading and Service Co., Ltd. operated the vitadairyvietnam TikTok Shop account to sell mother and baby nutritional products such as Colos Baby, Oggi, and Veyo milks and observed a wide and unexplained variance in sales outcomes across individual sessions. The peak session in November 2025 generated a gross merchandise value (GMV) of VND 71.6 million, with 125 units sold, 1.99 million impressions, and an hourly revenue rate of VND 5.95 million. By contrast, several sessions in the same period recorded zero transactions despite reaching hundreds of viewers, with one October 2025 session drawing a peak concurrent audience of 990 viewers yet closing only one order, yielding a GMV of VND 487,642. The December 2025 high-performing session achieved a product click-through rate of 44.91%, yet its order conversion rate stood at only 0.73%. The company has recorded uneven sales performance, variation in host effectiveness, and low order conversion despite high product click-through rates. This gap between viewer engagement and completed purchases provides the empirical motivation for this study. This study aims to identify and measure the factors that influence parents' actual decisions to purchase mother and baby products through TikTok Shop livestreams at

V-Corp. The study uses a quantitative design based on survey data from 155 parents in Ho Chi Minh City. Multiple linear regression is applied to determine which factors have the strongest association with purchase decisions and to derive implications for improving livestream sales execution and order conversion.

Prior studies on livestream and social commerce have mainly examined low-risk and frequently purchased products on established global platforms, with strong attention to impulse buying behavior (Alfarisi & Sukaris, 2024; Hariono et al., 2024; Liu et al., 2013). Empirical evidence on high-risk product categories, especially mother and baby products sold through TikTok Shop in Vietnam, remains limited. This study addresses this gap by testing five factors, namely brand reputation, price, promotion, product quality, and shipping, in a single model and by examining actual reported purchase decisions rather than purchase intentions alone (Februadi & Septiani, 2024; Tô & Trương, 2024).

Studying contributes to both theory and practice. Theoretically, it applies the Technology Acceptance Model, the Theory of Planned Behavior, and Perceived Value Theory to the context of interactive livestream commerce. Practically, the results show that Brand Reputation ($\beta = 0.389$) and Price ($\beta = 0.361$) have the strongest effects on purchase decisions. These findings are then interpreted alongside V-Corp's operational practices to identify specific areas for managerial action.

2. Theoretical foundation

2.1. Core theories and concepts

This study is built upon three theoretical pillars: the Technology Acceptance Model (TAM) (Davis, 1989), the Theory of Planned Behavior (TPB) (Ajzen, 1991), and Perceived Value Theory (Zeithaml, 1988). TAM proposes that the adoption of digital shopping media rests on Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). In live shopping, users appreciate the utility of real-time multi-dimensional data and smooth interface navigation, which reduces checkout friction. TPB emphasizes that personal attitudes, subjective social norms, and perceived behavioral control combine to determine intentions and subsequent behaviors. In livestream settings, viewers are highly susceptible to immediate social pressures, real-time commentary from other users, and professional endorsements. Perceived Value Theory holds that consumers weigh perceived benefits (product quality, promotion, brand reputation) against perceived costs (price, shipping time, and uncertainty). Because mother and baby products are linked to child health and safety, parents are likely to show higher involvement and risk aversion in this category. Within this framework, the purchase decision is treated as an outcome shaped by how well livestream content addresses perceived risk and perceived value, rather than as a purely impulsive response.

2.2. Literature review

Brand Reputation: Brand reputation reflects the extent to which consumers believe that a brand can deliver what it promises. Erdem and Swait (2004) conceptualized brand credibility through two dimensions: trustworthiness and expertise. These dimensions reduce perceived risk and uncertainty in purchase evaluation. Chaudhuri and Holbrook (2001) showed that brand trust predicts brand loyalty and behavioral intention. In livestream commerce, Lou and Yuan (2019) found that the credibility of an influencer or livestream host strengthens brand trust, which then supports purchase behavior.

Product Quality: Product quality is a central component of perceived value and risk reduction. Parasuraman and Grewal (2000) argued that

consumers evaluate value partly through the quality they expect to receive relative to the cost they incur. Tsiotsou (2005) found that perceived product quality has a positive relationship with purchase decisions and post-purchase satisfaction. In e-commerce settings, consumers cannot inspect products physically before purchase. For this reason, livestream-based quality perception depends on real-time product presentation, visual cues, and host explanation (Liu et al., 2021; Niu et al., 2022).

Price: Price works as both an economic cost and a psychological signal. Roy (2014) found that purchase decisions depend on the comparison between the actual price and the consumer's reference price. In livestream commerce, transparent pricing can reduce perceived risk because consumers can compare the price, promotion, and claimed product value during the broadcast. Johan et al. (2023) found that transparent pricing during livestreams is associated with lower perceived risk and a higher likelihood of impulse buying. Zhao et al. (2021) also showed that perceived price fairness is linked to more positive attitudes and a higher likelihood of online purchase.

Promotion: Promotion includes short-term incentives designed to stimulate purchase and reduce hesitation (Kotler & Keller, 2016). In livestream commerce, promotions often take the form of limited-time discounts, vouchers, bundled offers, or free-shipping incentives. These mechanisms can increase perceived value because they create a more favorable comparison between perceived benefits and perceived sacrifice. Turgut (2025) found that promotions are associated with higher perceived value, while Hwang and Youn (2023) showed that promotion combined with interactive content is associated with stronger purchase intention.

Shipping: Shipping cost and policy are factors in completing an online transaction. Turgut (2025) identified shipping cost as a barrier to purchase and found that free shipping is associated with higher conversion.

Several gaps remain in this body of research. First, prior studies have mainly examined traditional e-commerce or low-risk products, while the real-time interaction mechanism of livestream commerce on platforms such as TikTok Shop has received less empirical attention. Second, limited evidence is available for high-involvement categories such as mother and baby products, including Colos Baby, Oggi, and Veyo milk, where perceived risk is directly linked to child health and safety. Third, many studies measure purchase intention rather than actual reported purchase decisions, although livestream shopping exposes consumers to simultaneous cues such as host credibility, price framing, promotion, product demonstration, and shipping information. These cues may affect real-time purchase behavior differently from stated intention. Fourth, existing evidence is still concentrated in large platform contexts such as Amazon and Taobao, leaving Vietnamese TikTok Shop consumers underrepresented. Based on these gaps, this study proposes a model that evaluates the combined association of brand reputation, product quality, price, promotion, and shipping with purchase decisions in V-Corp's TikTok Shop livestreams *(see Appendix 1 online).*

2.3. Research framework and hypotheses

Building upon the theoretical foundation and the identified research gaps, this study proposes the following hypotheses concerning the purchase of mother and baby products (e.g., Colos Baby, Oggi, Veyo milk) via TikTok Shop livestreams. Given the high perceived risk associated with products directly affecting child health and safety, understanding the drivers of consumer trust and purchase decisions is very important.

Brand reputation indicates the historical credibility and specialized capability associated

with a seller or brand entity (Erdem & Swait, 2004). Strong institutional reputation serves to mitigate cognitive friction and perceived risk for consumers under conditions of asymmetric market information (Erdem & Swait, 2004). Similarly, brand trust and positive brand affect build a chain of effects that strengthens long-term performance and brand loyalty (Chaudhuri & Holbrook, 2001). Within social media spaces, digital consumers exhibit high reliance on content and influencer messages that project transparent credibility and informational value (Lou & Yuan, 2019). Therefore, a livestream host or corporate account backed by a strong reputation provides reassurance to anxious parents purchasing high-stakes nutritional products.

Hypothesis H1: Brand reputation positively influences the decision to purchase mother and baby products via TikTok Shop livestreams.

Product quality is a key driver of consumer value perceptions and purchase intentions (Parasuraman & Grewal, 2000; Tsiotsou, 2005). In an online environment, consumers cannot touch the merchandise, so they rely on high-fidelity reviews, visual descriptions, and live host demonstrations to gauge product quality and minimize risk (Ventre & Kolbe, 2020). Streamed interactions allow parents to see physical packaging details and verification seals, which builds confidence in the product's safety.

Hypothesis H2: Product quality positively influences the decision to purchase mother and baby products via TikTok Shop livestreams.

Price represents the economic sacrifice required from consumers to obtain a product (Zeithaml, 1988). Consumers systematically weigh price information against brand signals to derive overall quality evaluations and transaction judgments (Dodds et al., 1991). In livestreaming commerce setups, competitive pricing structures and explicit real-time price comparisons reduce purchasing hesitation and accelerate the acquisition of product information (Hwang & Youn, 2023). Thus, reasonable and transparent price values broadcasted during live streams reduce the perceived monetary sacrifice of the purchase.

Hypothesis H3: Price positively influences the decision to purchase mother and baby products via TikTok Shop livestreams.

Promotion acts as a direct stimulus that lowers psychological transaction barriers and encourages immediate purchase behavior (Kotler & Keller, 2016). Elements such as time-limited flash sales, unique livestream vouchers, and exclusive gift bundles create a strong sense of urgency and psychological scarcity (Hariono et al., 2024). These temporary promotions often prompt immediate impulse buying and reduce consumer hesitation during live broadcasts (Hariono et al., 2024; Liu et al., 2013).

Hypothesis H4: Promotion positively influences the decision to purchase mother and baby products via TikTok Shop livestreams.

Logistical fulfillment and delivery policies are critical operational components of social commerce success (Hariyanto, 2023). Promotional shipping incentives, such as free delivery options, directly shape financial evaluations and impact up to 50 percent of digital transaction selections (Vietnamnet, 2023). Fast, reliable, and cost-effective shipping practices decrease transactional friction, satisfy immediate delivery needs, and improve overall consumer satisfaction (Hariyanto, 2023).

Hypothesis H5: Shipping positively influences the decision to purchase mother and baby products via TikTok Shop livestreams.

Based on the literature and hypotheses above, the proposed conceptual framework models the relationship between five independent variables (Brand Reputation, Product Quality, Price,

Promotion, and Shipping) and one dependent variable, the decision to purchase mother and baby products via V-Corp's TikTok Shop livestreams. (Figure 1).

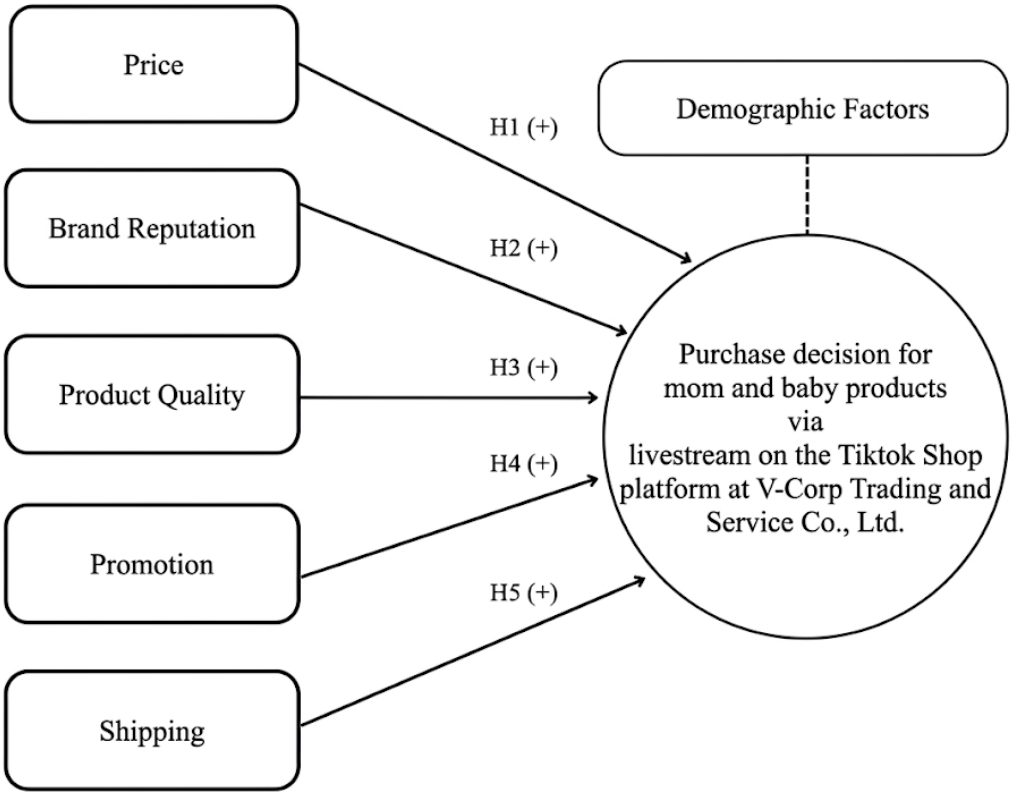

Figure 1. Research model

3. Research methodology

The study employs quantitative research design using a structured questionnaire with a 5-point Likert scale. The measurement scales for the five independent variables (Brand Reputation, Product Quality, Price, Promotion, and Shipping) and the dependent variable (Purchase Decision) were adapted and refined from validated previous studies (Chandrruangphen et al., 2022; Duong & Ta, 2024). Their validity and contextual suitability were further assessed through in-depth interviews with e-commerce practitioners. Primary data were collected from 200 survey responses; after screening and data cleaning, 155 valid responses from parents in Ho Chi Minh City who had watched or purchased mother and baby products (e.g., Colos Baby, Oggi, Veyo) through V-Corp's TikTok Shop livestreams were kept for the analysis. This sample size (N = 155) meets the minimum requirement for Exploratory Factor Analysis (EFA), which mandates at least five times the number of observed variables (equivalent to N ≥ 110).

The collected data were processed using SPSS software through three main steps. First, Cronbach's Alpha reliability test was performed to evaluate the internal consistency of the measurement scales, with an acceptable threshold of ≥ 0.7. Second, Exploratory Factor Analysis (EFA) was applied using Principal Component Analysis (PCA) with Varimax rotation to identify the factor structure and

assess both convergent and discriminant validity. Finally, following Pearson correlation analysis, multiple linear regression was employed to test hypotheses H1–H5 and estimate the relative influence of each factor on the purchase decision.

This study follows a systematic quantitative research process to investigate the factors influencing parents' purchase decisions for mother and baby products via TikTok Shop livestreams. The research begins by identifying the research problem, objectives, and questions, which are grounded in theoretical background regarding factors affecting customer purchase decisions. A research model and corresponding hypotheses are then developed, followed by the construction of an official measurement scale. Data are collected through surveys and investigations, after which coding and cleaning are performed to ensure data quality. The quantitative analysis phase comprises four key steps: (1) scale validation using Cronbach's Alpha reliability analysis; (2) Exploratory Factor Analysis (EFA) to assess factor structure; (3) correlation analysis, and (4) multiple regression analysis combined with ANOVA to test the hypotheses. Finally, conclusions and administrative implications are drawn based on the analytical findings *(see Appendix 2 online)*.

4. Results and evaluation

4.1. Research results

Demographic profile of respondents

The final sample included 155 valid respondents who had watched and purchased mother and baby products, including Colos Baby, Oggi, and Veyo milk, through V-Corp's TikTok Shop livestreams. Mothers accounted for 95% of the sample, and most respondents were aged 28-45, which corresponds to the main customer group with young children. Most respondents lived in Ho Chi Minh City, reported stable income, and used TikTok Shop regularly for family-related purchases.

Reliability analysis

Cronbach's Alpha was used to assess the internal consistency of each construct. Following Nunnally and Bernstein (1994), a scale was considered reliable when Cronbach's Alpha reached 0.70 or higher. The initial reliability test showed a problem in the Shipping construct: item VC4 had an item-total correlation below 0.30 and was therefore removed. After this adjustment, Cronbach's Alpha for Shipping increased to 0.793. The final reliability coefficients were acceptable for all constructs: Brand Reputation (α = 0.835), Price (α = 0.821), Promotion (α = 0.837), Product Quality (α = 0.823), Shipping (α = 0.793), and Purchase Decision (α = 0.829), as reported in Table 1.

Table 1. Cronbach's alpha reliability test results

Construct / Variable	Symbol	Number of items	Cronbach's Alpha	Corrected item -Total correlation	Conclusion
Independent Variables					
Promotion	KM	5	0.837	0.551 - .0702	Reliable
Brand Reputation	UTTH	5	0.835	0.603 - 0.709	Reliable
Product Quality	CL	5	0.823	0.593 - 0.645	Reliable
Price	GC	5	0.821	0.486 -0.686	Reliable
Shipping	VC	4	0.793	0.566 -0.631	Reliable

Construct / Variable	Symbol	Number of items	Cronbach's Alpha	Corrected item -Total correlation	Conclusion
Dependent Variable					
Purchase Decision	QĐ	5	0.829	.574 - .670	Reliable

Note: *Item VC4 was removed from the Shipping construct due to an item-total correlation below 0.3. All final constructs exceed the recommended threshold of 0.7.*

Exploratory factor analysis (EFA)

Following the reliability test, EFA using Principal Component Analysis with Varimax rotation was performed to assess construct validity. In the first EFA run for the independent variables, item GC2 (Price) was removed because its factor loading (0.412) did not meet the recommended minimum threshold.

In the subsequent EFA run, the Kaiser-Meyer-Olkin (KMO) measure was 0.839, and Bartlett's Test of Sphericity was significant (p = 0.000), indicating that the data were suitable for factor analysis. Five factors were extracted (eigenvalues > 1), explaining 62.833% of total variance. All remaining items loaded onto their respective constructs with factor loadings above the 0.5 threshold suggested by Hair (2009), supporting convergent validity *(see Appendix 4 online)*.

For the dependent variable (Purchase Decision), the KMO value was 0.825 (p = 0.000), and a single factor was extracted, explaining 59.549% of total variance (Table 2).

Table 2. Results EFA for dependent variables

Construct / Items	Factor loading
Purchase Decision (QĐ)	
QĐ5	0.805
QĐ2	0.796
QĐ3	0.774
QĐ4	0.756
QĐ1	0.725
Initial Eigenvalue	2.977
% of Variance Explained	59.549%

Note: *KMO = 0.825; Bartlett's Test of Sphericity Approx. Chi-Square = 262.050, df = 10, Sig. = 0.000. Extraction method: Principal Component Analysis. One component extracted.*

Correlation analysis

Pearson correlation analysis was used to examine the bivariate relationships between constructs. All five independent variables include Brand Reputation, Price, Product Quality, Promotion, and Shipping, had positive and statistically significant correlations with Purchase Decision (p < 0.05), supporting the use of multiple regression analysis *(see Appendix 5 online)*. Results show all Pearson correlation sig. values between the independent and dependent variables are below 0.05, indicating significant linear correlations.

Multiple regression analysis and hypotheses testing

Multiple linear regression using Ordinary Least Squares (OLS) was performed to test hypotheses H1–H5 and to estimate the relative association of each independent variable with the decision to purchase mother and baby products via TikTok Shop livestreams. The model fit the data well, with an Adjusted R^2 of 0.676, indicating that the five independent variables jointly accounted for 67.6% of the variance in purchase decisions. The Tolerance values of the independent variables fell between 0.724 and 0.843, and the variance inflation factor (VIF) values fell between 1.187 and 1.381, all within the accepted limits, which shows that the model has no multicollinearity. The Durbin-Watson value was 2.036, within the range of 1.5 to 2.5, which shows that the residuals have no first-order autocorrelation. The multiple correlation R was 0.828 and R^2 was 0.686; the ANOVA test gave an F value of 65.179 with a significance of 0.000, which shows that the regression model fits the data (Table 7).

The standardized regression equation was determined as follows:

$$Purchase\ Decision\ (QĐ) = 0.389 \times UTTH + 0.361 \times GC + 0.216 \times KM + 0.148 \times CL + 0.129 \times VC$$

Table 3. Results of the multiple regression analysis

Hypotheses / Variables	Standardized Beta (β)	t-value	Sig. (p-value)	VIF	Decision
H1: Brand Reputation (UTTH)	0.389	7.543	0.000	1.260	Supported
H3: Price (GC)	0.361	7.225	0.000	1.187	Supported
H4: Promotion (KM)	0.216	4.290	0.000	1.199	Supported
H2: Product Quality (CL)	0.148	2.796	0.006	1.326	Supported
H5: Shipping (VC)	0.129	2.394	0.018	1.381	Supported

Note: *Adjusted R^2 = 0.676; F-value = 65.179; Sig. = 0.000.*

As shown in Table 3, all five independent variables had a positive and statistically significant association with the purchase decision ($p < 0.05$). Hypotheses H1 through H5 are therefore supported. Comparing the standardized Beta coefficients, Brand Reputation ($\beta = 0.389$) had the largest relative association with purchase decisions, followed by Price ($\beta = 0.361$) and Promotion ($\beta = 0.216$). Product Quality and Shipping had smaller, but still statistically significant, associations with purchase decisions.

4.2. Discussion of research results

Evaluating the association between determinants and purchase decisions

The regression results show that all five proposed factors are positively and significantly associated with parents' purchase decisions. The model explained 67.6% of the variance in purchase decisions (Adjusted $R^2 = 0.676$), indicating a good level of explanatory power for the proposed framework.

Brand Reputation had the strongest association with purchase decisions ($\beta = 0.389$,

$p < 0.001$). This result is consistent with Erdem and Swait (2004), who argued that brand credibility reduces consumer uncertainty. In the context of mother and baby products, this effect is theoretically plausible because parents are likely to use brand reputation as a safety signal when evaluating products related to child health. This finding also extends prior evidence on host and brand credibility in livestream commerce (Lou & Yuan, 2019) to a higher-risk product category.

Price was the second strongest factor ($\beta = 0.361$, $p < 0.001$). This result supports Tô and Trương (2024), who identified perceived price fairness as an important driver of TikTok Shop purchase behavior. In this study, the strong effect of Price may reflect the recurring nature of baby product purchases. Parents may be willing to pay for trusted products, but they still compare price levels carefully because milk and related products are purchased repeatedly.

Promotion showed a positive and significant association with purchase decisions ($\beta = 0.216$, $p < 0.001$). This finding is consistent with Turgut (2025), Parsad et al. (2021), and Hariono et al. (2024), who reported positive effects of promotional incentives in livestream and social commerce settings. However, Promotion had a weaker effect than Brand Reputation and Price. This suggests that promotions may support purchase decisions, but they are unlikely to replace credibility and price fairness in high-involvement product categories.

Product Quality also had a positive and significant association with purchase decisions ($\beta = 0.148$, $p < 0.01$). This result supports prior studies linking perceived quality with purchase decisions and perceived value (Parasuraman & Grewal, 2000; Tsiotsou, 2005; Niu et al., 2022). The smaller coefficient suggests that Product Quality may operate as a baseline expectation in this category. In other words, parents may assume that acceptable quality is a minimum condition, while brand reputation becomes the more visible signal when direct product inspection is not possible.

Shipping had the smallest but still significant association with purchase decisions ($\beta = 0.129$, $p < 0.05$). This result is consistent with livestream and e-commerce studies that treat delivery reliability and shipping cost as part of the online purchase evaluation process (Hariyanto, 2023; Lee et al., 2022; Turgut, 2025). Although the effect is modest, shipping remains relevant because products such as milk powder require reliable delivery, intact packaging, and clear shipping cost information.

Research contributions

The findings provide several contributions to livestream commerce and consumer behavior research.

First, this study extends livestream commerce research by examining a high-involvement and high-perceived-risk product category: mother and baby nutritional milk lines. Prior studies have mainly focused on low-risk or impulse-oriented consumer goods (Alfarisi & Sukaris, 2024; Hariono et al., 2024; Liu et al., 2013). The finding that Brand Reputation ($\beta = 0.389$) and Price ($\beta = 0.361$) had the strongest associations suggests that perceived risk changes the relative importance of purchase determinants. In this context, parents appear to prioritize credibility and price fairness over short-term promotional cues.

Second, the model explains a substantial share of the variance in purchase decisions, with an Adjusted R^2 of 0.676. This result indicates that the selected factors are relevant for explaining purchase decisions in V-Corp's TikTok Shop livestream context. However, the model should not be interpreted as a complete explanation of livestream purchase behavior, because other

factors such as host expertise, platform trust, peer comments, and prior product experience may also affect decisions.

Third, this study focuses on actual reported purchase decisions rather than purchase intention alone. This distinction matters because livestream commerce exposes consumers to real-time stimuli, including host communication, price framing, promotion timing, product demonstration, and shipping information. These stimuli may affect purchase decisions differently from stated intention, especially when parents evaluate products linked to child health and safety (Ventre & Kolbe, 2020).

Fourth, the findings suggest that standard technology adoption logic may be insufficient for explaining high-risk livestream purchases. Although the Technology Acceptance Model is useful for understanding platform use (Davis, 1989), the results indicate that trust-based and value-based factors are more directly connected with purchase decisions in this product category. This supports the use of an integrated perspective combining the Technology Acceptance Model, the Theory of Planned Behavior, and Perceived Value Theory (Ajzen, 1991; Davis, 1989; Zeithaml, 1988).

Fifth, the lower coefficient of Product Quality ($\beta = 0.148$) provides a useful interpretation for high-risk online retail. When consumers cannot inspect the product directly, they may use brand reputation as a proxy for quality and safety. This does not mean that product quality is unimportant. Rather, it suggests that perceived quality may be partly absorbed into brand credibility during livestream-based decision-making, which is consistent with brand trust and risk-reduction theory (Chaudhuri & Holbrook, 2001; Erdem & Swait, 2004).

Finally, the findings point to a category-specific pattern in livestream commerce. Promotional incentives and spontaneous interaction may carry more weight for low-risk products, while brand reputation and transparent pricing appear more important for mother and baby nutritional products. This distinction suggests that product category risk should be examined more explicitly in future livestream commerce models, either as a moderator or as a basis for multi-group comparison.

5. Conclusions and managerial implications

5.1. Conclusions

This study evaluated the factors driving purchase decisions for mother and baby goods through TikTok Shop livestreams. Empirical testing confirms that Brand Reputation, Price, Promotion, Product Quality, and Shipping all positively influence consumer decisions, collectively explaining 67.6% of the variance. Among these, brand trust and pricing transparency emerged as the two most critical drivers for parents navigating high-risk online purchases.

5.2. Managerial implications

Based on empirical findings and the relative size of the regression coefficients, this study proposes several recommendations for V-Corp and similar firms selling mother and baby products through livestream commerce. Brand Reputation had the strongest association with purchase decisions ($\beta = 0.389$), so V-Corp should treat brand credibility as the first managerial priority. Livestream layouts should display official distributor certificates, product origin information, quality assurance labels, and relevant safety documentation in a clear and verifiable manner. Because the livestream host is the immediate representative of the brand, V-Corp should also provide regular training on product knowledge, pediatric nutrition basics, consultation boundaries, and claim accuracy.

Hosts should be able to explain product features clearly without making unsupported health claims. For mother and baby products, this is especially important because parents often use brand credibility as a safety signal before placing an order.

Price had the second strongest association with purchase decisions (β = 0.361). V-Corp should present prices transparently and explain the value of each bundle in simple terms. Livestream scripts can compare bundle prices with standard retail prices, clarify what customers receive, and state any condition attached to discounts or vouchers. This is especially relevant for milk and mother and baby products because customers often purchase them repeatedly. Clear price communication can reduce hesitation and improve perceived price fairness. Promotion also had a positive association with purchase decisions (β = 0.216), but its effect was weaker than Brand Reputation and Price. V-Corp should therefore use promotions as a supporting tool rather than the main selling argument. Short-duration vouchers, livestream-only discounts, bundled offers, and countdown-based incentives can encourage faster decisions, but they should not create the impression that product quality is being discounted too heavily. For this product category, promotions should reinforce perceived value, not replace trust.

Product Quality had a smaller but significant association with purchase decisions (β = 0.148). Since customers cannot inspect products physically during online purchasing, V-Corp should demonstrate quality cues during livestreams. Hosts can show packaging integrity, safety seals, manufacturing dates, expiration dates, product texture, mixing characteristics, and scoop measurements where relevant. Customer feedback may also be used, but it should be presented carefully and should not replace official product information or certification. Shipping had the smallest association with purchase decisions (β = 0.129), but it remains relevant for customer satisfaction and repeat purchase. V-Corp should work with reliable delivery partners, provide realistic delivery windows, and disclose shipping fees before checkout. Protective packaging should be used to reduce damage during transit, especially for milk powder and other sensitive products. During livestreams, hosts should also explain order tracking, return procedures, and refund conditions so that customers understand what happens after purchase.

5.3. Limitations of the study

This study has several limitations. *First*, the sample included 155 respondents in Ho Chi Minh City and was collected through non-probability convenience sampling. Therefore, the findings should not be generalized to all Vietnamese consumers. Consumer behavior may differ across regions because of income level, digital shopping habits, childcare practices, and access to livestream commerce. *Second*, the model examined five factors: Brand Reputation, Price, Promotion, Product Quality, and Shipping. Other factors may also affect purchase decisions in livestream commerce, including host expertise, perceived interactivity, peer comments, platform trust, prior brand experience, and impulse buying tendency. Future studies could include these variables to test whether they improve the explanatory power of the model.

Third, this study focused only on TikTok Shop livestreams at V-Corp. Future research could compare TikTok Shop with Shopee Live, Facebook Live, or other social commerce platforms. Such comparisons would show whether the determinants of purchase decisions differ by platform design, user base, and livestream selling format. Fourth, the study used cross-sectional survey data. This design

captures respondents' reported purchase decisions at one point in time, but it cannot fully explain changes in behavior over time. Future studies could use longitudinal data, livestream transaction records, or experimental designs to examine how parents respond to price changes, host communication, product demonstrations, and promotional timing during actual livestream sessions.

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Data Availability

The operational data provided by V-Corp Trading and Service Co., Ltd. and discussed in Section 4.2.2 are not publicly available due to confidentiality requirements. The anonymized survey dataset may be made available by the corresponding author upon reasonable request, subject to permission from the organization and compliance with data protection requirements.

AI Usage Statement

The authors declared no generative AI tools were used in research or writing.

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