

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

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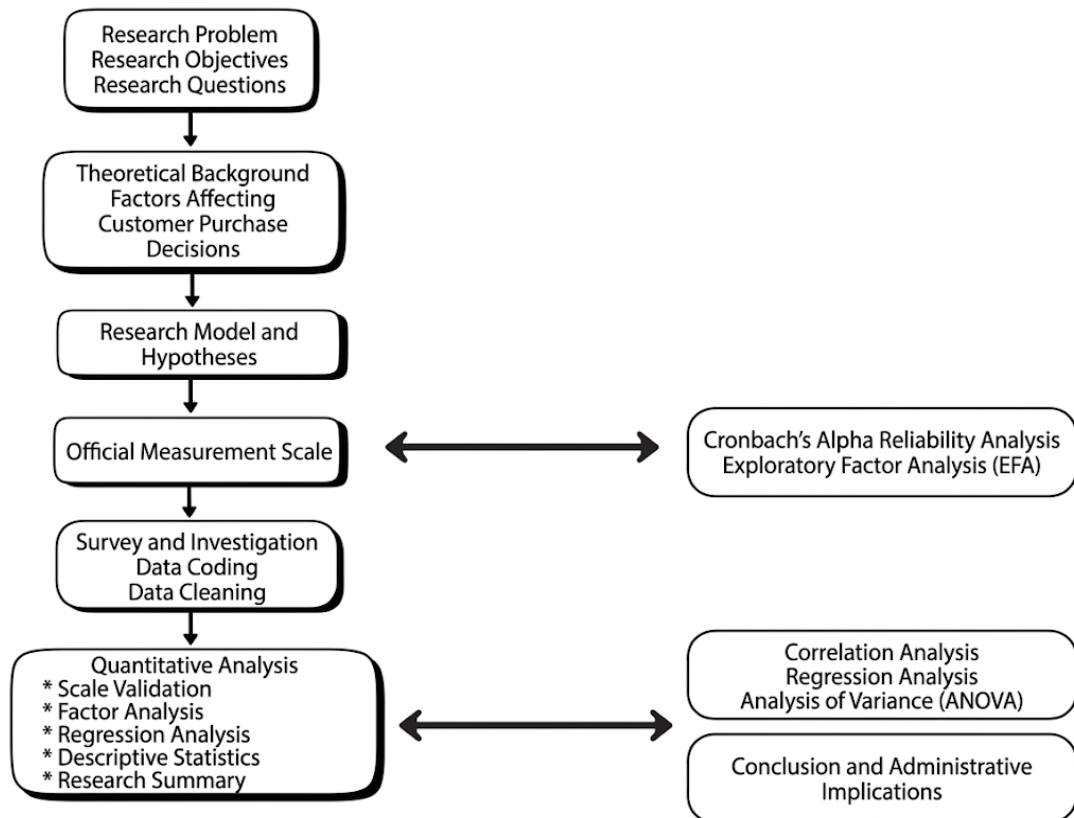
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Appendix 1. Summary of Literature Review on Key Factors Influencing Purchase Decisions

Construct	Research	Key Focus	Main Findings
Brand reputation	Erdem & Swait (2004)	Brand credibility under information asymmetry	Brand credibility (trustworthiness and expertise) reduces perceived risk and raises the probability of brand choice.
	Chaudhuri & Holbrook (2001)	Brand trust, brand affect, and loyalty	Brand trust is an antecedent of brand loyalty and overall brand performance.
	Lou & Yuan (2019)	Influencer marketing and content credibility	Credible influencer content transfers to consumer trust and affects behavioral intentions.
Product quality	Parasuraman & Grewal (2000)	Product quality and perceived customer value	Product quality is a basic element of customer value and influences purchase intentions.
	Tsiotsou (2005)	Perceived quality and consumer attitudes/behavior	Higher perceived product quality is associated with satisfaction, repurchase intention, and brand loyalty.
	Liu et al. (2021)	Quality perception in e-commerce	Consumers rely on indirect cues (reviews, images) to assess quality, which affects trust and purchase decisions.
	Chen & Lin (2022)	Perceived product quality in livestream commerce	Dynamic product presentation and explanation during livestreams is associated with trust and purchase.
Price	Roy (2014)	Price perception in decision-making	Purchase decisions depend on the comparison between actual price and the consumer's reference price.
	Zhao et al. (2021)	Perceived price fairness in online shopping	Prices perceived as fair and transparent are associated with positive attitudes and higher purchase probability.
	Johan et al. (2023)	Pricing and psychological promotion in livestreaming	Reasonable pricing reduces perceived risk; limited-time offers create scarcity that is associated with impulse buying.
Promotion	Kotler & Keller (2016)	Role of promotion in the marketing mix	Promotion encourages short-term purchasing and reduces psychological and financial barriers.
	Turgut (2025)	Promotion strategies in social commerce	Promotional offers are associated with higher perceived value and faster purchase decisions.
	Parsad et al. (2021)	Time- and quantity-limited promotions in livestreams	Time pressure and scarcity from limited offers are associated with immediate purchase behavior.

Construct	Research	Key Focus	Main Findings
Shipping	Hwang & Youn (2023)	Promotion combined with interactive content	Promotion delivered with interactive content is associated with higher purchase intention.
	Turgut (2025)	Logistics and shipping cost in e-commerce	Shipping cost is a barrier to purchase; free shipping is associated with higher conversion rates.
	Lee et al. (2022)	Delivery service quality and customer experience	Transparent policy, on-time delivery, and tracking are associated with satisfaction and purchase behavior.

Appendix 2. Research procedure



Appendix 3. Measurement scales

Items Code	Observed Variable	References
BR	Brand Reputation	
BR1	I prefer to buy products from familiar brands on TikTok Shop.	Lu & Chen (2021); Chandrruangphen et al. (2022)
BR2	I prefer to buy products from reputable brands on TikTok Shop.	
BR3	I trust mother and baby products that have complete information on origin and source when sold on livestream.	
BR4	A reputable business/seller on TikTok Shop makes me feel secure when buying products for my child.	
BR5	Brand reputation strongly influences my purchase decision.	
PR	Price	
PR1	The price of products on TikTok Shop livestream is affordable for me.	Chandrruangphen et al. (2022); Duong & Ta (2024)
PR2	The price on livestream is cheaper compared to other shopping channels and direct agents.	
PR3	Being able to compare prices directly on livestream helps me make a purchase decision more easily.	
PR4	Price is an important factor that makes me decide to buy mother & baby products through livestream.	
PR5	I find that product prices on TikTok Shop often change depending on promotional programs.	
SH	Shipping	
SH1	Fast delivery time makes me feel secure about buying products.	Chandrruangphen et al. (2022); Duong & Ta (2024)
SH2	Reasonable free shipping affects my purchase decision.	
SH3	Clear delivery policies help me trust buying through livestream.	
SH4	Order tracking and delivery status updates make me feel secure when deciding to buy on TikTok Shop.	
SH5	An easy product return policy makes me feel secure when shopping on TikTok Shop.	
PQ	Product Quality	
PQ1	The quality of mother & baby products on TikTok Shop meets my expectations.	Lu & Chen (2021); Duong & Ta (2024)
PQ2	I trust the quality of products introduced directly on livestream.	
PQ3	Product images and descriptions on livestream help me accurately assess quality.	
PQ4	Product quality is the most important factor when I decide to buy.	
PQ5	I feel more secure when I can see user reviews about product quality on livestream.	
PRM	Promotion	
PRM1	Promotional programs on livestream attract me to make purchases.	Duong & Ta (2024)
PRM2	Vouchers and discount codes on livestream influence my purchase decision.	

Items Code	Observed Variable	References
PRM3	Included gifts on livestream influence my purchase decision.	
PRM4	I often buy mother & baby products when there are promotions on livestream.	
PRM5	Limited-time offers on livestream encourage me to buy faster.	
PD	Purchase Decision	
PD1	I decide to buy mother and baby products immediately after watching a livestream on TikTok Shop.	Lu & Chen (2021); Chandrruangphen et al. (2022); Duong & Ta (2024)
PD2	Factors on livestream such as price, product quality, and promotion help me make a quick purchase decision.	
PD3	My purchase decision is often driven by direct interaction with the seller during the livestream.	
PD4	I feel more confident when buying mother and baby products through livestream because of support from the seller.	
PD5	After watching a livestream, I often decide to buy immediately rather than waiting.	

Appendix 4. Exploratory Factor Analysis (EFA) Results for Independent Variables

Construct / Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Promotion (KM)					
KM2	0.823				
KM4	0.796				
KM1	0.780				
KM5	0.711				
KM3	0.690				
Brand Reputation (UTTH)					
UTTH5		0.820			
UTTH3		0.773			
UTTH4		0.754			
UTTH1		0.713			
UTTH2		0.685			
Product Quality (CL)					
CL2			0.796		
CL5			0.733		
CL1			0.730		
CL3			0.718		
CL4			0.697		
Price (GC)					
GC5				0.824	
GC3				0.805	
GC4				0.799	
GC1				0.711	
Shipping (VC)					
VC5					0.757
VC2					0.748
VC1					0.739
VC3					0.723
Initial Eigenvalues	6.057	2.784	2.155	2.047	1.409
% of Variance	26.336%	12.104%	9.368%	8.899%	6.127%
Cumulative %	-	-	-	-	62.833%

Note: KMO = 0.839; Bartlett's Test of Sphericity Approx. Chi-Square = 1458.070, df = 253, Sig. = 0.000. Extraction method: Principal Component Analysis. Rotation method: Varimax with Kaiser Normalization. Item GC2 was removed due to a low factor loading.

Appendix 5. Pearson correlation analysis results

		QĐ	UTTH	GC	VC	CL	KM
QĐ	Pearson Correlation	1	.638**	.595**	.448**	.440**	.467**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	155	155	155	155	155	155
UTTH	Pearson Correlation	.638**	1	.350**	.330**	.213**	.227**
	Sig. (2-tailed)	.000		.000	.000	.008	.004
	N	155	155	155	155	155	155
GC	Pearson Correlation	.595**	.350**	1	.154	.232**	.203*
	Sig. (2-tailed)	.000	.000		.056	.004	.011
	N	155	155	155	155	155	155
VC	Pearson Correlation	.448**	.330**	.154	1	.437**	.327**
	Sig. (2-tailed)	.000	.000	.056		.000	.000
	N	155	155	155	155	155	155
CL	Pearson Correlation	.440**	.213**	.232**	.437**	1	.320**
	Sig. (2-tailed)	.000	.008	.004	.000		.000
	N	155	155	155	155	155	155
KM	Pearson Correlation	.467**	.227**	.203*	.327**	.320**	1
	Sig. (2-tailed)	.000	.004	.011	.000	.000	
	N	155	155	155	155	155	155

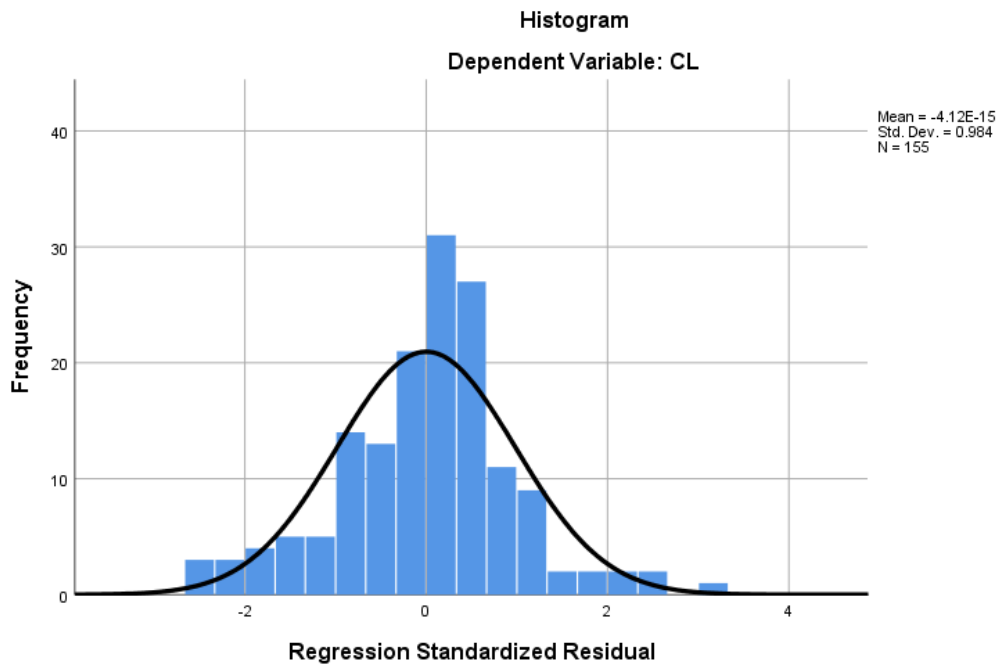
***. Correlation is significant at the 0.01 level (2-tailed).*

**. Correlation is significant at the 0.05 level (2-tailed).*

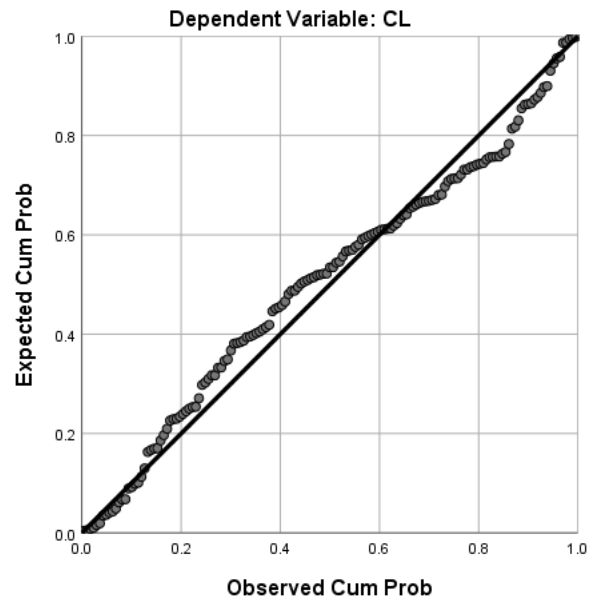
Appendix 6. Regression results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.037	.197		-.186	.852		
	CM	.295	.039	.389	7.543	.000	.793	1.260
	NCM	.271	.038	.361	7.225	.000	.843	1.187
	TT	.109	.046	.129	2.394	.018	.724	1.381
	CT	.124	.044	.148	2.796	.006	.754	1.326
	VC	.167	.039	.216	4.290	.000	.834	1.199

a. Dependent Variable: CL



Normal P-P Plot of Regression Standardized Residual



Scatterplot

