



## Research on Awareness and behavior of Young Consumers in Hanoi Regarding Livestream Sales in E-Commerce

<sup>1</sup>Nguyen Trong Viet

<sup>1</sup>Viet-Hung Industrial University, Hanoi, Vietnam

E-mail addresses: [vie284@gmail.com](mailto:vie284@gmail.com)

### ABSTRACT

E-commerce is increasingly developing and contributing an increasingly large proportion to the trade of countries around the world. Livestream sales are becoming an increasingly popular trend in the field of e-commerce, especially among young consumers. In this context, the study used an online survey method to collect data on the perceptions and shopping behaviors of nearly 200 young consumers in the capital Hanoi, Vietnam. Survey results show that the majority of young consumers regularly watch and shop for goods via livestream on popular e-commerce applications in Vietnam. The main advantage of purchasing via livestream is the ability to interact directly with the seller and see the actual product visually. However, the disadvantages that limit consumers' purchases through livestream sales are the difficulty in checking product quality and the risk of being scammed. The results of the survey provide useful information for businesses and individual sellers in building sales strategies through livestream on e-commerce platforms more effectively for consumers in Hanoi.

Keywords: Livestream sales, e-commerce, young consumer awareness, consumer behavior, Hanoi

### INTRODUCTION

E-commerce is constantly growing strongly and becoming an inevitable part of life. The Covid-19 pandemic is also a push that makes e-commerce grow even faster and stronger. Along with the development of technology, livestream sales on e-commerce sites have appeared and quickly become popular in many countries, including Vietnam. Livestream sales is an effective marketing tool, helping sellers and buyers interact directly with each other on the online platform.

The capital Hanoi is one of the major economic and cultural centers of Vietnam. In particular, the young consumer group in Hanoi plays a big role in shaping and promoting the development of the consumer market. This is especially important with the development of a new type of e-commerce business, where a group of young consumers with outstanding characteristics such as: quickly grasping new technology, understanding and using it successfully. Proficient in social networking platforms, likes new experiences, willing to pay for quality products that match trends. Understanding young consumers' perceptions and behaviors regarding livestream sales is the key for businesses and individual sellers to build effective livestream methods and strategies.

### LITERATURE REVIEW:

**Bingwei Chen, Lei Wang, Hassan Rasool, Jun Wang (2022)** studied impulsive buying behavior in e-commerce live streaming and examined the effectiveness of participating intermediaries.

**Tran Xuan Phuc, Tran Nho Quyet (2022)** examined factors affecting the attitudes of rural Vietnamese youth in the e-commerce market and how attitudes affect online shopping intentions. From there, we propose a research model consisting of 6 factors, namely perceived usefulness, ease of use, compatibility, risk, subjective behavioral control and cognitive behavioral control.

**Binh Nguyen Thi (2022)** analyzed the online shopping behavior of Gen Z in Vietnam, thereby identifying potential impacts on sustainable development in Vietnam's major cities.

**Yanping Chen (2021):** research proposed a new form of e-commerce live streaming, providing a more intuitive and efficient shopping experience. At the same time, it identifies e-commerce live streaming as a new growth force for e-commerce platforms.

**L. Shen, Yuning Zhang, Ying Fan, Yiduo Chen, Yi Zhao (2022):** research explored factors influencing consumer engagement in face-to-face e-commerce. At the same time, the study also proposes recommendations to improve live streaming platforms and live streamers.

**Li-Ru Chen, Farn-Shing Chen, Der-Fa Robert Chen (2023):** the authors proposed a theoretical framework on the influence of social presence on consumer purchasing decisions based on social presence theory and found that social presence enhances consumer identification, thereby enhancing consumer purchase intention.

**Ye Min, Chai Ching Tan (2022):** the author uses the SOR model to study compulsive buying in e-commerce live streaming. From there, it is suggested that live streamers need to improve customer trust.

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### OBJECTIVES OF THE STUDY:

The objectives of this study are:

1. Assessing the level of understanding of young consumers in Hanoi about livestream sales in e-commerce.
2. Analyze the consumer behavior of this target group regarding livestream purchasing activities.
3. Identify factors that influence young consumers' participation and shopping decisions in livestreams.

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### RESEARCH METHODOLOGY:

The research was conducted using an online survey with 213 response sheets, focusing on young people living in the Hanoi area.

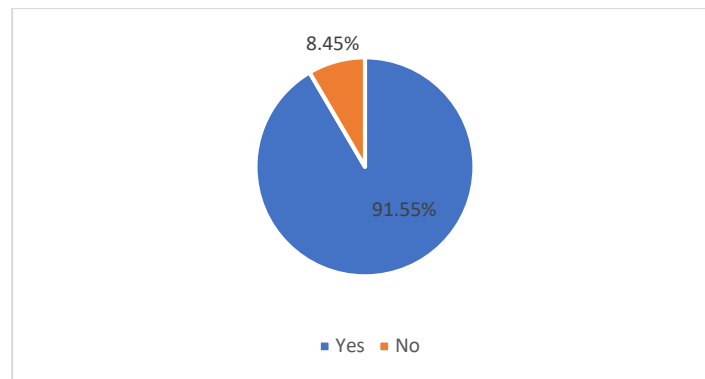
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### RESULT ANALYSIS:

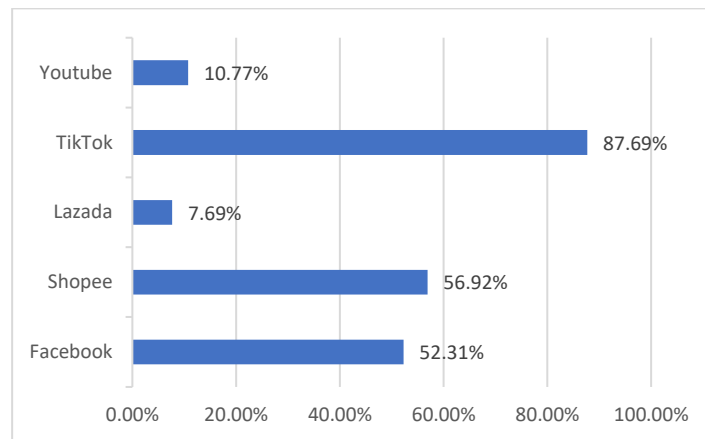
**Table 1 – Demographic information of survey participants**

| Factor                       | Options                    | No of Respondents | Percentage |
|------------------------------|----------------------------|-------------------|------------|
| Gender                       | Male                       | 69                | 32,39%     |
|                              | Female                     | 144               | 67,61%     |
| Age                          | Below 18                   | 0                 | 0,00%      |
|                              | 18 – 24                    | 189               | 88,73%     |
|                              | 25 – 40                    | 9                 | 4,23%      |
|                              | Above 40                   | 15                | 7,04%      |
| Average Monthly Income (VND) | Below 5.000.000            | 165               | 77,46%     |
|                              | 5.000.000 – 10.000.000     | 30                | 14,09%     |
|                              | 10.000.001 – 15.000.000    | 15                | 7,04%      |
|                              | Above 15.000.000           | 3                 | 1,41%      |
| Education level              | High school degree or less | 3                 | 1,41%      |
|                              | Bachelor Degree            | 198               | 92,96%     |
|                              | Master degree              | 12                | 5,63%      |

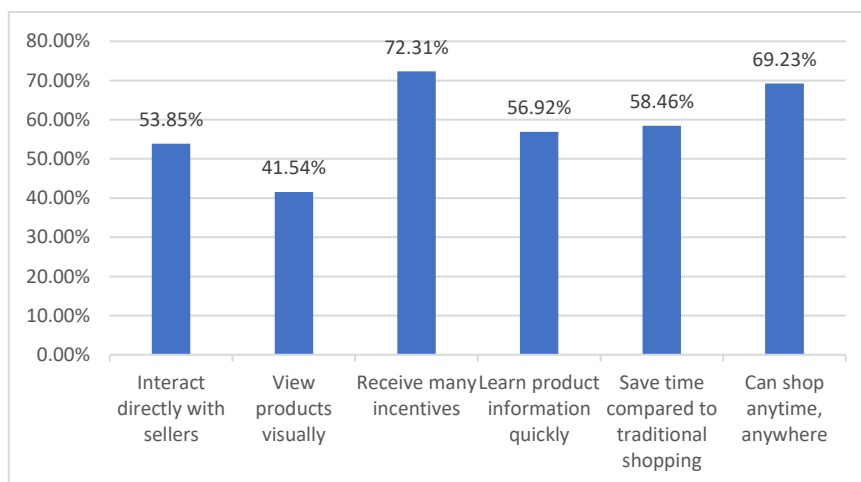
The data shows that the gender ratio in the study sample is 32.39% male and 67.61% female. This shows that women are more likely to participate in online shopping activities via livestream. Regarding age, the majority of survey participants were in the group from 18 to under 25 years old (88.73%). However, there is also a small portion representing other age groups such as from 25 years old to under 40 years old (accounting for 4.23%) and over 40 years old (7.04%). This shows that the survey was done correctly for young people. The qualifications of survey participants also focused on those with college and university degrees (accounting for 92.96%) and only a small portion represented other qualifications. This may also reflect the link between educational attainment and exposure to technology and e-commerce. The income of most survey participants is less than 5 million VND (77.46%), while the proportion of people with income is from 5 million VND to 10 million VND and from 10 million VND to 15 million VND respectively are 14.09% and 7.04%. A small portion of survey participants have income over 15 million VND (1.41%). With the majority of income levels being average and low, it is suitable for the majority of survey participants, who are young people between the ages of 18 and 25 years old.

**Figure 1: The percentage of participants who have ever watched a sales livestream**

Survey results show that 91.55% of young consumers in Hanoi have ever watched a sales livestream. This shows that livestream sales are becoming a popular shopping channel for this target group. The high livestream sales viewing rate also shows the huge potential of this sales channel. Businesses can take advantage of livestream to effectively reach and attract customers, thereby boosting their sales.

**Figure 2: Popular platforms to watch sales livestreams**

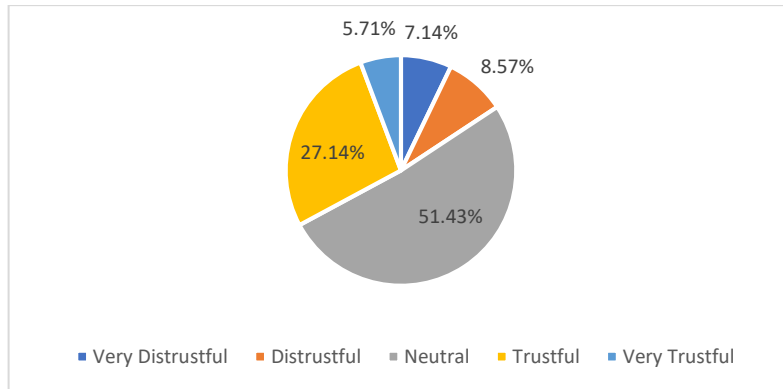
Although it was born later, in the Vietnamese market, the Tik Tok application is the most popular platform to watch livestream sales with a viewership rate of 87.69%. Next is the largest e-commerce platform in Vietnam - Shopee with a viewership rate of 56.92%. In third place is Facebook - the most popular social network in Vietnam with the rate of livestream sales viewers being 52.31%. Youtube and Lazada account for a small proportion, 10.77% and 7.69% respectively.

**Figure 3: Advantages of livestream sales according to consumer perception**

Most consumers (over 50%) appreciate all the advantages surveyed. This shows that livestream sales have brought positive shopping experiences to consumers, meeting their needs and desires. The most frequently advantage is "Receive many incentives" with a rate of 72.31%. It can be seen that businesses or sellers often launch many attractive promotions and offers during livestream sales sessions to attract customers. Two less selected

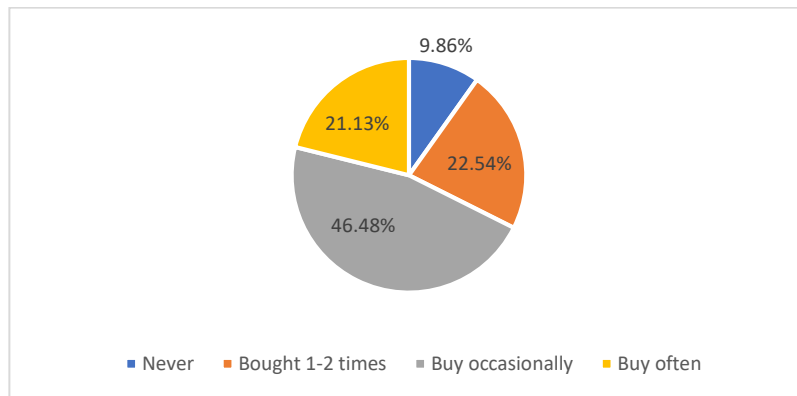
advantages are "Visual product viewing" (41.54%) and "Direct interaction with sellers" (53.85%). This may be because the quality of the internet connection is unstable, the image and sound in the livestream are not guaranteed to be good, and consumers do not have a good shopping experience like going directly to the store.

**Figure 4: Level of consumer trust in livestream sales**



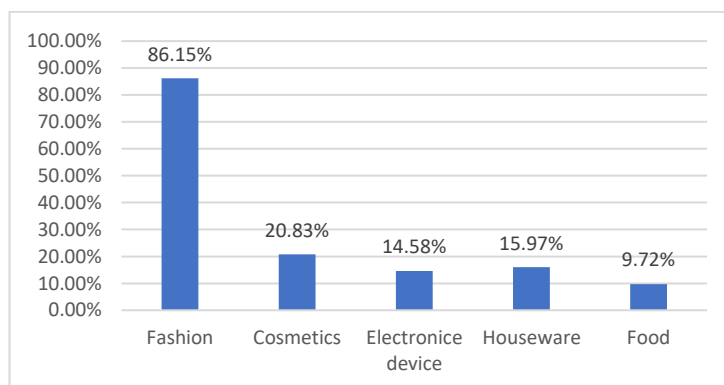
The findings indicate that the level of consumer trust in livestream sales predominantly falls within the average range (51.43%). Notably, a considerable proportion of consumers (27.14%) express a high level of trust, surpassing the combined percentage of those who express distrust or strong distrust (15.71%). This suggests a generally positive perception of livestream sales among consumers.

**Figure 5: The percentage of participants who have ever made a purchase via livestream**



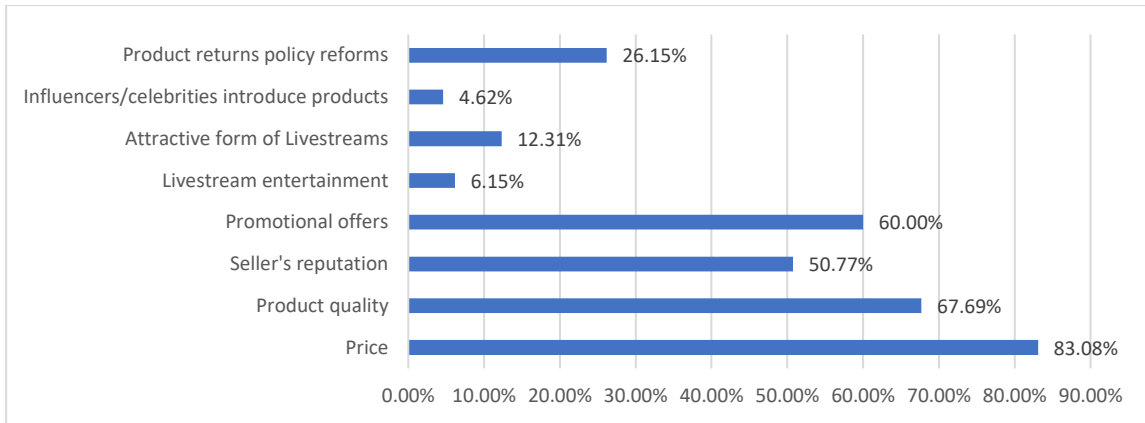
With 90.14% of consumers viewing and purchasing products via livestream sales, it shows that this is a sales channel with increasing popularity. In particular, the largest proportion belongs to the "Buy occasionally" group, accounting for 46.48%, showing that livestream sales are gradually becoming a popular shopping channel.

**Figure 6: Popular product types purchased via livestream**



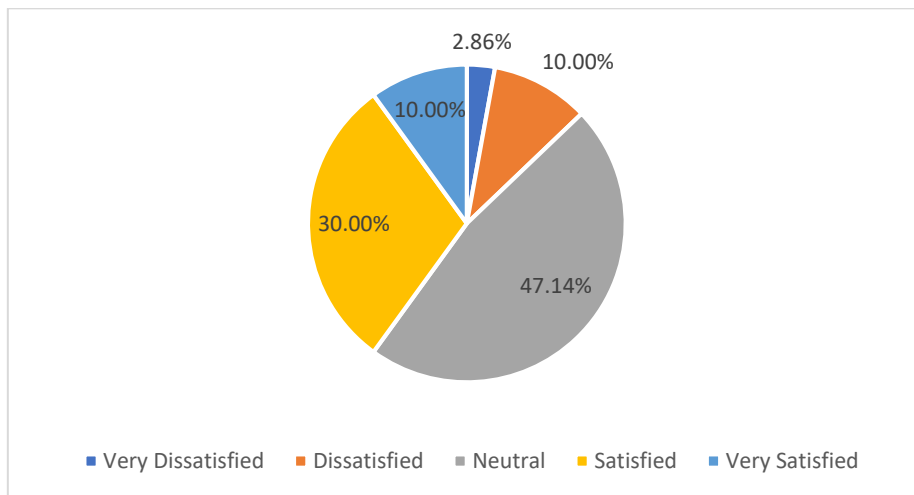
Survey results show that fashion accounts for the largest proportion with 86.15% of consumers often buying this product through livestream sales. The percentage of consumers buying products in "cosmetic" and "electronic devices" groups, although not as high as fashion, still accounts for a significant percentage, 20.83% and 14.58% respectively. However, only 9.72% of consumers buy food via livestream, showing that this segment is still not strongly developed in online shopping activities.

**Figure 7: Factors affecting purchasing decisions via livestream**



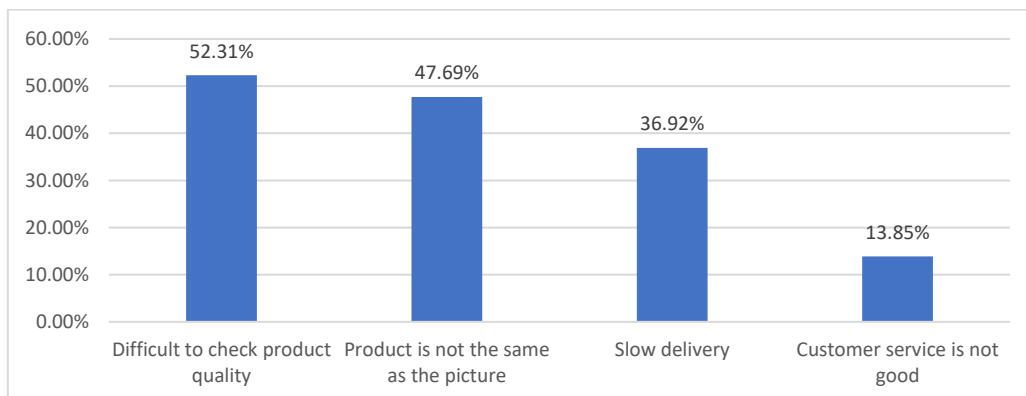
Data from the survey shows that price is the biggest deciding factor when consumers decide to buy products through livestream sales, at a rate of 83.08%. This is understandable as the price factor is always a sensitive factor for buyers. Next is product quality, with 67.69% of users concerned about product quality before purchasing. Consumers are also interested in promotional offers (60%) and seller reputation (50.77%).

**Figure 8: Level of satisfaction with the livestream shopping experience**



Based on survey data on satisfaction with the livestream shopping experience, it can be seen that the majority of consumers are neutral at 47.14%. This shows that livestream sales have a lot of potential to further improve customers' shopping experience. However, the proportion of users who are satisfied and very satisfied is 40%, larger than the proportion of users who feel "dissatisfied" and "Very dissatisfied" which is 12.86, showing that livestream sales still bring a positive shopping experience. great for many consumers.

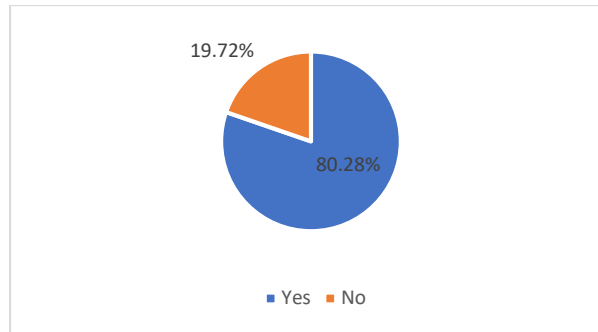
**Figure 9: Problems consumers often encounter when purchasing products via livestream**



Survey results show common problems that consumers encounter when purchasing products via livestream. The most common problem is difficulty checking product quality, accounting for 52.31%. This reflects the difficulty when consumers cannot check the quality of the product before purchasing,

especially when there are products that take time to evaluate. Next is the product that is not the same as the image, with a rate of 47.69%. The problem of slow delivery is also a difficulty, accounting for 36.92%, while bad customer service only accounts for 13.85%.

**Figure 10: The percentage of participants encouraging others to make purchases via livestream**



With the above results, it can be seen that the rate of users encouraging others to buy products via livestream is very high at 80.28%. This reflects their satisfaction and trust in the shopping experience through this medium. However, there is also a large percentage (19.72%) of consumers who do not like to buy products via livestream. This is understandable as many people still find problems when purchasing via livestream, and in fact, this form of sales is still in the development stage.

#### **SUGGESTIONS**

- Focus on young customer groups, especially with high demand for the "Fashion" and "Cosmetics" product groups.
- Use multi-platform livestream sales, take advantage of the support and incentives of platforms for livestream sales. At the same time, improve image and sound quality in livestreams to ensure viewers have the best experience.
- Provide complete information about the product, directly experience the product, objectively evaluate the advantages and disadvantages of the product, and provide many attractive incentives to attract customers.
- Encourage customers to share, comment and rate products in livestream to increase trust for other customers.
- Cooperate with reputable shipping units to ensure quick and safe delivery to customers.
- Use online advertising tools to reach and attract customers effectively.

## **6. CONCLUSION:**

Research on the awareness and behavior of young consumers in Hanoi regarding livestream sales in e-commerce shows that this sales channel is a shopping trend and is gradually becoming popular today. Through surveys, research has shown outstanding advantages that are highly appreciated such as: interacting directly with sellers, receiving many incentives, being able to shop anytime, anywhere,... And the platform for livestream sales are provided on many applications, mainly Tiktok and Shoppe. Shopping via livestream is also evaluated in terms of trust quite positively, although not high. However, to succeed in this field, businesses, as well as individual sellers, need to focus on improving the quality of products and services, as well as meeting the needs and concerns of consumers. A long-term overall strategy will help take advantage of the potential of livestream sales and put businesses and individual sellers on a journey of success in an increasingly competitive e-commerce environment.

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