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A Study of Consumers' Impulse Buying Behavior on the Lazada Online Shopping Platform

Nghiên cứu hành vi mua hàng ngẫu hứng của khách hàng trên nền tảng mua sắm trực tuyến Lazada

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Abstract

In recent years, e-commerce in Vietnam has experienced rapid growth, becoming one of the leading sectors of the digital economy. Along with this development, impulse buying behavior has attracted increasing attention as consumers shift from traditional retail stores to online platforms. This paper provides a comprehensive study of e-commerce, consumer purchasing behavior, and impulse buying by analyzing survey results from 371 consumers who have made impulse purchases on the Lazada platform. The survey included four key factors: (1) merchandise attractiveness, (2) ease of use, (3) enjoyment, and (4) website communication style. This study aims to empirically analyze and evaluate the direct impacts of these platform-related factors on consumers' impulse buying behavior on Lazada using multiple regression analysis. The findings offer valuable insights to help company leaders refine their strategies and implement effective marketing programs to attract consumers to the Lazada platform.

Keywords: impulse buying behavior, online shopping, Lazada

Tóm tắt

Trong những năm gần đây, thương mại điện tử tại Việt Nam đã trải qua sự tăng trưởng nhanh chóng, trở thành một trong những ngành dẫn đầu của nền kinh tế số. Cùng với sự phát triển này, hành vi mua hàng ngẫu hứng ngày càng thu hút nhiều sự chú ý khi người tiêu dùng chuyển dịch từ các cửa hàng bán lẻ truyền thống sang các nền tảng trực tuyến. Bài báo này cung cấp một nghiên cứu toàn diện về thương mại điện tử, hành vi mua sắm của người tiêu dùng và hành vi mua hàng ngẫu hứng thông qua việc phân tích kết quả khảo sát từ 371 người tiêu dùng đã từng phát sinh giao dịch mua hàng ngẫu hứng trên nền tảng Lazada. Khảo sát bao gồm bốn yếu tố cốt lõi: (1) độ hấp dẫn của hàng hóa, (2) tính dễ sử dụng, (3) sự thích thú, và (4) phong cách giao tiếp của trang web. Nghiên cứu này nhằm mục đích phân tích thực nghiệm và đánh giá mức độ tác động trực tiếp của các yếu tố đặc trưng nền tảng này đến hành vi mua hàng ngẫu hứng của người tiêu dùng trên Lazada thông qua phân tích hồi quy đa biến. Các kết quả nghiên cứu sẽ mang lại những góc nhìn giá trị giúp các nhà lãnh đạo doanh nghiệp tinh chỉnh chiến lược và thực thi các chương trình marketing hiệu quả nhằm thu hút người tiêu dùng đến với nền tảng Lazada.

Từ khoá: hành vi mua hàng ngẫu hứng, mua sắm trực tuyến, Lazada

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1. Introduction

The 4.0 Industrial Revolution has become a driving force for the growth of e-commerce worldwide, particularly in Vietnam, where cross-border e-commerce in particular has attracted the participation of various sectors of society. E-commerce is rapidly emerging as a core component of the global economy and an inevitable trend that no country can ignore. There is growing evidence that online shopping, once a novel phenomenon, has evolved into an international trend and is now a focal point for researchers from various disciplines [20].

Several e-commerce platforms, such as Lazada, Shopee, Sendo, Tiki, and TikTok, are operating concurrently in the Vietnamese market. Lazada stands out as one of the most prominent players, having achieved notable success. Lazada is an e-commerce company owned by Alibaba, and as of 2014, it had expanded its operations to Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

With the region's largest payment and logistics network, Lazada has become an indispensable part of daily life for consumers in Southeast Asia. Since 2016, Lazada has served as the region's strategic e-commerce platform, supported by technological infrastructure from the Alibaba Group. Lazada operates across Indonesia, the Philippines, Singapore, Thailand, Malaysia, and Vietnam. According to a 2017 survey of over 3,000 online store owners on the Sapo platform, Lazada was ranked as the second most effective e-commerce platform after Shopee. As one of the largest e-commerce platforms in Vietnam today, with over 100 million visits per month and more than 24 million followers who regularly engage with the site, Lazada offers a powerful sales channel that connects products to a vast and growing potential consumer base.

Reports on online business activities show that consumers make purchases not only to satisfy personal needs but also under the influence of various factors during shopping. Among these, impulse buying, triggered by external stimuli, is a behavior worth studying. A relatively high proportion of online consumers estimated at around 40% [9, 19], consider themselves impulse buyers. Stern defines impulse buying behavior as any purchasing activity a consumer performs without prior planning [17].

Online shopping has become more accessible, as consumers no longer need to visit physical stores, are no longer constrained by time, and are free from the pressure of sales staff. As a result, this method of shopping has gained increasing popularity in Vietnam, particularly among younger, tech-savvy consumers.

Therefore, conducting in-depth assessments of the relationship between e-commerce platform characteristics and impulse buying behavior is essential. The authors of this study have chosen the topic "The Influencing Factors of Consumers' Impulse Buying Behavior on the Lazada Online Shopping Platform in Vietnam" to assist company leaders in making informed strategic adjustments and implementing effective marketing programs to attract consumers attention.

2. Literature review

2.1. Consumer behavior and impulse buying behavior

Consumer behavior is a critical factor in the development of marketing strategies. According to Kotler et al. (2022, p. 177), consumer behavior is the study of how individuals, groups, and organizations choose, purchase, use, and dispose of goods, services, ideas, and experiences to satisfy their needs and desires [7].

Schiffman and Wisenblit (2024, pp. 30-33) define consumer behavior as the entire range of actions exhibited by consumers during the process of exchanging products, including investigation, shopping, usage, evaluation, and disposal of products and services to meet their needs [15]. Although these definitions emphasize different stages of consumption, both perspectives highlight that consumer behavior involves a broader process than the purchase itself. From the authors' perspective, this broader understanding matters in the online shopping context, where the shopping environment's characteristics can influence consumers' decisions throughout the browsing and purchasing process.

Impulse buying refers to an unplanned decision to purchase a product or service made at the point of purchase. Stern (1962) defines impulse buying as any purchasing behavior that consumers perform without planning [17]. Beatty and Ferrell (1998) describe it as "a spontaneous, immediate buying action without prior shopping intentions or the intention to purchase a specific product category or to complete a specific shopping task" [1]. Rook (1987) asserts that impulse buying occurs when consumers experience a sudden and persistent urge to buy something immediately [13]. Kollat and Willett (1967) define impulse buying as any unplanned purchase resulting from a comparison between intended purchases and actual outcomes [6].

Taken together, these definitions indicate that impulse buying involves two closely related characteristics: a lack of prior purchase planning and a tendency to act immediately in response to a purchasing urge. Therefore, the authors view impulse buying not simply as an unplanned purchase, but as a spontaneous purchasing response that may arise from both consumers' internal states and external shopping stimuli. This perspective is particularly relevant to online shopping, where consumers are continuously exposed to product information, promotions, and other platform-related stimuli. Consistent with this perspective, Chan et al. (2017) highlight the importance of environmental and marketing stimuli in explaining online impulse buying.

2.2. Online shopping and theoretical foundation

Online shopping is a form of e-commerce that allows consumers to purchase goods or services directly from sellers over the Internet. According to Monsuwe et al. (2004), online shopping refers to consumer behavior involving the purchase of goods or services through online stores or websites [9]. Worldwide Insights (2008) defines online shopping as the process of purchasing goods and services from merchants who sell them via the Internet [13]. Haubl and Trifts (2000) describe online shopping as the transaction of purchasing goods and services through a computer-based interface [3].

Unlike traditional shopping, online platforms expose consumers to various products, promotions, recommendations, and website features that may stimulate unplanned purchases.

This study is primarily grounded in the Stimulus–Organism–Response (S-O-R) framework. Recent research has demonstrated the applicability of S-O-R in explaining impulse buying behavior in online shopping environments, particularly by examining how external and situational stimuli influence consumers' cognitive and affective responses and subsequent purchasing behavior (Li et al., 2022; Redine et al., 2023; Sen, 2024). Supporting perspectives include the Technology Acceptance Model (TAM), particularly perceived ease of use, which remains relevant in contemporary e-commerce research (Ruiz-Herrera et al., 2023). The hedonic perspective is

used to explain enjoyment, while social-cue perspectives help explain the role of website communication style in shaping consumers' online responses. The proposed relationships are also directly informed by Verhagen and van Dolen (2011), who examined merchandise attractiveness, ease of use, enjoyment, and website communication style as online-store beliefs related to online impulse buying.

2.3. Hypothesis development

The concept of product attractiveness encompasses several factors, including perceived value for money, product variety, and the appeal generated by discounts such as free shipping, buy-one-get-one-free promotions, and the ability to organize and present products in ways that benefit the consumer. It also includes the range and appeal of different product types.

Verhagen and van Dolen (2011) argue that websites featuring products that align with consumer preferences and offer attractive deals are likely to generate positive emotions, stimulating the buying process [19].

Sales, promotions, purchase suggestions, and product recommendations are all marketing stimuli that can encourage impulse buying behavior [2]. Some studies suggest that these factors can influence emotional responses, such as excitement [9].

In the online context, the connection between special offers and positive emotions (e.g., excitement) has been demonstrated in auction settings. The authors argue that websites offering products that match consumer preferences and provide exciting deals can evoke positive emotional responses. These studies suggest that the attractiveness of merchandise plays a positive role in impulse buying behavior.

H1: Merchandise attractiveness positively influences impulse buying behavior on Lazada.

According to Verhagen and van Dolen (2011), if a website is perceived as easy to use, it can enhance consumers' positive perceptions, thereby increasing the likelihood of impulse buying behavior [19].

Online stores typically offer a wide range of products, so websites must provide clear and intuitive navigation. Easy-to-follow, step-by-step guidance helps consumers smoothly transition from product search to completing the transaction, reducing the likelihood that they feel lost or overwhelmed, as noted by Tuan and Anh (2022) [15]. Therefore, an easy-to-use website not only facilitates a convenient shopping experience but also encourages impulse purchases.

H2: Ease of use positively influences impulse buying behavior on Lazada

Enjoyment in online shopping can be stimulated by background music and playful visual effects, which can significantly impact consumers' emotions. According to Tuan and Anh (2022), the availability of products and the ease of use of the website influence non-monetary variables through the mediating effect of perceived visual attractiveness. In other words, when consumers perceive that an online store offers a variety of appealing deals and is easy to use, the store is seen as more visually attractive, which in turn increases the likelihood of impulse buying behavior [15].

H3: Enjoyment positively influences impulse buying behavior on Lazada

How consumers interact with a platform is another important factor, as it reflects their subjective perception of the communication style and overall experience provided. Applying social contagion theory to online interactions, consumers tend to mirror the positive emotional tone presented during their shopping process. Zheng et al. (2022) suggest that an engaging and empathetic communication style creates a

pleasant atmosphere that drives perceived enjoyment. Therefore, a friendly interactive environment reduces shopping hesitation, enhances positive emotions, and encourages impulse buying behavior [8].

H4: Website communication style positively influences impulse buying behavior on Lazada

The conceptual model of this study is based on the online shopping model proposed by Verhagen and van Dolen, with modifications to suit the scope of the present research. The authors have identified four key factors to evaluate impulse buying behavior among consumers on the Lazada online shopping platform: (1) merchandise attractiveness, (2) ease of use, (3) enjoyment, and (4) website communication style.

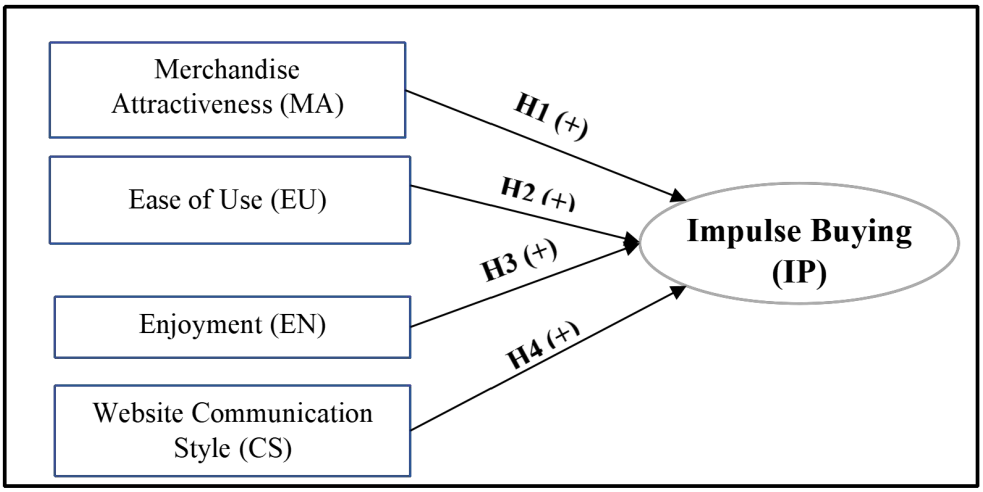


Figure 1. Proposed research model

3. Research methodology

3.1. Scale development and questionnaire design

To measure the research constructs, an 18-item survey instrument adapted from established literature was used. Specifically, items for Merchandise Attractiveness (MA; 4 items), Ease of Use (EU; 4 items), Enjoyment (EN; 3 items), and Impulse Buying (IP; 4 items) were derived from Verhagen and van Dolen (2011) [19], while Website Communication Style (CS; 3 items) was adapted from Wu et al. (2016) and McColl-Kennedy and Sparks (2003) [10,22]. Minor wording adjustments were made after a preliminary qualitative review to fit the context of Lazada consumers in Vietnam. The questionnaire comprised two main parts: Section I collected demographic profile data (gender, age, education, expenditure) and shopping experience alongside screening questions, whereas Section II evaluated the five core constructs on a 5-point Likert scale ranging from 1 ("Strongly disagree") to 5 ("Strongly agree").

3.2. Sampling and data collection process

The target population for this study comprises young consumers in Vietnam aged between 18 and 35 who have engaged in online shopping and made unplanned purchases on the Lazada platform. A non-probability convenience sampling method was employed due to the flexible accessibility of online respondents.

Data collection was conducted over a one-week period using a structured online questionnaire hosted on Google Forms. The survey link was distributed through two primary online channels: direct messages on Facebook and targeted emails. To ensure data validity, screening questions were embedded at the

beginning of the survey to filter out respondents who had never experienced impulse buying on Lazada.

A total of 401 responses were received. After data cleaning and removing 30 invalid responses (due to incomplete answers or non-qualification), 371 valid questionnaires were retained for empirical analysis, yielding an effective response rate of 92.5%. This sample size (n = 371) meets the minimum requirements for quantitative regression analysis.

3.3. Data analysis techniques

The quantitative data were processed and analyzed using IBM SPSS Statistics software (version 22.0) through a four-stage analytical procedure following Hair et al. (2010) [4]. First, descriptive statistics, including frequencies, percentages, means, and standard deviations, were computed to summarize respondent demographics and item distributions. Second, scale reliability was assessed via Cronbach's Alpha coefficients (> 0.70) and Corrected Item-Total Correlations (> 0.30) to confirm internal consistency. Third, Pearson correlation analysis (r) was conducted to examine linear relationships among the independent constructs (MA, EU, EN, CS) and the dependent variable (IP), providing an initial check for multicollinearity. Finally, multiple linear regression analysis was performed to test the direct structural hypotheses (H1, H2, H3, H4), evaluating overall model fit and explanatory power through the adjusted R2, ANOVA F-test, standardized Beta coefficients (**β**)statistical significance ($p < 0.05$), and Variance Inflation Factors (VIF< 10) for formal multicollinearity diagnostics.

4. Research results

4.1. Descriptive statistics

With an online survey using a Google Docs questionnaire, the questionnaire was sent to consumers in the Vietnamese market through two main channels: Facebook and Gmail. Particularly for the social network Facebook, reaching out to target respondents was done meticulously through personal interactions via Facebook messages. During the one week of conducting the survey, the total number of questionnaires received from respondents was 401 responses. Of these, 30 responses were invalid, accounting for more than 7%. The final result was 371 valid questionnaires used for the study. Basic information statistics about respondents are shown in Table 1.

Table 1. Basic information statistics about respondents (n=401)

Demographics	Category	Frequency	Percentage
Gender	Male	101	27.2%
	Female	269	72.5%
	Other	1	0.3%
Age	18 - 25 years old	352	94.9%
	26 - 35 years old	19	5.1%
Education level	High School	45	12.1%
	Bachelor degree	266	71.7%
	Master degree	5	1.3%
	Other	55	14.8%
Monthly spending level	< 1 million	51	13.7%
	1 million - under 2 million	89	24%
	2 million - under 3 million	111	29.9%

	3 million - under 4 million	72	19.4%
	> 4 million	48	12.9%
Online shopping experience	< 1 year	58	15.6%
	1 year - under 3 years	144	38.8%
	3 years - under 5 years	114	30.7%
	> 5 years	55	14.8%
Shopping experience on Lazada	< 1 year	74	19.9%
	1 year – 3 years	195	52.6%
	3 years – 5 years	82	22.1%
	> 5 years	20	5.4%
Have you ever bought a product on Lazada that you didn't intend to before visiting the site?	Yes	347	93.5%
	No	24	6.5%

(Source: SPSS data processing results)

Table 1 shows that the majority of respondents were between 18-25 years old (n = 352, 94.9%), with female respondents accounting for 72.5%. The majority of the respondents had a bachelor's degree (n = 266, 71.7%). The percentage of monthly expenditure in million VND was 13.7% (under 1 million), 24.0% (1 million - under 2 million), 29.9% (2 million - under 3 million), 19.4% (3 million - under 4 million) and 12.9% (over 4 million). The largest group of respondents said that they had online shopping experience from 1 year to less than 3 years (n = 188, 38.8%), and the number of respondents (n = 195, 52.96%) had experience from 1 year to 3 years shopping on Lazada. The survey also showed that with the question "Have you ever bought a product on Lazada that you didn't intend to before visiting the site?" regarding impulse buying behavior on Lazada, 93.5% of respondents (n = 347) answered Yes, and their comments on impulse buying behavior will be further analyzed in the next section.

Table 2. Describing variables related to consumers' impulse buying behavior on the Lazada online shopping platform (n=371)

Items		Mean	Std. Dev
MERCHANDISE ATTRACTIVENESS (MA)			
MA1	Lazada products are worth the money.	3.78	1.028
MA2	The product has many attractive promotions such as discounts, free shipping, ...	4.02	1.027
MA3	Can find many products that I am interested in.	4.02	1.025
MA4	There are many choices of goods.	4.1	1.023
EASE OF USE (EU)			
EU1	Lazada website is very easy to use.	4.02	1.008
EU2	The navigation interaction with the website is clear and easy to understand.	3.93	1.053

EU3	The layout of the site makes it easy to find the products I'm looking for.	3.97	1.020
EU4	Easy to learn and become proficient in using this site.	3.95	1.036
ENJOYMENT (EN)			
EN1	Browsing Lazada website is fun to me with visual effects.	3.97	1.036
EN2	I feel great pleasure when browsing through this website.	3.90	1.048
EN3	I find this website is visually appealing.	3.95	1.019
WEBSITE COMMUNICATION STYLE (CS)			
CS1	Getting product information from Lazada is simple.	3.91	1.015
CS2	This site can meet my needs and interests.	3.97	1.018
CS3	This site is like a real expert in product reviews and information.	3.88	1.035
IMPULSE BUYING (IP)			
IP1	When shopping on Lazada, I often have the mindset of "buy first, think later".	3.60	1.152
IP2	When shopping on this site, I usually buy based on how I feel at the time.	3.84	1.100
IP3	Before visiting this site, I usually had no intention of making an impulse buying.	3.74	1.103
IP4	I often can't resist making impulse buying on this site.	3.75	1.155

(Source: SPSS data processing results)

Based on the 5-level Likert scale, we can comment on the observed variables as follows:

Distance value = (Maximum - Minimum) / n = (5-1) / 5 = 0.8

As can be seen in Table 2, the authors have described in detail the factors influencing the impulse buying behavior of young consumers on the Lazada platform:

For the Merchandise Attractiveness (MA) factor, sample cases show a range of 3.78 to 4.10 on a 5-level Likert scale. In particular, variables MA2, MA3, and MA4 were rated highest by consumers among the variables, with average scores of 4.02, 4.02, and 4.1 out of 5, respectively. This shows that consumers are interested in variety, attractive offers of goods…

For the Ease of Use (EU) factor, there are 4 observed variables. The sample cases showed a range of 3.93 to 4.02 on the 5-level Likert scale. In this factor, consumers highly appreciate the EU2 variable "Lazada website is very easy to use", with the highest average score of 4.02 out of 5. In contrast, the EU2 variable - "The navigation interaction with the website is clear and easy to understand." was rated the lowest. This shows that navigation interaction makes it difficult for consumers to find the right product.

For the Enjoyment (EN) factor, three observed variables were used to assess and measure this factor, the sample case showed a range from 3.90 to 3.97 on a 5-level Likert scale. The EN1 variable - "Browsing Lazada website is fun to me with visual effects." received the

highest average score from consumers (3.97 out of 5). This is a good sign for Lazada but it still needs to make more efforts to improve consumer satisfaction when shopping on Lazada.

For the Website Communication Style (CS) factor, the sample case showed a range from 3.88 to 3.91 on a 5-level Likert scale. The highest average score belongs to variable CS2 (3.91 out of 5.0). That means that the consumer's experience on the Lazada website is receiving positive feedback.

For the Impulse Buying (IP) factor, the sample case showed a range from 3.60 to 3.84 on a 5-level Likert scale. The IP2 variable - "When shopping on this site, I usually buy based on how I feel at the time." had the highest level of consumer agreement (3.84 out of 5.0). This shows that emotions are important to impulse buying behavior.

4.2. Testing the reliability of the scale

Following the psychometric standards proposed by Hair et al. (2010) [4], scale reliability is deemed acceptable when Cronbach's Alpha exceeds 0.70 and Corrected Item-Total Correlations are above 0.30.

As displayed in Table 3, all five constructs demonstrated exceptionally high internal consistency. Cronbach's Alpha coefficients ranged from 0.942 to 0.964, and all Corrected Item-Total Correlations were well above 0.80. Consequently, all measured items met the statistical threshold and were retained for subsequent model estimation.

Table 3. Scale reliability test results

No.	Items	Number of observed variables	Cronbach's Alpha	Corrected Item-Total Correlation (Maximum)
1	Merchandise Attractiveness (MA)	4	0.948	0.820
2	Ease of Use (EU)	4	0.964	0.894
3	Enjoyment (EN)	3	0.954	0.878
4	Website Communication Style (CS)	3	0.954	0.889
5	Impulse Buying (IP)	3	0.942	0.833

(Source: SPSS data processing results)

4.3. Correlation analysis

The Pearson correlation analysis (r) was conducted to examine the linear associations between the independent constructs (MA, EU, EN, CS) and the dependent variable (IP).

The bivariate correlation matrix indicated statistically significant positive relationships between IP and all predictor variables ($p < 0.001$). Specifically, IP correlated most strongly with Enjoyment (EN) ($r = 0.827$), followed by Website Communication Style (CS) ($r = 0.823$), Merchandise Attractiveness (MA) ($r = 0.800$), and Ease of Use (EU) ($r = 0.777$). Although inter-correlations among predictor variables were relatively high (ranging from 0.853 to 0.903), formal diagnostic procedures were performed in the regression analysis to check for potential multicollinearity.

4.4. Multiple regression analysis and hypothesis testing

Multiple linear regression analysis was performed to test the conceptual model and hypothesized paths (H1, H2, H3, H4). According to standard econometric criteria (Hair et al., 2010) [4], model fit is evaluated using R^2, adjusted R^2, the F-statistic, standardized Beta

coefficients (β), and Variance Inflation Factors (VIF < 10) to confirm the absence of severe multicollinearity.

The model estimation results yielded an R^2 of 0.725 and an Adjusted R^2 of 0.722 (F = 225.669, p < 0.001), indicating that 72.5% of the variance in Impulse Buying (IP) is explained by the four platform constructs. All VIF values remained below the threshold of 10 (ranging from 5.903 to 8.354), confirming that multicollinearity does not distort the regression estimates.

Table 4. Regression model results of factors affecting impulse buying behavior on Lazada online shopping platform

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.020	.129		.152	.879		
	MA	.218	.078	.200	2.801	.005	.157	6.353
	EU	-.003	.079	-.003	-.038	.969	.146	6.840
	EN	.401	.072	.382	5.544	.000	.169	5.903
	CS	.325	.087	.306	3.732	.000	.120	8.354

Dependent Variable: IP

(Source: SPSS data processing results)

The structural equation based on standardized beta coefficients (β) is formulated as follows:

IP = 0.200*MA + 0.382*EN + 0.306 *CS

Hypotheses Testing Summary:

H1 (Merchandise Attractiveness -> Impulse Buying): Supported (β = 0.200, p = 0.005 < 0.05).

H2 (Ease of Use -> Impulse Buying): Rejected (β = -0.003, p = 0.969 > 0.05).

H3 (Enjoyment -> Impulse Buying): Supported (β = 0.382, p < 0.001).

H4 (Website Communication Style -> Impulse Buying): Supported (β = 0.306, p < 0.001).

In summary, three out of the four proposed hypotheses (H1, H3, H4) were statistically supported. Enjoyment (EN) proved to be the strongest predictor of impulse buying behavior on Lazada, followed by Website Communication Style (CS) and Merchandise Attractiveness (MA). Conversely, Ease of Use (EU) did not exhibit a statistically significant direct impact on impulse buying.

5. Solution and conclusion

5.1. Discussion

The empirical findings demonstrate that platform environmental cues account for 72.5% of the variance in online impulse buying behavior on Lazada in Vietnam (R^2= 0.725, F = 225.669, p < 0.001), statistically supporting three out of the four proposed hypotheses [18, 19]. Specifically, Enjoyment (EN; β = 0.382, p < 0.001) emerged as the dominant predictor (H3 accepted), confirming that emotional pleasure, visual appeal, and entertaining browsing experiences generate a strong spontaneous "buy first, think later" urge [19, 22]. Website Communication Style (CS; β = 0.306, p < 0.001)

significantly triggered impulse purchases (H4 accepted), showing that responsive, expert-like, and customer-centric interactions effectively reduce buying anxiety [10, 22]. Merchandise Attractiveness (MA; β = 0.200, p = 0.005) also positively influenced impulse buying (H1 accepted), driven by extensive product variety, value-for-money perceptions, and attractive promotional deals [19]. Conversely, Ease of Use (EU; β = -0.003, p = 0.969) exerted no statistically significant direct effect (H2 rejected), indicating that technical usability functions as a basic prerequisite rather than an active emotional trigger for tech-savvy young consumers [14, 19].

5.2. Research implications

Theoretically, this study advances e-commerce literature by validating the Cognitive-Emotive-Behavioral framework within a specific platform context (Lazada) in the emerging Vietnamese market, proving that hedonic and interactive cues (Enjoyment and Communication Style) exert a far greater influence on online impulse purchases than basic utilitarian functionality (Ease of Use) [18, 19, 22]. Practically, platform managers and online sellers should prioritize shoppertainment initiatives—such as gamification, interactive reward systems, and high-definition visual media—to elevate browsing enjoyment. Furthermore, sellers should leverage 24/7 AI chatbots, live-streaming commerce (LazLive), and personalized AI recommendation engines to enhance communication style, while maintaining structured promotional campaigns (Flash Sales, stackable shipping vouchers) to maximize impulse purchasing opportunities.

5.3. Limitations and future research directions

This study has several limitations, as the survey sample was heavily dominated by young university students and female respondents, utilizing a non-probability convenience sampling approach that constrains the generalizability of the findings across broader demographic groups in Vietnam. Additionally, the conceptual framework focused exclusively on external platform attributes, leaving out internal psychological traits, post-purchase regret, or real-time financial constraints. Future research should employ stratified random sampling across wider age brackets and geographic regions, incorporate mediating or moderating variables such as perceived risk and promotional urgency, and conduct comparative analyses across competing e-commerce platforms like Shopee and TikTok Shop.

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