

Impact of social media advertising features on Vietnamese gen z's online shopping intentions

Trinh Le Tan^{1✉}, Ngo Tran Xuat², Dao Thi Dai Trang³, Nguyen Duc Tri⁴, Mai Xuan Tai⁵

^{1,2,4,5}FPT University, Vietnam tantl2@fe.edu.vn

³Duy Tan University, Vietnam

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Author's Correspondence✉:

Trinh Le Tan

FPT University, Vietnam

tantl2@fe.edu.vn



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ABSTRACT

The growing use of social media has fundamentally transformed the advertising landscape, particularly among youngsters. Understanding the elements that drive online purchase intentions is critical for firms catering to this population. The purpose of this research is to study the impact of social media advertising features on Vietnamese GenZ's online shopping intentions. (Which examines the theories of source informativeness (INF), Interactivity (INT), Interesting (IR), Viral (VR), Credibility (CRE), Entertainment (ENT) and builds structural models (SEM) with high accuracy. An online survey evaluated the impact of social media advertising features on Vietnamese GenZ's online shopping intentions. The minimum sample size for this study will be 197 (n=197) by using Google Form. Through the data, CFA and SEM will be conducted by using AMOS software and SPSS. Reliability statistics of the scale will be conducted by using Cronbach's Alpha, EFA and CFA. The result showed that viral advertising significantly impacts consumer behavior by enhancing interest, credibility, and purchasing decisions through widespread content sharing, which increases trust and perceived product quality. The strong interaction between informativeness, virality, and viewer engagement, with virality having the most substantial effect, highlights its critical role in influencing purchase decisions and customer engagement.

Keywords : Online shopping; Social media; Advertising; GenZ

1. INTRODUCTION

In today's digital age, consumers, especially Gen Z (those born after 1997), (beresfordresearch.com), are gaining access to social media. Compared to traditional direct purchase, the majority of customers prefer to order online (Lubis, 2018). In addition to the spread of social networks in people's lives, especially in the lives of young people, social networks are considered a potential business and shopping market (Wang, 2011) in the context of a serious Covid 19 pandemic. With the development of the latest technology trends around the world. Within two years of the pandemic, consumers around the world and Vietnamese consumers have changed their shopping habits (Tien et al., 2021). Therefore, business owners promote social media advertising campaigns to influence consumer psychology and promote purchase intentions through various forms of advertising (Chu & Seock, 2020).

The more positive responses your ad campaign elicits, the more successful it is and vice versa (Putrevu & Lord, 2013). The more Internet users you have, the more people will access your social networks (Carroll & Landry, 2010). Especially in 2021, Vietnam was most affected by the Covid 19 pandemic, and social isolation lasted for more than eight months, greatly affecting people's shopping. Online shopping is currently the best form. Online shopping is becoming more and more popular (Hanus, 2016) thanks to corporate convenience, speed, and shopping support policies, and may replace traditional shopping in the future. This increase is not surprising as Internet connections are pervasive throughout the world and online shopping is on the rise (2021, oberlo.com).

The focus of this study is to better understand the impact of social media advertising on the purchasing decisions of Vietnamese Gen Z customers. Gen Z accounts up 33% of the global population and 21% of the Vietnamese population (Nguyen et al., 2021), making it an important market segment. Despite their significant use of social media, research indicates that Gen Z consumers are frequently impatient with commercials, avoiding them unless they are exceptionally engaging (Veer et al., 2019). This raises serious concerns about the efficacy of various sorts of social media marketing in catching and maintaining the attention of this audience.

Vietnam's social media usage has grown significantly, with 31 million more users in 2021 than in 2019. The decrease in time spent on Facebook and Instagram in favor of TikTok (Ngo et al., 2022) indicates a shift in consumer content engagement. The rapid adoption of TikTok, which is currently the world's third-largest social network (Cioafrica, 2021), highlights the need of tailoring advertising techniques to platform-specific behaviors. OMO's "Happy Planting Loc Tet" campaign in 2020 exemplifies how effective social media methods can increase brand visibility and engagement (Huy, 2020). These campaigns emphasize the necessity of effectively influencing consumer behavior through innovative, interactive, and useful content.

The research highlights numerous critical elements that influence purchase intention via social media advertising, including informativeness, engagement, entertainment, credibility, and vividness. While previous research has thoroughly analyzed the various factors that influence consumer behavior in social media advertising, there are still substantial voids, particularly in the context of Generation Z consumers in Vietnam. There is a significant amount of extant literature that has concentrated on Western markets, where consumer behavior patterns and social media usage may differ significantly from those in Southeast Asia.

Influential factors in consumer engagement with social media advertisements include interactivity and informativeness, which have been extensively documented. Sundar et al. (2016) have noted that the majority of these studies have focused on platforms such as Facebook and Twitter, which, despite their global popularity, may not fully capture the nuances of how Generation Z in Vietnam interacts with rapidly growing platforms like TikTok and Instagram.

In addition, the impact of viral marketing on purchase intentions has been extensively investigated in global contexts. However, there has been little consideration of the specific impact of content virality on Vietnamese Gen Z consumers, who may have distinct cultural perceptions and responses to viral content (Chu, 2011). Similarly, the confluence of credibility and entertainment in advertising has

been identified as critical in influencing consumer trust and engagement. However, the intersection of these factors with local cultural norms and consumer expectations in Vietnam remains underexplored (Hamouda, 2018).

Furthermore, while vividness in advertising has been acknowledged as a major factor in capturing the attention of consumers (Tsai & Men, 2017), its influence on the purchasing decisions of Gen Z consumers in Vietnam—who are increasingly exposed to a visual and immersive online environment—has not been adequately examined.

In the Vietnamese context, interest and its impact on engagement and purchase intentions in this demographic are also under-researched, particularly in relation to its interactions with other factors such as informativeness and entertainment.

It is evident that there is a pressing need for research that explicitly investigates the impact of these well-established factors—including informativeness, interactivity, interest, viral potential, credibility, entertainment, and vividness—on the purchase intentions of Generation Z consumers in Vietnam, in light of these gaps. The purpose of this study is to address this void by offering empirical evidence on the collective influence of these factors on the purchasing behavior of this demographic. This will provide new insights into the efficacy of social media advertising strategies in Southeast Asia.

2. METHOD

This study takes a mixed-methods approach, combining qualitative and quantitative research methodologies to provide a full examination of how social media advertising elements affect Generation Z's online shopping intentions in Vietnam.

2.1 Qualitative Research

The informativeness was tested using the scale entries from Logan et al. Finally, items were adjusted from Duffett (2015) to measure purchase intention. A five-point Likert scale, from agree to disagree, was used to measure the main items of the questionnaire. To ensure an appropriate level of authenticity and reliability before conducting the survey, the research team relied on scales and inheritance. After the data collection process, there were adjustments and finalization of the official research model.

2.2 Quantitative Method

For the quantitative method, we use an online survey to collect data. We will design a 31-question questionnaire in the form of a multiple-choice test related to the Impact of social media advertising features on GenZ Vietnam's online shopping intention. After that, the data will be declared by AMOS (Analysis of Moment Structures) software which is a tool to easily perform the expression of structural models (SEM) to build models with more accuracy than other techniques. standard multivariate statistical technique CFA analysis, SEM test, bootstrap analysis, multigroup analysis, impact analysis of the moderator, intermediate variables were performed with this AMOS software. we will use SPSS to evaluate the reliability of the scale using Cronbach's Alpha and evaluate the data scale using exploratory factor analysis (EFA).

2.3 Data Sampling

This sampling is a randomly selected sample of people, in which users respond to the online questionnaire from perceptions of social media advertising features on Vietnamese GenZ's online shopping intentions. Students and teachers, or any other profession will answer the survey in the sample. They have professional skills such as university qualifications and college to make up the research's subject.

Sample Size

Using the formula of Cochran (1977): $n = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (.5)(.5)}{(.07)^2} = 197$ (1)

Where:

n is the sample size to be determined.

Z is the value in the Z table.

e is the desired level of precision (i.e. the margin of error),

p is the (estimated) proportion of the population which has the attribute in question, q is $1 - p$.

The minimum sample size for this study will be 197

Survey Structure

We conducted a questionnaire survey to approach a variety of user points of view during the sample collection process. All survey participants are young people between the ages of 15 and 25, who are most likely to have access to social networks. The survey is divided into 3 parts, including 35 questions excluding the demographic part, and is conducted through an online form. The first part is to survey some demographic information of the participants. The second part will include questions to understand customers' interest in social media ads and the factors that influence their shopping behaviour through those ads. The last part is information about the customer's views on the factors in the research paper.

2.4 Hypothesis

H1: Informativeness will positively influence customers purchase intention of products presented in social media advertising.

H2: In social media advert settings, media interactivity influences the users' processing of the content of an advert, consumers who come in contact with high interactive (vs. low interactive) social media will display a low (vs. high) level of ad attention, recall, and recognition.

H3: Interest will positively influence customers purchase intention of products presented in social media advertising.

H4: Viral videos attract more product interest and lead to more purchase decisions.

H5: Social media advertising credibility will affect consumer's purchase intention of the promoted product.

H6: Social media advertising entertainment will affect consumer's purchase intention of the promoted product.

H': When a user interacts in a highly interactive social media environment with vivid conditions, exposure to anthropomorphic ad (vs no anthropomorphic) features will generate higher (vs. lower) level of ad attention, recall, and recognition.

2.5 Research Model

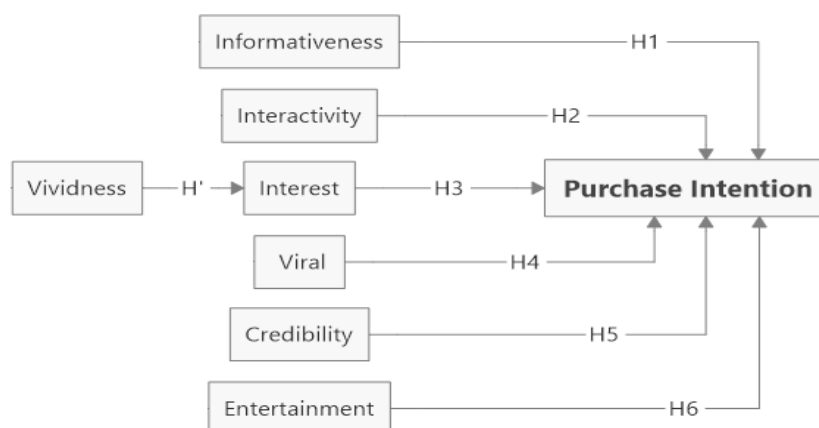


Figure 1. Research Model

3. RESULTS AND DISCUSSION

3.1 RESULT

A. Statistics Of Correlation Coefficient Of Total Variable

Table 1. Analyse Cronbach's Alpha

No	Factor	Initial observed variable	Remaining observed variable	Cronbach's Alpha
1	Information	4	4	.803
2	Interactivity	5	5	.785
3	Interest	3	3	.807
4	Viral	3	3	.737
5	Credibility	4	4	.756
6	Entertainment	4	4	.790
7	Vividness	3	3	.693

The test results show that the observed variables all have a suitable total correlation coefficient (≥ 0.3), Cronbach's Alpha coefficient ≥ 0.6 , so it meets the requirements of reliability. No observed variables are excluded.

Table 2. KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.884
Bartlett's Test of Sphericity	Approx. Chi-Square		1256.148
	df		120
	Sig.		.000

KMO coefficient = 0.884 > 0.5: Factor analysis is suitable with research data. Balett's test result is 1256.148 with meaning sig = 0.000 < 0.05. Thus, the hypothesis of the factor model is not suitable and will be rejected. It proves that the data used for factor analysis is completely appropriate.

Table 3. Total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6.383	39.892	39.892	6.383	39.892	39.892	4.727
2	1.300	8.122	48.014	1.300	8.122	48.014	4.251
3	1.267	7.916	55.930	1.267	7.916	55.930	4.085
4	1.030	6.438	62.368	1.030	6.438	62.368	4.185
5	.861	5.379	67.747				
6	.721	4.507	72.254				
7	.631	3.943	76.196				
8	.588	3.676	79.872				
9	.545	3.404	83.276				
10	.508	3.177	86.453				
11	.452	2.822	89.275				
12	.422	2.636	91.911				
13	.386	2.414	94.325				
14	.367	2.294	96.619				
15	.307	1.919	98.539				

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
16	.234	1.461	100.000				

The results show that the 4 variables are initially formed into a group. The total value of variance extracted is 62.368% > 50%: satisfactory, then it can be said that this group of factors explains 62.368% of the variation of the data. Eigenvalues of factors greater than 1.

Table 4. Pattern matrix

	Component			
	1	2	3	4
PIN2	.839			
ENT3	.771			
IR1	.667			
CRE2	.664			
IR3	.598			
VR2		.865		
VR1		.714		
CRE3		.673		
VR3		.622		
INF2			.906	
INF3			.745	
INF1			.723	
INF4			.582	
INT3				.846
INT2				.694
INT4				.650

Based on the Pattern Matrix, the scales have convergent and discriminant validity.

B. Analyse CFA

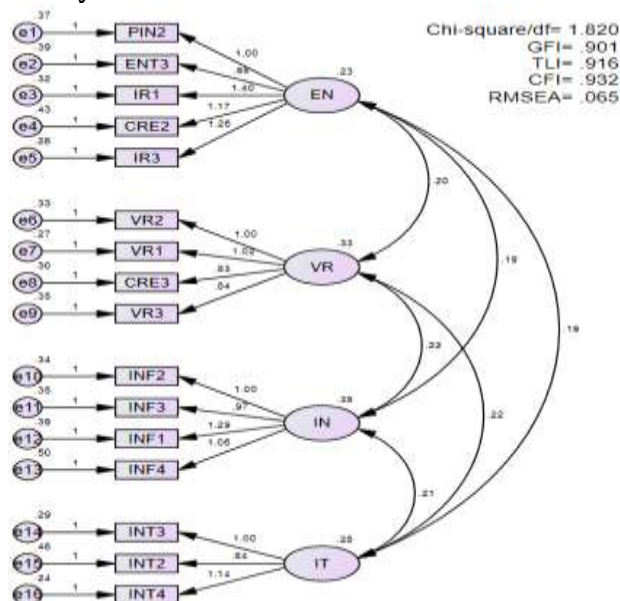


Figure 3. CFA Model

C. SEM Model

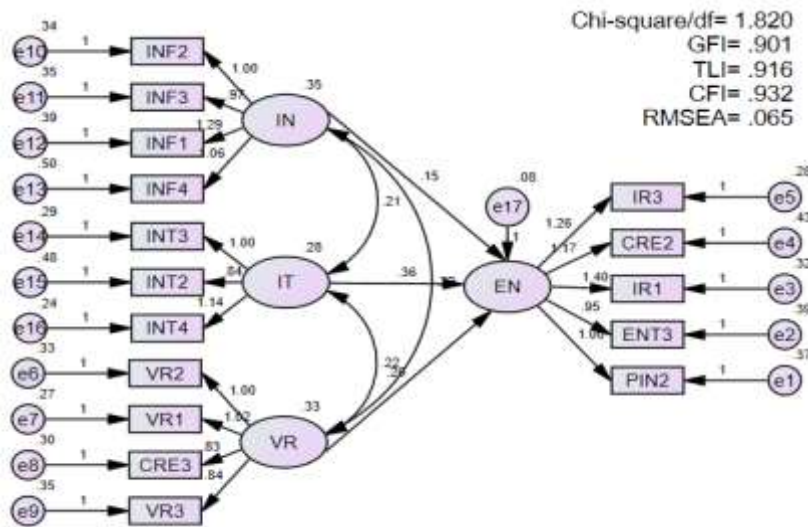


Figure 4. SEM Model

Table 5. Regression weights

			Estimate	S.E.	C.R.	P	Label
EN	←	IT	0.356	0.126	2.822	0.005	
EN	←	VR	0.257	0.106	2.43	0.015	
EN	←	IN	0.151	0.087	1.726	0.084	
PIN2	←	EN	1				
ENT3	←	EN	0.947	0.141	6.716	***	
IR1	←	EN	1.397	0.172	8.135	***	
CRE2	←	EN	1.171	0.161	7.276	***	
IR3	←	EN	1.26	0.157	8.034	***	

The variable IT has an impact on EN, VR has an effect on EN, especially IN affects EN with P greater than 0.05, so IN has no effect on EN. Thus, there are 2 accepted hypotheses and 1 rejected hypothesis. The relationship between IT and EN is 0.356 as shown in the figure, then this relationship is explained as: When IT goes up by 1, EN goes up by 0.356. The relationship between VR and EN is 0.257 as shown in the figure, then this relationship is explained as: When VR goes up by 1, EN goes up by 0.257. The relationship between IN and EN is 0.151 as shown in the figure, then this relationship is explained as: When IN goes up by 1, EN goes up by 0.151.

Table 6. Standardized regression weights

			Estimate
EN	←	IT	0.398
EN	←	VR	0.311
EN	←	IN	0.188
PIN2	←	EN	0.614
ENT3	←	EN	0.584
IR1	←	EN	0.763
CRE2	←	EN	0.649
IR3	←	EN	0.748

For the normalised regression coefficients, IT, VR, IN all affect EN. However, IT has the most impact at 0.398, then VR comes in second with 0.311 and finally IN with 0.188. So, in general IT has the strongest impact and IN has the weakest impact.

Table 7. Covariances

			Estimate	S.E.	C.R.	P	Label
VR	↔	IT	0.22	0.039	5.579	***	
IN	↔	IT	0.211	0.039	5.41	***	
VR	↔	IN	0.221	0.041	5.402	***	

For the covariances table, there is the reciprocal impact of the variables VR to IT, IN to IT and VR to IT. However, the variable with the strongest impact is VR on IN with the index of 0.221 and the weakest with IN and the interaction with IT is 0.211.

Table 8. Squared multiple correlations

	Estimate
EN	0.644
INT4	0.609
INT2	0.296
INT3	0.495
INF4	0.443
INF1	0.605
INF3	0.489
INF2	0.509
VR3	0.403
CRE3	0.434
VR1	0.562
VR2	0.498
IR3	0.559
CRE2	0.421
IR1	0.582
ENT3	0.341
PIN2	0.376

The independent variables affect 64.4% of the variation of the EN.

3.2 DISCUSSION

VR has an effect on EN. This means that viral advertising influences interest, credibility, communication, and purchasing decisions. The reason for that is because the advertisement is viewed and spread through many people causing a positive impact on the viewers, they will create a viral effect and refer their friends to that ad content. In addition, viral advertising also helps viewers feel that content with a high level of authority is shared so much. As a result, consumers will increase the level of trust and easily decide to buy when watching viral advertising.

For the normalized regression coefficients IT, VR, IN interact with each other. It can be explained that viral advertising, engagement and informing ads all interact, but viral advertising has the strongest effect of the 3 coefficients. It can be explained that the vitality of an advertisement affects the purchase decision and customer interaction the most, because viral advertising content is often shared by a large number of people and has a high viewing rate. with a higher degree of prestige. Customers who see an advertisement feel that the product's content and quality match the advertising content will be purchased and spread higher than conventional forms of advertising.

Upon comparing these results to prior research, it is evident that this finding aligns with the studies conducted by Kaplan & Haenlein (2011) as well as Berger & Milkman (2012). These aforementioned studies also emphasized the noteworthy influence of viral marketing on consumer behavior. The amplification of viral marketing campaigns is attributed to the social sharing aspect, as observed by these researchers. This phenomenon enhances the credibility and engagement of the advertisements. The present study expands upon the existing knowledge by examining the impact of viral advertisements specifically within the Vietnamese Generation Z population. Through the utilization

of empirical evidence, our findings support the notion that viral ads have a significant influence on this particular demographic.

Moreover, the regression coefficients that have been normalized provide insights into the interplay among the variables of informativeness (INF), viral nature (VR), and engagement (INT) in the context of advertisements. It is worth noting that viral advertising exhibits the most pronounced impact among these variables. The findings of this study indicate that the effectiveness of advertisements is not solely dependent on their informative and engaging nature. Rather, the viral nature of an advertisement appears to significantly influence consumers' purchase decisions and their level of engagement with the brand. This finding is consistent with the research conducted by de Vries et al. (2012), which suggests that the level of content virality has a substantial impact on consumer engagement and brand perception.

Further evidence supporting these findings is provided by the research conducted by Stephen & Galak (2012). Their study demonstrated that viral marketing campaigns have the potential to greatly enhance product sales through the utilization of social influence and the amplification of word-of-mouth effects. Botha & Reyneke (2013) conducted a study that highlighted the significance of viral marketing in the context of brand awareness and consumer engagement. Their research specifically focused on the impact of viral marketing on younger audiences, who tend to be more active on social media platforms.

According to a study conducted by Tellis et al. (2019), recent research indicates that the influence of viral advertising on credibility and engagement remains strong in the current digital environment. The authors contend that with the ongoing evolution of social media platforms, the mechanisms responsible for driving the spread of viral content become increasingly potent owing to improved connectivity and enhanced sharing capabilities.

From a researcher's perspective, these findings highlight the strategic significance of generating viral content in social media advertising. When targeting the Vietnamese Gen Z demographic, it is advisable for businesses to prioritize the development of advertisements that possess the ability to not only provide information and captivate the audience, but also have the potential to achieve viral status. The process entails the development of content that elicits emotional responses from viewers, possesses a high potential for sharing, and utilizes social proof to bolster its credibility. For example, the integration of user-generated content, the utilization of influencers, and the implementation of storytelling techniques have been found to enhance the potential for social media advertisements to go viral and achieve greater effectiveness.

The practical implications of this research hold great significance for marketers. Through a comprehensive comprehension of the prevailing influence of viral advertising, marketers can strategically allocate their resources in a more efficient manner to generate and promote content that has the potential to go viral. Moreover, these valuable insights have the potential to assist businesses in formulating marketing strategies that effectively leverage the influence of social networks in order to enhance product visibility and establish consumer trust.

Conclusively, the findings of our study provide further evidence supporting the significant impact of viral advertising on the online shopping intentions of the Vietnamese Generation Z population. Through the alignment of marketing strategies with these research findings, businesses have the potential to attain increased levels of engagement, enhanced credibility, and ultimately, improved sales performance. This study still has some limitations, it needs to be improved. The first thing, ages 19-22 make up the majority of the survey, the rest of the age groups belonging to gen Z account for only a small part. These ages were also the main focus of this study. In addition, the central region accounted for the majority of the survey, the remaining provinces accounted for only a small part. Therefore, the survey needs to be verified in other locations such as the western and eastern provinces of Vietnam. In other words, the range of the survey needs to be wider. Students make up a very high proportion (more than 90%) in the survey, while other occupations account for a small proportion. Anyone is subject to this research in any field. Therefore, the research should be extended to develop more research results.

4. CONCLUSION

Viral advertising exerts a substantial influence on consumer psychology, impacting factors such as interest, credibility perception, communication patterns, and ultimately, purchasing decisions. This influence stems from the widespread dissemination of viral ads, which generate a positive reception among viewers and encourage them to share the content with their social networks. This sharing behavior fosters a perception of increased authority and trustworthiness for the advertised product, consequently boosting consumer confidence and purchase likelihood. Further statistical analysis, employing normalized regression coefficients, reveals an interaction effect between informativeness, virality, and viewer engagement, with virality demonstrating the strongest influence. This finding underscores the significant impact of viral elements on purchase decisions and customer engagement. The frequent sharing, viewing, and heightened credibility associated with viral content translate to a perception of superior product quality, ultimately leading to increased purchase and referral rates compared to traditional advertising methods.

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