What Motivates People to Participate in Social Commerce? A Case Study of Vietnamese Youth in Ho Chi Minh City

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Abstract: *Social commerce emerges as a recently rising phenomenon of e-commerce and the growing role of social media with a rapid expansion. This study investigates the Vietnam's social commerce sector, focusing on social elements that influence young consumers' purchasing intention. The theoretical framework of this study includes six independent variables (economy, necessity, reliability, interaction, sales promotion, and eWOM engagement), one dependent variable (purchase intention), and the impact of social support on eWOM. Findings of this article reveal that there are strong correlations between the postulated relationships and provides suggestions for businesses looking to extend their social commerce activities.*

Keywords: social commerce, social support, purchasing intention, young consumer, Vietnam

1. Introduction

By January 2021, Vietnamese population has reached nearly 98 million people in which the urban percentage makes up more than 35%. On a different note, 68.2 million individuals (representing 70.3% of the population) have the habit of surfing the Internet for almost 7 hours/day.'We Are Social and Hoot suite' released a report indicating that the year 2021 witnessed a tremendous rise in social network users in Vietnam, with more than 72 million people (representing 73.7% of the population). In 2020, because of the Covid pandemics, the trend of social network users in Vietnam increased dramatically due to regulations on social distancing; and many organizations have increasingly incorporated social commerce into their business models, enabling them to personalize prospective customers and improve consumers' buying experiences. As a result, purchasing via social media is becoming attractive broadly. Many customers in Vietnam tend to purchase on Facebook, TikTok or Instagram and are likely to buy if they spend more time on social media. Hence, it is observed that social commerce has a promising future which should be focused proactively.

Regardless of the social commerce growth recently, it is still considered new in Vietnam (Stephen & Toubia, 2010), while numerical statistics from different experimental organizations have shown an enormous popularity of e-commerce in this country. Young buyers in Vietnam currently think that e-commerce is better than social commerce in the whole picture as they have already established trust on those rather than social commerce platforms (Bansal & Chen, 2011). This has been a weakness for social commerce when being compared to recent e-commerce channels. Thus, more investigation on the actual motivations that drive people to engage in social commerce activities should be conducted, especially in post COVID-19 era where firms have found another bright path for online shopping and decided to invest more into this route. Therefore, with the Vietnamese young people who are using

social commerce as the main target, this research's findings aim to provide outcomes that are hopefully supportive to the sellers on these flatforms (Facebook, Instagram, Tiktok, etc.) by indicating insights about the purchase intention of young consumers which in turn take part in the process of creating relevant marketing and sale strategies.

2. Literature Review

When online malls are integrated with Social Networking Service (SNS), a new concept exists and it is called social commerce. As a result, online characteristics, e-commerce factors, websites, blogs, and shopping malls are included in social commerce attributes. Social commerce allows consumers to exchange and acquire information about a product through online channels (Hajli et al., 2014). Particularly, it comprises both community interactions and payment activities (Esmaeili & Hashemi, 2019), with the implications for social cultural activity instead of money transfer. Researchers have observed two key categories:(1) SNSs that use commercial features to provide payment operations, and (2)typical e-commerce sites that use network technologies to facilitate exchange and increase social engagement (Huang& Benyoucef, 2013; Liang et al., 2011). Therein, although the first categoryis ruled by Facebook and Instagram, there are other platforms that are seeking to become social commerce channels, such as Zalo and Tiktok.

Within social commerce online brands, trust cumulative impact the relation between social participation and loyalty (Nadeem et al., 2020). Moreover, seller contact, revenue, and the interaction of others would help the sharing of information accelerate belief while decreasing weak security perception which can significantly enhance evaluation and purchase intention (Bugshan& Attar, 2020). People's motives for buying via Facebook/ Instagram/ Tiktok may differ from those for regular marketplaces (Anderson et al., 2014). Previous research provided little attention to the influence of individual's effort and organization structure based on affordances. On the other hand, communication

and private suggestions have been proven to favorably affect buying and 'Word of Mouth' (WOM) ambitions, while goods choice has only been found to improve buying intentions (Mikalef et al., 2017). Hence, by allowing varied user behaviors based on artifacts and organizational environment, social media platforms can also encourage and prevent information sharing simultaneously.

As a result of interactions with colleagues, people might just access to community facts and knowledge (Lu et al., 2016). Thus, social commerce would strengthen consumer association, which may assist customers in making intelligent choices based on the sharing of product or service information (Wang et al., 2016). According to Curty & Zhang (2011), the contemporary advancements in online communication and networking have been guiding every e-commerce company to implement new technologies; hence, supplying their clients with both engaging and interactive approaches. WOM and several activities conducted on SNSs are extremely critical in shaping consumer behavior (Hajli et al., 2014). The justification for social commerce can be stated that by building strong contact with clients, it may help merchant business transactions.

On a different note, given that the internet is an online community with various relationships, both emotional and informational elements that belong to the social support is vague (Huang et al., 2010). Social support is a complex concept that varies depending on the different circumstances. According to recent studies, online communities may provide social values to its members and that the Internet is a great tool for individuals to form intimate relationships. Previous research proposed that four forms of social support, including emotional, instrumental, informational, and appraisal support, might minimize job stress. In terms of sympathy, (Ali, 2011) believes that social support is the key to explain the feelings of belong to each other under a specific community such as the internet. According to former research, people's internal relationships would become worse and have a relationship with the time they surf on the internet (Sanders et al., 2000). Because of the growth of SNSs, the internet has become a major platform for enhancing customer connections. Previously, many people saw the internet as a special solution to avoid meeting new people. Therefore, social support is an important key foundation that customers can obtain from numerous online communities. Consumers can communicate with one another in social commerce groups to provide helpful information, which can improve their desire to engage in commercial activities (Liang et al., 2011). When people are experiencing health stress, it has been found that they require both intangible emotional and informational support as well as other material help.

Regarding the concept of purchase intention, (Fishbein& Ajzen, 1975) explained the theory of reasoned action and found out the connection of the prior step before behavior, which is intention. Marketers are most concerned with planned behavior since many business choices are based on the anticipation of customer behavior. On the other hand, (Yoon, 2002) investigated the correlational relationships between various factors including confidence antecedents (features and functions), trust impacts (purchase intentions),

website, and brand recognition. Hence, he discovered that website confidence has a noteworthy impact on purchaseintentions. Furthermore, previous studies indicated that buyers who are younger than 25 years old may raise their purchase intention because of the interest and curiosity in comparing two or more products. Based on the most recent research of (Monsuwe et al., 2004), consumer characteristics such as age, earnings, sexuality, and level of education will drive consumers to generate the intention to buy.Also, there are environmental factors, product qualities, buying experiences, and faith in online purchasing can be listed as external fundamentals.

3. Methods

Conceptual framework of this paper is inherited from (Sohn & Kim, 2020) and (Ali, 2011), with 7 hypotheses as follows:

Hypothesis 1: 'Economy' has a positive impact on purchase intention on social commerce.Throughout the purchasing stage, businesses must design tactics that benefit customers either by cheaper pricing/ cost reductions to satisfy and persuade them to make payments. Furthermore, these characteristics impact people's choices to engage in a certain online store, and they illustrate the significance of decreasing prices (Ward, 2000). Thus, the economy for trust, pricing, and costs are three elements that influence online purchase intention (Chun & Choi, 2004). According to (Beneke et al., 2015), price is without a hesitation considered as one of the most important features in market perceptions of items which engages in the purchase decisions. Given that price has a direct opposite relationship to buying intention (i.e. higher prices often indicate reduced purchasing chances). When additionally external instructions such as brand-value linked to the features of the item are not well described, pricing might have a stronger influence on purchase intention. In social commerce, the price would influence and intend to trigger other behaviors of the consumers than traditional online shopping.

Hypothesis 2: 'Necessity' has a positive impact on purchase intention on social commerce. It is noted that when customers have the demand for a product, they will do research about it. Marketing seeks to meet needs and desires through the channel of the goods. To grasp consumer behavior, one must first know what customers require. Consumers perceive satisfaction and real value while shopping. In a related study, practical necessity was recognized as an essential element influencing purchase intention. Social commerce is increasing their connections with offline retailers who are engaging in selling their products or services online in order to capitalize on clients who demand specific items by utilizing location-based services in each location. For instance, Facebook advertising tools are applied by sellers to connect with nearby users' GPS and therefore they can propose these clients with information about the product. As a result, previous research and top social commerce like Tiktok and Facebook approaches demonstrate the significance of offline connection features as necessities with business models. The necessity of an online seller influences consumers' satisfaction (Szymanski & Hise, 2000). To conclude, this factor would make a vivid power in controlling the chances

of browsing social commerce to search for a specific product and generating purchase intention.

Hypothesis 3:'Reliability' has a positive impact on purchase intention on social commerce.Many economic transactions may be described as being driven by trust, which has been recognized as the key element connecting sellers and purchasers. Because of the lack of laws and conventions in the online domain, trust is considered as a social complex reducer. Trust in a social commerce enhances information searching, which improves platform knowledge and social presence (Hajli et al., 2017).When consumers do not believe in the online seller, they will hesitate in buying products (Hoffman et al., 1999). Trust can be seen as an important factor in recognizing accomplishments. Additionally, it is reasonable for some to trust in online seller. Users cannot provide personal and information to these shops voluntarily without trust. According to (Chen &Shen, 2015), belief in members on a platform is the degree to which a person depends on the words and actions, and decisions of others in a certain social commerce. Purchase decisions are influenced positively by suggestions. Whenever items are introduced, customers can receive recommendations from others and distribute product knowledge. Furthermore, customers frequently seek the advice of someone else when making purchase intentions. Thus, consumer trust rises if there is more engagement between sellers and them (Kim& Park, 2002).

Hypothesis 4:'Interaction' has a positive impact on purchase intntion on social commerce.It is viewed as continuous contact between two individuals which are the customer and the seller. Buyers provided higher ratings and generated greater positive selections for those social commerce channels with high interaction (Berthon et al., 1996). First and foremost, social web site interaction elements, such as social networks and social media, open a unique type of business (Baghdadi, 2016). Under the online context, interaction possesses a beneficial effect on opinions about a platform (Cho & Leckenby, 1999). Further studies indicated that the engagement is positively correlated with the connection between businesses and customers. Personal and social characteristics impact customer communication social interaction influences impulsive purchases and sociological factors of the social commerce impact interaction; hence, social interaction have a major effect on observed satisfaction.

Hypothesis 5:'Sale promotion' has a positive impact on purchase intention on social commerce.Sale promotion can be illustrated as a method to force users making payment in a short amount of time.It promotes or stimulates measures to inspire the action in an immediate way of customers. Social commerce has been developing methods to boost sales. Previous research from (Nochai& Nochai, 2011) has revealed a connection between sales promotion and purchase intention. Moreover, it has a huge impact on consumers' choices to purchase a certain goods (Neha & Manoj, 2013). As a result, to integrate additional factor between sales promotion and buying intention; hence, social media services are utilized as a regulator in this relationship.

Hypothesis 6:'eWOM engagement' has positively impact on purchase intention on social commerce.The emotional responses to circumstances that build a certain link or interaction with the stimulation are referred to as engagement (Kapoor& Kulshrestha,2011). User engagement is described as a customer's behavior that impacts on a company. For instance, instead of just simply purchasing, customers will influence the firm. Hence, to understand the effect of eWOM on customers' purchase intention, a definition would be drawn out. The ability to exchange eWOM knowledge with other consumers is characterized as eWOM engagement. Previous studies havefound that customers who participate in eWOM will have higher purchase intentions. As a result, customers that participate in eWOM in social commerce are having a higher chance to create his/ her buying intention.

Hypothesi 7:'Social support' has a positive impact on eWOM engagement.From a theory developed by Cobbin 1976, social support is defined as insight that allows the empathized feeling with inside a social group. In terms of online communities, social commerce provides a platform for users to obtain knowledge through connection with acquaintances, which can result in good emotional responses. It is assumed to be a multidimensional construct that incorporates both informational and emotional support in online context. When people have the sense of being cared for and unforgettable in an online community, they are expected to share their purchasing experience with other members. According to (Liang et al., 2011), informational support is defined as the giving of advice, suggestions, and helpful information to help an individual solve issues, generate ideas, or make choices. It is noted that the more regularly a person receives informative help, the more probably they will gain trust within the giver's integrity and skill. A same idea may be used for social commerce where people will trust in the marketplace if they receive a wide range of advice from community members. Because a client gets new opinions from different, he gains a greater learning about its nature, making it simpler to comply to the group's subjective standard; hence creating a tendency to join with the eWOM activities of online community. Based on previous research, emotional support is the second form of support that gives an individual with empathy, care, understanding, and encouragement; thus, making that person cheerful. Unlike informational support, it focuses on a different factor – emotion, which might indirectly help them resolve personal issues (Pfeil & Zaphiris, 2009). Following that, through connection and caring shared with others on social commerce, a person might increase trust in other individuals. If a community can give customers with clear emotional support, they will benefit and will be motivated to establish long-term ties with making eWOM engagement among each other.

This quantitative research uses convenient sampling method and aims to collect data in Ho Chi Minh City, Vietnam (368 responses have been filled by relevant people). In order to acquire research findings, the 'SPSS 2.0' software will help assessing and analyzing the responses. In this scenario, the dependent variable will be 'Purchase Intention'.

4. Result/ Discussion

In the total of 368 forms filled by relevant people in Ho Chi Minh City, Vietnam, there are 340 forms that can be marked as valid responses. It's worth noting that people who are from 18-30 years old accounted for more than 80% of replies, those aged below 18 accounted for 14%, and those aged beyond 25 accounted for 4%. Details are as follows:

Table 1: Demographic information

	Detail	Frequency	Percentage
Gender	Male	106	31.18
	Female	234	68.82
Age	< 18	49	14.41
	18-25	276	81.18
	25-30	15	4.41
	> 30	0	0
Occupation	Students	245	72.06
	Executives (Engineer, Doctor, Teacher, etc.)	12	3.53
	Office Executives	56	16.47
	Retailer/ Housewife	8	2.35
	Others	19	4.7
Income	< 3 million VND	198	58.23
	3 – 5 million VND	69	20.29
	5 - 10 million VND	43	12.65
	> 10 million VND	30	8.82

Source: Authors

Correlation Test:

Table 2: Correlation Test for 'eWOM Engagement' and 'Social Support'

		eWOM Engagement	Emotional Support	Informational Support
eWOM Engagement	Pearson Correlation	1	.446**	.467**
	Sig. (2-tailed)		.000	.000
	N	340	340	340
Emotional Support	Pearson Correlation	.446**	1	.541**
	Sig. (2-tailed)	.000		.000
	N	340	340	340
Informational Support	Pearson Correlation	.467**	.541**	1
	Sig. (2-tailed)	.000	.000	
	N	340	340	340

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

Source: Authors

It can be seen that Sig. values between two independent items and dependent items are all < 0.001, showing the existence of correlation among them.

Table 3: Correlation Test for 'Purchase Intention' and independent factors

		Purchase Intention	eWOM Engagement	Economy	Necessity	Sales Promotion	Reliability	Interaction
Purchase Intention	Pearson Correlation	1	.577**	.579**	.619**	.061	.542**	.502**
	Sig. (2-tailed)		.000	.000	.000	.266	.000	.000
	N	340	340	340	340	340	340	340
eWOM	Pearson Correlation	.577**	1	.377**	.417**	.009	.325**	.364**
	Sig. (2-tailed)	.000		.000	.000	.862	.000	.000
	N	340	340	340	340	340	340	340
Economy	Pearson Correlation	.579**	.377**	1	.375**	-.225**	.786**	.336**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	340	340	340	340	340	340	340
Necessity	Pearson Correlation	.619**	.417**	.375**	1	.121*	.344**	.409**
	Sig. (2-tailed)	.000	.000	.000		.026	.000	.000
	N	340	340	340	340	340	340	340
Sales Promotion	Pearson Correlation	.061	.009	-.225**	.121*	1	-.243**	-.015
	Sig. (2-tailed)	.266	.862	.000	.026		.000	.788
	N	340	340	340	340	340	340	340
Reliability	Pearson Correlation	.542**	.325**	.786**	.344**	-.243**	1	.303**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	340	340	340	340	340	340	340
Interaction	Pearson Correlation	.502**	.364**	.336**	.409**	-.015	.303**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.788	.000	
	N	340	340	340	340	340	340	340

Source: Authors

It is observed that every factor possesses significant values which are < 0.001 within the exception of 'Sale Promotion' (SP). Therefore, a conclusion can be drawn out is that each independent variable has the correlation with the dependent variable. Vice versa, 'Sale Promotion' (SP) likely has no correlation related to the 'Purchase Intention' (PI).

Specifically, there are several reasons to explain why young Vietnamese people tend to neglect the 'Sale Promotion' on social commerce. It is evidently reasonable for some to argue that 'Sale Promotion' on these channels do not appeal enough. This is mainly due to the fact that most social commerce sites in Vietnam have not yet signed a contract with distributing companies. Moreover, it is widely accepted that people tend to focus on their concentration with shipping, which can be counted as one of those sales promotions. In 2021, Lazada indicated that 58% of users in Vietnam expect to keep shopping on this e-commerce platform due to the ease of receiving goods such as Lazada Logistics since it has shown an excellent perfomance in long term social distance, especially in Ho Chi Minh city. It has launched many initiatives to maintain stability and speed up the delivery process; thereby meeting the basic needs of the people to adapt to the situation of in and post COVID-19.

Artificial Intelligence (AI) technology is also applied to the delivery stage to ensure the shortest transportation route. An even more significant factor that should be taken into account is these sites still have not been supporting sellers enough in coupons or sales. For example, Shopee's potential seller is a feature of Shopee for sellers to support in reducing shipping costs for shoppers to stimulate buyers. It includes 'Freeship Extra', 'Payback Shopee Coins', 'Free Advertising', 'Daily and Monthly 50% Coupons', etc. This means that sellers on social commerce like Facebook cannot supply as many interesting sales as on e-commerce. As they had to invest more money, they might offer much simpler promotions and hence users will not find these sales appealing.

Having considered many causes, the authorscame up with the decision to remove the factor 'Sale Promotion'. As a final event, the data set has met the criteria and standards to run the following step, which is regression to evaluate the research model, with the exception of the involvement by the factor 'Sale Promotion'.

Multiple Linear Regression Analysis: 'eWOM Engagement' and 'Social Support':

Table 4: Model summary of 'eWOM Engagement' and 'Social Support'

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.520[a]	.271	.266	.6626	1.860

Source: Authors

Table 5: ANOVA of 'eWOM Engagement' and 'Social Support'

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.931	2	27.466	62.567	.000[b]
	Residual	147.937	337	.439		
	Total	202.869	339			

Source: Authors

Table 6: Coefficients of 'eWOM Engagement' and 'Social Support'

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.668	.201		8.290	.000		
	Emotional Support	.239	.048	.273	4.933	.000	.707	1.414
	Informational Support	.332	.057	.319	5.775	.000	.707	1.414

Source: Authors

In iterative research, we commonly use an intermediate level of 0.5 to separate two branches of high significance/weak significance and expect the model to be good if it is between 0.5 and 1, and poor if it is less than 0.5. However, this is not entirely accurate because the evaluation of R Square value is heavily dependent on aspects such as study area, research type, sample size, and so on. From the observation of the "Model Summary of Basic Model", the value of Adjusted R square is 0.266. It shows that 26.6% of the variation of the dependent variable eWOM Engagement is explained by the

independent variables acting on it. The value Durbin-Watson = 1.860, is in the range of 1.5 to 2.5. Therefore, the results do not violate the assumption of first-order series autocorrelation.Simultaneously, the ANOVA table needs to consider the sig value. If sig. <0.05 then the model is significant. In other words, there is at least one independent variable that affects the dependent variable. In the figure, the ANOVA test shows that the model is performing a significant regression because the sig value is < 0.001.On the other hand, it is demonstrated that two significant values of ES and IS also are < 0.001, hence the conclusion is that both Emotional Support and Information Support have the influence on the eWOM Engagement. Furthermore, the

Variance Inflation Factor (VIF) value of these factors are < 2, showing that there is no multicollinearity. Last but not least, the linear equation can be conducted as:

$$EW = 1.668 + 0.273*ES + 0.319*IS, \text{ where:}$$

EW: eWOM Engagement; ES: Emotional Support; IS: Information Support

The Hypothesis is accepted, showing that 'Social Support' has a positive impact on 'eWOM Engagement'.

Purchase Intention and other independent factors:

Table 7: Model Summary of fundamental model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.789[a]	.623	.617	.4265	1.996

Source: Authors

Table 8: ANOVA of fundamental model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.262	5	20.052	110.252	.000[b]
	Residual	60.747	334	.182		
	Total	161.010	339			

Source: Authors

Table 9: Coefficents of fundamental model

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.318	.156		2.035	.043		
eWOM	.235	.035	.264	6.768	.000	.742	1.347
Economy	.146	.044	.185	3.297	.001	.358	2.790
Necessity	.310	.038	.320	8.058	.000	.716	1.396
Reliability	.111	.040	.150	2.749	.006	.379	2.638
Interaction	.147	.034	.167	4.347	.000	.765	1.307

Source: Authors

Because of the elimination of 'Sale Promotion' from the Correlation Test,Adjusted R-square should be used for identification. The value Durbin-Watson = 1.996.Thus, the Adjusted R square index is 0.617, meaning that Independent variables included in the regression analysis affect 61.7% of the variation of the dependent variable, the remaining 38.3% are due to variables outside the model and random error.The ANOVA table gives us the results of the F test to evaluate the fit hypothesis of the regression model. The Ftest sig value is < 0.05, so the regression model is suitable.Moreover, it is observed that, all of the VIF values of above factors are lower than 2 except for EC (2.790) and RE (2.638). Therefore, it is necessary to review the Pearson correlation coefficient at the Correlation step. If Pearson

>0.85, the variable has multicollinearity. On the contrary, if Pearson <0.85, it is concluded that the variable does not violate multicollinearity. From the Correlation result, both of them satisfy the criteria. The Sig. values of all factors are < 0.05, hence all of them have the impact on the PI. Taking into account the Standardized Coefficients Beta, the regression equation of Purchase Intention can be listed as below:

$$PI = 0.318 + 0.264*EW + 0.185*EC + 0.320*NE + 0.150*RE + 0.167*IN, \text{ where:}$$

PI: 'Purchase Intention'; EW: 'eWOM Engagement'; EC: 'Economy'; NE: 'Necessity'; RE: 'Reliability'; IN: 'Interaction'

Excluding the deletion of H1 due to the elimination of the factor 'Sale Promotion' following Correlation Analysis, the hypotheses given for the core model, including H2, H3, H4, and H5, are supported.

5. Summary of Findings

Denoted Hypothesis	Proposed Hypothesis	Result
H1	Economy has a positive impact on the Purchase Intention on Social Commerce.	Accepted
H2	Necessity has a positive impact on the Purchase Intention on Social Commerce.	Accepted
H3	Reliability has a positive impact on the Purchase Intention on Social Commerce.	Accepted
H4	Sales Promotion has a positive impact on the Purchase Intention on Social Commerce.	Rejected
H5	Interaction has a positive impact on the Purchase Intention on Social Commerce.	Accepted
H6	eWOM Engagement has a positive impact on the Purchase Intention on Social Commerce.	Accepted
H7	Social Support has a positive impact on the eWOM Engagement.	Accepted

Source: Authors

Final result of the research framework:
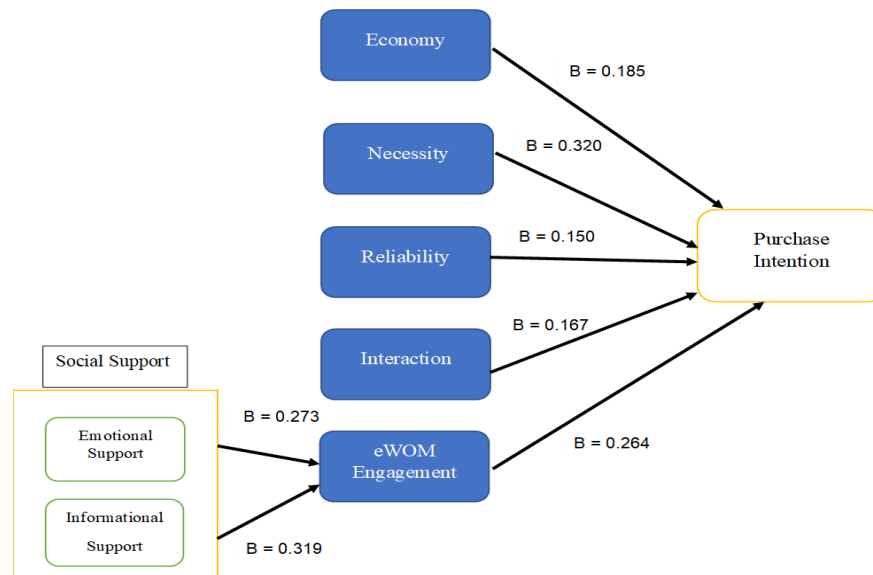
Source: Authors

The last test which is Linear Regression Analysis has revealed that Necessity is considered as the most influential factor on users' purchase intention on social commerce because its Absolute value of B = 0.320. Besides, the adapted determinant 'eWOM Engagement' also possesses a significant impact on the purchase intention (Absolute value of B = 0.264). Specifically, the Social Support factor that influences 'eWOM Engagement' in terms of 'Emotional Support' and 'Information Support' that contain Absolute values of B at 0.273 and 0.319. Following that, 'Interaction', 'Economy', and 'Reliability' are those which have the weakest influences on social commerce young consumers' purchase intention compared to the first two factors; thus, their Absolute values of B are 0.167, 0.185, and 0.150, respectively.

6. Conclusion

The respondents mainly focusingon the 'Necessity' shows that it is vital for online sellers to concentrate on providing suitable products or services for their customers. People may think of purchasing on social commerce if they find out the various range of goods when being compared to the popular e-commerce sites. Therefore, it is a must for developers to expand the marketplace in terms of features in order to help sellers upload their products easier, as well as focus on location tracking and suggest customers with nearby suppliers. Secondly, 'eWOM Engagement' has shown a significant effect on the purchase intention. Because of the origin of social commerce which is SNS; hence, not only sellers but also the social commerce teams in general need to concentrate on the shopping experience and customer service of former buyers since they will probably become

one of the main reasons for later users to buy through the verification of products by eWOM.

On a different note, 'Interaction', 'Economy', and 'Reliability' also need more investigation. With'Interaction' and 'Reliability', feedback and reviews seem to be the first impression when customers take a glance through the marketplace. There has been an issue in e-commerce which is fake information provided by sellers. People would naturally choose the products with positive reviews to buy; however, many retailers online have decided to buy fraud data from other marketing services and fill in the feedback section with good words. For such reason, it is considered difficult for consumers when screening through products' feedback and making buying intentions. It is mainly due to the fact that accounts on online websites and e-commerce usually do not have much information because buyers only use them to purchase rather than uploading personal life. However, social commerce has the advantage of SNS, where people can confirm their speech as valid because their accounts have frequent interaction with real communications. In other words, sellers should exploit the "comment" section for new buyers to believe their products, services, and feedback are based on true experience. To do this, they will need to focus on the reliable information of the item and interaction with customers in the box chat. Some of the suggestions could be the reply speed and attitude to increase the users' opinion; thus, they will provide others with positive feedback. 'Economy', in terms of pricing, must also be redeemed since other e-commerce may offer customers with better promotions. Because sellers on social commerce normally do not have to pay extra fees for commission, the adjustment of price can be applied flexibly.

Finally, it should not be overlooked the rejected factor 'Sale Promotion'. Although one of the initial considerations of making payment is whether those products are on sale. Nonetheless, young customers in Vietnam are likely to neglect the sales promotion on social commerce. It reflects that today sellers on these sites still have not yet to provide enough interesting promotions. When comparing with other e-commerce sites like Shopee, it is significant that sales promotion on Facebook and Instagram are actually less tempting. They do not have monthly or yearly strike days, free shipping coupons, etc. It is mainly because these e-commerces offer sellers packages and have contracts with logistics companies, which in turn provide customers with various discounts. Recently, social commerce has not been developed as other sites but mainly rely on users' sharing of information through a freely gigantic network (SNS). Therefore, they should support the sellers more to help attracting new users. With the existed enormous market of billions of users, by investing more on sellers and distributions, successful outcomes should occur in a near future.

7. Future Scope

The research sampling is based in Ho Chi Minh City and may not sufficiently represent the overall population of Vietnam. As a result, other researchers may expand with broader data collection. The final test which is Linear Regression Analysis can only determine 61.7% of the total variance in the 'Purchase Intention' based on 5 accepted variables ('Economy', 'Necessity', 'Reliability', 'Interaction', 'eWOM Engagement'). This indicates that the rest of 38.3% is explained by factors that were not discovered in this study. As a result, more studies can be conducted to explore further and deeper.

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