



**THE IMPACT OF DIGITAL INFLUENCERS'  
CHARACTERISTICS ON CONSUMERS' ONLINE IMPULSIVE  
BUYING BEHAVIOUR IN FASHION LIVE STREAMING  
COMMERCE: A CASE OF TIKTOK SHOP IN VIETNAM**

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**Abstract:**

Live commerce has emerged as an important marketing channel for fashion brands seeking to enhance competitiveness and stimulate online sales. In this context, digital influencers acting as livestream streamers play a pivotal role in shaping consumers' purchasing decisions. This study examines the effects of digital influencers' characteristics on Vietnamese consumers' impulsive buying behaviour in fashion live-streaming commerce on TikTok Shop, with particular attention to gender-based differences in consumer responses. Data were collected through an online survey of 219 Vietnamese consumers aged 16 and above who had prior experience purchasing fashion products via TikTok live-streaming. The data were analysed using quantitative statistical techniques. The results indicate that influencer similarity and physical attractiveness (charm) exert a significant positive influence on impulsive purchasing behaviour, whereas trustworthiness, expertise, entertainment attractiveness, and parasocial interaction do not demonstrate significant effects in this context. Furthermore, notable gender differences are observed, with male consumers showing stronger responsiveness to influencer characteristics than female consumers during fashion livestreams on TikTok. These findings offer practical implications for fashion brands and marketers in designing more effective, gender-sensitive influencer marketing strategies to enhance consumer engagement and optimize sales performance in live commerce.

**Keywords:** livestreaming commerce; digital influencers; impulsive buying behaviour; TikTok Shop; Vietnamese consumers

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## 1. Introduction

The rapid expansion of internet technologies and digital platforms has significantly accelerated the development of social commerce in recent years (Luo et al., 2024). As a result, live-streaming commerce has emerged as a fast-growing e-commerce model, reshaping online shopping experiences through real-time interaction, live video demonstrations, and instant communication between sellers and consumers (Cai & Wohn, 2019). In particular, live commerce platforms such as TikTok Shop provide immersive and engaging shopping environments that encourage product discovery and spontaneous purchasing decisions. According to Statista (2023a), live-streaming commerce accounted for 10.6% of global online retail gross merchandise value in 2020, rising sharply to 25.3% by 2022, highlighting its increasing commercial importance. Consequently, live commerce has been widely regarded as a promising “blue ocean” marketing strategy that enables retailers to enhance competitiveness and stimulate sales growth (Luo & Assarut, 2020).

The integration of influencer marketing with live-streaming commerce represents an innovative business model that has attracted growing academic and managerial attention (Liu & Wang, 2023). Digital influencers, acting as livestream hosts, play a crucial role in promoting products, demonstrating usage, and engaging directly with audiences. Prior studies suggest that influencer-led livestreams can strengthen consumer–brand relationships, increase trust, and stimulate impulsive purchasing behaviour, as consumers are more likely to follow influencers’ recommendations during live sessions (Liu et al., 2023). Chen (2021) reported that more than 60% of consumers make impulsive purchases after receiving product recommendations from influencers in livestreaming contexts. However, despite this growing relevance, existing research has primarily focused on purchase intention, while the determinants of impulsive buying behaviour in influencer-led live commerce remain underexplored (Trivedi, 2021; Zafar et al., 2021).

Moreover, the majority of prior studies on digital influencers’ characteristics and online purchasing behaviour have concentrated on developed or digitally mature markets, particularly China (Yan et al., 2022; Chen, Luo, & Zhou, 2024). In contrast, research on developing economies remains limited, despite their rapid e-commerce growth potential. Although e-commerce adoption in developing countries has historically been constrained by technological infrastructure and online payment concerns (Mthembu et al., 2018), recent data indicate that developing nations dominate global e-commerce growth trends (Statista, 2023b). Vietnam, in particular, has emerged as one of Southeast Asia’s most dynamic e-commerce markets, with approximately 57 million online shoppers and total online retail sales reaching USD 17.3 billion in 2023 (Vietnam E-Business Index Report, 2023). While a large proportion of Vietnamese internet users actively follow digital influencers, livestream shopping adoption remains relatively moderate, suggesting persistent consumer hesitation toward live-stream purchasing (Tran, 2021).

Given the strategic importance of digital influencers and the rapid expansion of live commerce in Vietnam, it is essential to examine how influencers' characteristics influence consumers' impulsive buying behaviour within this emerging market. Therefore, this study aims to investigate the effects of digital influencers' traits - including trustworthiness, attractiveness, expertise, similarity, and parasocial interaction - on Vietnamese consumers' impulsive purchasing behaviour in fashion live-streaming commerce on TikTok Shop. Additionally, the study explores gender-based differences in consumer responses, providing valuable insights for fashion brands and marketers to develop effective, gender-sensitive influencer marketing strategies and maximize conversions during livestream sessions.

## **2. Theoretical Background**

### **2.1 Livestreaming Commerce and TikTok Shop**

Livestreaming has rapidly evolved into a dominant form of digital interaction across industries such as entertainment, gaming, and e-commerce, supported by advances in mobile networks and streaming technologies (Ang et al., 2018; Lin et al., 2021). In the e-commerce context, livestream shopping enables real-time product demonstrations and interactive communication between streamers and viewers, thereby enhancing consumer engagement and reducing information asymmetry (Li et al., 2024). This highly interactive environment creates favourable conditions for value co-creation and has been shown to significantly stimulate online commercial activities (Xu et al., 2020).

The integration of livestream shopping with influencer marketing has further transformed social commerce into a hybrid model that combines promotion, entertainment, and direct selling (Chen & Lin, 2018). Digital influencers play a central role in this model by demonstrating products, answering consumer inquiries, and providing experiential information that is often perceived as more authentic and trustworthy than static product descriptions on traditional e-commerce websites (Ho & Rajadurai, 2020).

Among emerging platforms, TikTok Shop has gained particular prominence, especially in the fashion sector, due to its interactive features, time-limited promotions, and seamless purchasing process, all of which are conducive to impulsive buying behaviour (Xue & Liu, 2023). Empirical evidence supports this trend: according to Statista (2023c), 71.2% of users reported making purchases on TikTok Shop after being exposed to livestreams, stories, or lifestyle-related content, highlighting the platform's strong capacity to convert real-time engagement into actual purchasing behaviour.

### **2.2 Digital Influencers as Opinion Leaders**

Social media has increasingly replaced traditional digital media as a core marketing channel, enabling brands to engage consumers through experiential content and electronic word-of-mouth (eWOM) mechanisms (Shiau et al., 2018; Childers et al., 2018). Within this ecosystem, digital influencers have emerged as independent content creators

with substantial followings who shape audience opinions and purchasing decisions by generating and disseminating persuasive brand-related information (Sokolova & Kefi, 2020). Through continuous interaction and user-generated content, influencers stimulate eWOM, which amplifies message reach and strengthens perceived credibility among followers, thereby enhancing their persuasive power in social commerce environments (De Veirman et al., 2017).

Drawing on social learning theory, digital influencers function as opinion leaders whose behaviours, preferences, and recommendations are observed and internalised by audiences, shaping consumers' attitudes and consumption behaviours (Bandura, 1977). This influence is particularly pronounced in the fashion context, where visual presentation, trend leadership, and symbolic value intensify consumers' reliance on influencer opinions when evaluating products. As a result, fashion opinion leaders not only affect what consumers choose to buy but also serve as trusted informational and advisory sources that reduce uncertainty and guide purchase decisions (Goldsmith & Clark, 2008). Owing to their scalability, credibility, and ability to cultivate trust-based relationships, digital influencers have become key drivers of persuasive communication and behavioural outcomes in contemporary social commerce (Vrontis et al., 2021).

### **2.3 Media Dependency Theory and Influencer Power**

Media Dependency Theory provides a useful theoretical lens for explaining the influence of digital influencers in livestream commerce. The theory posits that individuals become increasingly dependent on media sources that help them achieve personal and social goals, thereby strengthening attitudinal and behavioural effects (Ball-Rokeach, 1985, 1989). In digital environments, followers rely on influencers for both informational guidance and entertainment, which enhances influencers' persuasive capacity and behavioural impact (Bao & Chang, 2014).

This dependency is further reinforced through observational learning, whereby followers observe, internalise, and imitate influencers' behaviours and recommendations when forming consumption decisions (Bandura, 1977). In livestream commerce, digital influencers simultaneously perform dual roles as salespersons and spokespersons (Figure 1), acting as product consultants and brand endorsers during live sessions (Wongkitrungrueng et al., 2020). Through these roles, influencers address consumers' informational, emotional, and community-related needs, thereby fostering trust, engagement, and purchase-related responses (Kamboj et al., 2018).

Prior empirical evidence further suggests that stronger dependency on social media sources increases consumers' susceptibility to media-driven purchasing behaviours, including impulsive buying (Hahn & Kim, 2009). Accordingly, in livestream commerce settings, heightened reliance on digital influencers is expected to amplify their influence on consumers' impulsive purchasing behaviour.

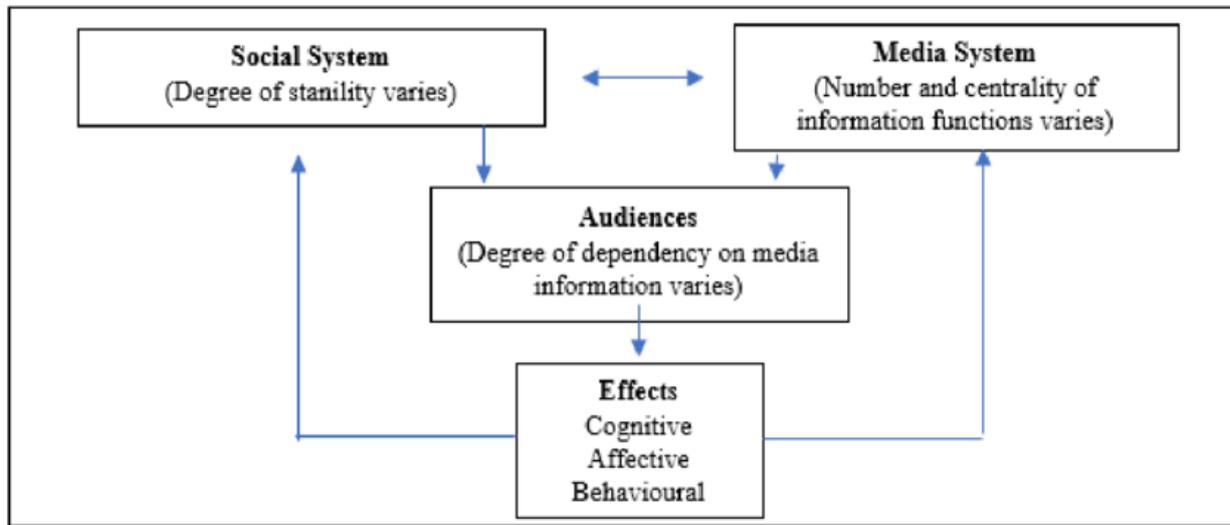


Figure 1: Media System Dependency Theory (Ball-Rokech, 1985)

## 2.4 Key Characteristics of Digital Influencers

Extant literature identifies several core characteristics that determine the persuasive effectiveness of digital influencers, including trustworthiness, attractiveness, expertise, similarity, and parasocial interaction. Trustworthiness reflects honesty, credibility, and integrity, and has been shown to influence consumer attitudes, loyalty, and purchase intentions in social commerce settings (Hudders et al., 2020; AlFarraj et al., 2021). Attractiveness encompasses both physical appeal and non-physical traits such as personality and entertainment value, which enhance emotional engagement and shopping enjoyment, particularly in fashion livestreams (Xu et al., 2020; Sohaib & Han, 2023).

Expertise refers to influencers' product knowledge and ability to provide professional demonstrations, which can increase consumer confidence and reduce perceived risk in online purchasing (Cai & Wohn, 2019). Similarity, defined as perceived alignment in values or identity between influencers and followers, fosters trust and psychological closeness, thereby increasing compliance with influencer recommendations (Casaló et al., 2020). Parasocial interaction further strengthens emotional attachment through perceived interpersonal communication, enhancing enjoyment and encouraging impulsive purchasing behaviour in livestream environments (Chung & Cho, 2017; Cai & Wohn, 2019).

These features become especially noticeable in livestream commerce environments since live sessions are real time, interactive, and immersive, which increases emotional engagement and decreases deliberate decision-making. Therefore, the conceptual framework and hypotheses created through this study are theoretically based on these influencer traits.

### 2.5 Impulsive Buying Behaviour in Live Commerce

Impulsive buying behaviour is characterized by spontaneous, unplanned purchases driven by emotional and situational stimuli (Li & Chen, 2021). In social commerce and livestream shopping contexts, such behaviour is shaped by the interaction of internal factors (e.g., emotions and personality traits) and external stimuli, including promotional cues, social interaction, and influencer presence (Zafar et al., 2021). Prior research suggests that a substantial share of live commerce revenue is generated through impulse purchases, underscoring the strategic importance of this behaviour in online retailing (Liu et al., 2019).

Building on classical impulse buying theory (Stern, 1962), livestream commerce intensifies impulsive responses by reducing cognitive deliberation and amplifying real-time persuasion through immediacy, scarcity cues, and social presence. As illustrated in Figure 2, impulsive purchasing in livestream environments emerges from the dynamic interplay between individual predispositions and contextual stimuli. Empirical evidence further demonstrates that digital influencers play a critical role in triggering impulsive buying by creating immersive and emotionally engaging shopping experiences during live sessions (Jiang & Cai, 2021). However, existing findings remain inconclusive regarding the relative influence of specific influencer characteristics, particularly in livestream-based and emerging market contexts (Hu et al., 2019; Al-Emadi & Ben Yahia, 2020; Xiang et al., 2016).

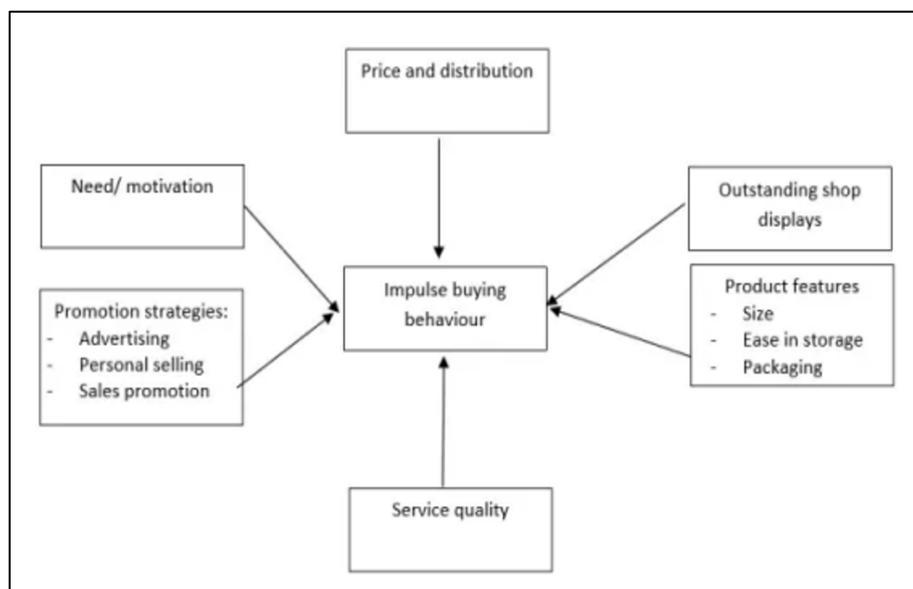


Figure 2: Hawkins Stern's impulse buying theory (1962).

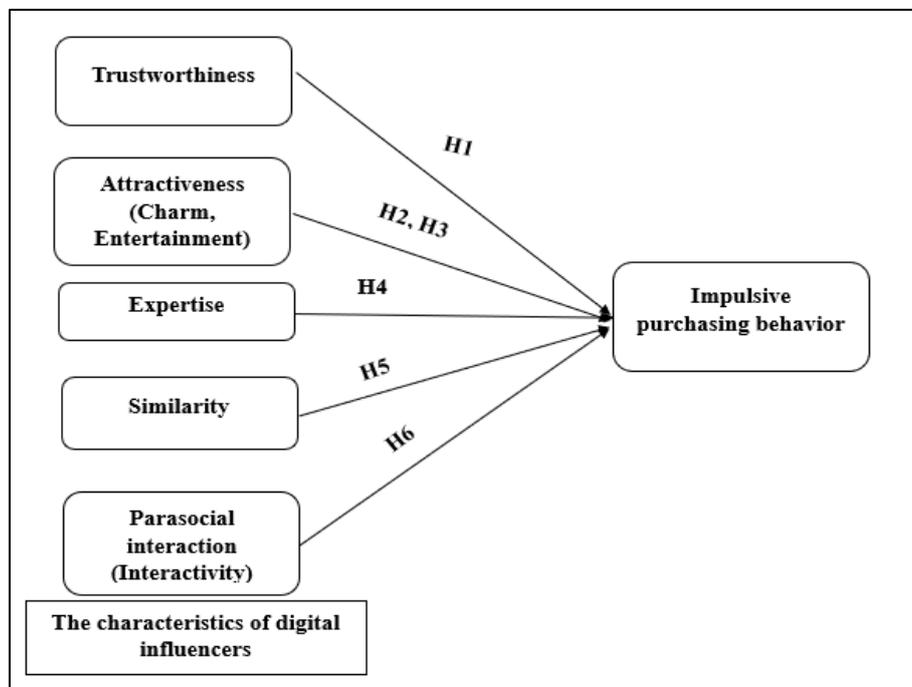
### 2.6 Hypotheses Development and Conceptual Framework

Based on the literature review, this study proposes a conceptual framework examining the impact of digital influencers' characteristics on impulsive purchasing behaviour in TikTok fashion live-streaming. Trustworthiness is expected to reduce perceived risk and encourage impulsive buying (Sirdeshmukh et al., 2002; Jung & Im, 2021). Attractiveness, including charm and entertainment value, enhances emotional arousal and shopping

enjoyment (Taillon et al., 2020; Han & Xu, 2020; Lin et al., 2021). Although influencer expertise improves perceived credibility, its direct effect on impulsive purchases remains debatable (Meng et al., 2020; Liu et al., 2023; Yang et al., 2024). Additionally, perceived similarity and parasocial interaction strengthen emotional connection and immersion, thereby stimulating impulsive purchasing behaviour (Ali et al., 2021; Chen et al., 2019; Sokolova & Kefi, 2020; Xiang et al., 2016). Accordingly, the following hypotheses are proposed:

- **H1:** The trustworthiness value of digital influencers positively affects impulsive purchases in TikTok fashion live streams.
- **H2:** The charm value of digital influencers positively affects impulsive purchases in TikTok fashion live streams.
- **H3:** The entertainment value of digital influencers positively affects impulsive purchases in TikTok fashion live streams.
- **H4:** The expertise value of digital influencers positively affects impulsive purchases in TikTok fashion live streams.
- **H5:** The similarity value of digital influencers positively affects impulsive purchases in TikTok fashion live streams.
- **H6:** The parasocial interaction value of digital influencers positively affects impulsive purchases in TikTok fashion live streams.

Figure 3 presents a *conceptual framework* for this study, which is based on the literature review that was addressed and the formulation of the hypotheses.



**Figure 3:** Conceptual framework examining the impact of digital influencers' characteristics of Vietnamese consumers' online impulsive purchasing behaviour in fashion live streaming commerce on TikTok Shop

### 3. Methodology

This study adopts a positivist research philosophy and employs a quantitative, deductive approach to investigate the effects of digital influencers' characteristics on Vietnamese consumers' impulsive buying behaviour in fashion live-streaming on TikTok Shop. Hypotheses were developed based on established theoretical frameworks and prior empirical research on influencer marketing and impulsive purchasing behaviour (Ma et al., 2023; Li et al., 2024), and were tested using statistical techniques.

A cross-sectional survey design was employed to examine the relationships among the study variables at a single point in time. Data were collected through a self-administered online questionnaire distributed via Microsoft Forms. The questionnaire was developed based on validated measurement scales from previous studies, capturing key constructs such as influencer trustworthiness, attractiveness, expertise, similarity, parasocial interaction, and impulsive buying behaviour. All items were measured using a five-point Likert scale. A pilot test was conducted to ensure clarity, reliability, and content validity of the instrument.

Sample size determination considered key methodological factors, including population size, margin of error, and confidence level (Bryman and Bell, 2017). In line with established research standards, this study adopted a 95% confidence level and a 6.5% margin of error to ensure an adequate level of statistical reliability and precision. The minimum sample size formula (Saunders et.al, 2019):

$$\text{Unlimited population: } n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

$$\text{Finite population: } n' = \frac{n}{1 + \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2 N}}$$

- $z$  is the  $z$  score
- $\epsilon$  is the margin of error
- $N$  is the population size
- $\hat{p}$  is the population proportion

$z$  for a 95% confidence level is 1.96 (Saunders et.al, 2019)

$\epsilon$ : margin of error = 6.5%

$\hat{p}$  = 50% (Assume a population proportion of 0.5)

The number of TikTok users in Vietnam in 2024 is 67.72 million (Statista, 2024)

The minimum sample size of TikTok users in this study:

$$n' = \frac{1.96^2 \times 50\% \times (1-50\%) }{(6.5\%)^2 \times (1 + \frac{1.96^2 \times 50\% \times (1-50\%) }{(6.5\%)^2 \times 67720000})} = 227.30 \text{ participants.}$$

Thus, the minimum required sample size for this study was rounded up to 228 respondents.

The survey was disseminated via social media platforms, particularly Facebook, to reach Vietnamese TikTok users who met the screening criteria. A total of 219 valid responses were obtained and used for analysis after data cleaning.

Data analysis was conducted using SPSS version 26. Descriptive statistics were used to summarise respondent characteristics. Scale reliability was assessed using Cronbach's alpha. Multiple regression analysis was subsequently performed to examine the effects of digital influencer characteristics on impulsive buying behaviour and to explore gender-based differences.

#### 4. Results

The sample primarily consists of young consumers, with a majority aged between 16-34 years and predominantly female. Most respondents report frequent TikTok usage and prior experience purchasing fashion products via TikTok Shop live-streaming, confirming the suitability of the sample. Descriptive statistics reveal generally high evaluations of digital influencer characteristics, particularly trustworthiness and expertise. Impulsive buying tendencies during fashion live-streams are reported at moderate to high levels. All constructs demonstrate strong internal consistency, with Cronbach's alpha values exceeding recommended thresholds.

The overall regression model is statistically significant ( $F = 25.300, p < 0.001$ ) and explains a substantial proportion of variance in impulsive buying behaviour (adjusted  $R^2 = 0.454$ ) (Table 1) Similarity ( $\beta = 0.426, p < 0.01$ ) and attractiveness (charm) ( $\beta = 0.396, p < 0.01$ ) exert significant positive effects, while trustworthiness, expertise, entertainment value, and parasocial interaction are not statistically significant (Table 2).

**Table 1: Model Summary**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	St. Error of the Estimate	Durbin-Watson
1	.688 <sup>a</sup>	0.473	0.454	0.61995	1.985
a. Predictors: (Constant), X6,X1, X5,X4,X2,X3					
b. Dependent Variable: Y					

**Table 2: Results of Regression Analysis**

Factors	Dependent variable	
	Impulsive purchasing behaviour	
	Std. Beta	t (2-tailed)
Attractiveness (Charm)	0.396	3.803
Similarity	0.426	4.756

Subgroup analyses reveal notable gender differences. For male consumers, the model shows strong explanatory power (adjusted  $R^2 = 0.854$ ), with similarity ( $\beta = 0.756, p < 0.01$ ), parasocial interaction ( $\beta = 0.639, p < 0.01$ ), and attractiveness (charm) ( $\beta = 0.631, p < 0.01$ )

emerging as significant predictors (Table 3). In contrast, for female consumers, the model explains a more modest proportion of variance (adjusted R<sup>2</sup> = 0.253), with only similarity ( $\beta = 0.329$ ,  $p < 0.05$ ) and attractiveness (charm) ( $\beta = 0.338$ ,  $p < 0.05$ ) remaining significant (Table 4).

**Table 3:** Results of Regression Analysis for Male Group

Factors	Dependent variable	
	Impulsive purchasing behaviour	
	Std. Beta	t (2-tailed)
Attractiveness (Charm)	0.631	3.478
Attractiveness (Entertainment)	-0.520	-3.3387
Expertise	-0.467	-2.898
Similarity	0.756	7.469
Parasocial interaction	0.639	3.884
Adjust R <sup>2</sup> = 85.4%; F = 59.509		

**Table 4:** Results of Regression Analysis for Male Group

Factor	Dependent variable	
	Impulsive purchasing behaviour	
	Std. Beta	t (2-tailed)
Attractiveness (Charm)	0.338	2.825
Similarity	0.329	2.793
Adjust R <sup>2</sup> = 25.3%; F =7.149		

The overall regression results and subgroup analyses provide empirical support for selected hypothesised relationships. Table 5 summarises the results of hypothesis testing.

**Table 5:** Summary of the Hypothesis Testing Results

Hypothesis	Structural path	Decision
H1	The <b>trustworthiness value</b> of digital influencers=> Vietnamese consumers' impulsive purchases in TikTok fashion live streams.	Rejected
H2	The <b>attractiveness (charm) value</b> of digital influencers=> Vietnamese consumers' impulsive purchases in TikTok fashion live streams.	<b>Supported</b>
H3	The <b>attractiveness (entertainment) value</b> of digital influencers=> Vietnamese consumers' impulsive purchases in TikTok fashion live streams.	Rejected
H4	The <b>expertise value</b> of digital influencers=> Vietnamese consumers' impulsive purchases in TikTok fashion live streams.	Rejected
H5	The <b>similarity value</b> of digital influencers=> Vietnamese consumers' impulsive purchases in TikTok fashion live streams.	<b>Supported</b>
H6	The <b>parasocial interaction value</b> of digital influencers=> Vietnamese consumers' impulsive purchases in TikTok fashion live streams.	Rejected

## 6. Discussion

The findings of this study provide comprehensive insights into how digital influencer characteristics shape impulsive buying behaviour in TikTok Shop fashion livestreaming,

while also revealing the moderating role of gender in this relationship. Overall, the results confirm that influencer attributes do not exert uniform effects; rather, their influence varies by perceived value dimensions and consumer characteristics.

Across an overall sample, **perceived similarity** emerges as the most influential determinant of impulsive purchasing behaviour. This finding reinforces prior studies suggesting that consumers are more susceptible to persuasion when they perceive influencers as sharing similar lifestyles, values, or fashion preferences (Ali et al., 2021; Al-Emadi & Ben Yahia, 2020). Perceived similarity reduces socio-psychological distance and enhances emotional identification, fostering commitment and repeated engagement with influencers (De Veirman et al., 2017). In the Vietnamese context, this effect is particularly salient due to cultural norms shaped by Confucian values, where power distance and social status signalling play an important role in consumption behaviour (Tang, 1995; Cakanlar & Nguyen, 2019). Owning fashion items endorsed by relatable influencers allows consumers to express identity, social belonging, and symbolic status, which in turn intensifies impulsive purchasing tendencies (Zhu & Chen, 2015).

**Attractiveness (charm)** is the second key influencer characteristic that significantly stimulates impulsive buying behaviour. Visually appealing influencers enhance initial attention, emotional arousal, and intuitive trust, thereby increasing purchase spontaneity during livestream sessions. This result is consistent with earlier research highlighting the persuasive power of physical attractiveness in social commerce environments (Han & Xu, 2020; Taillon et al., 2020). In Vietnam, the growing prominence of entertainment-oriented digital culture has further amplified consumers' sensitivity to appearance-driven cues, making charm a critical factor in shaping impulsive fashion purchases (Le & Hutchinson, 2022).

In contrast, **trustworthiness, entertainment value, expertise, and parasocial interaction** do not demonstrate significant direct effects on impulsive purchasing behaviour at the aggregate level. These findings diverge from several prior studies conducted in other cultural contexts (Hu et al., 2019; Jung & Im, 2021; Zhang et al., 2022), suggesting that Vietnamese consumers have become more rational and product-focused in livestream shopping environments. Growing scepticism toward influencer marketing, combined with perceptions that sponsored content is "commercialised" or "money-driven," has weakened the persuasive role of influencer credibility (Nguyen, 2022). As argued by Gomes (2022), trustworthiness alone is insufficient to trigger impulsive buying; it must be integrated with compelling content and contextual value.

Similarly, the non-significant impact of entertainment value suggests that excessive entertainment may dilute consumer attention and distract from purchasing goals rather than enhance impulsive decision-making. While entertainment improves overall enjoyment, it does not necessarily translate into immediate purchase action, particularly when consumers are motivated by price incentives or product scarcity (Li et al., 2024). Likewise, the lack of influence from influencer expertise indicates that professional knowledge alone does not prompt impulsive fashion purchases unless accompanied by favourable perceptions of authenticity and relevance. These findings

underscore the evolving nature of online consumption, where consumers prioritise personal needs, perceived value, and contextual cues over influencer authority.

The absence of a significant aggregate effect for **parasocial interaction** further suggests that emotional attachment to influencers plays a secondary role in impulsive purchasing within Vietnamese TikTok livestreams. Survey evidence indicates that limited-time offers, flash sales, and exclusive deals are substantially stronger drivers of impulse buying than interpersonal connection or real-time interaction. Although parasocial engagement may enhance flow experience and create a positive livestream atmosphere (Xiang et al., 2016; Lou et al., 2019), excessive interactivity can divert attention from consumers' primary shopping intentions (Li et al., 2024).

When gender differences are considered, the results reveal a markedly stronger responsiveness among **male consumers** compared to **female consumers**. The research model explains a substantially higher proportion of variance in impulsive buying behaviour for males, indicating that influencer characteristics exert greater persuasive power over men in livestream fashion shopping. For male consumers, **similarity**, **attractiveness (charm)**, and **parasocial interaction** significantly encourage impulsive purchases. These findings suggest that men are more emotionally immersed in livestream environments, particularly when interactive features foster a sense of personal connection and "virtual intimacy." Such engagement places male consumers in a heightened state of emotional flow, increasing susceptibility to spontaneous purchases. This result aligns with Kanwal et al. (2021) and Lin et al. (2018), who argue that men are more responsive to visual stimulation and interactivity in digital marketing contexts.

Interestingly, **entertainment value** and **expertise** exert negative or non-supportive effects for male consumers, implying that informational depth or excessive performance elements may undermine the perceived authenticity and relational closeness that men seek. These findings challenge traditional assumptions that male consumers prioritise functional or informational cues (Dittmar et al., 2004), suggesting a shift toward emotion-driven consumption in social commerce settings.

In contrast, **female consumers** exhibit a more restrained and selective response to influencer characteristics. Only attractiveness and similarity significantly influence impulsive buying behaviour, and the explanatory power of the model is considerably lower than that for males. This indicates that while women are drawn to visually appealing and relatable influencers, they are less likely to be persuaded by emotional interaction, expertise, or perceived credibility alone. Consistent with Lin et al. (2018) and Sramova and Pavelka (2019), female consumers tend to view online shopping as a social and experiential process but maintain greater emotional regulation and decision-making maturity. Influencer traits function primarily as supportive cues rather than decisive triggers, with greater emphasis placed on service quality, delivery reliability, and transaction security (Jiang et al., 2021).

Taken together, the findings demonstrate that impulsive buying behaviour in TikTok Shop fashion livestreaming is shaped by a complex interplay of influencer attributes, cultural context, and gender-specific motivations. While both male and female

consumers respond positively to perceived similarity and attractiveness, men are more emotionally engaged and strongly influenced by parasocial interaction, whereas women display more pragmatic and controlled purchasing behaviour. These results highlight the necessity of differentiated livestream marketing strategies that account for gender-based differences in emotional engagement, information processing, and impulse regulation.

## 6. Conclusion and Implications

This study demonstrates that similarity is the most influential characteristic driving Vietnamese consumers' impulsive buying behaviour during TikTok Shop fashion livestreams. Consumers are more likely to engage in impulsive purchases when they perceive influencers as sharing similar fashion preferences, lifestyles, or values, as this reduces socio-psychological distance, strengthens emotional identification, and enhances self-esteem and perceived social status. In addition, attractiveness (charm) significantly shapes consumers' initial perceptions by stimulating emotional arousal and intuitive trust, thereby reinforcing brand image, satisfaction, and impulsive purchase tendencies during livestream sessions. In contrast, trustworthiness, entertainment value, expertise, and parasocial interaction do not exert a statistically significant direct effect on impulsive buying in this context.

The findings further reveal notable gender-based differences. While both male and female consumers respond similarly to influencers' attractiveness and similarity - viewing livestream shopping as a socially embedded and emotionally engaging process - male consumers are considerably more susceptible to influencer characteristics overall. In particular, parasocial interaction strongly amplifies male impulsive buying, whereas expertise and entertainment values exert a negative influence, suggesting a preference for intimacy and perceived authenticity over informational depth or performative content. Female consumers, by contrast, exhibit greater emotional regulation and pragmatism, balancing influencer appeal with functional considerations such as service quality, delivery reliability, and transaction security.

From a practical perspective, these findings underscore the importance of strategic influencer selection in TikTok fashion livestreaming. Brands should prioritize influencers whose style and values align closely with their target audience and who project a charming, visually appealing presence. At the same time, responsible marketing practices should be encouraged to mitigate excessive impulsive consumption and support sustainable fashion objectives. Gender-sensitive livestream strategies are also essential: interactive and community-oriented approaches may be more effective for male consumers, whereas informative, trustworthy, and service-focused content is likely to resonate more strongly with female consumers. Collectively, these insights contribute to a more nuanced understanding of impulsive consumption in livestream commerce and offer actionable guidance for achieving sustainable and competitive performance in TikTok-based fashion retailing.

## 7. Limitations and Recommendations for Future Research

Despite its contributions, this study has several limitations that should be acknowledged and addressed in future research.

Firstly, the final sample size was limited to 219 respondents after data cleaning, which may constrain the generalisability and statistical robustness of the findings. Future studies are encouraged to employ larger and more diverse samples to enhance the reliability and external validity of the research results.

Secondly, the study focuses exclusively on Vietnamese TikTok users, which may restrict the applicability of the findings to other cultural, institutional, and market contexts. As livestream commerce continues to expand globally, future research could adopt cross-cultural or cross-country comparative designs to examine whether the influence of digital influencer characteristics on impulsive buying behaviour differs across regions.

Finally, while impulsive purchasing plays an important role in livestream commerce, it may not represent a sustainable long-term strategy for platforms or influencers. Future studies could extend the current model by examining related behavioural outcomes, such as repurchase intention, customer loyalty, or sustainable consumption patterns, to provide a more comprehensive understanding of consumer behaviour in livestream shopping environments.

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### Conflict of Interest Statement

The author declares that there are no conflicts of interest regarding the publication of this article.

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