



## The Impact of Facebook on Online Shopping Attitudes for air Conditioners in the age of Digital Transformation

Bui Quoc Khoa <sup>1\*</sup>, Huynh Pham Tu Vi <sup>2</sup>, Hoang-Tien Nguyen <sup>3</sup>, Dinh Ba Hung Anh <sup>4</sup>, Nguyen Minh Ngoc <sup>5</sup>

<sup>1</sup> Van Lang University, Vietnam

<sup>2</sup> University of Finance - Marketing, Vietnam

<sup>3</sup> WSB Merito University in Gdańsk, Poland

<sup>4</sup> Ho Chi Minh City University of Technology, Poland

<sup>5</sup> Finance and Marketing University, Vietnam

\* Corresponding Author: **Bui Quoc Khoa**

---

### Article Info

**ISSN (online):** 2583-8261

**Volume:** 04

**Issue:** 01

**January-February 2025**

**Received:** 08-11-2024

**Accepted:** 09-12-2024

**Page No:** 21-29

### Abstract

Studies have shown that attitude will have a positive impact on purchase, and customers' attitudes towards shopping will be affected by various factors when they shop on social networks, such as Facebook. The purpose of this study is to synthesize the main factors affecting the purchasing attitude on Facebook of young people in Ho Chi Minh City, especially in the digital transformation era, in which the study focuses on Generation Z customers who are young customers with frequent online shopping behavior. The study combines qualitative and quantitative research methods to achieve the research objectives. The results of the study showed that information, entertainment, interaction, credibility, and personalization positively affect purchasing attitude; annoyance and sociability have a negative impact on purchasing attitude of young people on Facebook in the digital transformation era. Through the research results, some managerial implications for online businesses are also proposed.

**DOI:** <https://doi.org/10.54660/IJSSER.2025.4.1.21-29>

**Keywords:** purchase attitude, social media, sociability information; entertainment interaction; trust personalization distraction; digital transformation

---

### 1. Introduction

Facebook currently has more than 2.7 billion monthly active users as of Q2 2020 <sup>[1]</sup>, making it the largest social network in the world. In Q3 2012, the number of active Facebook users surpassed one billion, becoming the first social network ever. Facebook has become a popular tool for users to communicate with friends, and it is also a fertile online market alongside e-commerce platforms such as websites or mobile applications <sup>[2, 40]</sup>. Due to the impact of digital transformation, individuals may choose Facebook as a place to sell or choose Facebook to shop if they cannot shop directly at stores. According to previous studies, customer attitude is the most important factor that will affect the business performance of enterprises. If customers have a positive attitude, it will be easier to attract customers to shop online on Facebook, and the amount of goods they buy will increase in the present and the future; therefore, sellers from individuals to businesses operating on Facebook need to focus on building positive consumer attitudes <sup>[3, 4, 41]</sup>. Currently, young customers are having strong online consumer behavior. In Vietnam, the emergence of the next demographic wave of Vietnamese shoppers - Generation Z, the generation following the Millennials - will bring lasting changes to the online consumer market <sup>[5, 42, 64]</sup>.

---

Previous studies have mainly focused on media such as text message advertising [6, 43], or online advertising [7, 44], or e-commerce sites [8, 45]. Studies on the direct influence of Facebook attributes on user attitudes in the current e-commerce market are still limited. Facebook is a social network with a large number of users, so the process of updating and changing to be compatible with users is continuous. The beneficial features of Facebook are continuously added to create usefulness for users such as information, entertainment, reliability [9-11, 46], personalization [9, 47]. In addition, social interaction has been considered by many researchers as a factor leading to customer purchasing behavior [12, 48]. Originating from the concept of subjective norms in the theory of rational behavior [13, 49], customer attitudes towards purchasing behavior are easily influenced by the behaviors of the social network community through the number of interactions with posts or products; which is demonstrated when customers click the "Like" button, "Favorite" button, or share a post, or comment on a post [14, 50]. However, these effects are not always positive, significant when the evidence can be interfered by technology or relationships, or due to the lack of awareness of shoppers when interacting with posts through liking or sharing in a haphazard manner based on relationships rather than real characteristics. Sociality in communication when the communicator mainly performs gossiping behaviors without paying attention to the content [15, 51]. Therefore, this study and inheriting previous studies also add a suitable factor to the Facebook environment, which is sociality through communication affects the attitudes of shoppers on Facebook.

This paper aims to find out the relationships between informativeness, entertainment, interactivity, credibility, personalization, annoyance, sociality and purchase attitudes on Facebook. Besides the introduction, this study is organized with a theoretical overview, research methodology, research results, discussion and conclusion.

## 2. Theoretical Overview

Generation Z consumers, born between 1998 and 2010, possess enormous spending power: they are estimated to account for 25% of the workforce, reaching 15 million people in Vietnam [16, 52]. Generation Z grew up when the country was undergoing rapid changes, including an economic boom along with the rise of technology and the Internet [5, 53]. The emerging demographic wave is also exposed to Western and international ideas at a younger age than previous generations. Therefore, online shopping has become a

common habit of this age group, while accessing social networks such as Facebook, Zing, Instagram has also become one of the indispensable daily activities of this age group. The above social networking sites, especially Facebook, have a strong influence on the attitudes and consumer behavior of Generation Z [12, 54]. Social media has become one of the most effective and popular tools in the world today to reach customers. The nature of social media is to connect and share. The psychology of social media users is to express themselves, their ego, and social media creates an ideal environment to express that and, most of all, attract attention. Besides, social media also develops for entertainment. People are increasingly looking for fun in life through entertainment activities, and social media is one of the best entertainment media available to bring people comfort and relaxation. The theory of reasoned behavior (TRA) assumes that human behavior is controlled by will, that is, people believe that they can perform the behavior whenever they are ready to do so [13, 55]. Gradually, TRA is used more frequently to study behaviors in which control is a modifiable factor. For that purpose, TRA was supplemented by a component named perceived behavioral control. This concept represents the extent to which people believe that they can perform the behavior because they have the ability. It is easy to see that this factor can significantly improve the generality of the model's application because many behaviors require specific skills or external facilities. The successor to TRA and the supplement of the concept of behavioral control is the theory of planned behavior (TPB). Similar to attitudes and subjective norms, in addition to influencing intentions, perceived behavioral control also affects an individual's specific behavior [17, 56].

Attitude can be defined as a favorable or unfavorable feeling toward an object, influencing a person to act or behave predictably toward a product or service [18, 57]. Consumer purchase attitude is understood and described as a favorable or unfavorable rating based on a person's cognition, emotion, and executive tendencies toward an object or idea [19, 58]. The development of technology has created many advantages for social media such as: informativeness, entertainment, credibility, interactivity, personalization, and stimulation for users [7, 9, 59]. Previous studies have shown that informativeness, entertainment, credibility, interactivity positively affect consumer attitudes, and irritation negatively affects consumer attitudes. Furthermore, sociality through comments or reviews often does not affect consumer attitudes or has a negative impact [20, 60]. The theoretical model is shown in Figure 1.

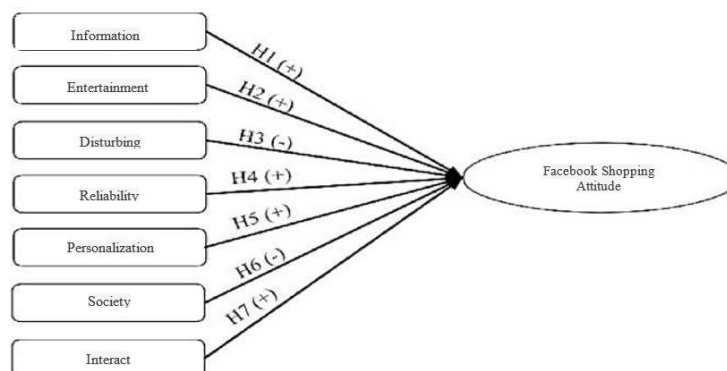


Fig 1: Proposed research model

Informativeness indicates the ability of advertising to inform consumers about products and services [21, 61]. Informativeness is the ability of advertising to effectively provide relevant information [22, 62]. It is also said that the effectiveness of providing information will allow consumers to search for information without being limited by time and place. This effect is very important for consumers on the Internet [23, 63]. Information is considered a valuable motivation that makes recipients respond very positively to advertisements [7, 41]. Therefore, the study proposes the hypothesis:

*H1: Informativeness has a positive impact on young customers' purchase attitudes when they shop on Facebook.*

The level of entertainment on Facebook not only determines the success of advertisements distributed in traditional media, but it is also a necessary factor for success in the Internet context [24, 42]. When reviewing the relevant literature, it is found that entertainment refers to the ability of advertisements to satisfy the audience's need for aesthetic enjoyment, fun, or emotional pleasure. In other words, entertainment is considered as the benefit of consumers in terms of the level of enjoyment and satisfaction when they see advertisements [25, 43]. Entertainment aims to increase the excitement of viewers on Facebook, attract more visits, and lead to a very high consumer purchase attitude [26, 44]. Therefore, the study proposes the hypothesis:

*H2: Entertainment has a positive impact on the purchase attitude of young customers when they shop on Facebook.*

Annoying refers to any negative effect that may go against what users value [22, 45]. In the context of advertising, annoying is defined as being annoying, insulting, abusive, deceptive, or overly manipulative [6, 46]. In an attempt to compete for consumers' attention, advertisers' intrusive tactics can annoy audiences [27, 47]. An overly annoying advertisement will lead to negative attitudes toward the brand. Some consumers believe that they will not buy a product because of too many advertisements from the business [22, 48]. Therefore, the study proposes the following hypothesis:

*H3: Annoying has a negative effect on young consumers' purchase attitudes when they shop on Facebook.*

Credibility in advertising is a statement that is credible and recognizable in the minds of the listeners [28, 49]. Credibility of advertising is influenced by various factors, especially the credibility of the advertisement and the reputation of the messenger [3, 50]. Perceived credibility of advertising is one of the first constructs that significantly influences consumers' attitudes toward advertising [6, 51]. Therefore, hypothesis H4 is proposed:

*H4: Credibility has a positive impact on young consumers' purchase attitudes when they shop on Facebook*

Personalization is the process of tailoring advertising content to the characteristics and preferences of each consumer on a particular e-commerce site, which means that each customer is treated uniquely when shopping on an e-commerce site [14, 29, 52]. Personalization aims to improve the user experience of a service [30, 53]. Therefore, personalization can ensure that visitors to e-commerce sites are exposed to relevant advertising messages [31, 54]; thereby, they will be attracted

and receive positive benefits from advertising on the e-commerce site. Therefore, it is reasonable to assume that personalization of Facebook advertising is considered an essential factor that positively influences consumers' attitudes towards Facebook advertising. Therefore, the study proposes that:

*H5: Personalization has a positive impact on young consumers' purchase attitudes when they shop on Facebook*

According to Brown and Levinson's theory [15, 55], politeness is central to respectful behavior. However, the difference in Japanese culture focuses on the hierarchical social structure between the speaker and the addressee rather than the desire of people to freely impose as Brown and Levinson proposed [32, 56]. When the addressee assumes a higher or lower social status, the addressee must acknowledge this social relationship and demonstrate their dependence on the addressee, either by making strict impositions (if inferior), or by showing or being polite to the addressee (if superior). Nowadays, most people interact in a virtual world where they can see each other through computer screens or communicate in writing. This context has prompted many studies to shift their focus to computer communication. Facebook is one of the most popular social networks. With 1.1 billion users worldwide, the use of Facebook as a means of communication is unquestionable. Therefore, social behavior can influence consumers' purchase attitudes, the likelihood of repurchase will be lower than before if the sociality of the reviews is too high [33, 57]. Therefore, hypothesis H6 was proposed:

*H6: Sociality has a negative influence on young customers' purchase attitudes when they shop on Facebook*

Interactivity is the level of influence, and communication between users with different types of advertisements. Previous research has shown interaction in three groups: "person-person", "person-message" and "person-computer" [9, 58]. For online advertising, Facebook social network is a potential environment for advertising because it is an environment where human-to-human interaction is at its highest level [34, 59]. Therefore, online purchasing attitudes can be influenced by the interactivity between users. From there, the study proposes the following hypothesis H7:

*H7: Interactivity has a positive impact on young customers' purchasing attitudes when they shop on Facebook.*

### 3. Research Methodology

A mixed research method, including qualitative and quantitative research, was conducted to achieve the research objectives. Qualitative research was conducted through focus group discussions. The discussion content was about the issues being researched to collect opinions from group members, including 10 members with experience in online shopping on Facebook. The focus group discussion was conducted under the chairmanship of the author with a discussion guide outline. The observed variables adjusted after qualitative research will bring high survey value in quantitative research. After completing the focus group discussion, the next step is to conduct quantitative research. The observed items were measured on a 5-level Likert scale, including 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree. The scales were inherited from previous studies; Specifically, (1) informativeness including

4 observed items, (2) entertainment and (3) personalization including 3 observed items, and (4) annoyance including 5 items were adopted from Alsamydai [9]; (5) reliability and (6) interactivity including 4 observed items, respectively applying the scales of Aghakhani *et al.* [10, 65] and Abu-Ghosh *et al.* [11]; and (7) sociability including 4 observed items measured by Hu *et al.* [35]; and finally 5 observed purchase attitude items by Yaakop *et al.* [36]. A formal survey by sharing the questionnaire online with Facebook users on any social media. The result was that 324 respondents all said that they were using Facebook and of them 289 had made a purchase on Facebook. Thus, the official sample size of this study is 289 samples; of which, 46.2% are male and 53.8%

are female. The respondents are young people, aged 18 to 22 years old, accounting for 92.6%, which is also the main age group of Generation Z. The topic analyzes data through the use of SPSS software to perform descriptive statistical analysis, Cronbach's Alpha scale testing, EFA exploratory factor analysis, and multivariate regression analysis.

#### 4. Results and Discussion

The mean values of the observed variables in Table 1 indicate customers' evaluation of the research factors. The mean results indicate that customers consider Facebook sales advertising as annoying and unreliable due to direct external influences.

**Table 1:** Descriptive statistics

Observation variable	Symbol	Average
Facebook provides a lot of information about products/services.	INF1	3,71
Facebook provides useful information about brands, products/services.	INF2	3,65
Facebook is constantly updating information.	INF3	3,88
I learn a lot from interacting with Facebook.	INF4	3,70
I feel interested in the content, images, videos, articles,... on Facebook.	ENT1	3,80
The images, videos, articles,... on Facebook are interesting.	ENT2	3,84
The images, videos, articles,... about products and services on Facebook are very eye-catching.	ENT3	3,73
I feel annoyed when I see live sales livestreams appearing on my Facebook.	IRR1	2,16
I feel annoyed when I see live sales livestreams appearing on my Facebook.	IRR2	1,97
I feel uncomfortable when I see ads on Facebook.	IRR3	2,23
Advertising through Facebook social network distracts me from other content.	IRR4	2,36
I feel NOT satisfied when violent, offensive content appears on my Facebook.	IRR5	2,05
I use Facebook as a reference to buy products or services.	CRE1	3,36
The content about products/services on Facebook is quite practical, partly from people who already know.	CRE2	3,50
The products/services on Facebook are trustworthy.	CRE3	3,03
The content about products/services on Facebook is convincing.	CRE4	3,24
The recommendations on Facebook are relevant to my interests.	PER1	3,62
The content on Facebook is close to the topics I am interested in.	PER2	3,71
The content of products/services on Facebook is exactly what I expected.	PER3	3,55
The products/services that are well-reviewed on Facebook are NOT really high quality.	IMP1	2,74
The content, likes, shares, comments of posts on Facebook are NOT realistic.	IMP2	2,69
The comments about products/services on Facebook are NOT completely natural.	IMP3	2,51
The comments/reviews on Facebook are AFFECTED by objective factors (following the majority, following trends).	IMP4	2,30
Facebook brings a high level of product/service awareness.	INT1	3,56
Facebook makes it easier for me to access products/services.	INT2	3,74
I often click on the content of articles and advertisements to better understand the products/services.	INT3	3,58
I communicate with sellers through private messages or comments on articles.	INT4	3,74
I like to read content about products/services on Facebook.	ATT1	3,35
I like to see products/services on Facebook (before going to the store).	ATT2	3,46
I enjoy the community values that Facebook brings.	ATT3	2,95
I consider Facebook a good choice for online shopping.	ATT4	3,52
I respond positively to content about products/services on Facebook that are suggested to me.	ATT5	3,25

This study tested the reliability and convergent validity through Cronbach's Alpha and exploratory factor analysis (EFA) using principal component analysis with Varimax rotation to reduce the observed variables into a set of different constructs. All Cronbach's Alpha values must be greater than 0.7 to ensure the reliability of the scale. Table 2 shows that the scales of all constructs are significant and greater than 0.7;

therefore, all scales are reliable. Furthermore, the KMO coefficient = 0.907, which is greater than 0.5; therefore, EFA is appropriate. In Bartlett's test, Sig. = 0.00, which is less than 0.05, indicating that all observed variables are correlated. Furthermore, the factor loadings of all items are significant and greater than 0.5. All scales in this study have convergent validity.

**Table 2:** Results of Cronbach's Alpha and Exploratory Factor Analysis (EFA)

Research Structure	Cronbach's Alpha	Factor Loadings	Some EFA Test Indicators
Personalization (PER)	0,912	[0,832 - 0,910]	<ul style="list-style-type: none"> <li>▪ KMO = 0,907</li> <li>▪ Sig. (Bartlett's Test of Sphericity) = 0,00</li> <li>▪ Eigenvalue = 1,114;</li> <li>▪ Total variance extracted = 75.193</li> </ul>
Information (INF)	0,877	[0,827 - 0,864]	
Annoying (IRR)	0,883	[0,840 - 0,869]	
Sociability (IMP)	0,863	[0,805 - 0,852]	

Interactivity (INT)	0,875	[0,819 - 0,864]
Reliability (CRE)	0,871	[0,822 - 0,848]
Entertainment (ENT)	0,873	[0,790 - 0,848]

The linear regression analysis results in Table 3 show that the hypothesis test “All coefficients of the model are zero”, the variance analysis results show that Sig. = 0.000 < 0.05 means that there is at least one regression coefficient other than zero, so the above hypothesis should be rejected and the model is suitable. From Table 3, it can be seen that the variance inflation factor (VIF) is less than 2 (the largest is VIF = 1.997 < 2), therefore, the phenomenon of multicollinearity between independent variables in this model is small, not having a significant impact on the regression results. The adjusted R2 parameter indicates the level (%) of the dependent variable explained by the independent variable. According to Table 3, adjusted R2 = 85.8%, which means that 85.8% of the

variation in the dependent variable ATT is explained by the variation of 7 independent factors including INF, ENT, IRR, CRE, PER, IMP, INT; other factors outside the model explain the remaining 14.2% of the variation. Durbin – Watson coefficient (d) = 1.932, with sample size N = 289, we have  $dl = 1.343 < 1.932 < (4 - 1.245) = 2.753$ , thus satisfying the condition that the model does not have residual autocorrelation. The one-way ANOVA analysis table shows that F = 250.443 and the significance level Sig. = 0.000 (sig. ≤ 0.05), meaning that the regression model fits the collected data and the included variables are statistically significant at the 5% significance level.

**Table 3:** Regression results

	Coefficient B	Standard Error	Beta	sig.	VIF	Hypothesis	Conclusion
Constant	2,041	,137		0,000			
INF	,118	,023	,153	0,000	1,997	H1	Accept
ENT	,056	,021	,074	0,000	1,668	H2	Accept
IRR	-,137	,017	-,195	0,000	1,394	H3	Accept
CRE	,184	,020	,262	0,000	1,805	H4	Accept
PER	,067	,018	,094	0,000	1,460	H5	Accept
IMP	-,207	,019	-,286	0,000	1,597	H6	Accept
INT	,158	,023	,205	0,000	1,944	H7	Accept
R <sup>2</sup> adjust = 0,856		Durbin-Watson =		1,932	F	= 250,443	sig. (ANOVA) = 0,00

The Beta coefficient in Table 4 shows the influence of 7 independent variables on the dependent variable and the importance of each independent variable in the model as follows: INF = 0.153, ENT = 0.074, IRR = -0.195, CRE = 0.262, PER = 0.094, IMP = -0.286, INT = 0.205. The research results show that all significant values are less than 0.05, so all independent variables significantly affect the purchasing attitude of young people with 99% confidence. With the results in Table 4, the regression equation is set up as follows:

$$ATT = - 0,137*IRR + 0,184*CRE + 0,067*PER - 0,207*IMP + 0,056*ENT + 0,118*INF + 2,041$$

## 5. Discussion and Managerial Implications

### 5.1. Discussion

This study aims to identify the factors of Facebook that affect the purchasing attitude of consumers, especially young people. The results of qualitative research and quantitative survey with a sample size of 289 participants are used to test the linear regression model, in which the purchasing attitude is affected by factors such as: Informativeness, Annoyance, Trustworthiness, Personalization, Sociability, Interactivity, and Entertainment. Some theoretical and practical contributions are stated as follows:

First, the informativeness of Facebook always has a positive impact and has a significant impact on purchasing attitude (Beta = 0.153, sig. = 0.000). Therefore, providing information regularly is the main advantage of attracting potential customers and nurturing the customer base of the business [21, 37, 60]. Consumer trust can be gained through personal experience or through acquaintances' introduction [38, 61]. Therefore, online retail businesses need to communicate regularly, create closeness and trust in their

products and brands.

Second, distraction has a negative impact on shopping attitudes, with Beta = - 0.195, sig. = 0.000. Many product advertisements are also not necessarily good, which causes annoyance to customers and negatively affects their attitudes [6, 39, 62]. Therefore, when participating in business on Facebook, businesses need to pay attention to the nature of the content; the content needs to be appropriate and increase efficiency. Therefore, the more consumers feel uncomfortable and frustrated with the content of social media advertising, the less likely they are to buy the advertised product, reducing the effectiveness of advertising on Facebook.

Third, trust is also one of the factors that positively affects purchasing attitudes (Beta = 0.262, sig. = 0.000). In an environment where products cannot be touched in advance, or there are too many inaccurate comments, trust becomes an important factor affecting consumer attitudes [6, 39, 63]. Thereby, businesses need to build trust with customers, reputation will bring long-term benefits to businesses. Advertising and selling on Facebook is honest because it partly comes from people who already know about product/service/brand information; therefore, they will easily trust.

Fourth, personalization has a positive impact on shopping attitudes on Facebook (Beta = 0.094, sig. = 0.000). Personalization will create specific and different choices or programs for each customer group, helping to reduce costs but bring high efficiency [30, 41]. Understanding each customer segment is very important because when there is a collection of each target group, businesses can make more accurate and appropriate calls to action [40, 42]. If businesses capture information of each target segment through online behaviors,

they will be able to provide appropriate recommendations to consumers in online purchases, thereby helping businesses refine their strategies and optimize their target audience. At the same time, businesses can create unique, different experiences between an individual and a specific brand.

Fifth, socialization negatively affects purchasing attitudes on Facebook (Beta = - 0.286, sig. = 0.000). Although a photo or status on Facebook posted on a person's page has high interaction, the spread can reach millions of other Facebook users; however, most customers do not trust these posts<sup>[15, 43]</sup>. Currently, the content posted on Facebook by users today is no longer limited to personal stories, but sometimes they also share many other things, such as an article, a favorite story. In recent years, when the content on Facebook has significantly affected real social life, causing confusion in public opinion or causing consumers to misunderstand and have purchasing behaviors that do not match their needs<sup>[35, 44]</sup>. Careless, casual comments that are social or intended to receive gifts from businesses are causing consumers to lose trust in online reviews, and view them as social, perfunctory, and lacking objectivity.

Sixth, interactivity such as sharing, commenting, or exchanging information via social networks has a positive impact on consumer attitudes on Facebook (Beta = 0.205, sig. = 0.000). Research results demonstrate that consumers will have a higher purchase attitude if they view advertisements through social networks<sup>[9, 45]</sup>. Social interaction is demonstrated by the fact that users can use various texts, images, videos, and links to follow and share new products with other users<sup>[34, 46]</sup>. At the same time, highly interactive messages to social communities and influential individuals will significantly impact consumer attitudes through comments, and sharing of advertising content. Businesses need to take advantage of this to increase conversion rates and customer loyalty when communicating through social networks, especially Facebook<sup>[4, 47]</sup>.

Finally, entertainment has a positive impact on purchase attitudes (Beta = 0.074, sig. = 0.000). Facebook brings a lot of enjoyable values to users and customers. Businesses can take advantage of this to have a smarter approach strategy. Accordingly, if an advertisement through social networks is as entertaining as possible for consumers, their attitudes will increase. It can be seen that the basic and mandatory requirement for advertising programs and activities is the ability to provide information and entertainment to viewers<sup>[6, 48]</sup>. Only when consumers feel these two values, can they create a positive attitude towards advertising. The entertainment value of Facebook is measured by activities that bring joy and comfort to consumers and is reflected in the content that advertisements convey<sup>[29, 49]</sup>. The sales page needs to be built delicately, to show simplicity, ease of understanding and uniqueness; this is also a way to help users not feel bored when receiving advertising information from social networking sites, thereby positively affecting the purchasing attitude of young customers of Generation Z.

## 5.2. Management implications

The best e-commerce sites in the world have integrated with social media. Social media channels are a tool that serves as a basis for increased engagement - like regional sales representatives in a virtual store environment. Facebook shopping is becoming a new trend in online commerce. Customers feel convenient with the entire shopping process

being done in one application. They are interested in products through sharing from friends or Facebook ads, then continue the shopping process without switching applications, which can be time-consuming when logging in, they often encounter problems and go through the process of resetting passwords. The flexibility of customer support is another reason why customers love shopping on Facebook. Consumers are very interested in the process and creating requests to check the status of orders, change delivery times or locations. This advantage makes it easy for them to shop on Facebook because the store's customer support is always ready to respond immediately to resolve their requests. The study has shown a negative relationship between annoyance, sociality; and a positive relationship between information, trustworthiness, personalization, interactivity, and entertainment.

The study was conducted as scientifically and comprehensively as possible; however, it still has some limitations. First, the study only conducted general experiments on actual surveys of young people on Facebook, although Facebook is a relatively complete social networking site with many types of information from education to health. Second, in terms of sampling method, due to time and data frame, the author could only select random samples, which reduces the reliability of the study. Third, the study only focused on the influence of Facebook on young people's purchasing attitudes in the process of digital transformation. Future research could overcome some of the limitations of this study by focusing on a factor that clearly influences the specificity of that social network or other social media platforms. In addition, a probability sampling frame could be constructed to create higher research reliability. Some research variables could be enhanced to create extensive research, especially research variables on factors influencing purchase decisions on social networks, impact on purchase intention, repeat purchase, or factors influencing customer loyalty through repeated advertising on social networks.

## 6. References

1. Clement J. Facebook: number of monthly active users worldwide 2008–2020. Statista [Internet]. 2020 Nov 29 [cited 2025 Jan 6]. Available from: <https://www.statista.com/statistics/264810/>
2. Mosquera R, Odunowo M, McNamara T, Guo X, Petrie R. The economic effects of Facebook. *Experimental Economics*. 2020;23(2):575–602.
3. Fredricks AJ, Dossett DL. Attitude–behavior relations: A comparison of the Fishbein-Ajzen and the Bentler-Speckart models. *Journal of Personality and Social Psychology*. 1983;45(3):501.
4. Khoa BT. The role of mobile skillfulness and user innovation toward electronic wallet acceptance in the digital transformation era. In: 2020 International Conference on Information Technology Systems and Innovation (ICITSI). Bandung - Padang, Indonesia: IEEE; 2020. p. 30–7.
5. Najiba NMN, Kasumab J, Bibic ZBH. Relationship and effect of entertainment, informativeness, credibility, personalization, and irritation on generation Y's attitudes towards SMS advertising. In: Proceedings of the 3rd International Conference on Business and Economics; 2016 Sep 21–23; Shah Alam, Malaysia.
6. Ariffin SK, Aun TL, Salamzadeh Y. How personal beliefs influence consumer attitude towards online

- advertising in Malaysia: To trust or not to trust? *Global Business & Management Research*. 2018;10(1).
7. Gao Y, Wu X. A cognitive model of trust in e-commerce: Evidence from a field study in China. *Journal of Applied Business Research*. 2010;26(1).
  8. Alsamydai MJ. Adaptation of the technology acceptance model (TAM) to the use of mobile banking services. *International Review of Management and Business Research*. 2014;3(4):2039.
  9. Aghakhani N, Karimi J, Salehan M. A unified model for the adoption of electronic word of mouth on social network sites: Facebook as the exemplar. *International Journal of Electronic Commerce*. 2018;22(2):202–31.
  10. Abu-Ghosh DH, Al-Dmour H, Alalwan AA, Al-Dmour RH. Factors affecting Jordanian consumers' attitudes towards Facebook advertising: Case study of tourism. In: *Emerging Markets from a Multidisciplinary Perspective*. Springer; 2018. p. 285–302.
  11. Khoa BT, Nguyen HM. Electronic loyalty in social commerce: Scale development and validation. *Gadjah Mada International Journal of Business*. 2020;22(3). doi: 10.22146/gamaijb.50683.
  12. Ajzen I, Fishbein M. *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley; 1975.
  13. Nguyen MH, Khoa BT. Perceived mental benefit in electronic commerce: Development and validation. *Sustainability*. 2019;11(23):6587–6608. doi: 10.3390/su11236587.
  14. Brown P, Levinson SC. *Politeness: Some universals in language usage*. Cambridge: Cambridge University Press; 1987.
  15. Kyssha M. Vietnam's new age consumers: Generation Z [Internet]. *Vietnam Briefing*; 2019 Oct 15 [cited 2025 Jan 6]. Available from: <https://www.vietnam-briefing.com/news/vietnams-new-age-consumers-generation-z.html>.
  16. Ajzen I. From intentions to actions: A theory of planned behavior. In: Kuhl J, Beckmann J, editors. *Action Control: SSSP Springer Series in Social Psychology*. Berlin, Germany: Springer; 1985. p. 11–39.
  17. Khoa BT. The impact of the personal data disclosure's tradeoff on trust and attitude loyalty in mobile banking services. *Journal of Promotion Management*. 2020;27(4):585–608. doi: 10.1080/10496491.2020.1838028.
  18. Knezevic B, Falat M, Mestrovic IS. Differences between X and Y generation in attitudes towards online book purchasing. *Journal of Logistics, Informatics and Service Science*. 2020;7(1):1–16. doi: 10.33168/liss.2020.0101.
  19. Brown P. Politeness and impoliteness. In: Yan H, editor. *The Oxford Handbook of Pragmatics*. Oxford, United Kingdom: Oxford University Press; 2019. p. 383–99.
  20. Al Khasawneh M, Shuhaiber A. A comprehensive model of factors influencing consumer attitude towards and acceptance of SMS advertising: An empirical investigation in Jordan. *International Journal of Sales & Marketing Management Research and Development*. 2013;3(2):1–22.
  21. Oh LB, Xu H. Effects of multimedia on mobile consumer behavior: An empirical study of location-aware advertising. In: *ICiS 2003 Proceedings*. 2003. p. 56.
  22. Chen LD, Nath R. A framework for mobile business applications. *International Journal of Mobile Communications*. 2004;2(4):368–81.
  23. Ducoffe RH. How consumers assess the value of advertising. *Journal of Current Issues & Research in Advertising*. 1995;17(1):1–18.
  24. Raney AA, Bryant J. Entertainment and enjoyment as media effects. In: Oliver MB, Raney AA, Bryant J, editors. *Media Effects: Advances in Theory and Research*. New York: Routledge, Taylor & Francis Group; 2019.
  25. Van der Waldt DR, Rebello T, Brown W. Attitudes of young consumers towards SMS advertising. *African Journal of Business Management*. 2009;3(9):444–52.
  26. Cheung MY, Luo C, Sia CL, Chen H. Credibility of electronic word-of-mouth: Informational and normative determinants of online consumer recommendations. *International Journal of Electronic Commerce*. 2014;13(4):9–38. doi: 10.2753/jec1086-4415130402.
  27. Fang YH. Beyond the credibility of electronic word of mouth: Exploring eWOM adoption on social networking sites from affective and curiosity perspectives. *International Journal of Electronic Commerce*. 2014;18(3):67–102. doi: 10.2753/jec1086-4415180303.
  28. Nguyen MH, Khoa BT. Customer electronic loyalty towards online business: The role of online trust, perceived mental benefits, and hedonic value. *Journal of Distribution Science*. 2019;17(12):81–93. doi: 10.15722/jds.17.12.201912.81.
  29. Tynan D. Personalization is a priority for retailers, but can online vendors deliver? [Internet]. *Adweek*; 2018 Jun 12 [cited 2025 Jan 6]. Available from: <https://www.adweek.com/digital/personalization-is-a-priority-for-retailers-online-and-off-but-its-harder-than-it-looks-in-an-off-the-shelf-world/>.
  30. Chen PT, Hu HH. The effect of relational benefits on perceived value in relation to customer loyalty: An empirical study in the Australian coffee outlets industry. *International Journal of Hospitality Management*. 2010;29(3):405–12.
  31. Matsumoto Y. Reexamination of the universality of face: Politeness phenomena in Japanese. *Journal of Pragmatics*. 1988;12(4):403–26.
  32. Sukpanich N, Chen LD. Interactivity as the driving force behind e-commerce. *AMCIS 2000 Proceedings*. 2000;244.
  33. Wang X, Yu C, Wei Y. Social media peer communication and impacts on purchase intentions: A consumer socialization framework. *Journal of Interactive Marketing*. 2012;26(4):198–208.
  34. Hu Y, Tafti A, Gal D. Read this, please? The role of politeness in customer service engagement on social media. In: *Proceedings of the 52nd Hawaii International Conference on System Sciences*; 2019; Grand Wailea, Hawaii.
  35. Yaakop A, Mohamed Anuar M, Omar K, Liaw A. Consumers' perceptions and attitudes towards advertising on Facebook in Malaysia. In: *World Business and Economics Research Conference*; 2012; Auckland, New Zealand.
  36. Gharib RK, Garcia-Perez A, Dibb S, Iskoujina Z. Trust and reciprocity effect on electronic word-of-mouth in online review communities. *Journal of Enterprise*

- Information Management. 2019;33(1):120–38. doi: 10.1108/jeim-03-2019-0079.
37. Kotler P, Armstrong G, Opresnik MO. Principles of Marketing. Harlow, England: Pearson; 2021.
38. Cheung R. The influence of electronic word-of-mouth on information adoption in online customer communities. *Global Economic Review*. 2014;43(1):42–57.
39. Riecken D. Personalized views of personalization. *Communications of the ACM*. 2000;43(8):26. doi: 10.1145/345124.345133.
40. Khoa BQ. Factors affecting students' intention to start a business: Faculty of Business Administration, Ho Chi Minh City University of Economics. *International Journal of Management and Organizational Research*. 2024.
41. Khoa BQ. Factors affecting lecturers' satisfaction: Faculty of Business Administration, University of Economics HCMC. *International Journal of Social Science Exceptional Research*. 2024.
42. Khoa BQ. Factors affecting the training quality of the Faculty of Business Administration, University of Economics HCMC. *International Journal of Social Science Exceptional Research*. 2024.
43. Khoa BQ. The role of artificial intelligence in optimizing supply chain planning and decision-making. *International Journal of Social Science Exceptional Research*. 2024.
44. Khoa BQ. Factors influencing Van Lang University's Faculty of Science and Computer Science students' satisfaction with online learning in HCMC. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2024. doi: 10.54660/IJMRGE.2024.5.6.829-836.
45. Khoa BQ. Impact of artificial intelligence's part in supply chain planning and decision-making optimization. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2024. doi: 10.54660/IJMRGE.2024.5.6.837-856.
46. Khoa BQ. Vietnam's renewable energy industry's approach to market development: Impact of smart grid systems and renewable energy sources integration. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2024. doi: 10.54660/IJMRGE.2024.5.6.857-872.
47. Ngoc TM, Khoa BQ. Simulate energy in buildings according to LEED and LOTUS certification. *Science & Technology Publisher*; 2023.
48. Ngoc TM, Khoa BQ. LEED rating system: Basis for green buildings. *Science & Technology Publisher*; 2022.
49. Khoa BQ, Hay N, Duc LA. Researching, designing, and manufacturing of the pollen bee vacuum dryer model. *Ho Chi Minh City University of Technology*; 2010.
50. Khoa BQ. Impacts of short ads videos on Facebook on young users' purchase intentions results. *Journal of Tianjin University Science and Technology*. 2024. doi: 10.5281/zenodo.11234406.
51. Khoa BQ. Factors affecting youth's e-payment behavioral intentions in Ho Chi Minh, Vietnam. *Journal of Tianjin University Science and Technology*. 2024. doi: 10.5281/zenodo.11546315.
52. Khoa BQ. Factors affecting youth customers' apartment purchasing intention in Di An City, Binh Duong, Vietnam. *Journal of Migration Letters*. 2023. doi: 10.59670/ml.v20iS9.4808.
53. Khoa BQ. Optimization of the vacuum drying process for bee pollen using the R method. *International Journal of Multidisciplinary Comprehensive Research*. 2024. doi: 10.54660/IJMCR.2024.3.6.51-56.
54. Cong NC, Vuong PM, Nghia LTM, Khoa BQ. CFD simulation of convective airflow through a square cylinder. *International Journal of Multidisciplinary Comprehensive Research*. 2024. doi: 10.54660/IJMCR.2024.3.6.57-62.
55. Khoa BQ. Factors influencing Van Lang University's Faculty of Science and Computer Science students' satisfaction with career opportunities abroad in HCMC. *International Journal of Social Science Exceptional Research*. 2024. doi: 10.54660/IJSSER.2024.3.6.52-63.
56. Khoa BQ. Factors influencing Van Lang University Faculty of Science and Computer Science students' satisfaction with starting a business in HCMC. *International Journal of Social Science Exceptional Research*. 2024. doi: 10.54660/IJMRGE.2024.5.6.967-977.
57. Cong NC, Vuong PM, Nghia LTM, Khoa BQ. CFD simulation of airflow through square column. *International Journal of Social Science Exceptional Research*. 2024. doi: 10.54660/IJMRGE.2024.5.6.955-966.
58. Khoa BQ. Simulation optimization of vacuum drying process for bee pollen using R software. *International Journal of Social Science Exceptional Research*. 2024. doi: 10.54660/IJMRGE.2024.5.6.978-1013.
59. Khoa BQ. Factors affecting lecturers' intention to start a business: Faculty of Business Administration, Foreign Trade University HCMC. *International Journal of Advanced Multidisciplinary Research and Studies*. 2024. doi: 10.62225/2583049X.2024.4.6.3527.
60. Khoa BQ. Influential factors of artificial intelligence (AI) in the digital transformation of the education sector in Vietnam. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2024. doi: 10.54660/IJMRGE.2023.4.3.1061-1070.
61. Khoa BQ. Factors affecting online learning satisfaction of students of the Faculty of Business Administration at Foreign Trade University (FTU) in HCMC. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2024. doi: 10.54660/IJMRGE.2024.5.6.1093-1101.
62. Khoa BQ. Factors affecting the training quality of the Faculty of Business Administration, Foreign Trade University HCMC. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2024. doi: 10.54660/IJMRGE.2024.5.6.1194-1201.
63. Khoa BQ. Influential factors of artificial intelligence (AI) in the digital transformation of the human resources recruitment process sector in Vietnam. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2024. doi: 10.54660/IJMRGE.2024.5.6.1181-1193.
64. Khoa BQ. Vietnam's renewable energy industry's approach to market development: Offshore renewable energy and development orientation in Vietnam. *International Journal of Multidisciplinary Research and Growth Evaluation*. 2025. doi: 10.54660/IJMRGE.2025.6.1.299-317.



65. Nguyen NT, Nghia LTM, Khoa BQ. CFD application simulation and research on the influence of maneuver angle on aerodynamic forces used on cars. International Journal of Multidisciplinary Research and Growth Evaluation. 2025. doi: 10.54660/IJMRGE.2025.6.1.292-298.