

The Impact Of Social Media On Consumers' Online Purchasing Attitudes In The Digital Era: A Case Study Of Igeneration

Lan Ngoc Thi Uong

Thanh Dong University, Hai Duong province, Vietnam. Email: lanutn@thanhdong.edu.vn, ORCID iD: <https://orcid.org/0000-0001-8314-4074>

Abstract: *The explosion of technology and social media has created a significant shift in consumer behavior. This study aims to examine how social media influences the online purchasing attitudes of iGeneration consumers. The analysis, conducted using the Binary Logistic regression model with 348 questionnaires, revealed that credibility, informativeness, personalization, entertainment, politeness, interactivity, and annoyance directly impact the online purchasing attitudes of iGeneration consumers. Additionally, the study proposes implications for developing effective social media strategies to promote commerce through the social networks of enterprises and marketers.*

Keywords: *Attitude, Online purchasing, Social media, iGeneration, Digital era.*

1. INTRODUCTION

In the digital era, where technology permeates every aspect of life, social media serves as a personal connection tool and an important marketing and commerce channel for enterprises. Consumers can access a wide range of information about products, services, and celebrity reviews of products and services with just a few taps. With digital technology, consumers do not need to visit the store or deliberate carefully, which leads to quick purchase decisions driven by attractive content that spreads on social networks (Nadeem et al., 2015). Vietnam is a developing country in Southeast Asia. The rapid development of digital platforms, along with a high percentage of Internet users, has facilitated a boom in e-commerce. According to a report by the Vietnam E-commerce and Digital Economy Agency, social networking platforms such as Facebook, Instagram, TikTok, and Zalo have occupied a central role in consumer behavior, profoundly affecting the perceptions, attitudes, and purchasing behaviors of modern consumers. According to a report by DataReportal (2024), Vietnam has over 77 million social media users, comprising about 78% of the population, with iGeneration making up a significant portion and emerging as a new consumer force. Their close relationship with technology has shaped specific consumption habits, such as a preference for exploring new things, emphasizing personal experiences, being digitally savvy, and easily adapting to emerging trends. Unlike previous generations, iGeneration tends to trust reviews from the online community rather than one-sided promotional messages from brands. iGeneration is significantly influenced by viral content, images, and reviews on social networks because they can access information quickly, anytime, and anywhere. Consequently, digital platforms have become environments that significantly affect the cognition, emotions, and behavior of this generation. However, this generation is also comprised of consumers who are highly sensitive and value authenticity, making them less susceptible to traditional advertisements that lack transparency. They often gather information from various sources before making a purchase decision, showcasing an attitude of online consumption that is both proactive and highly selective.

In recent years, research on user behavior in the digital environment has been of interest to many scholars. The study by Ngo and Gim (2014) collected data from 216 people in Ho Chi Minh City and pointed out that factors including perceived of economic benefits, perceived of merchandise, perceived ease of use, perceived risk in the context of online transaction, perceived risk with product or service, and perceived payment benefits positively affect consumer behavior in online purchasing. Recently, Nguyen et al. (2016) identified six factors influencing buyers' attitudes in the e-commerce market across three cities in Vietnam: Hanoi, Da Nang, and Ho Chi Minh City, including product risk, convenience risk, non-delivery risk, return risk, service quality, and infrastructure. Lately, Nguyen and Nguyen (2023)

have found that celebrity endorsement factors, including attractiveness, credibility, and expertise in Facebook advertising, have a significant impact on consumers' attitudes and purchase intent. However, there is very little research on the influence of social networks on consumer attitudes in online purchasing, especially among iGeneration in Vietnam.

This study aims to investigate the influence of social media factors on the online purchasing attitudes of iGeneration consumers in Vietnam, an emerging economy. The research contributes to advancing the theory of consumer behavior in the digital environment, providing valuable insights for enterprises and marketers to develop more effective social media strategies for iGeneration customers.

2. LITERATURE REVIEW AND RESEARCH MODEL

2.1. Consumer attitudes

Empirical studies have demonstrated that positive attitudes towards online purchasing are strongly correlated with purchase intent and consumer behavior (Davis, 1989; Pavlou, 2003). According to Ajzen (1991), attitude is one of the key factors influencing an individual's intention to perform behavior. According to Bui et al. (2021) and Nguyen (2023), attitude is the expression of a favorable or unfavorable feeling towards an object, influencing a person to act or behave predictably towards a product or service. Therefore, this study approaches the topic from the perspective of e-commerce, suggesting that online purchasing attitudes reflect consumers' perceptions, emotions, and behavioral tendencies towards internet purchasing choices, evaluations, and decision-making. In the digital environment, consumers can easily access product information from various sources, particularly reviews, comments, and shares from online communities, which can alter their perceptions and emotions toward products or services, thereby affecting consumer attitudes. According to Nguyen (2023), consumer attitudes regarding purchasing behavior, especially among modern consumers, are easily influenced by the actions of the social media community through the number of interactions with articles or products, expressed when they press the "Like" button, "Favorite" button, or share a post or comment. However, these effects are not always positive, as they may be interfered with by technology or relationships, or due to a lack of awareness on the part of shoppers when interacting with articles by liking or sharing arbitrarily based on relationships rather than actual characteristics.

2.2. Research model

This study reviews various domestic and foreign literature related to the topic of online purchasing by Alsamydai (2014), Ariffin et al. (2018), Brown (2019), Knezevic et al. (2020), Bui et al. (2021), and Nguyen (2023). The results indicate that the development of technology has generated numerous advantages for social networks, including informativeness, entertainment, credibility, interactivity, personalization, and encouragement for users. According to Nguyen et al. (2016), in the e-commerce environment, social media factors can serve as either positive or negative influences on buyer attitudes. Therefore, the author consulted with experts and held a group discussion with several iGeneration customers who have successfully made purchases through social media platforms to ensure the research respondents and context are appropriate. Consequently, the study investigates the factors influencing social media's impact on the online purchasing attitudes of iGeneration consumers in the digital era, as illustrated in Figure 1 below:

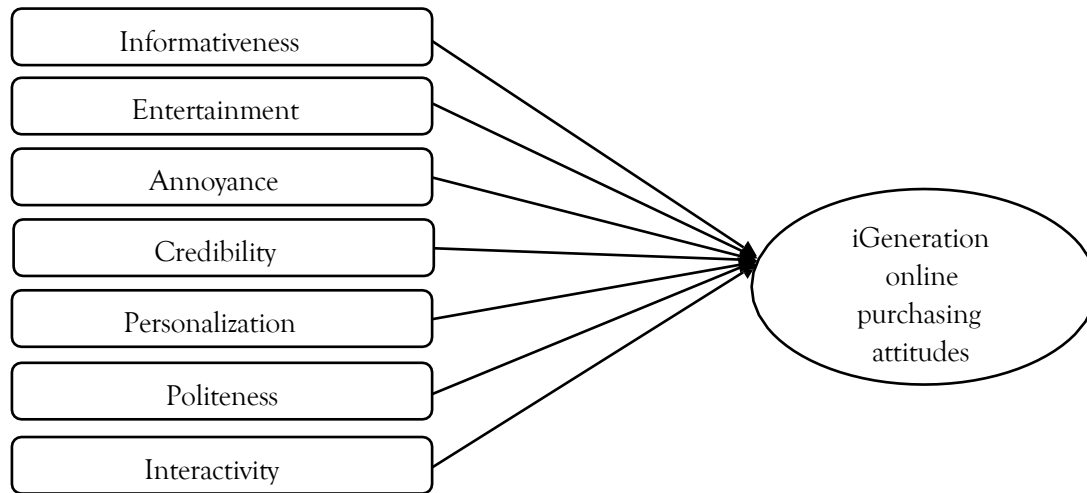


Figure 1: Proposed research model

Source: Recommended by the author

2.3. Research hypothesis

Informativeness reflects the extent to which ad content provides useful and relevant information to support consumer decision-making. According to Khasawneh and Shuhaiber (2013), highly informative advertising helps consumers better understand products and services. Oh and Xu (2003) emphasize that information is the ability to communicate content effectively, clearly, and relevantly. Chen and Nath (2004) argue that information on the Internet allows consumers to access details that are not limited by time and space, which is particularly important in online consumption behavior. Ariffin et al. (2018) also affirm that information drives users to respond positively to advertising, especially on social media platforms. Given that iGeneration is a group of consumers who tend to search for, evaluate, and verify information before making a purchase, information has become a crucial factor influencing online purchasing attitudes. Based on the above arguments, the research hypothesis is proposed as follows:

H1: Informativeness has a positive effect on the iGeneration's online purchasing attitude

Entertainment is an important factor that reflects the capacity of advertising content to provide a sense of fun, satisfaction, or comfort to the viewer. Ducoffe (1995) argues that entertainment not only plays a role in traditional advertising but is also a crucial element for attracting attention in the digital environment. According to Raney and Bryant (2019), entertainment is the emotional benefit that consumers experience when they feel enjoyment, relaxation, or excitement from watching ads. In the context of social media, a high level of entertainment facilitates faster content spread, increases engagement, and captures user interest (Van der Walddt et al., 2009). For iGeneration, a group of consumers who prefer new, lively experiences and are easily drawn to highly entertaining content, this factor can significantly influence their attitude towards online advertisements. Based on the arguments presented, the research hypothesis is proposed as follows:

H2: Entertainment has a positive effect on the iGeneration's online purchasing attitude

Annoyance comprises factors that disrupt the experience, invade user privacy or emotions, and cause frustration (Oh & Xu, 2003). Advertising is seen as annoying when it appears too frequently, features repetitive content, employs coercion, or is irrelevant to viewers' interests (Najiba et al., 2016). This is particularly true for iGeneration, a group of young consumers sensitive to personal freedom and who value digital experiences; intrusive ads can reduce sympathy and even provoke a negative reaction to the brand. Chen and Nath (2004) also argue that distracting advertising tactics can be counterproductive, leading consumers to develop negative attitudes and avoid interaction. Therefore, managing the level of annoyance in advertising content on social media is crucial in influencing the online purchasing attitudes of iGeneration consumers. Based on these arguments, the research hypothesis is proposed as follows:

H3: Annoyance has a positive effect on the iGeneration's online purchasing attitude

Credibility reflects the degree to which consumers perceive the ad content as accurate, honest, and trustworthy. According to Fang (2014), a highly credible advertisement conveys a clear, recognizable message that fosters trust in the recipient's mind. The reputation of advertising is shaped by numerous factors, including the reliability of the content and the standing of the conveyor (Fredricks & Dossett, 1983). Najiba et al. (2016) also emphasize that trust perception is among the first and most significant factors impacting consumers' attitudes toward advertising. Social media is a space abundant with information but easily disrupted, and iGeneration is a consumer group that tends to assess authenticity thoroughly before making decisions. Therefore, the credibility of advertising content becomes a crucial factor influencing this group's online purchasing attitudes. Based on the above arguments, the research hypothesis is proposed as follows:

H4: Credibility has a positive effect on the iGeneration's online purchasing attitude

Personalization refers to customizing advertising content to fit the unique characteristics, behaviors, and preferences of each consumer. On e-commerce platforms, it means treating every customer as a distinct individual, from advertising content to the purchasing experience (Bui & Nguyen, 2020). Personalization not only enhances satisfaction but also boosts user engagement and creates positive experiences. Chen and Hu (2010) argue that through personalization, consumers receive advertising messages that are more relevant to their needs, thereby improving their ability to capture attention and cultivate a positive attitude towards the brand. iGeneration is a demographic with high expectations for personalized experiences and relevance, making personalization essential in online purchasing attitudes. The more relevant the ads are to personal interests, the easier it becomes to foster affinity and encourage purchasing behavior. Based on the arguments above, the research hypothesis is proposed as follows:

H5: Personalization has a positive effect on the iGeneration's online purchasing attitude

Politeness is an important factor in communication, showing respect, maintaining harmonious relationships, and limiting interpersonal conflicts. According to Brown and Levinson (1987), politeness plays a central role in showing respect and maintaining face in social interactions. However, in different cultural contexts, especially in Asian societies, politeness also reflects the social position between the spokesperson and the receiver, which in turn influences the way information is communicated. In an online environment where communication is increasingly mediated by technology, forms of politeness expression have also changed dramatically. On social media platforms, politeness often appears in comments, product reviews, business feedback, or advertising content. While polite behavior can create a positive feeling in communication, too high a level of politeness is perceived by consumers, especially iGeneration, as inauthentic or too ostentatious. According to Sukpanich and Chen (2000), if consumers feel that reviews or advertising content are excessively polite, they tend to be skeptical about the authenticity of the information, which in turn forms a less positive attitude and is less likely to return to purchase. Based on the above arguments, the research hypothesis is proposed as follows:

H6: Politeness has a positive effect on the iGeneration's online purchasing attitude

Interactivity refers to the level of communication, response, and engagement between users and advertising content, as well as among users in an online environment. According to Alsamydai et al. (2014), interactions are classified into three groups: "people-people," "people-message," and "people-systems." In the context of online advertising, particularly on social networks, user interaction is heightened due to the ability to exchange information, express feelings, and respond instantly. According to Wang et al. (2012), social media is the ideal environment to leverage advertising because consumers tend to trust and be influenced by social interactions rather than by mere messages from the brand. Conversations, comments, likes, or shares among users not only help spread information but also shape their purchasing attitudes and behaviors. For iGeneration, who are accustomed to highly interactive technology, social media engagement can significantly impact online purchasing attitudes (Bui et al., 2021). Based on the arguments presented, the research hypothesis is proposed as follows:

3. METHODOLOGY

3.1. Scales

The preliminary scale was established based on the studies of Alsamydai (2014), Ariffin et al. (2018), Brown (2019), Knezevic et al. (2020), Bui et al. (2021), and Nguyen (2023), consisting of 31 observed variables corresponding to seven independent factors and one dependent factor. The author conducted a group discussion with several iGeneration customers and consulted with five experts to evaluate the content of the influencing factors, the relationships between those factors, and to adjust the observed variables in the preliminary scale so that it meets the requirements of the study and is suitable for iGeneration respondents before the formal survey. The discussion process was recorded and subsequently synthesized as a basis for analysis, screening, and building a complete scale. The study employed a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

3.2. Data collection

The optimal ratio for sample size selection in Exploratory Factor Analysis (EFA), as recommended by Hair et al. (2010), is 10: 1. Consequently, the requisite number of samples for this study is 310. However, the author has increased the sample size by 15% above the minimum requirement, resulting in a final total of 360 questionnaires to mitigate the occurrence of unusable responses. Data collection was conducted by distributing online vouchers to iGeneration consumers through sales groups on three primary social networking platforms in Vietnam: Facebook, Instagram, and TikTok. The study employs a convenient non-probability sampling method, with the survey period commencing in February 2025 and concluding in April 2025. Furthermore, the sample distribution is equal across the three platforms to ensure objectivity and fairness in evaluation. The results yielded 348 usable responses. Of these respondents, female consumers constituted 58.6%, while male consumers accounted for 40.8%, indicating a greater level of engagement among males in online purchasing and social media interactions. Regarding educational attainment, 10.1% of the respondents are high school students, 69.5% are university students, 17.5% have graduated from universities or colleges, and 2.9% hold postgraduate degrees. In terms of daily social media usage frequency, iGeneration demonstrates a significant level of engagement with the digital environment, as 42.2% utilize social media for 3 to 5 hours per day, 34.8% for 1 to 3 hours, and 17.8% for more than 5 hours, while only 5.2% use social networks for less than 1 hour. Regarding access devices, the majority of iGeneration accesses social media via smartphones (88.8%), while 9.8% use laptops and 1.4% use tablets. In terms of purchasing behavior on social networks, iGeneration exhibits a high purchasing frequency, with 29.6% of respondents stating they make purchases at least once a week, 38.5% purchasing 1 to 3 times per month, and 25.3% purchasing infrequently (less than once a month), with only 6.6% indicating that they rarely make purchases through social networks.

3.3. Data analysis

The study uses the Binary Logistics regression model to test the research hypotheses. Data processed by SPSS26 software. The data processing steps include descriptive statistics, verification of the scale using the Cronbach's Alpha coefficient, then discovery factor analysis (EFA), correlation analysis and Binary Logistics regression. The Binary Logistics regression model is written in generalized form as follows:

$$\text{LOG} (P^*(Y=1)/ P^*(Y=0)) = a + b^*X_1 + c^*X_2 + d^*X_3 + e^*X_4 + f^*X_5 + g^*X_6 + h^*X_7$$

In which:

Y: iGeneration online purchasing attitudes

X_i: Independent factors in the research model

a: Regression constant

b, c, d, e, f, g, h: Regression coefficients

4. RESULTS AND DISCUSSION

The descriptive statistical results illustrated in Table 1 highlight the positive attitudes of iGeneration consumers toward online purchasing. Entertainment achieved the highest mean score (rising from 4.22 to 4.35), indicating that social media content can attract, excite, and create an effective entertainment experience for users. Interactivity was also highly valued (increasing from 3.89 to 4.33), reflecting a relatively strong level of connection and information exchange between customers and sellers on social media platforms. Informativeness and personalization also received high mean scores (over 4.0), demonstrating that social networks play a crucial role in delivering practical, timely, and relevant information tailored to the personal interests and needs of iGeneration. Additionally, the credibility rating was classified at a reasonable level (increasing from 3.87 to 4.13), indicating that although young customers view social media content as practical and convincing, there remains some uncertainty about the authenticity of the information. Meanwhile, annoyance and politeness received significantly lower mean scores compared to other factors. Annoyance, with a mean score ranging from 2.62 to 2.95, suggests that customers feel bothered by intrusive ads, objectionable content, or unwanted livestreams. Politeness had the lowest mean score (increasing from 2.38 to 2.81), reflecting consumers' skepticism regarding the authenticity of interactive behaviors, such as likes and sharecrowd effects, or objective factors that can influence crowd effects, or external factors.

Table 1: Descriptive statistics

Scales	Sign	Items	Mean
Informativeness	Inf1	Social media offers a wealth of information about products and services.	4.15
	Inf2	Social media offers valuable insights about brands and products or services.	4.05
	Inf3	Social networks are always updating information.	4.11
	Inf4	I can learn a great deal from social media exposure.	3.98
Entertainment	Ent1	Content, images, videos, and articles on social media excite me.	4.35
	Ent2	Images, videos, and articles on social networks are incredibly interesting and diverse.	4.27
	Ent3	Images, videos, and articles about products and services on social networks are quite eye-catching.	4.22
Annoyance	Ann1	Sales livestreams on social networks are troublesome for me.	2.84
	Ann2	I find it wasteful when an ad interrupts my viewing of videos and posts on social networks.	2.71
	Ann3	I feel frustrated when I see ads on social media.	2.95
	Ann4	Social media ads pull my attention away from other content.	2.67
	Ann5	I feel dissatisfied when violent and offensive content shows up on social media.	2.62
Credibility	Cre1	I use social networks to find products and services to buy.	4.01
	Cre2	The content of products and services on social networks is quite practical.	3.87
	Cre3	Social media products and services are credible.	3.99
	Cre4	The product/service content on social media is very convincing.	4.13
Personalization	Per1	Recommendations on social media that align with my interests	4.26
	Per2	Content on social media relevant to my interests	3.95

Scales	Sign	Items	Mean
	Per3	The product or service content on social media is precisely what I want.	4.04
Politeness	Pol1	Products or services that receive excessive praise on social networks may not actually be of high quality.	2.65
	Pol2	The content, likes, shares, and comments on posts in social networks are not realistic.	2.38
	Pol3	Comments about products and services on social media are not entirely original.	2.74
	Pol4	Comments and reviews on social networks are primarily shaped by the majority.	2.81
Interactivity	Int1	Social media generates significant awareness of the product or service.	4.33
	Int2	Social media makes it simpler for me to access products and services.	4.17
	Int3	I frequently click on article and ad content to gain a better understanding of the product or service.	3.93
	Int4	I communicate with the seller through private messages or directly on social media posts.	3.89
iGeneration online purchasing attitudes	Att1	I enjoy reading about products and services on social media.	4.09
	Att2	I want to see products and services on social media.	4.12
	Att3	I view social media as a good option for purchasing.	3.97
	Att4	I respond positively to suggested product or service content on social media.	4.05

Source: Analysis results from SPSS26

The reliability analysis of the independent scales shows that the Cronbach's Alpha coefficient is greater than 0.7, indicating high reliability as recommended by Hair et al. (2010). Exploratory factor analysis (EFA) yielded a KMO result of 0.816 (> 0.5), demonstrating the data's suitability for performing factor analysis. Additionally, Bartlett's Test reported a Chi-square value of 11560.891 with a significance of 0.000 (less than 0.05), suggesting that the observed variables are correlated with one another overall, making the EFA appropriate. In the revolving matrix table, seven independent factors were extracted, accounting for a total variance of 79.688%, indicating that these seven factors explained nearly 79.688% of the variability in the entire data set. The Eigenvalue of the factors exceeds 1, satisfying the conditions for factor extraction according to the Kaiser method. Furthermore, the factor loading coefficients of the observed variables were greater than 0.7, and there was no cross-loading between the factors, confirming that the scales achieved convergence and differentiation values. Thus, the independent scales employed in the study are reliable and will be used in subsequent analytical steps (Hair et al., 2010) (see Table 2).

Table 2: Reliability and EFA of independent scales

Items	Factor						
	1	2	3	4	5	6	7
Ent1	0.827						
Ent2	0.819						
Ent3	0.804						
Cre1		0.811					
Cre2		0.803					
Cre3		0.794					
Cre4		0.785					

Items	Factor						
	1	2	3	4	5	6	7
Int1			0.791				
Int2			0.787				
Int3			0.776				
Int4			0.754				
Inf1				0.808			
Inf2				0.789			
Inf3				0.774			
Inf4				0.769			
Ann1					0.817		
Ann2					0.805		
Ann3					0.794		
Ann4					0.788		
Ann5					0.771		
Per1						0.796	
Per2						0.780	
Per3						0.776	
Pol1							0.802
Pol2							0.781
Pol3							0.775
Pol4							0.764
% of Variance	36.098	42.754	49.613	57.211	67.182	70.415	79.688
Eigenvalue	7.359	6.211	5.480	4.639	3.199	2.713	1.249
Cronbach's Alpha	0.817	0.793	0.804	0.825	0.786	0.813	0.821
KMO = 0.816							
Bartlett's Test		Approx. Chi-Square				11560.891	
		df				417	
		Sig.				0.000	

Source: Analysis results from SPSS26

The results of the exploratory factor analysis (EFA) of the dependent scale demonstrate that the statistical conditions are met, confirming the scale's relevance and high reliability. The KMO coefficient of 0.836 (which is greater than 0.5) indicates that the correlation between the observed variables is robust enough to conduct a factor analysis. Meanwhile, Bartlett's test produced a Chi-square value of approximately 395.132 with Sig. = 0.000 (which is less than 0.05), confirming that the correlation matrix is not a unit matrix, meaning the variables have a significant linear relationship. In the rotation matrix table featuring PCA extraction and the Varimax rotation method, a single factor with an Eigenvalue of 1.973 and a total variance of 80.241% was extracted, suggesting that this factor accounted for more than 80% of the variation in the entire scale, far exceeding the minimum threshold of 50% recommended by Hair et al. (2010). This indicates that the dependency scale has a good convergence value and effectively measures a single latent variable. The factor loading coefficients of the observed variables were very high, ranging from 0.795 to 0.829, surpassing the minimum threshold of 0.5, which shows that these variables all significantly contributed to the overall factor. Furthermore, the Cronbach's Alpha coefficient of 0.833 indicates a very high degree of internal consistency among the observed variables. Therefore, the dependent scale is used in subsequent analyses (see Table 3).

Table 3: Reliability and EFA of the dependent scale

Scales	No.	Factor loadings	Cronbach's Alpha
iGeneration online purchasing attitudes	Att1	0.829	0.833
	Att2	0.814	
	Att3	0.807	
	Att4	0.795	
KMO = 0.836			
Bartlett's Test	Approx. Chi-Square		395.132
	df		4
	Sig.		0.000
% of Variance		80.241	
Eigenvalue		1.973	

Source: Analysis results from SPSS26

The results of the correlation analysis indicated no suspicion of multicollinearity among the independent factors, with the correlation coefficients between the pairs ranging from 0.176 to 0.337, reflecting a low to medium correlation. Meanwhile, the VIF coefficients, which are greater than 1 and less than 2, confirm that the multicollinearity phenomenon does not occur (see Table 4).

Table 4: Correlation analysis and VIF

	1	2	3	4	5	6	7	8	VIF
1	1								
2	0.714**	1							1.826
3	0.698**	0.215**	1						1.773
4	0.676**	0.199*	0.263**	1					1.809
5	0.705**	0.251**	0.189**	0.193**	1				1.752
6	0.743**	0.246**	0.255*	0.207*	0.279**	1			1.748
7	0.679**	0.178**	0.176**	0.189**	0.218**	0.284*	1		1.856
8	0.726**	0.282*	0.230**	0.231**	0.190*	0.337**	0.209**	1	1.883

* significant at $p < 0.05$; ** significant at $p < 0.01$

Notes: 1 = iGeneration online purchasing attitudes, 2 = Informativeness, 3 = Entertainment, 4 = Annoyance, 5 = Credibility, 6 = Personalization, 7 = Politeness, 8 = Interactivity

Source: Analysis results from SPSS26

The results of the analysis concerning the Binary logistics regression model demonstrate that the model possesses considerable statistical significance and relevance. The significance value of the Chi-square test is 0.000 (which is less than 0.05), indicating that the overall model is statistically significant. This indicates that the incorporation of independent variables into the model provides a superior explanation of the variation in the dependent variable compared to the model that excludes independent variables (Block 0) (Field, 2009). Furthermore, the -2 Log Likelihood (-2LL) value in Block 1 is 38.149, which is markedly smaller than the -2LL value of the original model (Block 0), which is 125.397. This indicates that the model experiences a substantial improvement with the inclusion of independent factors in the analysis, thereby further augmenting the model's relevance (Hosmer & Lemeshow, 2000) (see Table 5).

Table 5: Model summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	38.149	0.713	0.758

Source: Analysis results from SPSS26

Furthermore, indicators that assess the model's level of interpretation yield positive results, with both the Cox & Snell R Square coefficient and the Nagelkerke R Square coefficient ranging from 0 to 1, thereby reflecting the model's good fit. Specifically, the Nagelkerke R Square coefficient, which equals 0.797, indicates that the model can account for 79.7% of the variation in online purchasing attitudes of iGeneration as influenced by social media influencers (Cox & Snell, 1989; Nagelkerke, 1991) (see Table 5).

Table 6: Binary logistic regression analysis

		B	S.E.	Wald	df	Sig.	Exp (B)
Step 1 ^a	Att	0.376	0.013	1.764	1	0.001	1.456
	Ent	0.320	0.019	2.370	1	0.000	1.377
	Ann	-0.219	0.028	1.453	1	0.002	0.803
	Cre	0.392	0.016	1.516	1	0.000	1.479
	Per	0.351	0.025	1.238	1	0.004	1.420
	Pol	-0.285	0.038	2.142	1	0.000	0.752
	Int	0.247	0.029	2.695	1	0.003	1.280
	Constant	5.977	0.154	1.076	1	0.000	0.003

Source: Analysis results from SPSS26

The model test illustrated in Table 6 indicates that the forecast accuracy is remarkably high, with the overall model achieving a correct prediction percentage of 97.6%. This finding corroborates the premise that the independent factors incorporated within the binary logistic regression model exert an influence on the dependent factor. The Wald test reveals that all independent factors possess a significance coefficient of less than 0.05, further affirming the correlation between independent and dependent factors. Additionally, the extent of influence that independent factors have on the dependent factor is articulated by the Exp(B) value, signifying the likelihood of the dependent factor attaining a value of 1. The credibility factor presents the highest regression coefficient ($B = 0.392$, $\text{Exp}(B) = 1.479$), which indicates that as consumers' perceptions of the accuracy and reliability of social media advertising content increase, their propensity to develop a positive attitude towards online purchases concurrently increases, specifically by a factor of approximately 1.479 times. Following this, the informativeness factor ($B = 0.376$, $\text{Exp}(B) = 1.456$) demonstrates that social networks play a pivotal role in disseminating useful information, thereby enhancing awareness and fostering positive attitudes among young consumers. The personalization factor ($B = 0.351$, $\text{Exp}(B) = 1.420$) and the entertainment factor ($B = 0.320$, $\text{Exp}(B) = 1.377$) also exert a significant influence on attitudes, illustrating iGeneration's expectations for experiences that resonate with personal preferences as well as content appeal. Furthermore, interactivity ($B = 0.247$, $\text{Exp}(B) = 1.280$) indicates that the interaction between users and content on social media positively contributes to consumer attitudes. Conversely, the factors of politeness ($B = -0.285$, $\text{Exp}(B) = 0.752$) and annoyance ($B = -0.219$, $\text{Exp}(B) = 0.803$) exert a detrimental effect on purchasing attitudes, suggesting that iGeneration consumers are inclined to adopt unsympathetic attitudes when confronted with excessively social content or being disturbed by intrusive and offensive advertisements.

The Binary Logistics regression equation based on the standardized Beta coefficient is expressed as follows:
 $\text{LOG} (P^*(Y=1)/ P^*(Y=0)) = 5.977 + 0.392 \cdot \text{Cre} + 0.376 \cdot \text{Inf} + 0.351 \cdot \text{Per} + 0.320 \cdot \text{Ent} - 0.285 \cdot \text{Pol} + 0.247 \cdot \text{Int} - 0.219 \cdot \text{Ann}$

Consequently, the six factors influencing the online purchasing attitude of iGeneration in Vietnam, albeit to a diminishing extent, are credibility, informativeness, personalization, entertainment, politeness, interactivity, and annoyance. Furthermore, the results of the T-test indicated a statistically significant difference in online purchasing attitudes between males and females ($\text{Sig.} = 0.037 < 0.05$), with females exhibiting a higher mean attitude than their male counterparts. This observation reflects a greater level of interest and positive engagement with product and service content on social networks, suggesting that

gender serves as a significant variable influencing consumer behavior, particularly within the realm of online purchasing via social media platforms. Additionally, the results of the ANOVA analysis demonstrate a statistically significant difference in attitudes based on the frequency of social network usage ($\text{Sig.} = 0.004 < 0.05$). Individuals who engage with social media for more than five hours a day display a markedly more favorable attitude compared to those who utilize it for less than one hour daily.

5. CONCLUSION AND IMPLICATIONS

The findings of the study affirmed six proposed research hypotheses. Based on these findings, several management implications are suggested to assist enterprises and marketers in fostering the positive attitudes of iGeneration consumers towards online purchasing, particularly influenced by social media factors, as follows:

Firstly, enterprises must prioritize the development of credible advertising content by delivering authentic and transparent information, refraining from exaggeration, and utilizing reliable sources such as experts, actual users, or esteemed Key Opinion Leaders (KOLs). Furthermore, enterprises should ensure that the management of reviews and feedback is conducted to maintain honesty and prevent the creation of a perception that the process is overly orchestrated or theatrical, which may result in a loss of trust from younger consumers.

Secondly, enterprises must enhance the information quality and personalization of their communication content. iGeneration constitutes an active consumer demographic that actively seeks and assesses information prior to making decisions. Consequently, advertising messages must be concise, clear, and easily comprehensible while ensuring they remain contemporary and in-depth. Furthermore, enterprises should employ data analysis tools and recommendation algorithms to tailor the user experience according to individual behaviors and preferences, thereby contributing to an elevated level of relevance and increasing the capacity to engender brand affinity.

Thirdly, organizations ought to allocate resources towards the development of engaging content and foster bilateral interactions on social media platforms through innovative media campaigns, which may include short videos, livestreams, memes, or interactive challenges. Simultaneously, organizations must encourage consumers to engage in interactions (such as comments, shares, and Q&A sessions), as this approach will enhance emotional connectivity and cultivate a favorable disposition towards the brand.

Fourth, it is imperative to minimize annoyance in advertising content. iGeneration is inclined to respond unfavorably to advertisements that are disruptive, repetitive, or unrelated to their individual preferences. Consequently, enterprises ought to regulate the frequency of ad appearances and select appropriate timing and context for display to avoid creating a sense of infringement or disrupting the user's online experience. Fifth, enterprises must exercise particular caution regarding the issue of excessive politeness in media content. iGeneration tends to undervalue content that is "too complimentary," inauthentic, or excessively flattering towards the brand. Rather, it is advisable to promote genuine and authentic feedback from the community while minimizing reliance on virtual interactions, such as likes, insincere comments, or unnecessary embellishments in the presentation of information.

Sixth, enterprises must design media messages that better target women, a group that demonstrates a greater consensus with social media advertising, while also focusing on audiences highly active on digital platforms. It will optimize communication efficiency and enhance the ability to influence consumer behavior.

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