

The Use of English Business Terminology in Commercial Livestreams on Gen Z Customers' Purchase Intention

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DOI: <https://doi.org/10.51584/IJRIAS.2026.11030040>

Received: 04 March 2026; Accepted: 09 March 2026; Published: 03 April 2026

ABSTRACT

English plays a crucial role in advancing the connection between customer and seller in the international market, especially in e-commerce. The use of English business terminology has become increasingly common in commercial livestream sessions on TikTok. However, proving that its use affects the purchase intention has still not been explored in prior studies.

Therefore, this study would fill this gap by surveying 242 Gen Z customers in Ho Chi Minh City through the questionnaire. The findings demonstrated that customers' trust and engagement are affected significantly by English business terminology, but the purchase intention is not affected. Additionally, customers' trust and engagement play the mediating role between the use of English business terminology and purchase intention.

These detections showed the important part of English business terminology in enhancing the trust and interaction during livestream commerce. Furthermore, it also provides some implications for exploring the influence of language in online trading.

Keywords: Commercial livestream, English business terminology, purchase intention, interaction, influence.

INTRODUCTION

E-commerce has become a dominant shopping method as a result of technology breakthroughs and IoT developments. Social media platforms, such as Facebook, Shopee, etc., are also part of this trending business in major and strategic countries, namely Indonesia or Thailand.

TikTok is not exceptional, when this platform introduced TikTok Shop as an additional feature allowing users to make online transactions through sharing videos and livestreams. Moreover, this platform was proven to be one of Vietnam's e-commerce driving forces with 40.9 millions active users in January 2025, placing this country in the top 10 countries having the most TikTok users in the world (DataReportal, 2025).

Therefore, advertising goods via livestreams in such platform is an efficient and competitive aspect to promote sales and profit by answering customers' questions and revealing details of the products (Ariffin et al., 2024). However, to make livestreams become distinguished and outstanding from others to amplify reach and purchases, essential skills and strategies are required to attract customers' attention and increase purchase intention and successful trades.

A significant field of them is relatively close to the language aspect, especially bilingualism for international access to advertising contents. Bilingualism practices in livestreams in TikTok, such as code-switching and translanguaging, are common to benefit sellers by increased customers' purchase intentions due to the spreading of globalisation in commerce and the reach to younger customers (Roslini et al., 2025; Oktaviana et al., 2024).

Nevertheless, the effect of repeatedly utilising specific English business terms, such as "sales", "voucher" or "freeship" has been underinvestigated in Vietnamese TikTok livestreaming context. Eventually, our research aims to investigate whether this practice influences Gen Z customers' purchase intention and, if so, which factors are involved.

LITERATURE REVIEW

Code-switching theory

Definition of Code-switching

Code-switching can be considered as a communicative strategy. Gumperz and Blom (1972) provided one of the earliest definitions of code-switching, which is the use of two language varieties within a single conversation in order to fulfill social and contextual functions. Myers-Scotton (1993) later refined the theory with the Markedness Model, which provides a framework of four maxims to examine the social motivations underlying the code-switching phenomenon. The four maxims are as follows (Myers-Scotton, 1993):

- Sequential Unmarked Choice Maxim: Switch from one unmarked code to another when situational features change during an interaction, resulting in a change in the unmarked choice.
- Code-switching as an Unmarked Choice Maxim: Maintain a pattern of switching between codes when the unmarked rights and obligations balance for participants is indexed by both codes, rather than solely one.
- Marked Choice Maxim: Transition to a marked choice to negotiate a different rights and obligations balance than the one indexed by the unmarked choice.
- Exploratory Choice Maxim: In the less conventional exchanges, when an unmarked option is not apparent, code-switching is used to suggest one or more codes, each representing the unmarked index of a potential balance of rights and obligations for the interaction.

Thus, the theory of code-switching emphasises that the speaker's language choice can be influenced by social and contextual functions of code-switching through considering the context and the available unmarked/marked codes.

Code-switching in advertising

With its wide application as a communicative strategy, code-switching has been applied across disciplines such as educational and other applied contexts; one of such contexts is advertising. Indeed, advertisers often switch languages to align with the language proficiency of their audience (Ketut et al., 2024). As for the role of code-switching in advertising, Haarmann (1989) and Kelly-Holmes (2000) argued that advertisers add specific and valued cultural meanings to advertisements through the use of foreign languages, such as English to show technical progress and French to demonstrate elegance. In addition, Kuo et al. (2021) as well as Luna and Peracchio (2005) both found that CS could increase the effectiveness of Facebook advertisements and positively impact persuasion. Furthermore, Kuo et al. (2021) found that netizen language code-switching is effective in remedying the negative brand images while Luna and Peracchio (2005) stated that minority-to-majority language slogans switching is more persuasive than majority-to-minority language slogans switching. CS also allows advertisers to connect more deeply with local audiences (Ahn et al., 2017). By incorporating local codes, advertisement campaigns can boost the likelihood of brand engagement (Ahn et al., 2017).

In summary, advertisers can exploit language's properties through the use of code-switching to demonstrate local identities and cultures, which can be used to build rapport and engagement with target demographics in advertisements. To contribute to this idea, this study will employ the Markedness Model in the theory of code-switching to analyze these social and contextual reasons, as well as the available unmarked/marked codes for code-switching in the context of advertising.

Code switching English business terminology in livestream commerce

Although there is much research on CS use in static or written advertisements like print ads or social media posts, there is little research on the use of CS in live streaming commerce, where communication is spontaneous, interactive and strongly dependent on the streamer's language competence. Furthermore, previous research

mainly analyzes CS in a general perspective, without differentiating specific types of terms based on fields of studies. One of such types is English terms relating to business which may carry a certain degree of promotional persuasion in the communication process of this field. Therefore, it can be hypothesized about the use of English code-switched business terms as an advertising tool in the field of business, which also includes the context of live streaming commerce.

The English business terminology refers to words or phrases expressing concepts and subjects used in commerce (Tran, 2016). They relate to commercial contexts such as products and services, economic subjects, currency and market (Nguyen, 2025). As for the use of terminologies in advertisements, it can increase the advertising effectiveness (Chuang et al., 2009; Hong, 2002). Both Hong (2002) and Chuang et al. (2009) primarily examined the use of terminology in static or print advertisements, specifically print leaflets for their experimental design. However, this type of advertisement is quite outdated compared to the current livestreaming advertisements - the one discussed in this our study, which requires more real-time interaction. Jurayeva (2024) also argued that advertising terminology is an effective tool to attract consumers, and it is essential in presenting products and services. Although Jurayeva (2024) acknowledges various media like television and social media, the analysis often leans toward static branding and slogans rather than real-time interaction of new livestreaming ads studied in the current research. In short, with the function of presenting products and services to attract customers, the use of English business terminologies may play a vital role in commercial ads and livestream commerce ads.

In short, our study will develop the theory of code-switching - a communicative strategy, to apply it in the context of advertising. Specifically, the code-switching theory will be extended, in this paper, to be defined as the use of two language varieties within a single conversation to fulfill the function of presenting products and services to attract customers during advertising, specifically during the current advertising in livestreams.

Conceptual framework

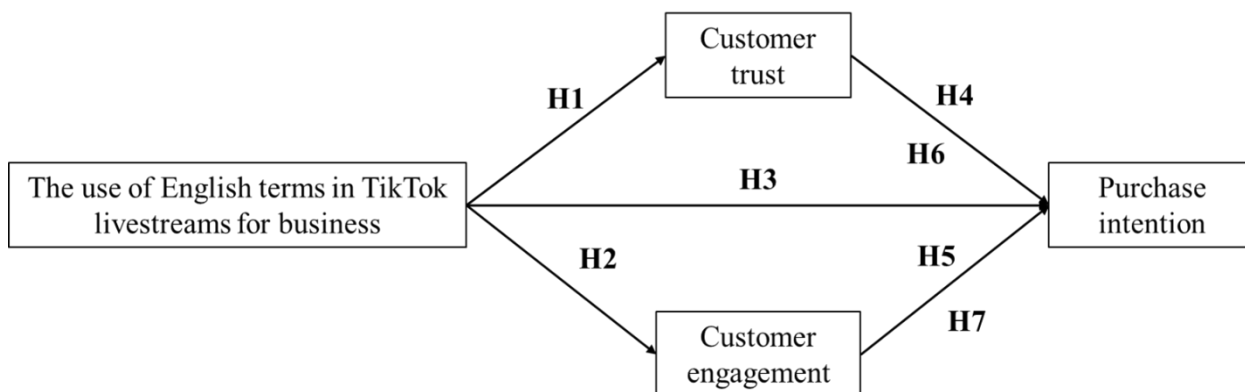


Figure 1. Study framework

Purchase intention

In advertising, purchase intention is a desirable outcome that advertisers aim to achieve. It refers to the customer’s willingness to engage in transactions. Moreover, purchase intention is related to various consumer behaviors, attitudes, and perceptions (Hermanda et al., 2019). In the context of TikTok live streaming commerce, purchase intention refers to the probability that viewers will buy the products or services presented by the host streamer during the livestream. Based on previous studies, there are several factors that can influence purchase intention, namely the use of English terms, customer trust and customer engagement.

The use of English terms in TikTok livestreams for business

The success of live streaming commerce depends on the streamer or host who leads and delivers the livestream mainly through their language. The reason for this is that they have a crucial role in shaping the live streaming commerce experience by explaining product content and directly employing communication techniques to influence customer behavior (Putri & Luthfia, 2025; Xie et al., 2022).

To influence customer behavior, such as purchase decision, the advertisers can utilize linguistic techniques, such as the use of English code-switched terms. As an example, Roslini et al. (2025) explored the relationships between four key subjects: the use of code-switching in TikTok advertisements, brand recognition, viewers' trust, and viewers' engagement. The result of this study showed that viewers perceived Malay-English code-switching in TikTok advertisements positively as a tool for enhancing trust, engagement, and brand recognition with the fact that viewers' trust was the most significant predictor of engagement. However, the use of English code-switched terms discussed in this study stopped at engagement while there were advertisers who prioritize their sales rate or customer purchase intention, as the return for their investment which the study does not empirically test this. As a result, the current study will address this gap which is whether the use of English code-switched terms can further influence purchase intention.

Therefore, the following hypotheses are proposed in this paper:

H1: The use of English terms in TikTok livestreams for business has a positive effect on customer trust.

H2: The use of English terms in TikTok livestreams for business has a positive effect on customer engagement.

H3: The use of English terms in TikTok livestreams for business has a positive effect on purchase intention.

Customer trust

Trust is also a factor influencing purchase intention. It is defined as the belief that the other party will act ethically, dependably, socially appropriately and will not take advantage of the situation (Gefen et al., 2003). While Roslini et al. (2025) found in their study that the viewers perceived code-switching in TikTok advertisements improves viewers' trust, which was not linked to purchase intention. On the other hand, Putri and Luthfia (2025) linked customer trust with purchase intention through persuasive linguistic style, which is not specifically the use of English code-switched terms. Therefore, this study will examine whether the use of English code-switched terms can be extended to impact purchase intention through customer trust, like the case of persuasive linguistic style.

As such, the following hypotheses are made:

H4: Customer trust has a positive effect on purchase intention.

H6: The use of English terms in TikTok livestreams for business has a positive effect on purchase intention mediated by customer trust.

Customer engagement

Customer engagement is another influence on purchase intention. Engagement between individuals is described as a communication process where two or more people share information, emotions, and thoughts between each other by the use of oral or paralinguistic signals (Phuong & Long, 2025). Roslini et al. (2025) found in their study that the viewers perceived code-switching in TikTok advertisements improves viewers' engagement; however, this study did not connect customer engagement to purchase intention. Yet, customer engagement could be found to positively impact the process of product informing which will result in the purchase intention in the e-commerce environment (Phuong & Long, 2025). Furthermore, Phuong and Long (2025) only examine customer engagement as a factor of purchase intention without mentioning specifically which factor contributed to customer engagement. As a result, this study will examine the missing link between the use of English code-switched terms and customer engagement which then influences purchase intention.

Thus, the following hypotheses are made in this study:

H5: Customer engagement has a positive effect on purchase intention.

H7: The use of English terms in TikTok livestreams for business has a positive effect on purchase intention mediated by customer engagement.

To summarize, in the context of TikTok advertisements and young customers, previous research has discussed the influence of code-switched term use on customer trust and customer engagement (Roslini et al., 2025), as well as the impact of customer's trust and engagement (Phuong & Long, 2025), on purchase intention. Therefore, there is a research gap that is connecting the influence of code-switched terms through customer trust and customer engagement to purchase intention. To address this gap, this study will investigate the impact of code-switched English business terms in TikTok live streaming ads on trust, engagement and purchase intention of generation Z customers in Ho Chi Minh City.

This study contributes to the body of knowledge in the field of linguistics in business, specifically the impact of English business terminology to business effectiveness on e-commerce platforms. In addition, it is expected that the study will provide insight for businesses in Ho Chi Minh City to apply this type of terminology in livestreams for business on TikTok Shop to attract young Gen Z customers.

Research questions:

1. How does the use of English business terminology in commercial live streams on TikTok affect customer trust, customer engagement, and purchase intention of Gen Z consumers in Ho Chi Minh City?
2. How do customer trust and customer engagement mediate the relationship between the use of English business terminology in commercial live streams on TikTok and the purchase intention of Gen Z consumers in Ho Chi Minh City?

METHOD

This study employed a cross-sectional quantitative research design. The study was conducted in Ho Chi Minh city, the most populous and economically dynamic city in Vietnam. The participants were 242 Gen Z consumers (18 - 29 years old) there, selected by a convenience sampling technique. This city is seen as the key economic center of Vietnam, due to the high economic growth and a highly active consumer market annually. Therefore, selecting Gen Z consumers in Ho Chi Minh city will bring various viewpoints from their different shopping experiences. This study utilized the survey technique and expert evaluation to reach research objectives. The content validity of the questionnaire was evaluated by 2 experts in the fields of Business Administration and 1 in Linguistics due to the study's interdisciplinarity. Items with IOC values above 0.5 were retained. The questionnaire involved 39 items divided into 3 parts. There are two filter items (adapted from Fang et al. (2022)) to investigate whether Gen Z consumers witnessed English business terminology during livestream sessions on TikTok. Then, two demographic items are used to collect the personal information of participants including gender and age. The last 5-point Likert scale items would examine the influence of English business terminology to purchase intentions of Gen Z consumers. These examine aspects such as the impact of applying English business terminology (UE1-6, adapted from Dondolo and Mushaathoni (2025)), and its effect to consumers' trust (CT1-13, adapted from Roslini et al. (2025) and Putri and Luthfia (2025)), engagement (CE1-11, adapted from Sanjaya et al. (2023) as well as Phuong and Long (2025)) and purchase intention (PI1-5, adapted from Sanjaya et al. (2023)). The questionnaire was distributed by Google Form for convenience and a big amount of data was collected. After the collection process, the data was analysed by Smart PLS 3 software. The researchers chose the PLS-SEM method, because this can allow researchers to explore and predict consumers' behaviour. The framework of this study exists in complicated mediated relationships, so this approach is suitable (Hair et al., 2019). After the measurement model evaluation of data analysis, the following items were removed for better reliability and validity: UE4, UE5, CT3, and CE4.

RESULT

Measurement Model Evaluation

The reliability and convergence value of the scales were presented in Table 1. The data was demonstrated through CA (Cronbach's Alpha), CR (Composite Reliability), and AVE (Average Variance Extracted). Overall, the scales had standard, reliable, and convergent values.

Table 1: Measurement model evaluation

Constructs	CA	CR	Average Variance Extracted (AVE)
CE (Customer engagement)	0.916	0.930	0.571
CT (Customer trust)	0.921	0.932	0.535
PI (Purchase intention)	0.879	0.912	0.676
UE (The use of English business terminology)	0.784	0.861	0.607

Reliability

The reliability of the scales was presented by Cronbach's Alpha (CA) and Composite Reliability (CR). The results showed that all scales had reliable results greater than 0.7 - the recommended value according to DeVellis (2012) and Bagozzi & Yi, (1988). Therefore, the scales were considered reliable and appropriate for the next stage.

Convergent validity

The convergent validity of the model was evaluated through the Average Variance Extracted (AVE) index. The findings revealed that all the AVE values were greater than 0.5 - the recommended value according to Hair et al. (2016), so it can ensure that all variables explained more than 50% of the latent concept. As a result, all the scales achieved the convergent validity value.

Discriminant validity

Table 2: The Heterotrait-Monotrait Ratio result

Constructs	CE	CT	PI	UE
CE				
CT	0.895			
PI	0.809	0.756		
UE	0.636	0.706	0.533	

The discriminant validity of the model was expressed through the Heterotrait-Monotrait Ratio (HTMT) index as illustrated in Table 2. The standard HTMT value is lower than 0.85, but it is also acceptable if lower than 0.9 (Henseler et al., 2015). In general, all latent variables were lower than 0.9, so the discriminant validity among constructs had been established.

Structural model assessment

Table 3 Direct relations

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
CE -> PI	0.527	0.521	0.089	5.920	0.000
CT -> PI	0.239	0.246	0.091	2.611	0.009
UE -> CE	0.541	0.546	0.052	10.432	0.000
UE -> CT	0.606	0.608	0.051	11.960	0.000
UE -> PI	0.018	0.016	0.059	0.312	0.755

The direct relation analysis results illustrated that the use of English business terminology has positive effects on customer trust and engagement ($t > 1.96$, $p < 0.05$). Therefore, H1 and H2 are accepted. Similarly, the direct impact of customer trust and engagement on purchase intention has statistical significance ($t > 1.96$, $p < 0.05$), so H3 and H4 are also accepted. However, the direct relation of the use of English business terminology to purchase intention does not have statistical significance ($t < 1.96$, $p > 0.05$). Thus, H5 is rebutted (Table 3).

Table 4 Indirect relations

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
UE -> CE -> PI	0.285	0.284	0.053	5.409	0.000
UE -> CT -> PI	0.145	0.150	0.059	2.473	0.014

Considering the indirect relations between variables, the analysis result confirmed that customer trust and customer engagement play the mediating role between the use of English business terminology and purchase intention ($t > 1.96$, $p < 0.05$). Therefore, H6 and H7 are obtained (Table 4).

Table 5 Variance explained in the indigenous variable latent constructs

Constructs	R Square
CE	0.293
CT	0.368
PI	0.558

R-Square is utilized to identify the exogenous constructs toward the endogenous construct in the hypothesized model (Hair et al., 2014, 2012). As illustrated in Table 5, the R-Square of customer engagement is 29.3%, customer trust is 36.8%, and purchase intention is 55.8%.

Table 6 Assessment of the effect size

Relationship	f square
CE → PI	0.201
CT → PI	0.037
UE → CT	0.581
UE → CE	0.414
UE → PI	0.000

To evaluate the impact of the dependent variable on the independent variable in terms of R-Square, f-Square is used. The values of f-Square are defined as between 0.02 and 0.15, between 0.15 and 0.35, and above 0.35 as being small, medium, and high effects, respectively (Cohen, 1988). The f-Square of the use of English business terminology on customer trust and customer engagement are 0.581 and 0.414, respectively, showing the high effect of these two relationships. The f-squared of customer trust to purchase intention is 0.037, showing a small effect. The effect of customer engagement on purchase intention is 0.201, expressing the medium effect, while the use of English business terminology on purchase intention is 0.000. Customer engagement has a medium effect on purchase intention, and customer trust is small. Nevertheless, there is no impact of the use of English business terminology on purchase intention.

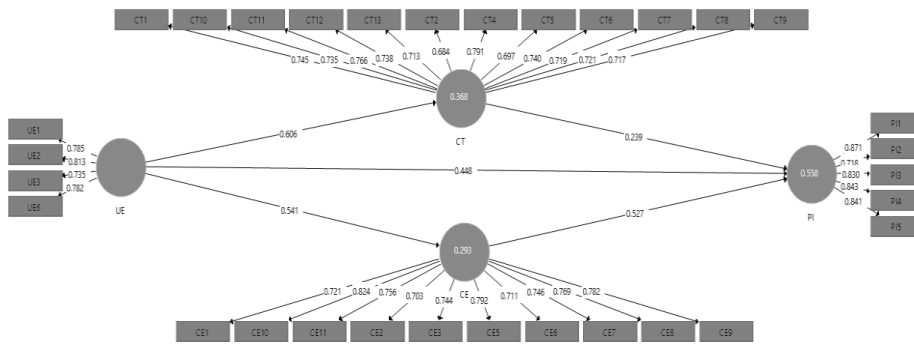


Figure 2. Structural model

DISCUSSION

The study investigated the influence of code-switching English business terminology in commercial livestreams on the purchase intention of Gen Z in Ho Chi Minh City. The findings revealed that the use of English business terminology in online trading significantly contributes to customer trust and customer engagement. Therefore, it is beneficial to apply English business terminology to enhance the trust and engagement of customers in online marketing and trading. These findings are relevant to Junsom and Jeanjaroonsri (2021) and Roslini et al. (2025). Additionally, this study also illustrates that customer trust and customer engagement mediate between the use of English business terminology and the purchase intention of Gen Z customers. The effect of trust is small; meanwhile, engagement affects the purchase intention of Gen Z customers more effectively. In contrast, the use of English business terminology does not directly affect the purchase intention of Gen Z customers. This can demonstrate that Gen Z customers are careful in making decisions for their purchase intention. Though English business terminology can advance the awareness of the profession and trust of the seller, Gen Z customers tend to prioritize other factors, such as price or quality of product, the evaluation from peers, and promotion before making the decision (Djafarova & Rushworth, 2017; Priporas et al., 2017). As a result, the use of language is not enough to promote the purchase intention if it does not go along with trust and engagement of customers (Junsom & Jeanjaroonsri, 2021). Although the current study has not taken any experimental or mixed-method approach, this study relies mostly on a survey-based approach, which may not present the relationships between the use of English business terminology and consumers' purchase intention, the study applied a rigorous participant screening process. The results partly expressed the crucial mediating role of trust and engagement between using English business terminology and the purchase intention through the perception of Gen Z customers in Ho Chi Minh City. This highlights the important role of language in online trading in the context of international commerce, in addition to other factors such as management, trading, and marketing ability for enhancing trust and engagement of customers. However, this research only helps to partially review and reveal the usefulness of English business terminology and highlight some remarkable applications of this. Investigating the drawbacks of English business terminology overuse in business livestreams on TikTok to customers' purchase intention is a potential topic, which is ignored in this research, as a result of cultural language contamination, alienation, and comprehension mistakes. Since English is not an official and common language among e-commerce in Vietnam or non-English speaking countries like Thailand or Indonesia, its language component may negatively impact their mother tongue and language formality (Ferdus et al., 2023).

CONCLUSION

The current research has demonstrated the influence of using English business terminology on the purchase intention of Gen Z customers in commercial livestream sessions on TikTok. By collecting the perceptions of Gen Z customers, the study shows that using business terminology is not the direct factor in the purchase intention of Gen Z customers. However, using business terminology can affect the trust and engagement of customers during commercial livestream sessions on TikTok, which can facilitate purchase intention. In general, this study provides a new perspective on using language in online trading, particularly the English business terminology on TikTok's livestream sessions. It emphasizes the persuasive potential of this strategy in the digital commerce era. Nevertheless, there should be further research to widen the research orientation based on this, such as using mixed-method or experimental designs, to have more reliable evidence of the causal effects of using English

business terminology on consumers' purchase intention. Since the current study mainly utilized quantitative data, combining qualitative approaches may provide a more constructive and reliable viewpoint on this research issue. Besides, it is also essential to widen the research participants to Gen X or Y customers to have a more objective viewpoint of the role of using business terminology in online trading. Finally, future studies could further investigate whether the overuse of English business terminology negatively influences customers' purchase intention, trust, and engagement.

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APPENDIX**QUESTIONNAIRE OF THE STUDY****SCREENING QUESTIONS AT THE BEGINNING OF THE SURVEY**

Some examples of English business terms include "Deal," "Sale," "Voucher," "Freeship," and "Affiliate marketing" which are used in Livestreams on the TikTok social media platform.

Sellers frequently use English business terms in commercial livestreams on TikTok.

Yes

No

The seller's speech or the text/hashtags in commercial livestreams on TikTok contain many English business terms.

Yes

No

DEMOGRAPHIC INFORMATION

Your gender:

Male

Female

Other

Your age:

18

19

20

21

22

23

24

25

○ 26

○ 27

○ 28

○ 29

PART 1: THE USE OF ENGLISH BUSINESS TERMS IN LIVESTREAMS ON THE TIKTOK SOCIAL MEDIA PLATFORM

Please provide your feedback evaluating your opinion corresponding to each statement; where:

1 - Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 - Strongly agree

The use of English business terms helps sellers...					
Improve communication and trading skills with customers.	1	2	3	4	5
Explain information about pricing, policies, or product features.	1	2	3	4	5
Feel more comfortable and confident when livestreaming.	1	2	3	4	5
Communicate business concepts/terminology more easily.	1	2	3	4	5
Provide product instructions more professionally.	1	2	3	4	5
Explain potential product issues such as technical errors or return policies.	1	2	3	4	5

PART 2: ENGLISH BUSINESS TERMS' IMPACT ON CUSTOMER TRUST

Please provide your feedback evaluating your opinion corresponding to each statement; where:

1 - Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 - Strongly agree

I believe that the use of English business terms in Livestreams on the TikTok platform...
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Makes content more reliable.	1	2	3	4	5
Positively impacts brand awareness more than using only Vietnamese.	1	2	3	4	5
Is more attractive than using only Vietnamese.	1	2	3	4	5
I believe that sellers using English business terms in Livestreams on the TikTok platform...					
Convey product information clearly and honestly.	1	2	3	4	5
Demonstrate specialized product knowledge well.	1	2	3	4	5
Do not mislead customers when advertising.	1	2	3	4	5
Make me feel comfortable when interacting or purchasing.	1	2	3	4	5
Help them choose appropriate words for customer needs when recommending products.	1	2	3	4	5
I believe that products sold in Livestreams on the TikTok social media platform that use English business terms...					
Match the product description introduced in the livestream.	1	2	3	4	5
Have a good reputation through the information provided in the livestream.	1	2	3	4	5
Are of good quality.	1	2	3	4	5
Show no signs of misleading customers.	1	2	3	4	5

Are beneficial to customers in terms of price or quality.	1	2	3	4	5
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PART 3: ENGLISH BUSINESS TERMS' IMPACT ON CUSTOMER INTERACTION

Please provide your feedback evaluating your opinion corresponding to each statement; where:

1 - Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 - Strongly agree

The seller's use of English business terms will...					
Help me understand the product better.	1	2	3	4	5
Attract my attention while watching the livestream.	1	2	3	4	5
Help me feel interested when watching the livestream.	1	2	3	4	5
I think that sellers in Livestreams who use English business terms will...					
Answer questions more clearly and professionally.	1	2	3	4	5
Give me the feeling of interacting directly with the seller in real-time.	1	2	3	4	5
Provide detailed information and clear explanations about the product.	1	2	3	4	5
Help me visualize the product as in real life regarding its functions, materials, or usage.	1	2	3	4	5
Through communicating with other customers in Livestreams that use English business terms, I...					
Can communicate with them conveniently and effectively.	1	2	3	4	5

Enjoy communicating with them in those sessions.	1	2	3	4	5
Feel that their evaluations and choices are very useful in the purchase decision-making process.	1	2	3	4	5
Find that their comments increase my intention to buy the product.	1	2	3	4	5

PART 4: CUSTOMER PURCHASE DECISIONS

Please provide your feedback evaluating your opinion corresponding to each statement; where:

1 - Strongly disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 - Strongly agree

Livestreams that use English business terms will...					
Make me think that buying products from these sessions is a good choice.	1	2	3	4	5
Make me consider purchasing the product.	1	2	3	4	5
Drive my decision to buy products in the sessions.	1	2	3	4	5
Make me prioritize buying products from sessions that use English business terms.	1	2	3	4	5
Make me willing to buy products in subsequent livestreams.	1	2	3	4	5

THANK YOU FOR COMPLETING THIS SURVEY!