FACTORS INFLUENCING CONSUMERS' IMPULSE TELEVISION BUYING DECISION AT BEST BUY VIETNAM

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ABSTRACT

This research aims to investigate the impact of the factors influencing consumers' impulse television buying decision at Best Buy Vietnam (BBVN), by interviewing 560 consumers. The methods of Cronbach's Alpha, EFA, CFA together with the Structural Equation Modelling (SEM) are used by the programs of SPSS and AMOS.

The result shows that there are 03 factors affecting Impulse buying urge – in order of the decreasing importance: Attributes of company and products, Time available for watching television, Attraction of program host and celebrity. Impulse buying urge has a weaker impact on impulse television buying decision than Perceived risk, so that the research could raise some solutions for BBVN Management to serve the consumers better.

**Key words: Best Buy Vietnam; Impulse television buying decision;
Impulse buying urge**

OVERVIEW

Currently, besides traditional markets, shops, supermarkets and shopping centers, there are more and more modern forms of shopping such as internet shopping or TV shopping. Changes in the retail system have created conditions for impulse buying to arise and develop. TV shopping has grown in recent years in Vietnam, consumers just watch television, phone the order center and buy products right at home; therefore, consumers can easily be stimulated by impulse buying.

There are many companies joining TV shopping channels such as: Best Buy Vietnam (BBVN), Home Shopping Vietnam (HSV), Shopping TV, SCJ Life On, Co.op Home Shopping, Lotte Dat Việt Home Shopping, Happy Shopping, etc. The percentage of people shopping through TV is very low, about 2% (dddn, 2012). As a new program, the performance and growth rate of television shopping are remarkable; however, TV shopping in Vietnam needs a long time to become a widespread shopping model.

Being presented in Vietnam since 2002, BBVN was a pioneer in the field of TV shopping. Over the past 10 years, the company has always been implementing strategies to improve the quality of services and products, providing solutions, daily-life conveniences to consumers. But in recent years, the revenue of the company has tended to decrease sharply, the reasons may include the intense competition and the consequence of impulse television buying at BBVN for consumers. This research aims to identify and measure the impact of factors affecting impulse buying behavior and impulse buying decision through TV commercials by BBVN customers, thereby, suggesting managerial implications that help BBVN adjust its business strategies.

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LITERATURE REVIEW

Impulse buying behavior

According to Rook & Hoch (1985), impulse buying occurs when consumers experience a sudden, urgent sense of buying something immediately. According to Karbasivar & Yarahmadi (2011), this impulse buying reflects complex emotional status and can create certain contradictions in the minds and emotions of consumers. According to Beatty & Ferrell (1988), impulse buying is an immediate buying behavior without any intention for a particular product that occurs after experiencing a buying spree and it tends to be spontaneous without needing to go through the product assessment process. Rook & Hoch (1985) argued that impulse buying behavior is associated with a sudden desire, spontaneous action, and psychological inconsistency. Sharma, Sivakumaran & Marshall (2010), Kacen & Lee (2002) stated that impulse buying behavior is a characteristic of unplanned purchases at relatively fast decision pace, desiring to possess the merchandise right away.

TV shopping

TV shopping is usually a form of live broadcast; the length of the program varies depending on the broadcasting channel and the product. In TV shopping, the product is introduced by a host and a special guest who are celebrities or experts with experience of the products. Viewers wishing to buy the product will contact the phone number displayed on the screen to meet the operator (screendigest, 2004).

According to US Marketing Association, of all the forms of direct marketing, the form of respondent advertising has two forms as long-term contracts and short-term contracts. A long-term contract is a form of using a long period of time (about 30 minutes) to describe the product in detail and a short-term contract uses short advertising time (30 seconds or 1 minute) for customers to ask for instant feedbacks by calling the number on the screen or on the Website. This is also one form of television shopping.

Factors affecting impulse buying behavior

According to Churchill & Peter (1998), impulse buying behavior is influenced by internal factors: mood, need, desire, pleasure, perception, emotion, evaluation, and external factors: shop scenery, exterior and interior shop display, advertising and promotion signage.

Kim (2003) studied the factors influencing students' impulse buying behavior in clothing, showing four factors influencing impulse buying which are: exterior and interior shop display, advertising signage, promotional signage.

Parboteeah (2005) studied the impulse television shopping behavior based on the SOR model (Stimulus - Organism – Response) that shows five factors influencing the consumers' impulse buying behavior which are: convenience and security, interface, usability, enjoyment, consumer behaviors (access or avoidance)

According to Lee (2008), when investigating the relationship between persuasion, social interaction, program and viewers in the context of TV shopping and the tendency of TV shopping among older women, it shows that there are 6 factors influencing on impulse television buying: persuasive strategy, social interaction, perception of social participation, loneliness, mood and perceived risk.

Also researching on TV shopping issues, Tsai, Chen & Chen (2008) studied impulse buying behavior influencing TV shopping decision in Taiwan with various products (fashion, cosmetics, electronics, etc). There are three groups of factors influencing impulse television buying behavior including individual factors (perceived risk, impulse buying tendency and attitude towards TV shopping), situational factors (time available for watching television, time available for going out shopping), stimulating factors (affordability, marketing, attraction of the show and celebrity guests).

According to research by Nguyen Thi Tuyet Mai and Rose (2006), the cultural factors, demographic factors and the type of product affect the impulse buying behavior of Vietnamese people in two major cities which are Ha Noi and Ho Chi Minh.

In a smaller research scope, Phan Mai Phuong Duyen (2012) surveyed 339 consumers in Nha Trang city, suggesting that there are two groups of influencing factors that are internal factors (mood of the buyers) and external factors (price and discount, product display, shopping companion, advertising and promotion, brand, holiday season).

The research model of factors influencing consumers' impulse buying decision at Best Buy Vietnam

The considered variables are variables that have been widely and extensively used by researchers and adjusted by experts and group interviews. Eight (08) experts who have been holding positions as general manager, deputy general director, director, head of department at BBVN were asked to suggest factors that affect impulse television buying decision, examine and evaluate the use of words in each observed variable. Group interviews were conducted with ten (10) clients who had experienced TV shopping at BBVN at least once, the discussed opinions were written as a document and were unified through majority votes. As a result, independent variables and scale systems were formed, as proposed in Figure 1.

Figure 1. The model of factors influencing impulse TV buying decision at Best Buy Vietnam

Source: suggested by the authors

H₁: Perceived risk has a negative effect on impulse TV buying decision at BBVN.

H₂: Mood has a positive effect on impulse TV buying urge at BBVN.

H₃: Convenience has a positive effect on impulse TV buying urge at BBVN.

H₄: Time available for watching TV has a positive effect on impulse buying urge at BBVN.

H₅: Attraction of the program and guests has a positive effect on impulse buying urge at BBVN.

H₆: Promotion activities has a positive effect on impulse buying urge at BBVN.

H₇: Attributes of company and product have a positive effect on impulse buying urge at BBVN.

H₈: Affordability has a positive effect on impulse buying urge at BBVN.

H₉: Impulse buying urge has a positive effect on impulse buying decision at BBVN.

RESEARCH RESULTS

Samples were conveniently handled by live interviews, letters and online. A total of 650 questionnaires were sent to customers aged 18 and over who purchased their goods at BBVN (based on sales reports of the company), collecting 560 valid response which is an 87% valid return.

Table 1. Description of respondent information

		People	Percent
Gender	Male	128	22,9%
	Female	432	77,1%
Ages	From 18 to 39	149	27%
	From 40 to 59	322	58%
	Over 60	89	16%
Incomes	Under 5 mil. per month	39	7%
	From 5 to 10 mil. per month	114	20,4%
	From 11 to 15 mil. per month	286	51,1%
	Over 15 mil. per month	121	21,6%
Areas	North	197	35,2%
	Central	113	20,4%
	South	250	44,6%

Source: studied by the authors

Measuring the reliability of the scale by Cronbach's Alpha

The results showed that the standard scales ranged from 0.801 to 0.922, requiring three types of observed variables: C4 as Convenience factor, D1 as Time available for

watching television and E4 as Attraction of the program and guests (E) since Cronbach's Alpha coefficient is greater than Cronbach's Alpha total coefficient.

EFA analysis of factors influencing television impulse buying at BBVN

The results of the EFA analysis gave the KMO coefficient of 0.875 ($0.5 \leq \text{KMO} \leq 1$) explaining the appropriate sample size for the factor analysis and Bartlett's coefficient of significance was $0.000 < 0.05$ (correlation between variables) confirmed that the analytical method was appropriate, eigenvalue was 1.321 (> 1) and the Average Variance Extracted of 70.811% ($> 50\%$) contributed to approximately 70.811% of the variance of the observed variables, thus the Average Variance Extracted is satisfactory. Observed variables had factor loading which was greater than 0.50. The variables of the EFA were not been eliminated and 7 groups of factors were drawn (Table 2), the observed variables satisfying the requirements of these scales will be further evaluated by CFA and tested by SEM.

EFA analysis of factors influencing analysis impulse buying decision at BBVN.

The results of the first EFA were consistent and did not eliminate observed variables: $\text{KMO} = 0.914$ ($0.5 \leq \text{KMO} \leq 1$), the total Average Variance Extracted was 72.234%, which accounted for the fact that approximately 72.234% had 3 groups of factors extracted at the eigenvalue 1,384 (> 1). Observed variables had loading factor greater than 0.50. The EFA results of the scales are shown in Table 3.

Factor groups after EFA including: Perceived risk (A) included 5 observed variables, Mood (B) included 5 observed variables, Convenience (C) included 3 observed variables, Time available for watching TV (D) included 3 observed variables, Attraction of the program and guests (E) included 5 observed variables, Promotion activities (F) included 5 observed variables, Attributes of company and product (G) included 5 observed variables, Affordability (H) included 4 observed variables, Impulse TV buying urge (I) included 4 observed variables, Impulse TV buying decision (J) included 4 observed variables.

Table 2. Rotated Component Matrix

Items	Factors									
	1	2	3	4	5	6	7	8	9	10
G₄ I was urged to do television shopping at BBVN because of its reputation	0,855									
G₂ The unique features of products on television at BBVN prompted me to think of buying it	0,837									
G₃ The products introduced on the television shopping channel of BBVN are very rare in the market	0,828									
G₅ I was urged to buy BBVN's products because of its prestige	0,816									
G₁ The new products sold on BBVN's channel urged me to buy them	0,798									
F₂ The on-screen countdown of the time remaining for ordering makes me experience time pressure about purchasing		0,834								
F₄ I was fascinated by the advertising message "smart shoppers" of BBVN		0,827								
F₃ I was fascinated by the advertising message "money saving" of BBVN		0,819								
F₁ The full information about the product introduced in BBVN's television shopping program attracted my attention		0,802								
F₅ I was urged by the commitment of "free exchange for 10 days" of BBVN		0,773								
E₆ The host and guests of BBVN's shopping program gave me a sense of trust			0,962							
E₅ The host and guests of BBVN's shopping program made me feel close			0,958							
E₃ The consultants of BBVN are very friendly			0,671							
E₁ The advertisements introducing the products in the shopping program of BBVN are very eye-catching			0,637							
E₂ The consultants of BBVN are very enthusiastic			0,617							
B₃ I do television shopping at BBVN to change my mood				0,800						

B₂ Television shopping at BBVN is my way to reduce stress in life	0,784	
B₁ When I am in a good mood, I like to do television shopping at BBVN	0,762	
B₄ Whether I buy the products on BBVN's channel depends on my mood at that time	0,761	
B₅ When I am in a state of unhappiness,I will do television shopping at BBVN to make myself happier	0,603	
I₄ When watching BBVN's Television Shopping channels, I saw some things I wanted to buy, although I never wanted to buy them	0,809	
I₁ When watching the television shopping channel of BBVN, I felt a sudden urge to buy something	0,804	
I₂ If BBVN introduces a new product that I am interested in, I am ready to buy it	0,801	
I₃ When watching BBTV's television shopping channel, I felt the urge to buy something I had not planned.	0,784	
C₁ Television shopping at BBVN is easy	0,773	
C₂ Television shopping at BBVN is very convenient	0,746	
C₃ I can shop at home on BBVN's television shopping channel	0,712	
D₃ When watching television if I see the Television Shopping program of BBVN I usually stop to watch it	0,747	
D₂ I usually watch television shopping program of BBVN	0,738	
D₄ I usually watch yelevision shopping program of BBVN until the end	0,588	
A₃ I think the products purchased on television will not be suitable for me	0,846	
A₄ I think that the products purchased through BBVN are difficult to return after buying	0,829	
A₁ I think that the products purchased through BBVN are not the same as the advertisement	0,814	
A₅ I think that Television Shopping at BBVN is expensive	0,794	

A₂ I think that the use of the products on television is not the same as the advertisement	0,769
J₄ When there is the demand for goods, I will think of Television Shopping at BBVN	0,802
J₂ I will continue with Television Shopping at BBVN in the future	0,781
J₁ I will do television shopping at BBVN when I intend to buy without consideration	0,780
J₃ I am very happy to introduce to everyone to choose the products sold at BBVN	0,742
H₂ When I have cash, I am willing to do television shopping at BBVN	0,786
H₃ When I have an amount of savings for shopping, I am willing to choose Television Shopping at BBVN	0,770
H₁ With high income, I am willing to do television shopping at BBVN	0,751
H₄ I am willing to use crebit cards to do television shopping at BBVN	0,575
KMO	0,914
Eigenvalue	1,339
Rotation Sums of Squared Loadings (Cumulativ)	72,243%

(Source: studied by the authors)

Table 3. Summary of scale measurement results

Concept	Number of observed variables	Cronbach's Alpha reliability coefficient	Composite reliability ρ_C	Average Variance Extracted ρ_{VC}	Mean λ	Convergent and discriminant validity
A	5	0,918	0,918	69,217%	0,832	satisfactory
B	5	0,859	0,861	55,448%	0,742	
C	3	0,801	0,801	57,396%	0,756	
D	3	0,774	0,747	49,577%	0,704	
E	5	0,884	0,868	58,476%	0,738	
F	5	0,906	0,906	65,838%	0,811	
G	5	0,916	0,916	68,583%	0,828	
H	4	0,820	0,822	53,614%	0,732	
I	4	0,876	0,877	63,967%	0,800	
J	4	0,922	0,922	74,613%	0,864	

Source: studied by the authors

Measuring discriminant validity: Table 4 showed that the correlation coefficients for each pair of concepts with the standard deviations of the scales were different from 1 at a 95% reliability level, reaching statistical significance (all p is equal to 0,000). Consequently, the observed variables used to measure research concepts achieve discriminant validity.

Table 4. Correlation coefficient between the concepts

r			Estimate	SE=SQRT((1-r ²)/(n-2))	CR=(1-r)/SE	P-value
B	<-->	C	0,400	0,039	15,464	0,000
B	<-->	D	0,284	0,041	17,640	0,000
B	<-->	E	0,183	0,042	19,631	0,000
B	<-->	F	0,136	0,042	20,601	0,000
B	<-->	G	0,266	0,041	17,987	0,000
B	<-->	I	0,070	0,042	22,023	0,000
C	<-->	D	0,448	0,038	14,585	0,000
C	<-->	E	0,345	0,040	16,485	0,000
C	<-->	F	0,176	0,042	19,773	0,000
C	<-->	G	0,464	0,038	14,293	0,000
C	<-->	I	0,185	0,042	19,590	0,000
D	<-->	E	0,282	0,041	17,678	0,000
D	<-->	F	0,213	0,041	19,027	0,000
D	<-->	G	0,320	0,040	16,954	0,000
D	<-->	I	0,187	0,042	19,550	0,000
E	<-->	F	0,089	0,042	21,605	0,000
E	<-->	G	0,338	0,040	16,616	0,000
E	<-->	I	0,221	0,041	18,868	0,000

F	<-->	G	0,095	0,042	21,475	0,000
F	<-->	I	0,034	0,042	22,832	0,000
G	<-->	I	<u>0,264</u>	0,041	18,025	0,000
B	<-->	A	-0,199	0,041	28,901	0,000
C	<-->	A	-0,288	0,041	31,771	0,000
D	<-->	A	-0,310	0,040	32,548	0,000
E	<-->	A	-0,247	0,041	30,399	0,000
F	<-->	A	-0,160	0,042	27,759	0,000
G	<-->	A	-0,371	0,039	34,875	0,000
H	<-->	A	-0,310	0,040	32,548	0,000
I	<-->	A	-0,676	0,031	53,726	0,000
J	<-->	A	-0,660	0,032	52,195	0,000
B	<-->	H	0,296	0,040	17,410	0,000
C	<-->	H	0,326	0,040	16,841	0,000
D	<-->	H	0,402	0,039	15,427	0,000
E	<-->	H	0,252	0,041	18,259	0,000
F	<-->	H	0,200	0,041	19,287	0,000
G	<-->	H	0,286	0,041	17,601	0,000
B	<-->	J	0,072	0,042	21,978	0,000
C	<-->	J	0,161	0,042	20,081	0,000
E	<-->	J	0,195	0,042	19,388	0,000
F	<-->	J	0,029	0,042	22,947	0,000
G	<-->	J	0,196	0,042	19,368	0,000
H	<-->	J	0,262	0,041	18,064	0,000
I	<-->	J	0,694	0,030	10,040	0,000
D	<-->	J	0,199	0,041	19,307	0,000
I	<-->	H	0,382	0,039	15,796	0,000
x19	<-->	x18	0,416	0,038	15,170	0,000
Term: r: Correlation coefficient; CR: Critical Ratios						
SE: standard error; P- Value: level of significance						

Source: studied by the authors

Measuring Convergent Validity: The results showed that standardized weights are greater than 0.5 and statistically significant ($P < 0.05$). Therefore, they achieved Convergent Validity (Nguyen Dinh Tho & Nguyen Thi Mai Trang, 2011).

The results showed that the attraction of the program and guests (E) scale did not achieve unidimensionality, but the requirements for Average Variance Extracted, Convergent Validity, and discriminant validity were met. The remaining scales met the requirements for reliability and validity: unidimensionality, Convergent Validity, discriminant validity and Average Variance Extracted.

Measuring the relevance of the research model and hypotheses

SEM results showed that the model had 822 degrees of freedom with chi-square of 1582.769 ($p = 0.000$), GFI = 0.887; TLI = 0.944; CFI = 0.949; RMSEA = 0.041; The GFI indicator for assessing compliance with market data was not satisfactory, so it was necessary to consider the correlation between the error of the observed variable to

improve the values. We need to look at the statistical significance of correlation at 90% reliability. Based on the results of the reserch (Table 5), factors such as Convenience (C), Promotion (F), Affordability (H), and Mood (B) 0.1 need to be eliminated out of the model due to no statistical significance.

Table 5. The result of measuring correlations among concepts in the research model

		Estimate	S.E.	C.R.	P
I	<--- B	-0,047	0,055	-0,865	0,387
I	<--- C	0,002	0,059	0,030	0,976
I	<--- D	0,173	0,062	2,785	0,005
I	<--- E	0,072	0,029	2,463	0,014
I	<--- F	-0,019	0,036	-0,526	0,599
I	<--- G	0,129	0,037	3,493	***
J	<--- A	-0,395	0,040	-9,962	***
J	<--- H	-0,026	0,044	-0,596	0,551
J	<--- I	0,629	0,054	11,592	***

*Note: Estimate: estimated value; S.E: Standard error;
C.R: Critical Ratios; P: Level of significance*

Source: studied by the authors

After eliminating the C, F, H, B factors from the research model, it improved Chi-square / df = 2.225; GFI = 0.922; TLI = 0.960; CFI = 0.965; RMSEA = 0.047, the level rating indicators were consistent with market data, which was statistically significant because of p-value <0.1 at 90% reliability level. The four factors of Time available for watching TV, Attraction of the program and guests, Attributes of company and product all positively influenced impulse buying urge; Impulse buying urge positively influenced impulse buying decisions, Perceived risk negatively influences the impulse buying decision and the factors were statistically significant (Table 6).

Table 6. The result of measuring correlations among concepts (unstandardized)

		Estimate	S.E.	C.R.	P
I	<--- D	0,141	0,060	2,351	0,019
I	<--- E	0,073	0,029	2,530	0,011
I	<--- G	0,128	0,034	3,739	***
J	<--- A	-0,392	0,038	-10,373	***
J	<--- I	0,621	0,054	11,557	***

Source: studied by the authors

Table 7. The result of measuring correlations among concepts (standardized)

r		Estimate	SE=SQRT((1-r ²)/(n-2))	CR=(1-r)/SE	P-value
I	<--- D	0,130	0,042	20,727	0,000
I	<--- E	0,121	0,042	20,917	0,000
I	<--- G	0,190	0,042	19,489	0,000
J	<--- A	-0,417	0,038	36,827	0,000
J	<--- I	0,487	0,037	13,875	0,000

Source: studied by the authors

Based on Table 7, the standardized results of the SEM model showed that for the independent factors: perceived risk was the strongest factor ($\beta = -0.417$); followed by Attributes of company and product (0.190); the third one was Time available for watching TV (0.130) and the last one was Attraction of the program and guests (0.121). Impulse buying urge had β of 0.487.

Figure 3. SEM model

(Source: studied by the authors)

In addition, Table 8 showed Time available for watching TV, Attraction of the program and guests (E), Attributes of company and product (G) accounted for 10.7% of the variation of Impulse buying urge; Impulse buying urge and Perceived risk accounted for 47.6% of the variation in Impulse television buying decision at BBVN.

Table 8: Multiplication coefficients

Factors	Estimate
Impulse buying behavior (I)	0,107
Impulse buying decision(J)	0,470

(Source: studied by the authors)

The results showed that the unaccepted hypotheses were H2, H3, H6, H8, because there was no statistical significance; the hypotheses H4, H5, H7, H1, H9 were accepted. The results of the scale tests showed that the scales were reliable, the model was consistent with the market data and the p-value reliability values were <0.1 , so the factors that affect impulse buying decision through TV commercials at BBVN follows the model shown in Figure 4.

Figure 4. The model of factors affecting impulse television buying decision at BBVN (adjusted)

(Source: studied by the authors)

Factors of Convenience, Promotion Activities, Affordability, and Mood were excluded from the model, and also the difference of this research, can be understood as follows: (1) BBVN does not own a separate broadcast channel, consumers need to monitor the broadcast time of the product advertisement on TV channels, a product advertisement on BBVN lasts from 5 to 30 minutes, consumers take at least 5 minutes see the introduction of the product and order, and take at least 4 hours to receive goods from the company. At the same time, consumers can easily find a variety of products from a variety of sources, log in, or purchase anywhere conveniently, (2) Affordability is not an issue. The main reason is that the products of BBVN are mostly used for long-lasting time (exercise machines, kitchen utensils and so on); and the selling price is not too high, about 0.5 to 6 million VND, (3) for the mood factor and promotion activities: Nguyen Thi Tuyet Mai & Rose (2006) showed that many Vietnamese feel unsatisfied with impulse bying. They regret when deciding to buy a product which is unnecessary or inappropriate. Thus, they will try to be "smart" and "more alert" in controlling the impulse buying, especially be more alert to the effects of the sellers.

CONCLUSIONS AND MANAGERIAL IMPLICATIONS

Conclusions

This research inherits the fundamental theories and the results of previous studies to model the factors influencing impulse TV buying decision at BBVN, including 10 factors with 48 observed variables. After analyzing the Cronbach's Alpha reliability coefficient, Exploratory Factor Analysis EFA, Confirmatory factor analysis CFA, the model is still 10 elements, 43 observed variables. The results of the first linear SEM analysis, factors of Convenience, Promotion activities, Affordability and Mood are rejected as they are not statistically significant. The results of the second SEM analysis show that the factors have an influence on impulse TV buying urge, in order of decreasing strength: Attributes of company and product, Time available for watching TV, Attraction of the program and guests. Impulse TV buying urge has a weaker impact on the impulse TV buying decision than perceived risk (reverse effects). From here, BBVN management can apply to business the most effectively. Some managerial implications are also proposed.

Suggestions for some managerial implications

Attributes of company and product

BBVN needs to constantly build, maintain and promote the reputation of BBVN, in which, the attention to the quality of products and services is very important. BBVN should provide new products which have unique features and are scarce in the market, should not maintain the product line too long. BBVN needs to fulfill the commitments with customers on goods and services. In addition to the establishment of an innovation department which studies, discovers the hidden needs of consumers to create new and unique products, companies need to encourage employees to give innovative ideas in order to change features or have a good idea of the product line introduced on TV.

Time available for watching TV

BBVN needs to open a private shopping channel with high broadcasting frequency (24 hours/day), targeting at elderly people, housewives, rural people (who have a lot of time and often watch TV). In addition, BBVN needs to create all the ability for customers to watch all of its advertising programs by broadcasting ads at times when customers are idle.

Attraction of the program and guests

BBVN needs to create attractive and impressive ads with images and techniques. BBVN needs to recruit gentle telemarketers with a good and convincing voice. BBVN also needs to regularly open training sessions on communication skills in telephone sales, call recording for telemarketers to monitor the quality of consulting. Maintaining the guests who are well-known professionals, celebrities and suitable for the product is very necessary for BBVN.

Perceived risk

Honesty in sales is the way to create customer trust, so BBVN needs to advertise truthfully, not exaggerate utility and features of the product. BBVN should train sale force as well as monitor the quality of consulting to ensure the truth when

advising clients. BBVN should regularly train and test the sale force on the features, utility, origin of the product to be able to confidently consult the customer. BBVN should provide a clear reimbursement policy in the ad and in sales consulting process, or remind customers of reimbursement information when delivering; strictly fulfill commitments with customers on the reimbursement information; reimbursement process should be simple and fast.

Limitations and Future Research

The research is inevitably limited: (1) The research is based primarily on the theory and inherited foreign studies, when applied in the Vietnamese market, needs to adjust the scale more appropriately. (2) The research is only conducted in BBVN, the generalizability is not high. (3) The topic is not able to exploit all factors influencing the behavior of impulse TV shopping. These are also suggestions for future researches.

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