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FACTORS AFFECTING THE INTENTION TO USE CHATGPT TO OBTAIN THE SHOPPING INFORMATION

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Abstract

This study investigates the effect of perceived usefulness, perceived ease of use, perceived enjoyment on attitude and intention to use ChatGPT; the impact of attitude on intention to use ChatGPT to collect the shopping information. The proposed research model was analyzed using PLS-SEM with the data from 310 online Vietnamese consumers. The study outcomes showed the positive impact of perceived usefulness, perceived ease of use, perceived enjoyment on attitude and intention to use ChatGPT. The research outcomes contribute to the understanding of the determinants which affect the attitude and the intention to use ChatGPT in the context of using for searching for shopping information. The study also highlighted the impact of both cognitive (usefulness and ease of use) and effective (enjoyment) in forming the technology adaptation behavior of customers. Accordingly, businesses can integrate ChatGPT as a virtual shopping assistant which can leverage its perceived usefulness. Managers and policymakers also should prioritize ease of use by simplifying onboarding processes, providing easy instructions, and reducing technical complexity so that users can easily access the system. Moreover, improving the perceived enjoyment such as personalized promotions, gamified shopping experiences, or interactive dialogues can drive to positive attitude.

Keywords: *ChatGPT, intention to use, perceived ease of use, perceived enjoyment, perceived usefulness.*

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CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN Ý ĐỊNH SỬ DỤNG CHATGPT ĐỂ THU THẬP THÔNG TIN MUA SẮM

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Tóm tắt

Nghiên cứu khảo sát ảnh hưởng của nhận thức về tính hữu ích, nhận thức về tính dễ sử dụng, nhận thức về sự thích thú đến thái độ và ý định sử dụng ChatGPT; tác động của thái độ đến ý định sử dụng ChatGPT thu thập thông tin mua sắm. Mô hình nghiên cứu được phân tích bằng PLS-SEM với dữ liệu từ 310 người dùng Việt Nam trực tuyến. Kết quả nghiên cứu cho thấy tác động tích cực của nhận thức về tính hữu ích, nhận thức về tính dễ sử dụng, nhận thức về sự thích thú đến thái độ và ý định sử dụng ChatGPT. Kết quả nghiên cứu góp phần tìm hiểu các yếu tố quyết định ảnh hưởng đến thái độ và ý định sử dụng ChatGPT để tìm kiếm thông tin mua sắm. Nghiên cứu nhấn mạnh tác động của cả nhận thức (tính hữu ích và tính dễ sử dụng) và cảm xúc (sự thích thú) trong việc hình thành hành vi thích ứng công nghệ của khách hàng. Các doanh nghiệp có thể tích hợp ChatGPT như một trợ lý mua sắm ảo, tận dụng được tính hữu ích của nó. Các nhà quản lý và hoạch định chính sách cũng nên ưu tiên tính dễ sử dụng bằng cách đơn giản hóa quy trình hướng dẫn sử dụng, cung cấp hướng dẫn dễ hiểu và giảm độ phức tạp về mặt kỹ thuật để người dùng có thể dễ dàng truy cập hệ thống. Hơn nữa, tập trung vào việc cải thiện cảm giác thích thú như các chương trình khuyến mãi được cá nhân hóa, trải nghiệm mua sắm trò chơi hoặc các cuộc đối thoại tương tác có thể thúc đẩy thái độ tích cực.

Từ khóa: *ChatGPT, nhận thức dễ sử dụng, nhận thức về tính hữu ích, nhận thức về sự thích thú, ý định sử dụng.*

1. Introduction

In recent years, digitalization contributes significantly to the business context (Szász et al., 2022). Artificial Intelligence (AI) is being utilized as an assistant in boosting customer purchase decisions when difficulties happen in purchase transactions with technology (Iranmanesh et al., 2024). There are many advantages of using AI in the buying process such as recommending suitable products based on customer background (Landim et al., 2022). Generative Pre-trained Transformer (ChatGPT) is a machine-learning system that can analyze the data and give the appropriate answer to the user's questions (Van Dis et al. 2023). This application can give the answers for different types of questions (OpenAI, n.d.). Other scholars consider it as a wealthy platform of information which customers can use to search for the needed information (Gvili et al., 2020; Kol & Levy, 2022). ChatGPT is dominant compared to other chatbots which gained around 100 million accounts in the first two months (Saini, 2023). It brings together many outstanding benefits for the users such as knowledge, information, advice, creating content, translating language, and solving complex problems (Dowling & Lucey, 2023; Rahaman, 2023).

ChatGPT has significantly changed the customers' behaviors toward using the internet (Padilla et al.,2025). A recent survey showed that about 25% of U.S. adults use AI tools (including ChatGPT) as an assistant when doing shopping (Associated Press, 2025). Another survey showed that about a quarter of citizens in UK also use AI tools like ChatGPT to search for products (Butler, 2025). Since ChatGPT was launched in 2020, many gaps are needed to be filled to gain a deeper understanding about this kind of technology (Haleem et al., 2022). The searching habits of customers can be affected by various factors (Molinillo et al., 2021). Besides that, studies about the searching behavior of customers in ecommerce platforms have been few (Alizadeh et al., 2025). Previous studies mainly focus on the characteristics of ChatGPT as its performance or examine the truthfulness of the response (Pang et al., 2024). The study about customer purchase intention has been limited (Van Dis et al. 2023). Moreover, since the launching of modern technologies, Illescas-Manzano et al. (2024) researched about the usefulness of AI chatbots in online shopping platforms which does not specifically research about the ChatGPT tool (Illescas-Manzano et al., 2024; Jočytė, 2025). Hence, it is necessary to investigate more about the AI tool. Besides that, the use of ChatGPT in the education field seems to be researched more than other kinds of industries (Shahzad & Xu, 2024; Rahman et al., 2023). Hence, to fill this gap, this study tends to investigate the factors that influence the intention to use ChatGPT in the shopping context.

ChatGPT has been one of the most visited sites in Vietnam which prove the wide use of it (Similarweb, 2025). It is also officially available to access for Vietnamese users (OpenAI, 2025). In the start of 2025, it is approximately 79.8 million users for different purposes (DataReportal, 2025). As the statistic of Decision Lab (2025) illustrated, 78% Vietnamese online population use at least once time within the past three months. 33% of them use it daily and 55% of them are willing to pay for subscriptions (Decision Lab, 2025). In the Vietnam, though there are studies about AI Chatbots in forming customer behavior in service industries (Nguyen et al., 2023), there is still lack of the investigations about ChatGPT. Another research showed that Vietnamese customers tended to use AI Chatbots in social media when purchasing products (Anh Duc, 2021), no research has been done about using ChatGPT for searching information or purchasing products. So, this study is to fulfill this gap.

2. Theoretical overview and hypothesis development

ChatGPT is considered as the latest AI-based chatbots development which can generate text-based answers (Gordijn & Have, 2023). It can give information about the products which can accelerate the buying decisions (Haleem et al., 2022; Aydın & Karaarslan, 2023).

Normally, it takes customers much time to research information about the products or services that they intend to buy like considering the price and reading the reviews (Maggioni et al., 2020). Based on the advantages of ChatGPT, purchase decisions can be made faster and even customers are more confident according to the ChatGPT suggestions (George & George, 2023). In business, ChatGPT can be seen as an improvement for the chatbot field as it can give businesses an effective way to engage with customers (Haque et al., 2022). Attitude can be understood as the feeling like or dislike something (Wang et al., 2021). Attitude is considered as a factor in determining the tendency to use a technology system (Patwary et al., 2022).

The Technology Acceptance Model (TAM) created by Davis (1989) is used to explain and predict customer acceptance of information technology systems. Two main elements were formed TAM: Perceived Usefulness (PU) and Perceived Ease of Use (PEU) Davis (1989). Though perceived enjoyment (PE) is not an original component in TAM, recent scholars have considered PE as an intrinsic element which also impacts the customer acceptance toward using technology (Davis et al., 1992; Venkatesh, 2000).

Perceived usefulness (PU) can be defined as the belief that someone who uses a kind of technology can increase their performance (Davis, 1989). Attitude can be predicted by PU when utilizing hi-tech technology (Cabero- Almenara et al., 2019). A positive thinking can be created when customers use modern technology, and they realize it can be easier for them to make purchases on online platforms (Kasilingam, 2020). A group of scholars have confirmed a positive relationship between PU and attitude (Al Amin, 2022; Vahdat et al., 2021). They also found that users tend to use the previous technology in the future when they are once aware of its usefulness (Al Amin, 2022; An et al., 2023).

If clients realize that ChatGPT can give them useful information about the products or services, they are more likely to have positive attitude about this kind of technology and tend to use it more in the future (Iranmanesh et al., 2024). Luo (2023) confirmed that PU was the dominant factor that stimulates buyers to use AI chatbot for shopping purposes and impacts their attitude and their intention to use technology. PU can enhance both attitude and intention of customers because they realize the efficiency and effectiveness when they use AI chatbots for shopping (Luo, 2023). Hence, hypotheses are developed:

Hypothesis 1: PU positively impacts the attitude to utilize ChatGPT to collect the shopping information.

Hypothesis 2: PU positively impacts the intention to utilize ChatGPT to collect the shopping information.

Perceived ease of use (PEU) is a feeling of customers when they realize that they use no mental effort to utilize a technology system (Siagian et al., 2022). Previous research has stated that PEU has a positive effect on the attitude to use technology (Liu et al., 2024) and the intention to use (Wang et al., 2023). A positive feeling is created when users find it easy to use ChatGPT for searching information about the products or services (Iranmanesh et al., 2024). Besides that, the simplification and the friendly platform of this kind of application will create a higher tendency to continuously use it in the next search (Iranmanesh et al., 2024). Hence, hypotheses are developed:

Hypothesis 3: PEU positively impacts the attitude to utilise ChatGPT to collect the shopping information.

Hypothesis 4: PEU positively impacts the intention to utilise ChatGPT to collect the shopping information.

Perceived enjoyment (PE) is defined as an enjoyable feeling of customers who use a specific technology (Rouibah et al., 2016). Gumulya (2020) and Lin (2022) have shown their research which admitted the positive relationship between PE and attitude to use technology. The study of Kasilingam (2020) supported that PE significantly impacts the customers' attitude in the shopping environment. In the Vietnamese context, Phuc (2024) also concluded that PE positively impacts both attitude and intention of the customers when they conduct online shopping.

ChatGPT is a particular example as it can make the users feel like they are interacting with a real person and then lead to the total satisfaction of users and a sense of enjoyment (Foroughi et al., 2023). One of the pivotal aspects that form the users' positive attitude when utilizing ChatGPT is their favorable experience (Iranmanesh et al., 2024). This type of technology can create much enjoyment for the one who uses it (Iranmanesh et al., 2024). Scholar Przegalinska et al. (2019) also noted that a sense of enjoyment can create positive attitudes of using technology. A group of scholars Iranmanesh et al. (2024) and Li and Wang (2023) stated that PE led to the intention to utilize ChatGPT. Hence, hypotheses are developed:

Hypothesis 5: PE positively impacts the attitude to utilize ChatGPT to collect the shopping information.

Hypothesis 6: PE positively impacts the intention to utilize ChatGPT to collect the shopping information.

On shopping, a favorable attitude can result in making a purchase decision (Gumulya, 2020). Kasilingam (2020) supported that attitude of customers when using chatbot for shopping positively impacts their intention to utilize this kind of technology. More specifically, Yue et al. (2024) investigated ChatGPT and concluded that attitudes towards using ChatGPT have an effect of the continuous intention to use it. Therefore, it is possible that a positive attitude about ChatGPT can make users more likely to use it (Iranmanesh et al., 2024).

Hypothesis 7: Attitude positively impacts intention to utilise ChatGPT to collect the shopping information.

Based on the hypotheses above, a conceptual framework was proposed:

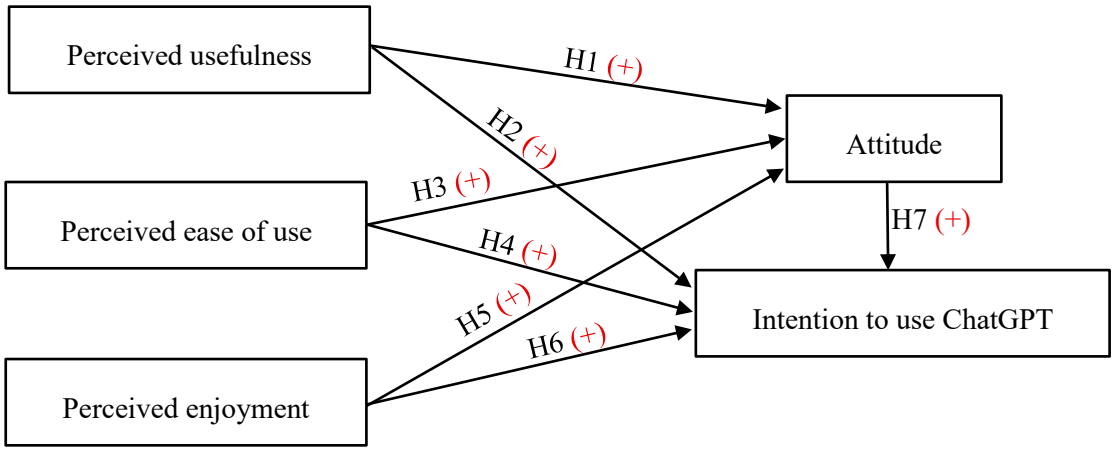

Figure 1. The proposed framework

3. Methodology

According to Burns and Bush (2000), a pilot test needs to be carried out to ensure the quality of the questionnaire. The survey questions will be given to the scholars to check whether they need to be adjusted or not. Some mistakes about grammar and spelling are also being checked. After the correction of the pilot test, a group of final survey questions will be given to the surveyors. The convenience sampling technique was applied in this study because the sample was readily accessible (Alvi, 2016). The sample from 200 to 300 would give a reliable result for the study assessment (Comrey & Lee, 2013). In PLS-SEM, the 10-times rule provides a minimum sample size but may not be effective enough (Barclay et al., 1995; Hair et al., 2017). Therefore, statistical power analysis is recommended to determine an effective sample size by considering effect size, significance level, and desired statistical power (Cohen, 1988; Hair et al., 2019). In this study, the minimum sample size was calculated using an a priori power analysis (G*Power), assuming a medium effect size ($f^2 = 0.15$), $\alpha = 0.05$, power = 0.80, and four predictors for the most complex endogenous construct, resulting in a minimum required sample size of approximately 85. To increase the effectiveness of the study, 350 samples were released.

The study aimed to collect about 350 data which focus on the one use to and are using ChatGPT for different purposes in daily life. The author created a survey link via Google Form and invited people to access the link and answer the questions. There questionnaires have been collected for one month from the beginning of August 2025 to the end of August 2025. The response rate was 88.58% (310/350 samples). The valid response would be kept for the analysis step while the inappropriate answers would be eliminated. The valid data was analyzed using SPSS software version 27 to assess the demographic data and perform exploratory factor analysis (EFA). Then, PLS-SEM would be used to explore the relationship between dependent and independent variables (Ullman & Bentler, 2012). It can assess the causal connections among latent variables using indicators that include both measurement and the theoretical model's structure (Bowen & Guo, 2012).

The survey questions are divided into two parts: the first one contains questions about the demographic information, the second part focus on the construction and assessment about all the variables. PU and PEU includes five elements per construct are measured based on the study of Tandon et al. (2020). PE and Attitude includes three elements per construct which is based on the study of Kasilingam (2020). ITU includes three elements is measured based on the study of Nikou and Economides (2017). A five-point Likert scale (from 1 to 5) is applied to assess the variables. After conducting a survey, a group of 310 valid answers are used for the analysis.

Table 1. The measurement scale

Perceived usefulness (PU)	PU1	It is easy to learn how to use ChatGPT.	Tandon et al. (2020)
	PU2	It is easy to use ChatGPT to find product/service/brand information.	
	PU3	It is easy to use the information provided by ChatGPT to select a product/service/brand.	
	PU4	It is easy for me to become skilful at using ChatGPT.	
	PU5	Overall, I find ChatGPT easy to use.	

Perceived ease of use (PEU)	PEU1	The information provided by ChatGPT will make my shopping faster.	Tandon et al. (2020)
	PEU2	The information provided by ChatGPT will facilitate the comparison of different products/services/brands.	
	PEU3	The information provided by ChatGPT will make my shopping better.	
	PEU4	The information provided by ChatGPT will help me make better product/service/brand decisions.	
	PEU5	I find the information provided by ChatGPT will be useful in my shopping.	
Perceived enjoyment (PE)	PE1	I find using ChatGPT for obtaining information about products/services/brands enjoyable.	Kasilingam (2020)
	PE2	The actual process of using ChatGPT for obtaining information about products/services/brands is pleasant.	
	PE3	I will have fun while using ChatGPT for obtaining information about products/services/brands.	
Attitude (A)	A1	Using chatbots for obtaining information about products/services/brands is a good idea.	Kasilingam (2020)
	A2	I like using chatbots for obtaining information about products/services/brands.	
	A3	Using chatbots for obtaining information about products/services/brands would be pleasant.	
Intention to Use ChatGPT (ITU)	ITU1	I indent to use ChatGPT to obtain information about products/services/brands in the future.	Nikou and Economides (2017)
	ITU2	I plan to use ChatGPT to obtain information about products/services/brands in the future.	
	ITU3	I predict I would use ChatGPT to obtain information about products/services/brands in the future.	

4. Data analysis and findings

4.1. Demographic analysis

The demographic data was analyzed using SPSS software. The result was shown in the Table 1. In term of gender, the total number of male and female are nearly equal which is 144 and 150 respectively. Hence, it is accurate enough to have both points of view of two main genders. The demographic also shows the age diversity of users. Among the respondents, 19.7% of them are from 46–50 years old. There is 19% of the surveyors who are from 26-30 years old and 31–35 years old. In terms of academic status, more than half of the respondents,

52.3%, have a bachelor's degree level. In conclusion, the data is accurate enough for deeper data analysis.

Table 2. The demographic analysis

Factors	Categories	Frequency	Percentage
Gender	Male	144	46.5
	Female	150	48.4
	Others	16	5.2
Age	18-25 years old	37	11.9
	26-30 years old	59	19.0
	31-35 years old	59	19.0
	36-40 years old	42	13.5
	41-45 years old	52	16.8
	46-50 years old	61	19.7
Academic status	High school or less	61	19.7
	Bachelor	162	52.3
	Postgraduate or above	87	28.1

4.2. Measurement model

In terms of independent variables, EFA was performed to examine the construct validity of the scales. The KMO value was 0.916 (>0.6) and Bartlett's Test of Sphericity was significant ($p < 0.001$), confirming data suitability. Four factors with eigenvalues >1 were extracted, explaining 70.268% of the total variance. All loadings exceeded 0.5 and communalities were above 0.50, indicating good validity for subsequent CFA. In terms of dependent variables, the KMO value was 0.714 (>0.6) and Bartlett's Test of Sphericity was significant ($p < 0.001$), confirming data suitability. One factor with eigenvalues >1 was extracted, explaining 73.14% of the total variance. All loadings exceeded 0.8 and communalities were above 0.60, indicating good validity for subsequent CFA.

The confirmatory factor analysis – CFA illustrates that the data was satisfied the accepted thresholds. In terms of model fit, the CMIN/DF value is 2.861, less than 3. The GFI value is 0.886, which is greater than 0.8. The CFI value is 0.921, which is greater than 0.09. The TLI value is 0.905, which is greater than 0.9. The RMSEA value is 0.077, which is less than 0.08.

Table 3. The measurement model result

	Outer loading	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
A1	0.895	0.821	0.820	0.737
A2	0.854			
A3	0.824			

	Outer loading	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
ITU1	0.845	0.816	0.817	0.731
ITU2	0.861			
ITU3	0.860			
PE1	0.848	0.809	0.810	0.724
PE2	0.825			
PE3	0.879			
PEU1	0.875	0.887	0.889	0.691
PEU2	0.767			
PEU3	0.769			
PEU4	0.840			
PEU5	0.897			
PU1	0.864	0.872	0.871	0.662
PU2	0.785			
PU3	0.764			
PU4	0.800			
PU5	0.851			

According to the threshold of Hair et al. (2019), the outer loadings of each variable must be larger than 0.7. In this study, every single variable meets the scholars' requirements which range from 0.764 to 0.897. The composite reliability (CR) index ranging from 0.810 to 0.889 is also satisfied the threshold which was developed by Jöreskog (1971) ($CR \geq 0.70$). It means that the study model has excellent dependability and internal consistency (Netemeyer et al., 2003). The study also has the appropriate Cronbach's alpha (α) is greater than 0.7 which is in the acceptable range according to the study of Hair et al. (2019). Based on these figures, cognitive validity was established.

In terms of average variance extracted (AVE), this index should be larger than the highest squared correlation between that construct and any other latent construct (Hair et al., 2011). To be greater than the convergent validity of a construct, AVE must be more than 0.5 (Hair et al., 2011). The AVE value in this investigation ranged from 0.662 to 0.737, indicating convergent validity. It also suggested that at least half of the variation in its constituents might be explained by a construct.

4.3. Structural model

Table 4. The structural model

Relationships	Hypothesis	Original sample	T statistics	P values	Decisions
PU → A	H1	0.217	3.440	0.001	Accepted
PU → ITU	H2	0.234	3.814	0.000	Accepted

Relationships	Hypothesis	Original sample	T statistics	P values	Decisions
PEU →A	H3	0.345	5.735	0.000	Accepted
PEU →ITU	H4	0.231	3.643	0.000	Accepted
PE → A	H5	0.172	3.133	0.002	Accepted
PE → ITU	H6	0.164	2.980	0.003	Accepted
A → ITU	H7	0.210	3.626	0.000	Accepted

As Table 3 showed, the result shows that PU (β=0.217; t=3.440; p=0.001), positively impacts A and PU (β=0.234; t=3.814; p=0.000) positively impacts ITU. PEU (β=0.345; t=5.735; p=0.000), positive impacts A and PEU (β=0.231; t=3.643; p=0.000) positively impacts ITU. PE (β=0.172; t=3.133; p=0.002), positively impacts A and PE (β=0.164; t=2.980; p=0.003) positively impacts ITU. A (β=0.210; t=3.626; p=0.000) positively impacts ITU. Hence, it is concluded that all the hypotheses are accepted.

5. Conclusion and discussions

5.1. Discussions

The PU gave positive effect on the attitude to adapt the technology usage. The study has figured out that if users realized that ChatGPT is helpful, then they would show their favorable attitude toward using this kind of technology. This statement is aligned with the studies of Foroughi et al. (2024). In education, Rahman et al. (2023) and Saif et al. (2024) also supported the positive effect of PU on the attitude to use ChatGPT for academic purposes. PU plays an essential role in forming customers' attitude toward using ChatGPT to collect shopping information. In the Vietnamese context, e-commerce businesses have been developing rapidly which leads to the higher demand of using technologies in the process of making purchase decisions. Whenever customers realize the usefulness of ChatGPT, they have a favorable attitude toward using this kind of technology. Moreover, when buyers exaggerate about the products or services, ChatGPT is considered as a tool for them to confirm the realistic information. Therefore, the more useful ChatGPT is, the more positive attitude is created.

Besides the positive effect on attitude, another outcome of this research also proved the same trend of PU on the intention to use ChatGPT. Sun et al. (2025), Alshammari and Babu (2025) also supported the finding of the writer. From the evidence above, it can be concluded that PU has a favorable relationship with both the attitude and the intention toward using ChatGPT for finding information. When users are aware ChatGPT can provide correct and effective information which can help them purchase quality products or services, they have more intention to use this kind of technology. Besides that, ChatGPT can generate a large amount of information, make comparisons, create recommendations which support the buying transaction of customers more quickly and satisfactory. As a result, the higher the usefulness level of ChatGPT is, the higher the intentions of the users are.

The PEU also showed the positive effect on the attitude using ChatGPT which is also supported by the research of Foroughi et al. (2024), Iranmanesh et al. (2024), Saif et al. (2024) and Albayati (2024). It could be concluded that when ChatGPT has brought the users useful information also the feelings of easy use, users tend to have upside attitude toward utilizing it which is proved in different business sectors. When Vietnamese consumers interact with more digital platforms, they are more likely to choose the technologies that require the least effort to use. As users realize that ChatGPT is easy to navigate, understand, and interact with, they are more likely to create a positive feeling toward utilizing it. Particularly, the age of

Vietnamese users is widely from the young to the old. Therefore, an easy platform will significantly contribute to the positive attitude of using it.

Moreover, the PEU was the factor that boosted the intention to utilize the use of ChatGPT. When users perceive that they use no efforts to interact with AI technology, they are more likely to continue utilizing it. This finding is aligned with the study of Foroughi et al. (2025). When customers have already created a positive attitude about ChatGPT, it can be easy to boost their intention to use this kind of technology. They are more confident in interacting with ChatGPT for their different information search purposes. They will even rely more on this technology when they have good experiences in the previous buying transactions.

PE significantly contributes to shaping users' attitude toward using ChatGPT. When users feel pleased with their usage, their positive attitude can be enhanced. This finding is supported by the studies of Erjavec and Manfreda (2022) and Huang (2023). Hence, it can be concluded that perceived enjoyment can be used to improve positive attitude of customers. Users tend to have a sense of enjoyable this kind of technology which can help them in their search process. This finding aligns with the outcomes of previous researchers Dahri et al. (2024) and Rahman et al. (2023). It is known that ChatGPT can create interesting conversations with different kinds of users. It can interact with the customers specifically based on their pronouns, their age, their emotions. The engagement between the users and ChatGPT can create a sense of enjoyment which can help shape the positive attitude of the users. When customers perceive this tool as enjoyable enough, they are more likely to choose it rather than other AI tools. Besides providing accurate shopping information, a sense of enjoyment can make customers feel relaxed.

While using this kind of technology, if users are pleased with what the application brings to them, they will tend to continue using it. Erjavec and Manfreda (2022) and Huang (2023) also confirmed the vital role of perceived enjoyment in driving customers with the intention to use ChatGPT for collecting shopping information. The increase of AI-based applications in the Vietnamese context requires the quality AI tools in the competitive markets. Besides the main functions, additional functions can contribute to the choice of users. When ChatGPT can provide effective shopping information and make customers have a joyful sense when using it, they have more motivation to continue using these tools the next time. This kind of sense can enhance the total numbers of users in the Vietnamese context where the young consider online platforms as the main shopping destinations. Young people can access many websites and e-commerce platforms to make comparisons about the price or the quality of the products. If ChatGPT can combine many manual steps and even make them feel happy, they have more reasons to choose ChatGPT as a supportive tool for their shopping information search.

The result shows that attitude has a positive impact on the intention to use ChatGPT for searching for information about shopping. This finding is supported by the studies of Foroughi et al. (2025), Ha et al. (2021) and Ngo et al. (2025) whose outcomes illustrate the same trend of attitude on the intention to utilize ChatGPT. Hence, it can be concluded that attitude toward ChatGPT can boost the intention to utilize it for collecting shopping information. In the Vietnamese context, attitudes toward using ChatGPT play a decisive role in forming the intention to use this tool for finding related information about shopping. When users have a positive attitude, they also show their favorable intention toward utilizing it. In the rapid growth of e-commerce platforms and AI technology, attitude is a vital factor that encourages users' intentions. When an online shopper purchases a quality product based on ChatGPT recommendations, their positive attitude will lead to the next usage of this tool for the next search for information when shopping online.

5.2. Implications

5.2.1. Theoretical implications

The outcome of this research contributes to the understanding of the determinants which affect the attitude and the intention to use ChatGPT in the context of using for searching shopping information. The findings confirmed the significant roles of the perceived usefulness, perceived ease of use and perceived enjoyment on customer behavior intention. Users who perceive ChatGPT, which is useful, easy to use and enjoyable, are likely to have positive attitude toward it and have intention to continuously utilize it for searching information. The study also highlighted the impact of both cognitive (usefulness and ease of use) and effective (enjoyment) in forming the technology adaptation behavior of customers.

This study extends the TAM by highlighting the role of the model in the context of utilizing ChatGPT as an AI tool for collecting shopping information. The outcomes confirm the essential role of PU and PEU which are the core elements of TAM. These elements can be used as trustworthy predictors of the customers' intention toward using ChatGPT for shopping information searching. By incorporating the role of PE, the study highlights the role of an intrinsic element. Moreover, the study also shows the role of TAM which not only can be applied for traditional information systems but also for modern technology systems. In conclusion, this study contributes to TAM literature by providing empirical evidence from the findings.

5.2.2. Managerial implications

Boosting the usage of ChatGPT requires a holistic strategy that combines both functional and experiential elements. Businesses can integrate ChatGPT as a virtual shopping assistant which can leverage its perceived usefulness. The purpose is to provide timely product suggestions and accurate information, which may enhance customer satisfaction and drive purchase intention. Managers and policymakers also should prioritize ease of use by simplifying onboarding processes, providing easy instructions, and reducing technical complexity in order that users can easily access the system. Moreover, concentrating on improving the perceived enjoyment such as personalized promotions, gamified shopping experiences, using friendly languages or interactive dialogues can drive to positive attitude. At a broader view, businesses can promote digital literacy programs to strengthen public trust and competence in using ChatGPT, thereby stimulating technology usage in Vietnam's digital economy.Improving ChatGPT, which turns to familiar platforms and friendly shopping environments can generate more usefulness and ease of use. To sum up, these strategies can foster more positive user attitudes and stronger intentions to use ChatGPT for shopping information search.

5.2.3. Limitations and recommendations

The study only focusses on a specific AI application which is ChatGPT which can limit the impact of AI applications in general. Future research can consider investigating more AI technology to have a more accurate viewpoint on the AI adoption. Besides that, the research limits the field of the population which is using ChatGPT for shopping information searching. Future study can consider expanding the field of study into different fields to have a broader view of the effect of ChatGPT. Moreover, future research should be conducted to increase geographic population to consider the differences between different types of population.

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