

## Researching Factors that Affect the Shopping Decisions of Shopping in Tiktok

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### Abstract

In recent years, Tiktok Shop, a social networking platform that was born, has been changing the landscape of the e-commerce market. The way of shopping through short videos is a new method of shopping and the key to the success of TikTok. When customers watch short videos, TikTok will build on consumer habits and journeys to better meet user needs. The article analyzed the influence of 9 factors on the purchase intention of users based on the combination of the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM). The result shows that there are 4 factors that directly and positively affect shopping behavior: "Opinion of the reference group", "My own beliefs", "Videomaker", and "Perceived value". Thus, the article proposes appropriate and practical solutions to help sellers better understand customer psychology and have strategies to keep the consumers and increase sales efficiency.

### Keywords

Short Videos, Buying Decision, Shopping, Tiktok

### Introduction

In tandem with the unfolding trends of the Fourth Industrial Revolution, e-commerce has undergone rapid transformations, exerting a profound influence not only on product supply but also on consumer habits. Beyond traditional standalone e-commerce platforms, the rise of online shopping through social media channels like Facebook and Instagram has gained remarkable popularity.

The TikTok platform, launched in September 2017, has surged in prominence over time. Fast-forward to September 2021, TikTok announced a milestone of reaching a staggering 1 billion users. In the financial realm, TikTok notched an impressive \$4 billion in advertising revenue in 2021. Additionally, in October 2022, TikTok unveiled its plans to enter the U.S. e-commerce market, following the successful launch of TikTok Shop in the United Kingdom.

The hallmark of the "TikTok" application lies in its short videos, typically ranging from 15 seconds to under 10 minutes. Users can curate these bite-sized video clips, complete with background music, motion editing, and special effects. Furthermore, TikTok has fostered a vibrant music community, using music as a centerpiece to categorize content.

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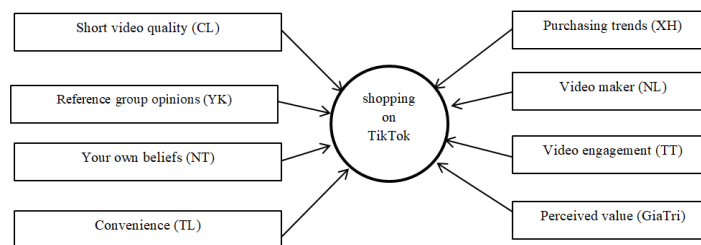
In academia, the TikTok platform has garnered increasing attention, with numerous foreign studies delving into online shopping behavior within this context. Notable researchers like **Invalid source specified.**; (Yani Xiao, October 2019); (Dwinanda, Syaripuddin, Hudaifi, & Hendriana, 2022); (Qin Yang, 2019) as well as (Jiang, Wang, ZilaiSun, & Ruan, 2022) have explored various facets of the TikTok platform. However, in the Vietnamese research landscape, the focus has primarily revolved around social networking platforms such as Facebook or conventional e-commerce platforms.

Considering this research gap, the author group embarked on a mission to investigate the factors influencing consumer shopping behavior through short videos on the TikTok platform. The primary objective is to gather data that can precisely identify these influential factors, analyze and assess consumer behavioral trends and attitudes, and ultimately offer practical solutions and recommendations for leveraging TikTok effectively. The article comprises five main sections, including abstract, introduction, methodology, results and discussion, and conclusion.

## Methodology

The research methodology employed a combination of data collection techniques, including live surveys and online questionnaires. These surveys and questionnaires featured questions designed on a 5-point Likert scale, ranging from 1 to 5. The research team utilized a conditional sampling method to target participants from the University of Commerce as the survey subjects with the main research approach adopted for this study being the quantitative research method. The quantitative research phase involved the systematic collection of data through surveys and questionnaires, processed with SPSS software to analyze data using the following techniques: Descriptive analysis, Cronbach's Alpha test, EFA exploratory analysis, multiple regression analysis.

Based on the theory of reasoned action (TRA) model and the technology acceptance model (TAM) of a number of previous studies, the study proposes factors that influence shopping decisions through short videos on the TikTok platform as follows:



**Figure 1 : Proposed research model**

## Results and discussion

To ensure high reliability and representativeness in research, it's prudent to have a sample size larger than the minimum requirement, accounting for potential non-responses or incomplete responses. In this study, the authors meticulously surveyed a group of over 200 individuals among the youth population in Hanoi. Subsequently, the survey yielded a total of 197 valid samples, providing a robust dataset for conducting experiments and drawing meaningful conclusions.

### *Cronbach alpha reliability test results*

Before factor analysis, the study will test the scale using the Cronbach Alpha tool of the SPSS software program version 20.0 to check the reliability of the scale of service quality components and correlation. between observed variables. After testing Cronbach's Alpha using SPSS software, the results are summarized in the statistical table of the final test results of each variable group as follows:

**Table 1: Statistics of summary results of Cronbach's Alpha test**

No	Factor	Symbol	Turn the first observation	the Remaining observed variable	Cronbach's Alpha	Variables are eliminated
1	Short video quality	CL	3	3	0.792	0
2	Reference group opinions	YK	3	3	0.778	0
3	Your own beliefs	NT	4	4	0.827	0
4	Convenience	TL	5	5	0.801	0
5	Purchasing trends	XH	3	3	0.793	0
6	Video maker	NL	3	3	0.736	0
7	Video engagement	TT	3	3	0.809	0
8	Perceived value	GiaTri	4	4	0.765	0
9	Shopping intention through short videos	YD	3	3	0.809	0

*(Source: Prepared by the author group )*

All variables have a Cronbach's Alpha coefficient higher than 0.700. Therefore, put the variables into EFA Factor Analysis.

### *Results of exploratory factor analysis (EFA)*

EFA analysis for independent variable:

**Table 2: EFA analysis results for independent variables**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	193,754
	DF	3
	Sig.	.000

( Source: Prepared by the author group )

KMO index=0, 713 >0.5 and Sig. = 0.000 should be accepted. The indices in the Communalities table are all greater than 0.5, so they meet the requirements.

**Results of regression analysis**

Consider the Coefficients table

**Table 3: Coefficients<sup>a</sup> first time**

<b>Coefficients a</b>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1,031	.336		-3,069	.002		
1 TL	.086	.065	.077	1,319	.189	.584	1,711
GiaTri	.380	.063	.327	5,995	.000	.680	1,470
TT	.524	.134	.370	3,920	.000	.227	4,407
CL	.075	.065	.065	1,160	.248	.639	1,566
YK	.133	.067	.112	1,973	.050	.624	1,603
NT	.235	.074	.208	3.152	.002	.462	2.163
NL	.090	.085	.062	1,055	.293	.577	1,734
XH	-.280	.114	-.211	-2,459	.015	.274	3,647

<sup>a</sup>. Dependent Variable: NLCDS

( Source: Prepared by the author group )

In the coefficients table, the variable TT has a VIF coefficient of 4.407>2, combined with the Pearson correlation test, so multicollinearity occurs. The research team first removed the TT variable and re-ran the regression equation.

**Table 4: Coefficients<sup>a</sup> 2<sup>nd</sup>**

<b>Coefficients a</b>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.980	.348		-2.816	.005		
1 TL	.071	.068	.064	1.052	.029	.586	1.705
GiaTri	.381	.066	.328	5.799	.000	.680	1.470
CL	.097	.067	.084	1.452	.148	.643	1.554

YK	.142	.070	.120	2.032	.044	.625	1.601
NT	.291	.076	.258	3.835	.000	.480	2.083
NL	.178	.086	.123	2.080	.039	.619	1.615
XH	.066	.075	.050	.886	.377	.687	1.455

<sup>a</sup>. Dependent Variable: NLCDS

( Source: Prepared by the author group )

Through the second Coefficients table, the TL variable has a t-test sig value of 0.294 > 0.05, the CL variable has a t-test sig value of 0.148 > 0.05, the XH variable has a t-test sig value of 0.377 > 0.05, so the This variable is not significant in the regression model, or in other words, this variable has no impact on the dependent variable YD. The remaining variables including Gia Tri, YK, NL, NT all have t-test sig less than 0.05, so these variables all have regression significance and all impact on the dependent variable YD.

Specifically as follows:  $YD = 0.381 * \text{GiaTri} + 0.291 * \text{NT} + 0.179 * \text{NL} + 0.142 * \text{YK} + \epsilon$

The test results and arguments show that the scales meet the requirements after some adjustments, the theoretical model is appropriate, and 7 hypotheses are accepted. Specifically, 7 factors impact consumers' online shopping behavior through short videos on Tik Tok: perceived value, personal beliefs, video maker, reference group opinions, Convenience, purchasing trends, video quality.

### Conclusion

The research outcomes have revealed the four most pivotal factors in the theoretical model, significantly influencing consumers' online shopping intentions. These factors are ranked in descending order of importance as follows: opinion of the reference group, self-belief, video maker, and perceived value. The opinion of the reference group is the most important factor in purchasing intention, the intention of people around you such as friends, KOLs, KOCs or people who have bought the product. Self-belief in the quality of products, sellers as well as Tik Tok's consumer protection policies have stimulated customers' buying behavior. The person making the video can be a seller or someone who has used the product or an influencer, which will greatly increase purchasing intention. Perceived value is the value benefit, the benefit that customers perceive when purchasing that increases their purchase intention.

The impact of each factor on consumers' purchasing intentions varies, and there's a notable surge in interest among consumers in purchasing products through TikTok, leading to an uptick in their buying behavior. This innovative shopping approach on TikTok, coupled with the purchasing patterns of young consumers, has yielded significant efficiency gains, and reflects the evolution of e-commerce.

The limitation of this study is that it has not tested the interactive relationship between factors affecting consumers' online shopping intentions on a large scale, and the study sample size is not really large, so the representativeness of the whole population is still limited. Future studies can increase the observation sample size as well as consider additional barrier factors that hinder consumers' shopping intentions and suggest policy implications for online businesses.

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