Factors affecting consumers' intention to shop online on TikTok social network in Ho Chi Minh City

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Abstract.

Today's society is increasingly developing, leading to the improvement and advancement of technology, which has made the shopping needs of consumers more enhanced. The fact that consumers choose to shop online on e-commerce platforms is gradually becoming more popular and diverse. Especially not Shoppe, Lazada or Tiki but recently Tiktok is also gradually becoming a place for people to entertain, shop and it is quite popular. This creates a lot of opportunities and challenges as well as promotes the creativity and potential of businesses. Therefore, this study was created with the aim to find out and explore the factors affecting the intention to shop online on Tiktok of consumers in Ho Chi Minh City through the Public Acceptance Model Theory. Turmeric (TAM). The research method used is conditional sampling. A questionnaire will be used to collect data from consumers who often shop online to clarify the factors affecting their decision on Tiktok, namely Perceived usefulness (PUF), Perceived ease of use (PEU), Acceptance attitude (ACA), Consumer confidence (CCF), Subjective standards (SJS), Intention to use (ITU). The experts checked through the questions established through the face value and the content value to ensure the validity and reliability of the survey tool. The findings show the difference in the positive impact of surrounding factors on consumers' shopping intention on Tiktok social network in Ho Chi Minh City.

Keywords. Online shopping; Tiktok social network; consumer trust; TAM

1. Introduction

The e-commerce sector started to emerge around 1994. Around the world, this rising trade transition from traditional brick-and-mortar retail sales in stores and shopping centers to Internet commerce is continually changing. Global retail e-commerce sales hit USD 2.3 billion in 2017; by 2021, they are expected to reach USD 4.48 billion (Statista, 2017). Asia, where over $1.35 billion was invested in 2017, is where the expansion of online shopping is most noticeable (Orendorff, 2018). The influence of factors on customers' intentions to purchase online is a key aspect in this development trend for reaching consumers and giving businesses a competitive edge. Due to the emergence and rapid growth of e-commerce websites, shopping is no longer as difficult as it once was. Studies on the variables influencing consumers' purchase intentions abound, including those by Jae Kim et al. (2004), Rong Li et al. (2007), Sita Mishra (2014), and Bui Thanh Trang (2019). Previous research, however, is just temporary and hasn't yet adapted to the new development needs of the e-commerce sector.

According to the forecast of the Vietnam E-commerce Association (VECOM), the online retail commerce market will grow rapidly in the coming years, the size of the online retail market is estimated at 13 billion USD, using use about 5% of the total retail value of consumer goods and services nationwide by 2020. Major e-commerce sites in Vietnam include TikTok, Shopee, Lazada, Tiki, Sendo, eBay, Amazon, etc. In it, Tiktok. Tiktok ranked third on the ranking of the most used e-commerce applications by users in 2023 With VND 6,000 billion in revenue (equal to 80% of Lazada), Tiktok Shop has more than 68,000 shops with sales and 42.1 million products sold in the first 3 months of this year. Previously, in Metric's 2022 e-commerce market overview report, TikTok's 1-month revenue was equivalent to 80% of Lazada's revenue in the same period and 4 times more than Tiki's revenue. On average, TikTok has a revenue of 56.6 billion VND per day and 434,000 products are sold. These are impressive numbers that other e-commerce

platforms take years to build. But in order to maintain and increase the level of customer usage, it is very important to clarify the factors affecting purchase intention.

Shopping through online channels brings many benefits to consumers such as: Saving resources, independent of time and space (Sarkar, 2011). However, consumers also face many barriers such as: Misunderstanding the uses and characteristics of products, Difficulty assessing product quality before buying, risk of personal information disclosure or loss of property. Mainly related to the payment, product quality is dented during transportation. The inevitable risks in online commerce (Kim & Koo, 2016).

The objective of this study is to study the factors that influence consumers' intention to shop online on the social network TikTok in Ho Chi Minh City. This study's specific goal is to investigate the variables that affect customers' intent to shop online in Ho Chi Minh City via the social network TikTok. The study will assist administrators in having a better understanding of people's purchasing intentions and in having orientations to maintain, attract, and e-commerce development by reviewing and evaluating the influence of these elements. From this research, businesses and companies will better understand the basic and essential factors and needs of customers to come up with advertising, business, and product improvement strategies. to give consumers the best experience. As the social network TikTok is currently being used by many people, both young and old, this study will clarify some of the factors that lead to the attractiveness of consumers when using TikTok, Based on that, the company will know what factors in which areas need to be developed, promoted, and created close and close relationships with customers.

This study is divided into seven sections. The first section is on the introduction of this research. Following this, section 2 briefly overviews the relevant literature, and the underlying definitions of factors affecting consumers' intention to shop online on TikTok social network. Section 3 discusses our study framework before the research methodology is derived in Section 4, and the findings are emphasized in Section 5. As for the remainder, Section 5.6.6.1 discusses such findings, while some practical managerial and theoretical implications to practitioners and researchers are also provided. Finally, Section 6 concentrates on the research limitation and future direction for future studies.

2. Literature Review and Hypotheses development

2.1. Literature Review

2.1.1. The concept of consumer behavior

Consumer behavior refers to how people search for, buy, use, and evaluate goods and services that they expect to meet their specific requirements. Consumer behavior is also described as "the specific behavior of an individual when making decisions to purchase, use, and dispose of a product or service" by Lamb et al. in their 2000 study. In other words, consumer behavior refers to a group of acts, feelings, and ideas that consumers take while making a purchase. When the customer has a need to act after purchasing the product, this behavior starts. The customer purchase decision process is what is known as. In general, consumer behavior definitions emphasize elements of the consumer's purchasing choice process such as knowledge, information search, customer post-purchase reaction and relationship interactions between that process and external factors that directly and indirectly affect it.

2.1.2. The concept of E-commerce

E-commerce includes the production, advertising, sale, and distribution of products bought, sold, and paid for on the Internet, but physically delivered, both delivered products, as well as digitized information via the Internet, states the World Trade Organization (WTO), which

was adopted by the Minister of Geneva in 1998. E-commerce refers to the interchange, purchase, and sale of goods and services through electronic channels like the Internet (Nguyen Dinh Luan, 2015). (Decree No. 52/2013/ND-CP of the Government on e-commerce, 2013) An e-commerce website is an electronic information page created to support part or the entire process of buying and selling goods or providing services, from displaying and introducing goods and services to signing contracts. service provision, payment, and after-sales service.

2.1.3. The concept of online purchase attention

Alsamydai (2016) affirmed that purchase intention is driven by viral advertisements related to products, services, ideas, or anything else. According to Solomon (2014), intention is a factor that represents an individual's ability to perform a future behavior. therefore online shopping intention is the probability that a consumer will make a purchase over the Internet, Online purchase intention is measured by the consumer's shopping expectations and consideration for the item/service there. It can be purchase intent can be used to test new distribution channel implementations to help managers determine if the concept deserves further development and decide on geographic and segmentation markets. Their significance stems from the fact that intent is seen as a crucial component of any online retailer's success the primary assessed variable recommended by this study to understand the attitude and internal elements that finally lead to online purchasing intention is purchase intention. interpreted as the level of consumer willingness to purchase goods from an online retailer.

2.1.4. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was developed from the behavioral model of reasonable actions and behaviors intended by (Davis, 1989) to predict acceptance of public services, systems, and information technology. The purpose of this model is to predict the acceptability of a tool and determine the Modifications that must be introduced into the system to make it user-acceptable. This model suggests that The acceptability of an information system is determined by two main factors: perceived usefulness, perceived ease of use, and ease of use.
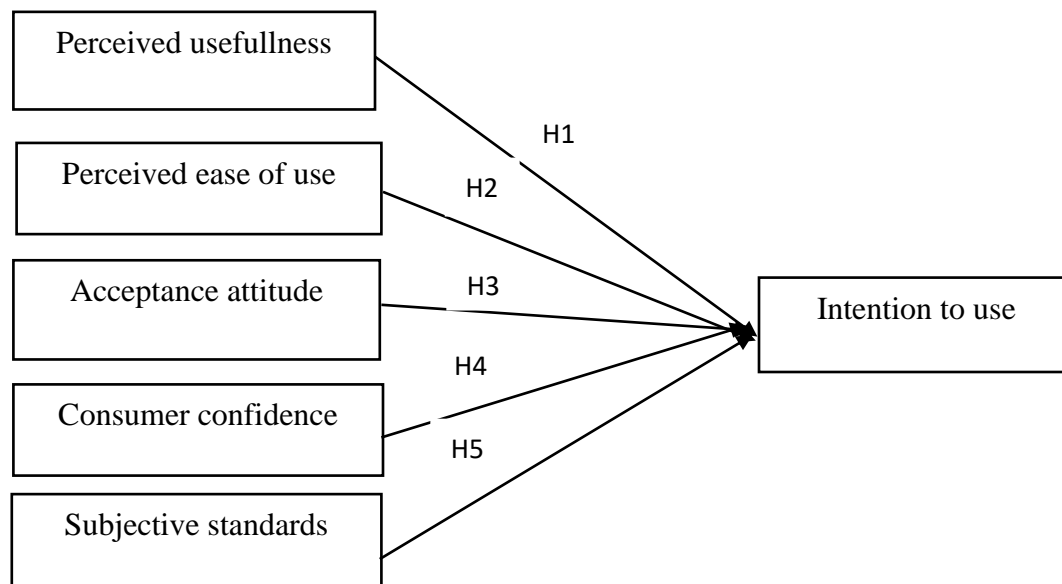
2.2. Hypotheses development

Figure 1. Research model

In the research model (Figure 1), perceived usefullnessare, perceived ease of use, acceptance attitude, consumer confidence, subjective standards are considered factors affecting consumers' intention to shop online on TikTok social network at HCM City.

2.2.1. Perceived usefulness (PUF)

According to TAM (Agag and El Masry, 2016), Perceived usefulness is one of the perceived factors of IT adoption (Agag and El Masry, 2016) It refers to one's belief in improving Performance improvement and productivity improvement will be achieved by using new technology with the very idea that people will adopt IT if they see that the technology will improve their performance. E-commerce is also perceived as useful from the perspective of consumers who have been studied in terms of how they perceive efficiency, productivity, and importance in relation to e-stores. It will be understood as the perception of consumers that purchasing through online stores will improve the outcome of their shopping experience. As a result, it is expected that if an online store improves the outcome of the shopping experience, then the consumer will evaluate e-commerce favorably.

Among the studies conducted during the study period, PU was the most used factor in the evaluation process affecting online shopping decisions on TikTok from customers. In other words, when a customer is increasingly aware of the usefulness of an online shopping service, it is expected that his or her use of TikTok for shopping will increase. The usefulness of e-commerce sites can be realized through the fact that transactions can be done quickly, anytime, anywhere, thereby saving travel costs, working time, and other benefits. This benefit helps to improve work efficiency and easily find to meet your needs Therefore, the proposed research hypothesis is

H1. The perceived usefulness of online stores has a positive effect on consumers' attitudes toward online shopping.

2.2.2. Perceived ease of use (PEU)

For new information systems, studies have concluded that PEU has a positive relationship with customers' intention to use behavior. Liebana-cabanillas et al (2014) found PEU to be an important variable affecting online shopping intention. Meanwhile, Sharma (2017) used an extended TAM model to study the factors affecting the intended behavior of users with e-commerce services and concluded that customers in Oman are not only interested in useful online shopping but also interested in ease and convenience because most of the customers using TikTok in this country are young customers. Studies in the period 2014 - June 2018 PEU lead to the conclusion that PEU has a positive effect on customers' intention to use TikTok (Alalwan, 2016; Priya, 2018; Hanafizadeh, 2014; Sharma, 2017).

H2. Perceived ease of use is positively correlated with online shopping behavior.

2.2.3. Acceptance attitude (ACA)

Attitudes are learned and developed over a certain period and are often difficult to change but can be inspired by satisfying psychology motivational (Lien and Cao, 2014). Over time as individuals learn new concepts about the idea or object they are evaluating attitude is an important determinant of the predisposition of an individual and has a positive relationship with behavior. It is defined as the level to which an individual makes a positive or negative assessment of behavior. According to TRA, intentions are the outcome of the attitude toward given conduct: the more the positive attitude toward a behavior, the larger the intention of

carrying out the activity (Amaro and Duarte, 2015). It is then expected that, if the assessment of the consumer towards buying online is positive, the consumer intention to buy through online stores will increase. Thus, the third study hypothesis is proposed, and the influence of moderation of online shopping behavior.

H3. Attitude toward e-commerce has a positive effect on online purchase intention.

2.2.4 Consumer confidence (CCF)

Trust is said to have an indirect impact on purchase intention in Jarvenpaa and Tractinsky's (1999) study. Consumers' propensity to buy from online vendors depends on their level of trust, which makes it easier for them to reveal personal information, make purchases, and abide by web provider recommendations. consumption for the retail space. Internet buying can be viewed as a type of purposeful activity phenomenon that is also influenced by customer trust, in accordance with the idea of rational action (Jong & Lee, 2000). According to Chow and Chan (2008), consumer purchase intention is influenced by trust in addition to attitude. Based on this, the author proposes the following hypothesis:

H4. Consumer confidence is positively related to online shopping behavior.

2.2.5. Subjective standards (SJS)

(Senecal and Nantel, 2002) "reference sources of information influence consumer intention to buy" online products". Individuals tend to act according to the principles they believe others are close to, loved, admired, or desired by other reference groups (McClellan, 1987). Research by Nguyen Phong Tuan (2011), and Heru Iranto (2015) has confirmed the subjective norm is positively related to consumer purchase intention.

H5. Subjective norm has a positive correlation with online shopping behavior

2.2.6. Intention to use (ITU)

The best indicator of one's preparedness to engage in particular conduct is the intent to utilize mentioning, in order to avoid complications with interpreting multidimensional system usage features. DeLone & McLean (2003) indicate that such intention remains a very important alternative, early system usage and intended usage in the future can differ. This objective in terms of IT shows an understanding of advantages and simplicity. More specifically, it is the propensity to implement work systems, set clear objectives, and enhance performance in the workplace. Belief influencing the decision to use E-Commerce Adoption has to do with understanding the advantages and simplicity.

3. Research methodology

3.1. Target population

The target audience of this study is people who use direct social networks for shopping and more specifically Tiktok social networks. Ho Chi Minh City was also selected for this study because it converges the whole country with diverse knowledge, experiences and perspectives (Tien, Luan, et al., 2023). However, this study lacks the sampling framework in HCMC and the list of consumers using non-probability sampling (C. N. B. Dang et al., 2023; L.-T. Nguyen, 2023). In addition, judgmental sampling was involved in this study because, based on several previous papers, the researchers selected time- and cost-effective samples (L.-T. Nguyen, Duc, et al., 2023).

3.2. Measures, questionnaire design, and data collection

This survey uses qualifying questions to filter respondents who have or have never purchased on the e-commerce site Tiktok, knowing that TikTok is used as a marketing platform. The current study used an electronic questionnaire provided through Google Forms. All

questionnaire items were revised and updated from previous research based on the results of a literature review. extended to ensure the validity of the content. A panel of experts then evaluates the selected items to validate their content. First, the questionnaire was modified from previous research conducted in English. It is then translated from English to Vietnamese before being executed in Vietnamese, the official language and also the language most used by Vietnamese logistics staff, and then back to English to ensure Specifically, Perceived usefulness (PUF), Perceived ease of use (PEU), Acceptance attitude (ACA), Consumer confidence (CCF), Subjective standards (SJS), Intention to use (ITU). In addition, a 7-point Likert scale, ranging from (1) strongly disagree to (7) strongly agree, was chosen for the measurement due to its benefits, including increased dispersion and reduced neutral response (T. T. C. Phan et al., 2023). According to the PLS document, a research model should have a sample size of 10 times the most complex relationship (Phan et al., 2023). On the other hand, G*Power statistics software version 3.1 recommends a minimum sample size of 92 for effect size $f2 = 0.15$ probability of error = 0.05, power level $(1-\beta)$) = 0.8 and the number of predictors = 5.of predictors = 5..

4. Data analysis and results

4.1. Statistical analysis

For more information, this study examined 115 online shoppers in HCMC: Table 2 shows that while men make up only 42.61% of the sample, women make up 57.39%.46% of the population under 20 years of age and 42.61%, or a substantial portion, are between the ages of 20–25. While over the age of 25 is 17.39%.52.17% of the respondents who are attending a college or university, followed by 29.65% at the high school level.

Table 1. Components and Measurements		
Constructs	**Items**	**References**
Perceived usefulness (PUF)	PUF1.I can get things cheaper when I shop online. PUF2. I can buy all kinds of products through online shopping PUF3. Online shopping saves me time PUF4 Make it easy for me to compare prices between products.	Khomson Tunsakul (2020)
Perceived ease of use (PEU)	PEU1. Online shopping on Tiktok is very easy for me PEU2. It's easy for me to make purchases on TikTok PEU3. Make it easy for me to find what I need PEU4. I can complete the transaction quickly	Venkatesh, V., & Davis, F. D. (2000)
Acceptance attitude (ACA)	ACA1. Online shopping is a good/good idea ACA2. Online shopping is a wise idea ACA3. Online shopping is interesting	Alhassan Muhmin (2010)
Consumer confidence (CCF)	CCF1. I believe that Tiktok will act in the best interests of customers CCF2. I believe TikTok is trustworthy CCF3. I believe that TikTok will make commitments such as return and product warranty CCF4. I believe the information that TikTok provides	Olivia Rockeman 2022
Subjective standards (SJS)	SJS1. People who are important to me will advise me to shop online SJS2. Most of the people I consult will shop online SJS3. Using TikTok is considered a popular form of shopping	Pavlou & Fygenson (2006);
Intention to use (ITU)	ITU1. I will use the Tiktok platform to shop when necessary ITU2. I intend to shop online in the near future ITU3. I will recommend my friends to shop online	Pavlou & Fygenson (2006), Hong & Cha (2013)

4.2. Assessing the outer measurement model

Verifying the evaluation of the outer model is important before testing the assumptions in the inner model. First, Table 3 demonstrates that the ρA values for internal consistency reliability, a technique for assessing construct dependability, are all more than the advised cutoff point of 0.70 (B.-T. H. Nguyen et al., 2023; L.-T. Nguyen, Nguyen, et al., 2022). Thus, high dependability across all structures is confirmed by the ρA and composite reliability tests.

Table 2. Descriptive statistics			
Demographic characteristics		**Frequency (Total: 115)**	**Percentage**
Gender	Female	66	57.39%
	Male	49	42.61%
Age	Under 20 years old	46	40%
	From 20 to 25 years old	49	42.61%
	Over 25 years old	20	17.39%
Academic level	High school	34	29.65%
	Colleges/University	60	52.17%
	Graduated	21	18.26%
Monthly income	Under 5.000.000đ	57	49.56%
	From 5.000.000đ – 10.000.000đ	18	15.65%
	Over 10.000.000đ	40	34.79%
Online shopping (number of times/month)	Once/month	36	31.3%
	Two to four times/month	47	40.87%
	Over five times/month	32	27.82%

Time using TikTok for online shopping	Less than 1 hour/day	52	45.22%
	From 1 to 2 hours/day	42	36.52%
	Over 2 hours/day	21	18.26%

Note: n=115

Table 3. Descriptive Statistics and Reliability Coefficients for Constructs

Latent Construct	Items	Outer loading	ρA	Rho_a	Composit Reliability	Average Variance Extracted (AVE)
PUF	PUF1	0.882	0.897	0.897	0.928	0.764
	PUF2	0.880				
	PUF3	0.851				
	PUF4	0.882				
PEU	PEU1	0.941	0.877	0.894	0.917	0.735
	PEU2	0.901				
	PEU3	0.824				
	PEU4	0.751				
ACA	ACA1	0.801	0.785	0.792	0.874	0.699
	ACA2	0.848				
	ACA3	0.858				

CCF	CCF1	0.887	0.893	0.895	0.926	0.757
	CCF2	0.876				
	CCF3	0.864				
	CCF4	0.853				
SJS	SJS1	0.925	0.883	0.886	0.928	0.811
	SJS2	0.908				
	SJS3	0.868				
ITU	ITU1	0.854	0.819	0.821	0.892	0.734
	ITU2	0.867				
	ITU3	0.849				

Note(s): PUF = Perceived usefulness; PEU = Perceived ease of use; ACA = Acceptance attitude; CCF = Consumer confidence; SJS = Subjective standards; ITU = Intention to use.

The measurement model's validity is next tested for convergent and discriminant fact. The results in Table 3 show that the items have strong internal consistency and reliability, as seen by the fact that all construct item loadings are greater than 0.7, each construct's Cronbach's alpha is greater than 0.7, and the composite reliability is greater than 0.7 (T. Q. Dang, Nguyen, et al., 2023; H.-B. Nguyen & Nguyen, 2021; Tien, Tri, et al., 2023). According to Table 4, the correlations along the diagonal between comparable latent variables (shown in bold type) are larger than those between dissimilar latent variables for the Fornell-Larcker value (D. T. V. Dang et al., 2022; L.-T. Nguyen, Dwivedi, et al., 2022).

Table 4. Cross Loading

	ACA	CCF	ITU	PEU	PUF	SJS
ACA1:	**0,801**	0,486	0,453	0,613	0,609	0,562
ACA2:	**0,848**	0,718	0,551	0,583	0,608	0,683
ACA3:	**0,858**	0,64	0,52	0,581	0,601	0,614
CCF1:	0,687	**0,887**	0,736	0,652	0,589	0,742
CCF2:	0,602	**0,876**	0,732	0,64	0,571	0,7
CCF3:	0,575	**0,864**	0,711	0,688	0,597	0,698
CCF4:	0,73	**0,853**	0,645	0,633	0,65	0,719
ITU1:	0,601	0,76	**0,854**	0,722	0,612	0,672
ITU2:	0,507	0,678	**0,867**	0,647	0,565	0,684
ITU3:	0,451	0,646	**0,849**	0,524	0,412	0,661
PEU1:	0,666	0,718	0,717	**0,941**	0,725	0,691
PEU2:	0,601	0,655	0,68	**0,901**	0,624	0,633

PEU3:	0,589	0,638	0,591	**0,824**	0,655	0,504
PEU4:	0,565	0,555	0,537	**0,751**	0,702	0,543
PUF1:	0,619	0,568	0,532	0,681	**0,882**	0,613
PUF2:	0,778	0,72	0,547	0,693	**0,88**	0,676
PUF3:	0,544	0,558	0,531	0,652	**0,851**	0,524
PUF4:	0,586	0,565	0,566	0,714	**0,882**	0,555
SJS1:	0,758	0,765	0,718	0,632	0,635	**0,925**
SJS2:	0,645	0,709	0,736	0,653	0,609	**0,908**
SJS3:	0,607	0,746	0,663	0,594	0,587	**0,868**

Table 5. Fornell Larker Criterion

	ACA	CCF	ITU	PEU	PUF	SJS
ACA	0.836					
CCF	0.743	0.87				
ITU	0.610	0.814	0.857			
PEU	0.706	0.751	0.741	0.858		
PUF	0.723	0.69	0.623	0.784	0.874	
SJS	0.745	0.821	0.785	0.696	0.678	0.900
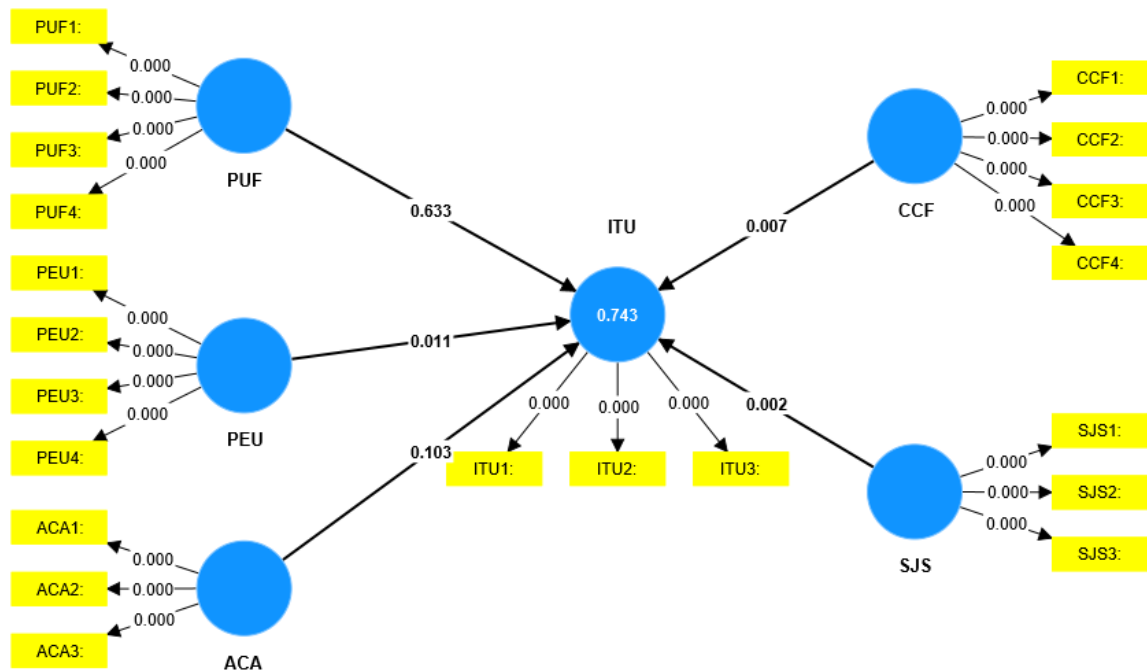
Following that, we evaluated the structural model's linkages and capacity for explanation. For the structural model analysis in this study, SmartPLS was used using 110 introduction samples. To get accurate standard errors or t-values, the bootstrapping approach was used to assess the statistical significance of parameter estimations (Nguyen et al., 2023).

Figure 2. Structural Model Evaluation

Table 6. Outcome of structural model examination

	Original sample	Sample mean (M)	Standard deviation	T statistics (|O/STDE	P values	

	(O)		(STDEV)	V|)		
ACA -> ITU	-0,182	-0,16	0,112	1,633	0,103	Unsupported
CCF -> ITU	0,436	0,423	0,162	2,689	0,007	Supported
PEU -> ITU	0,325	0,304	0,128	2,545	0,011	Supported
PUF -> ITU	-0,053	-0,026	0,111	0,477	0,633	Unsupported
SJS -> ITU	0,372	0,364	0,121	3,081	0,002	Supported

Note(s): PUF = Perceived usefulness; PEU = Perceived ease of use; ACA = Acceptance attitude; CCF = Consumer confidence; SJS = Subjective standards; ITU = Intention to use.

4.3. Discussion

Our study demonstrates the robustness and consistency of experimental models throughout the study. An e-commerce site will not be able to compete in the online shopping market if it does not provide clear, relevant content and interact with customers directly (Dang et al., 2023). The link between customer loyalty and the comprehensive mediation of e-commerce will satisfy the minimal needs of users.

Online shopping content has benefited from the practical contributions and intentions of the present study. First, although sufficient to analyze and evaluate the initiation processes used, the Small samples may limit the ability to generalize results according to the most accurate argument. Second, to investigate this effect, the study used a cross-device survey technique and did not collect information on the type of device response used to complete the questionnaire (Phan et al., 2023).

Therefore, future studies may focus on conducting large-scale studies targeting certain mobile and other consumer profiles of commerce sites. electronic. To prevent participant boredom in certain types of research, the length of the questionnaire is the norm. Researchers should develop effective mobile surveys that allow and encourage completion. on the entire population. In addition, researchers can include conceptual models that are important for marketing and providing additional information about e-commerce.

5. Conclusion

Today with the development of digital, technology, ... online shopping is no longer strange and becoming more and more popular. Buying and selling products is based on the experience of reviewers - this TikTok has done very effectively. The TikTok app can be downloaded easily and for free, allowing users to shop and share experiences, which is especially interesting to today's youth - who are always up-to-date and follow aggressive ads. The existence of TikTok has greatly influenced the shopping decisions of consumers, especially young people, whether internationally or in Vietnam. For Vietnam, TikTok has brought a lot of benefits and development to businesses, helping to expand the market and increase product purchase decisions through the TikTok channel.

To enhance consumers' online purchase intention, TikTok has successfully implemented their behavioral impact strategy that seeks to reduce consumers' perceived risk. Therefore, online shopping has become a popular and growing shopping method in the world as well as in Vietnam. Since the shopping process is done through the Internet, online shopping has many advantages over traditional shopping. For businesses, selling online is considered an effective distribution channel, it helps TikTok reduce costs as well as remove geographical barriers. For consumers, online shopping brings them a lot of benefits such as: quick transactions, time-saving, easy to find product information, attractive prices... Therefore, the rate is high. Consumers shop online and the revenue from this activity is constantly increasing over time.

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