

# Factors Influencing Young Consumers' Purchasing Decisions on TikTok Shop in Vietnam: The Role of Advertising Attributes

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## Abstract

In the context of Vietnam's rapid digital transformation, TikTok Shop has emerged as a leading social commerce platform, especially for young people. This research aims to analyze the factors influencing consumers' purchasing decisions on the TikTok Shop platform through advertising activities. The research uses a quantitative research method, surveying 178 respondents, mainly University students in Vietnam. Data analysis methods included Cronbach's Alpha coefficient testing, exploratory factor analysis (EFA), and linear regression using SPSS software. Based on the synthesis and analysis of aspects of digital advertising, the research initially proposed seven factors. However, the regression analysis confirmed that only three key factors significantly influence purchasing decisions: trust, interactivity, and brand awareness. Factors such as entertainment, information quality, annoyance, and incentive factors did not reach statistical significance or correlation in the final model. The results indicate that enhancing trust, increasing interactivity, and building brand awareness will be the core factors boosting consumers' purchase intentions and behaviors on TikTok Shop. These findings not only add to the theoretical framework of digital consumption but also provide practical implications for businesses to optimize their marketing strategies on TikTok by prioritizing building credibility, brand recognition, and enhancing two-way interaction rather than overusing intrusive advertisements.

**Keywords:** Purchase Intention, Social Media Platform, TikTok Shop, Vietnam.

## 1. Introduction

In the current era of rapidly advancing technology 4.0, businesses are increasingly concerned with changes in customer purchasing decisions. To enhance business efficiency, marketing strategies play a crucial role in significantly influencing customers' buying psychology and encouraging them to make purchasing decisions for the products and services offered by the company. Consequently, social media platforms such as Facebook, Instagram, and TikTok have become extremely popular among everyone and are considered a marketing playground in the business world. Currently, statistics show a rising number of social media users, with most people only spending time browsing concise messages on the Internet; thus, TikTok, a short video social media platform, has quickly become one of the most popular applications globally, attracting billions of users. This has led many businesses to choose TikTok as the primary platform that can help them optimize their marketing strategies. Therefore, it can be seen that TikTok is a highly promising social media platform, as businesses recognize its influence in the e-commerce sector through TikTok Shop and TikTok Ads.

According to the Vietnam E-commerce Association, Vietnam's e-commerce growth rate is expected to reach 27% in 2024 with the online retail market size hitting 32 billion USD, helping Vietnam maintain its position in global e-commerce (VECOM, 2025). Additionally,



TikTok has emerged as a platform that combines entertainment and shopping, attracting about 40.9 million users aged 18 and over in Vietnam by early 2025 (DataReportal, 2025). In 2025, TikTok Shop continues to be the number one competitor to Shopee in the Vietnamese market, with growth rates double that of Shopee (Bùi, 2025). However, recent studies have shown inconsistencies in identifying the factors influencing online shopping intentions. Some studies affirm the important roles of trust and social interaction in social commerce (Mou & Benyoucef, 2021), while others argue that the level of influence is limited and context-dependent (Ghosh, 2024). Along with a series of clear benefits from online transactions supported by the Internet, it also faces fears regarding trust, anxiety, risk, and fraud, leading to reluctance. This hinders consumers from completing online purchases. Consequently, consumers become hesitant to engage in online transactions (Jaradat et al., 2018). The research gap is evident in the lack of studies focusing on students which is a group of young consumers easily influenced by trends but limited in trust when engaging in online transactions.

Therefore, researching the influence of purchase intentions through social media platforms, especially TikTok Shop, is necessary because it can supplement the theoretical basis of consumer behavior on emerging e-commerce platforms, while also providing practical value by helping businesses optimize their marketing strategies on TikTok. Despite its growing prominence, prior literature on social commerce often presents inconsistent findings regarding the drivers of user behavior, and there are notably limited empirical studies focusing specifically on the TikTok Shop ecosystem in Vietnam. Furthermore, young consumers and university students who represent a highly influential demographic on these platforms remain an understudied segment despite their distinct online transaction behaviors and financial limitations. To address these gaps, the primary objective of this research is to analyze the specific factors of digital advertising that influence consumers' purchasing decisions on TikTok Shop. Grounded in consumer behavior and digital marketing theories, the research evaluates key dimensions such as trust, interactivity, and brand awareness. Finally, the remainder of this paper is structured as follows: literature review, research methodology, data analysis and results, followed by discussions and practical implications.

## 2. Literature Review

### 2.1. TikTok Overview

TikTok is understood as a social media platform where users can share images, emotions, and thoughts online with relatives, friends, family, or strangers. According to the 2025 social media statistics report (Rentracks, 2025), there are currently 5.04 billion social media users worldwide, and Internet users spend an average of 2 hours and 23 minutes each day on social media platforms. This underscores the key role of social media in connecting and interacting online. TikTok continues to assert its position, with 55.5% of marketers using this platform for influencer marketing campaigns, highlighting the popularity of short video content.

### 2.2. TikTok Ads

This is a form of using the TikTok social media platform to conduct marketing and advertising campaigns aimed at brand expansion or sales. With the feature of sharing short videos, copyright music, and numerous unique effects, users can unleash their creativity. This allows product videos and ads on TikTok to be conveyed quickly. Short videos align with how Vietnamese people consume information. As a result, customers interested in products will be

directed to the desired sales pages, which could be a website or stores on other e-commerce platforms.

### 2.3. TikTok Shop E-commerce Platform

TikTok Shop marks an important milestone in the evolution of e-commerce, where entertainment and online shopping are uniquely and creatively combined. Launched in late April 2022 in the Vietnamese market, TikTok Shop quickly attracted the attention of users and businesses due to its uniqueness and strong potential. The business model of TikTok Shop is not just a platform for selling products and services but also creates a creative and fun shopping experience. Directly integrated into the TikTok app, TikTok Shop allows users to create personal online stores and produce unique promotional videos to showcase their products. This creates a bridge between entertainment and shopping, enabling users to not only watch and interact with advertising content but also to purchase products directly from promotional videos.

The TikTok Shop business model is distinctive for the following reasons:

- 1) **Create a Personal Store:** TikTok Shop allows users to easily create personal online stores. These stores can be customized in terms of design and content, allowing sellers to express their personality and brand.
- 2) **Advertising through Video:** A special feature of TikTok Shop is the ability to create creative and engaging promotional videos. Sellers can generate high-quality videos with accompanying music and unique effects to showcase their products or services. This creates a distinctive advertising experience that captures attention and leaves a strong impression on viewers.
- 3) **Direct Access:** Shopping on TikTok Shop is integrated directly into promotional videos. Viewers can purchase products immediately by clicking the purchase button in the video, reducing the barriers between advertising and shopping.
- 4) **Payment and Delivery Support:** TikTok Shop integrates online payment methods and supports delivery, creating a convenient shopping experience for users.

### 2.4. Overview of the TikTok Market in Vietnam

According to DataReportal (2025), TikTok had 49.86 million users aged 18 and over in Vietnam at the beginning of 2023. TikTok ads reached 68.9% of the total adult population aged 18 and over. It is clear that Gen Z is currently using TikTok frequently, as it was the most downloaded app in 2023 with 3.5 billion downloads, and on average, TikTok has over 1 billion users monthly. With the advantage of short, sequential video content, TikTok is incredibly successful in keeping users actively engaged on the app. This can be seen as an advantage, as the longer users remain active, the higher the frequency of ad exposure. On TikTok, users need to differentiate between the “Following” section and “Friends.” The “Following” section showcases trending videos, while the “Friends” section displays videos recorded by friends, provided the user has followed them. When a video is uploaded, TikTok analyzes the uploader’s video using natural language processing and computer vision technology. Subsequently, information is extracted to understand the content, audio, and transcription to build an understanding of the video’s context. After the video is initiated, the assessment occurs based on the user’s interaction pattern with the content. The metrics are tracked based on points assigned to the video (e.g., replay rate = 10 points, completion rate = 8 points, shares = 6 points, comments = 4 points, likes = 2 points).

## 2.5. Hypothesis Development

Drawing upon the existing literature on digital advertising and consumer behavior in social commerce, this research identifies several key factors that potentially influence consumer purchasing decisions on the TikTok Shop platform. Specifically, the research investigates the impact of seven independent variables: Trust (RE), Interactivity (SI), Entertainment (EN), Information (IN), Incentive Factors (IF), Brand Awareness (BA), and Annoyance (DT) on the dependent variable, Customer Purchasing Decisions (IB) (see Table 1).

**Table 1. Hypothesis**

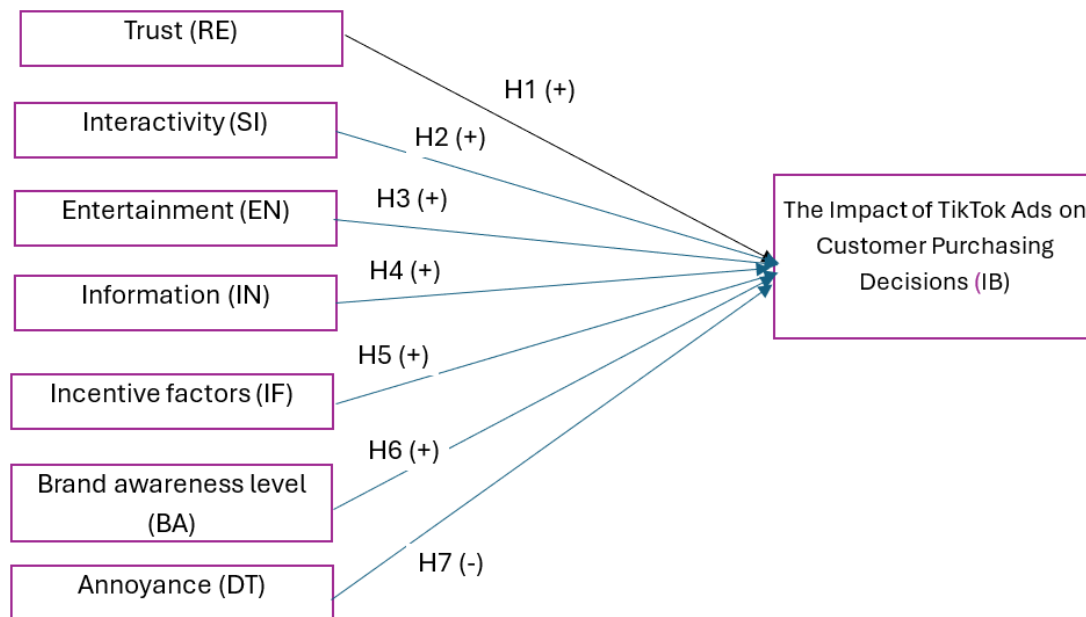
Hypothesis	Code	Description	Explanation	Research References
H1	RE	Trust	Trust is defined as the optimistic expectation regarding the outcome of an event or human behavior, or the consumer’s perception of the honesty and trustworthiness of advertising and advertisers in general. Trust can relate to the consumer’s expectation that advertisers and companies should use consumers’ personal information appropriately, avoiding misuse of consumer information.	Bamoriya & Singh (2019); Jayasingha et al. (2025); Prestyasih & Hati (2025); Putri et al. (2023)
H2	SI	Interactivity	Social media influences every stage of the consumer decision-making process, as well as impacting general opinions and attitude formation. Interactions on social media platforms generate interactive information through sharing and exchanging information. Interactions act as a catalyst for consumers to create content, thereby enhancing their attitudes toward brands and purchase intentions.	Nelimarkka et al. (2020); Pei et al. (2024); Putri et al. (2023)
H3	EN	Entertainment	Entertainment is a social media marketing element and results from the enjoyable emotions of social media platform users. Entertainment activities on the internet and social media provide enjoyable experiences, inspiring consumers to want to participate in the brand community on these platforms. Entertainment can enhance consumer purchase intentions because it can create a sense of closeness to the brand for the user.	Luo et al. (2025); Wu et al. (2019)
H4	IN	Information	Information is defined as the ability of an advertisement to provide consumers with information about alternative product choices so that they can make a purchase in the most satisfying way. Therefore, the	Shi et al. (2023); Zhao & Wagner (2023)

Hypothesis	Code	Description	Explanation	Research References
			information provided needs to be accurate, relevant, timely, and useful to consumers because they are interested in messages that relate to them.	
H5	IF	Incentive factors	Incentives are one of the reasons consumers interact with brand-related content across media platforms. Incentives are believed to influence consumer attitudes toward viral marketing messages, and consumer willingness to accept viral marketing is based on promotional elements. Analyzing the acceptance of viral marketing, monetary incentives are one of the main reasons consumers have a positive attitude towards it.	Clarensa & Narimo (2026); Tian et al. (2022)
H6	BA	Brand awareness level	Brand awareness reflects how easily an individual can recognize and recall a brand, and is also a prerequisite for the brand name to be deeply ingrained in the consumer's mind. This is a crucial factor because without brand awareness, there will be no communication and no transactions will occur. Viral advertising videos are videos designed to spread with a marketing message aimed at raising brand awareness.	Cao & Nguyen (2025); Rosdiana & Indrawati (2024)
H7	DT	Annoying	Annoyance refers to the level of discomfort that advertising causes to users. According to some studies, advertising that uses techniques to cause annoyance, offense, or exaggeration often leads consumers to feel unwanted and uncomfortable effects from such advertisements. This annoyance reduces the effectiveness of advertising and creates a feeling of frustration for consumers.	Sharma et al. (2022)

Dependent Variable: IB: The Impact of TikTok Ads on Customer Purchasing Decisions.

### 2.6. Conceptual Framework

Based on the literature review and hypothesis, this research proposes a conceptual framework to investigate the factors influencing consumers' purchasing decisions through digital advertising on the TikTok Shop platform. The model comprises seven independent variables representing different dimensions of TikTok Ads: Trust (RE), Interactivity (SI), Entertainment (EN), Information (IN), Incentive factors (IF), Brand Awareness level (BA), and Annoyance (DT). The dependent variable is The Impact of TikTok Ads on Customer Purchasing Decisions (IB).



**Figure 1. Conceptual Framework**

As illustrated in Figure 1, the framework presents directional hypotheses. Specifically, H1, H2, H3, H4, H5, and H6 hypothesize a positive impact on purchasing decisions, whereas H7 (Annoyance) is proposed to have a negative impact.

### 3. Methods

#### 3.1. Research Approach

This research adopts a quantitative, cross-sectional survey design to address the research objectives. This approach was selected as it allows for the systematic and objective collection of numerical data to test the proposed hypotheses regarding the impact of digital advertising factors on consumers’ purchasing decisions on TikTok Shop. A cross-sectional design is particularly appropriate for this research because it captures the attitudes, behaviors, and perceptions of a specific population at a single point in time. By employing a quantitative methodology, the research ensures that the relationships between the independent variables and the dependent variable can be evaluated with statistical validity and reliability.

#### 3.2. Sampling Method

The research was conducted using a structured questionnaire distributed online via Google Forms and email. A total of 200 questionnaires were distributed, with 190 collected. The number of valid questionnaires was 178. The questionnaire consists of two parts: an introduction and the main content to show the response’s demographic. The second part includes the hypothesis for the research which are used with a 5-point Likert scale.

## 4. Results and Discussions

### 4.1. Research Results

#### 4.1.1. Descriptive Analysis

Figure 2 shows that the dataset comprises a total of 178 observations, representing a moderately sized sample. The occupational distribution indicates that students constitute the largest group, followed by teenagers, while employed individuals account for a smaller proportion of the sample. This pattern suggests a strong concentration of respondents who are still in education or at an early stage of labor market participation. Regarding income levels, the distribution is relatively diversified but predominantly concentrated in low- to middle-income categories. The largest shares fall within income ranges below 1,000,000 VND and between 1,000,000 and 3,000,000 VND, while a notable proportion also reports incomes above 5,000,000 VND.

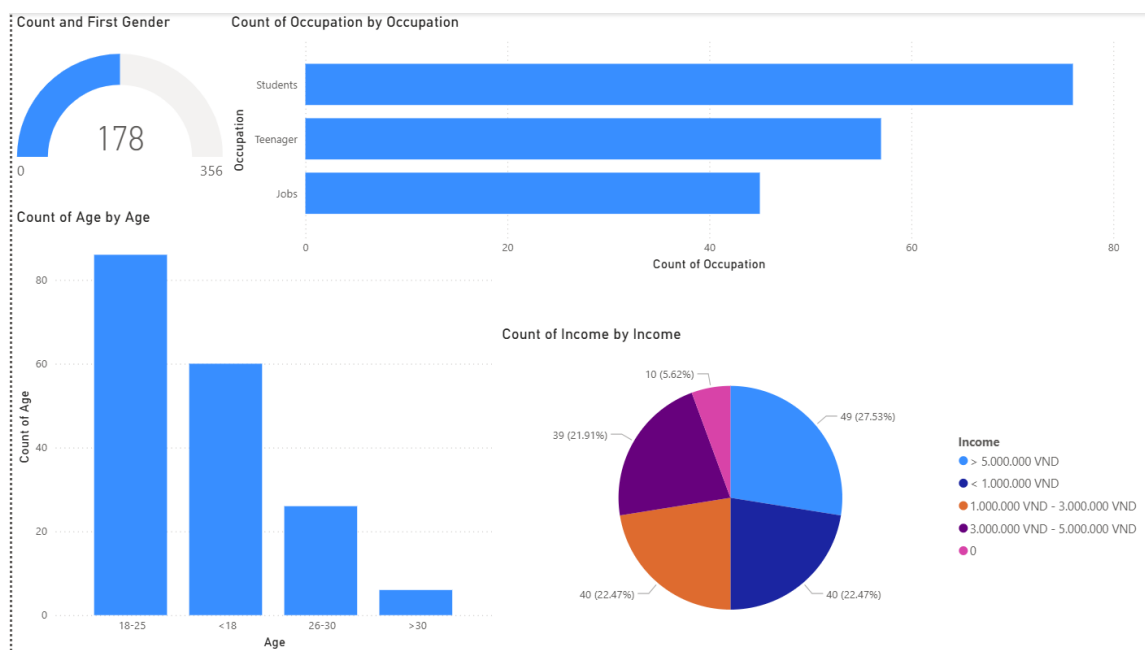


Figure 2. Descriptive of Data Analysis

#### 4.1.2. Reliability Test Using Cronbach’s Alpha Coefficient

Table 2. Cronbach’s Alpha Test Results

Hypothesis	Description	Cronbach’s Alpha
RE	Trust	0.751
SI	Interactivity	0.621
EN	Entertainment	0.857
IN	Information	0.719
IF	Incentive factors	0.875
BA	Brand awareness level	0.798
DT	Annoying	0.806
TikTok	The Impact of TikTok Ads on Customer Purchasing Decisions	0.826

Table 2 shows that all variables have a Cronbach’s Alpha coefficient greater than 0.6, meeting the reliability requirements and qualifying for use in subsequent analysis steps. It summarizes the internal consistency of the measurement scales. All constructs yielded

Cronbach’s Alpha coefficients well above the acceptable threshold of 0.6, ranging from 0.621 to 0.875. Rather than merely meeting statistical criteria, these robust values imply strong internal consistency and high construct validity. This confirms that the survey items reliably and effectively measure the intended theoretical dimensions of digital advertising, ensuring that the scales are structurally sound for advanced predictive modeling.

### 4.1.3. Exploratory Factor Analysis (EFA) Results

The EFA was conducted to verify the underlying structure of the variables. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was robust at 0.835, and Bartlett’s Test of Sphericity was highly significant (Sig. = 0.000). These results analytically confirm that the dataset is highly suitable for data reduction techniques, ensuring that the variables are adequately correlated and that the extracted factors distinctively represent the proposed constructs without problematic overlap.

### 4.1.4. Pearson Correlation

**Table 3. Correlation Test Results**

Variables	Index	IB	RE	SI	EN	IN	DT	BA	IF
IB	Pearson Corr.	1	.562**	.515**	.257**	.190*	.496**	.565**	-
	Sig. (2-tailed)		0	0	0.001	0.011	0	0	0.031
RE	Pearson Corr.	.562**	1	.455**	.188*	.184*	.526**	.367**	-
	Sig. (2-tailed)	0		0	0.012	0.014	0	0	0.006
SI	Pearson Corr.	.515**	.455**	1	0.121	0.14	.492**	.497**	-
	Sig. (2-tailed)	0	0		0.107	0.062	0	0	0.066
EN	Pearson Corr.	.257**	.188*	0.121	1	.506**	.163*	.236**	-
	Sig. (2-tailed)	0.001	0.012	0.107		0	0.029	0.002	0.082
IN	Pearson Corr.	.190*	.184*	0.14	.506**	1	0.137	0.081	-
	Sig. (2-tailed)	0.011	0.014	0.062	0		0.068	0.285	0.099
DT	Pearson Corr.	.496**	.526**	.492**	.163*	0.137	1	.563**	-
	Sig. (2-tailed)	0	0	0	0.029	0.068		0	0.012
BA	Pearson Corr.	.565**	.367**	.497**	.236**	0.081	.563**	1	-
	Sig. (2-tailed)	0	0	0	0.002	0.285	0		0.053
IF	Pearson Corr.	-0.031	-0.006	-0.066	0.082	-0.099	-0.012	0.053	1
	Sig. (2-tailed)	0.678	0.938	0.382	0.274	0.187	0.872	0.486	

Notes on Significance:

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

According to Table 3, the Sig. value of the Pearson correlation for the independent variables RE, SI, EN, IN, DT, and BA with the dependent variable IB is less than 0.05. It is expected that the results of the analysis from the data will show that the independent variables are correlated with the dependent variable or have an impact on the dependent variable. Notably, Incentive Factors (IF) demonstrated a non-significant correlation (Sig. = 0.678) and was explicitly excluded from the subsequent regression model. Analytically, this suggests that for this specific demographic segment, promotional incentives alone do not possess a linear predictive value for purchase intentions, potentially pointing to a saturation of voucher-based marketing on TikTok Shop.

#### 4.1.5. Linear Regression

**Table 4. ANOVA Test Results**

Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	50.082	6	8.347	28.203	.000 <sup>b</sup>
Residual	50.609	171	0.296		
Total	100.691	177			

a. Dependent Variable: IB

b. Predictors: (Constant), BA, IN, RE, EN, SI, DT

In the ANOVA table shown in table 4, the hypothesis test regarding the overall fit of the model shows an F value of 28.203 with a Sig value of 0.000, which is less than 5%. This indicates that the R-squared of the overall model is different from 0. It means that the constructed linear regression model is appropriate for the population, demonstrating that the independent variables have an effect on the dependent variable.

#### 4.1.6. Model Summary

Adjusted R Square, also known as adjusted R-squared, reflects the degree of influence of the independent variables on the dependent variable. In our experiment, 6 independent variables account for 54.4% of the variation in the dependent variable. Durbin-Watson (DW) is used to test the correlation of adjacent errors (also known as first-order autocorrelation). The Durbin-Watson statistic = 1.774, which falls within the range of 1.5 to 2.5, indicating that there is no occurrence of first-order autocorrelation.

#### 4.1.7. Coefficients

**Table 5. Coefficients Test Results**

Model 1	Unstandardized B	Std. Error	Standardized Beta	t	Sig.	Tolerance	VIF
(Constant)	0.582	0.283		2.052	0.042		
RE	0.29	0.06	0.321	4.804	0	0.66	1.514
SI	0.17	0.065	0.177	2.61	0.01	0.64	1.563
EN	0.066	0.057	0.075	1.158	0.248	0.7	1.429
IN	0.034	0.059	0.036	0.567	0.572	0.722	1.385
DT	0.043	0.066	0.048	0.648	0.518	0.545	1.834
BA	0.296	0.067	0.312	4.432	0	0.592	1.689

a. Dependent Variable: IB

Significant Predictors ( $p < .05$ ): RE, SI, and BA.

Multicollinearity: All VIF values are well below 5, suggesting that multicollinearity is not a concern for this model.

In the Coefficients table (Table 5), the Sig value must be less than 0.05 to be significant in the model. The variance inflation factors (VIF) for all variables are strictly below 2,

analytically proving that the model is free from multicollinearity distortions. The standardized coefficients reveal that Trust (RE, = 0.321), Brand Awareness (BA, = 0.312), and Interactivity (SI, = 0.177) significantly drive purchasing decisions (Sig. < 0.05). Conversely, Entertainment (EN), Information (IN), and Annoyance (DT) failed to reach statistical significance.

#### 4.1.8. Standardized Regression Equation

$$IB = RE * 0.321 + SI * 0.177 + BA * 0.312$$

Ultimately, these regression findings analytically emphasize that while TikTok is inherently an entertainment-driven platform, actual conversion behavior is strongly dictated by trust-building elements (trust and awareness) and active engagement (interactivity), rather than mere content consumption or intrusive advertising disruptions.

#### 4.2. Discussion

Through the data analysis utilizing SPSS, this research examined the impact of various digital advertising factors on customers' purchasing decisions on the TikTok Shop platform (IB). While the initial model proposed seven independent variables, the empirical findings challenge some conventional assumptions about social commerce. The regression results confirmed that only three variables which are Trust (RE), Interactivity (SI), and Brand Awareness (BA) have a statistically significant impact on purchasing decisions, with the standardized regression equation above.

Trust (RE) and Brand Awareness (BA) demonstrated the strongest impact on purchasing decisions, with coefficients of 0.321 and 0.312 in the regression equation respectively. This indicates that in the fast-paced and content-saturated environment of TikTok, consumers prioritize trust and familiarity. Considering that the majority of the respondents are students and young people with limited financial resources, they are highly risk-averse when shopping online. Therefore, recognizing a brand easily and believing in its credibility are the fundamental prerequisites for them to proceed with a transaction. TikTok ads help customers access products from brands they are interested in, and with creative videos, customers can easily recognize and learn more about a particular brand. Interactivity (SI) also proves to be a vital catalyst, with a positive impact of 0.177 in the regression equation. TikTok Ads facilitate two-way communication, allowing customers to receive immediate answers to their inquiries about products, whereby this active engagement reduces uncertainty and directly drives purchase intentions.

Contrary to initial expectations, the factors of Incentive Factors (IF), Entertainment (EN), Information (IN), and Annoyance (DT) were either excluded or found to be non-significant in the model. Incentive Factors (IF) was excluded early in the Pearson correlation analysis (Sig. = 0.678). A plausible explanation is that promotional offers and vouchers have become so ubiquitous on TikTok Shop that they no longer serve as a distinct competitive advantage. Alternatively, overly aggressive price drops might even trigger skepticism among young consumers regarding product authenticity. Although TikTok is inherently an entertainment platform, the regression results showed Sig. > 0.05 for both Entertainment (EN) and Information (IN). This suggests a "funnel gap" in user behavior: users may consume entertaining or informative videos purely for leisure without transitioning into a purchasing mindset. Short-form videos might not provide enough depth for complex product information to be effective, and entertainment alone is insufficient to trigger a transaction without underlying brand trust. The non-significance of Annoyance (DT) (Sig. > 0.05) can be attributed to the user interface of TikTok. The platform allows users to effortlessly swipe past

unwanted ads in a fraction of a second, thereby mitigating the lingering negative impact of intrusive advertising on their overall shopping behavior.

Theoretically, these findings refine the existing literature on consumer behavior in emerging short-video e-commerce platforms. The research highlights that while entertainment draws users to the platform, it is trust (RE) and awareness (BA) that actually convert viewers into buyers. Practically, this suggests a strategic pivot for businesses. Rather than investing heavily in purely entertaining viral content, overloading short videos with information, or relying solely on price-drop incentives, marketers should prioritize building long-term brand credibility, ensuring strong brand recognition, and fostering authentic, two-way interactions with their audience.

## 5. Conclusion

The research results show that purchasing decisions on TikTok Shop are influenced by specific factors related to digital advertising. The research indicated that through the TikTok Ads platform, only three main factors significantly impact customer purchasing decisions on TikTok Shop: Trust (RE), Interactivity (SI), and Brand Awareness (BA). In other words, trust and brand awareness play a fundamental role in building consumer trust, while active interactivity acts as a vital catalyst in attracting attention and maintaining purchasing interest. Factors such as entertainment (EN), information content (IN), and annoyance (DT) did not reach statistical significance in the regression model, while incentive factors (IF) were excluded early due to a lack of correlation.

Thus, the research fills an academic gap by focusing on analyzing young consumers (especially students). This group is sensitive to trends but has limitations in terms of trust and financial resources when transacting online. Therefore, this research contributes to supplementing and strengthening the theoretical basis of consumer behavior on emerging e-commerce and social media platforms. The research results imply that instead of relying on purely entertaining content, overloading information, or using excessive and intrusive advertising, brands should focus on strengthening brand reputation, increasing brand awareness, and optimizing two-way interaction to drive purchasing behavior.

Although the initial results shed light on some factors influencing the consumer behavior of young people, the research still has certain limitations, such as a relatively small sample size (178 valid observations). At the same time, the majority of respondents are students and young people with low to medium incomes, therefore they may not fully represent the entire large user ecosystem on TikTok. To overcome these limitations and explore further, future research will expand the model by incorporating psychological variables (such as online trust, customer engagement, and attitudes towards advertising) as mediating or moderating variables. In addition, conducting comparative studies between TikTok Shop and other social commerce platforms (e.g., Shopee Live, Facebook Marketplace, Instagram Shopping) will help to more comprehensively assess the differences in advertising effectiveness and consumer behavior.

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