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### DIGITAL TRANSFORMATION, COOPERATION AND GLOBAL INTEGRATION IN THE NEW NORMAL

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## FACTORS AFFECTING PURCHASING DECISION OF THE YOUTH ON TIKTOK

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### **Abstract:**

*This paper aims to identify how the Purchase Decisions of young people can be affected by Perceived Usefulness, Perceived Ease of Use, Perceived Risk, E-WOM, Price, Advertising, and Brand Image in the case of TikTok. Moreover, indicate which factors have positive and negative impacts and rank the influence of the above factors in order of greatest to least influence. The survey was conducted online by 231 young customers in Ho Chi Minh City who used to shop on TikTok. According to the findings, Purchase Decision is influenced by 5 variables from highest to lowest: Perceived Usefulness, E-WOM, Price, Perceived Ease of Use, and Advertising. In addition, Perceived Risk and Brand Image have no impact on Purchase Decisions in this paper. Based on the paper's findings, some management implications are provided for businesses to better understand the young customer group, allowing businesses to optimize marketing and sales efforts in order to increase revenue.*

**Keywords:** *C-TAM-TPB model, Purchase Decision, Social Commerce, TikTok*

### **1. Introduction**

In this day and age, with the continuous development of the Internet and information technology systems, online shopping significantly gains popularity and becomes an indispensable part of the consumer experience. Among one of the fastest-growing internet economies within the Southeast Asian region, Vietnam's e-commerce market value was forecast to reach 39 billion U.S. dollars by 2025, ranking second only after Indonesia. In Vietnam, the present digital population and rising internet penetration provide suitable conditions for e-commerce businesses to thrive [1]. Aside from popular traditional e-commerce platforms, social commerce platform like TikTok has emerged and is dominating to young people. In [2], TikTok is one of the world's top social platforms with 1 billion monthly active users around the world in September 2021. There are about 40% of Tiktok's users are between the ages of 18 and 24, which is a group with high purchasing demand and specific experience in purchasing e-commerce. In addition, these people prefer convenience and quickness when purchasing online on TikTok because they don't need to switch between platforms like before. Therefore, in this paper, we study factors affecting the purchase decision of young people on TikTok. These factors were inherited from the C-TAM-TPB model (Perceived Usefulness, Perceived Ease of Use, Perceived Risk) as well as from other studies [3] [4] [5] including E-WOM, Price, Advertising, and Brand Image to apply in Vietnam's e-commerce. Based on this research, businesses may understand online customer demands and offer appropriate solutions to increase revenue.

## 2. Literature Review

### 2.1. Perceived Usefulness

According to Davis (1989), Perceived Usefulness (PU) is "the degree to which an individual believes that using a particular system would enhance his/her job performance" [6]. Furthermore, PU formation has foundations are consumers' technological capabilities and behavior [7]. It means that a person with good technical skills is more likely to believe that technology is useful than someone who is not adept at using technology. In [8], PU's constituent elements are communication, system quality, information quality, service quality, and task-technology fit. The result of this paper indicates that PU has a positive impact on the customer purchase decision.

**Hypothesis 1: There is a positive effect of Perceived Usefulness on Purchasing Decision of the youth on Tiktok**

#### Perceived Ease of Use

Perceived Ease of Use (PEU) is "the degree to which an individual believes that using a particular system would be free of physical and mental efforts" [9]. In addition, PEU is a factor that shows the ability of customers to adapt to online shopping [9] and PEU can motivate customers to use online shopping for the first time [8]. There are some factors that businesses should take attention to improve the customer experience including speed of service, convenience upgrades, and easy access to customers. As customers tend to prioritize the service if they can access and use it quickly and easily. In contrast, when technology is perceived as difficult to use, individuals are more likely to abandon it or use it less frequently.

**Hypothesis 2: There is a positive effect of Perceived Ease of Use on Purchasing Decision of the youth on Tiktok**

### 2.2. Perceived Risks

The concept of risk perception was first transferred from psychology by Raymond Bauer at Harvard University [10]. In this study, Perceived Risks (PR) are defined as a feeling of uncertainty caused by an unexpected purchasing result, and it has two components: uncertainty about the purchase outcome, and uncertainty about successful purchase behavior. Moreover, the theory of risk perception proposed that risks in online shopping include two components: perceived risks related to products/services and perceived risks related to online transactions [8]. During the purchasing process, customers encounter various types of risks, some of which they can perceive, some of which they cannot, some of which can be exaggerated, and some of which can be diminished. As a result, the perceived risk may differ from the actual risk because the risk cannot influence the purchasing decision if the buyer is unaware of it [10]. Online shopping carries more risks than traditional shopping [11]. And a lack of security and privacy on the Internet is the most common barrier to e-commerce. At the same time, customer data security is always important in protecting a company's reputation. Information leakage scandals at major social networks such as Facebook, Twitter, and, most recently, TikTok in the United States act as typical examples.

**Hypothesis 3: There is a negative effect of Perceived Risks on Purchasing Decision of the youth on Tiktok**

### 2.3. E-WOM

Electronic Word of Mouth (E-WOM) is any positive or negative comment about a product or company made available to large groups of people and organizations via the Internet by potential, actual, or past customers [12]. When compared to traditional WOM, E-WOM has superior characteristics such as



wide information spread, fast speed, a large amount of information, savable, instant receipt, anonymity, and unlimited space and time [13]. In other words, E-WOM allows the conversation to be bidirectional and simultaneous. Most of the time, the source writers can express their opinions, and these opinions can spread quickly and remain for a long time. Furthermore, unlike WOM, the sources and receivers in E-WOM do not usually know each other. Furthermore, a non-commercial source of information like E-WOM will have a more positive effect on customers [12]. That is why consumers place more trust in E-WOM than in commercial advertising. Therefore, today's information is no longer monopolized by the media or large corporations. This type of interpersonal communication has a significant impact on marketing and business decision-making.

**Hypothesis 4: There is a positive effect of E-WOM on Purchasing Decision of the youth on Tiktok.**

#### **2.4. Price**

In terms of customers, Price (P) is a key factor in the purchase decision-making process. As price can affect their perception of value, quality, and the company or brand offering the product or service. Regarding businesses, Price is the most sensitive element of the market mix and also the only element that produces income [14]. As a result, a small price change can elicit a large consumer reaction, either positive or negative. In the narrower sense, price is defined as "the amount of money wanted for some product or service", while price, in the broader sense, is seen as "the sum of all the values that consumers are changing for the benefit of ownership or usage of certain product or service" [14]. There are numerous factors that can influence the price; they are classified as internal and external. Internal factors influencing price changes include each company's marketing and financial strategies. External elements include the consumer's and market's impact, as well as the conditions under which the price was determined. Price has always had a positive impact on purchasing decisions. Especially, for young people, who have limited income.

**Hypothesis 5: There is a positive effect of Price on Purchasing Decision of the youth on Tiktok**

#### **2.5. Advertising**

Advertising serves an important and legal function in the dissemination of information, which can persuade consumers to buy a product or service that they have never used before [11]. In addition, Advertising is key to persuading, informing, and reminding both potential and existing customers to make a decision [15]. In the modern era, online advertising is an attempt to market products and services while also building customer relationships via the Internet [16]. There are various types of online advertising, such as banner advertising, coupon/loyalty advertising, search engine marketing, e-mail marketing, and social networks. However, in [17], social media has evolved into a powerful tool for delivering advertising material. The concept of advertising on social media is measured by two dimensions, namely (1) Social Media Ad Content; (2) Social media sales promotion content [3]. One of the most common marketing business owners and managers provide on social media communications today is advertisement content.

**Hypothesis 6: There is a positive effect of Advertising on Purchasing Decision of the youth on Tiktok**

#### **2.6. Brand Images**

Brand Image (BI) is the primary driver of brand differentiation because the customer deals with a variety of products and services on a daily basis. BI as having two dimensions: (1) brand functionality

(usefulness of the brand) and (2) symbolism (sense of status, fame, and recognition) [3]. A brand image, in other words, can be a design, name, symbol, or any other feature that distinguishes one company's product from those of other companies. In addition, personal experience or hearing about the reputation of a product or service from the social environment and media can help shape an image. Therefore, a strong brand image can be a valuable asset for a company. It can help to differentiate a company from its competitors, foster customer loyalty, command premium prices, facilitate brand extension, and provide a competitive advantage.

**Hypothesis 7: There is a positive effect of Brand Image on Purchasing Decision of the youth on Tiktok**

### 2.7. Research Model

Based on the above hypotheses, the model as shown in Figure 2.1 was proposed to investigate the factors influencing youth purchase decisions on TikTok.

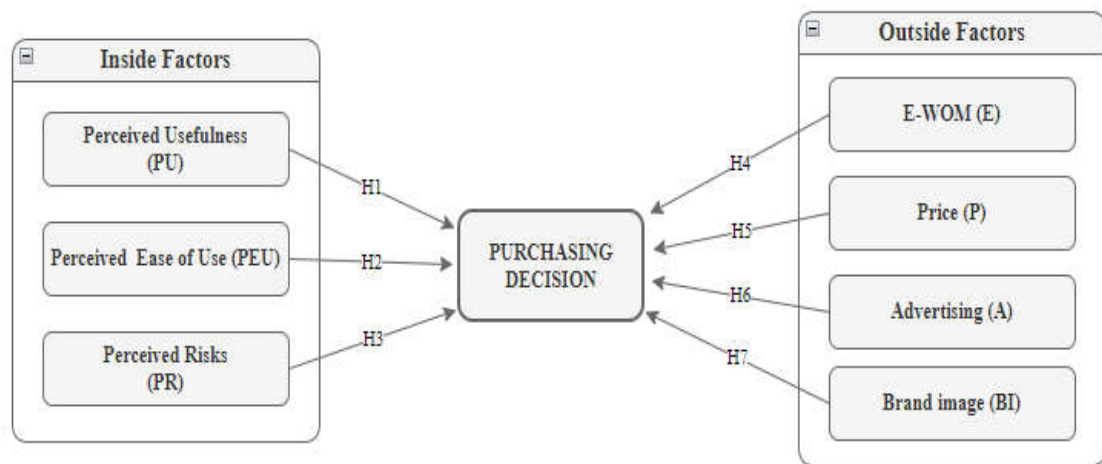


Figure 1. Proposed Model

## 3. RESEARCH METHODOLOGIES

To determine whether the observed variables were appropriate, the method of one-on-one discussion was used. As a result, there were 31 observed variables were used in the official research.

Survey participants must be from 18 to 24 years old, live in Ho Chi Minh City, and have purchased items from TikTok. The appropriate research sample size for exploratory factor analysis (EFA) is  $N \geq 5x$  where  $x$  is the total number of observed variables [18]. The Likert 5-point scale was used during the official research.

Table 1. Measurement Scale

No	Variables	Observed variables	Sources
1	Perceived Usefulness (PU)	4	Giau Nguyen (2016)
2	Perceived Ease of Use (PEU)	4	Giau Nguyen (2016)
3	Perceived Risk (PR)	5	Giau Nguyen (2016)
4	E-WOM (E)	5	Ali Yaylı & Murat Bayram (2012)

5	Price (P)	3	Ivana Hrustić & Iva Gregurec (2015)
6	Advertising (A)	4	Long Le (2022)
7	Brand Image (BI)	3	Agus Purwanto (2022)
8	Purchase Decision (PD)	3	Mailal Badir & Anik Lestari Andjarwati (2020)

#### 4. Findings And Discussion

After removing some respondents that don't meet the requirements, the precise sample size for quantitative analysis is 231.

##### 4.1. Reliability analysis - Cronbach's Alpha test

As shown in Table 2, all eight variables have Cronbach alpha values greater than 0.7, and no Corrected Item - Total Correlation value is less than 0.3. This demonstrates that the scale is highly reliable, and no items are excluded.

**Table 2. Cronbach's Alpha result**

Variables	Cronbach's Alpha	Number of Items	Cronbach's Alpha If Item Deleted	Number of items eliminated
Perceived Usefulness	$\alpha = 0.788$	4	0.702 – 0.790	0
Perceived Ease of Use	$\alpha = 0.890$	4	0.824 – 0.916	0
Perceived Risk	$\alpha = 0.787$	5	0.719 – 0.774	0
E-WOM	$\alpha = 0.896$	5	0.859 – 0.890	0
Price	$\alpha = 0.829$	3	0.743 – 0.790	0
Advertising	$\alpha = 0.932$	4	0.880 – 0.966	0
Brand Image	$\alpha = 0.849$	3	0.741 – 0.818	0
Purchase Decision	$\alpha = 0.711$	3	0.562 – 0.669	0

##### 4.2. Exploratory Factor Analysis (EFA)

**Table 3. Exploratory Factor Analysis result**

KMO and Bartlett's Test				
			Independent variables	Dependent variable
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			<b>0.828</b>	<b>0.667</b>
Bartlett's Test of Sphericity	Approx. Chi-Square		4607.255	132.4703
	df		378	3
	Sig.		<b>0.000</b>	<b>0.000</b>

The KMO value for independent and dependent variables is higher than 0.5. while the p-value of Bartlett's Test is less than 0.05. This means that the data is appropriate for EFA.

### 4.3. Hypotheses Testing

In order to test hypotheses, regression analysis with the Enter approach is applied. Adjusted R Square = 0.61, indicating that 7 independent variables in the research model explain 61% of the variation in the dependent variable PD. In addition, sig value of the F test = 0.000 < 0.05 means that the linear regression model under consideration is appropriate for the data set.

The results show that there are five independent variables with sig values < 0.05 including PU, PEU, E, P, and A. This means that only 5 out of 7 variables of the model account for the variability of online consumers' purchasing decisions.

**Table 4. Regression Analysis result**

Model		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Beta			Tolerance	VIF
1	(Constant)		-2.476	0.014		
	PU	0.305	6.289	0.000	0.721	1.388
	PEU	0.164	3.395	0.001	0.723	1.384
	PR	0.014	.325	0.746	0.960	1.041
	E	0.275	5.498	0.000	0.678	1.474
	P	0.208	4.302	0.000	0.725	1.379
	A	0.145	2.897	0.004	0.677	1.477
	BI	0.002	0.058	0.954	0.983	1.018

Furthermore, PU has the greatest impact with a coefficient of Beta = 0.305, followed by E and P with a coefficient of Beta 0.275 and 0.208, respectively. PEU with a coefficient of Beta = 0.164, and finally A with a coefficient of Beta = 0.145. Therefore, the regression equation with normalized form is constructed:

$$PD = 0.305*PU + 0.275*E + 0.208*P + 0.164*PEU + 0.145*A$$

### 4.4. Demographic differences in evaluating the dependent variable

The results in Table 5 show that there is no difference in purchasing decisions between groups of Gender, Income, and TikTok's time using.

**Table 5. Demographic differences in evaluating the dependent variable result**

Factors	Sig (Levene Statistic)	Sig (ANOVA Test)	Results
Gender	0.271	0.998	Unaffected
Income	0.769	0.434	Unaffected
TikTok's time using	0.115	0.465	Unaffected

## 5. Conclusion

### 5.1. Discussion

According to the results from Chapter 4, PU, PEU, and Price have a significant positive impact on young people's online shopping decisions. A similar pattern can be seen in the E-WOM, this is due to the fact that in today's technological era, all information whether good or bad spreads at breakneck speed, allowing users to access this objective information freely and simply. Especially young people today tend to interact socially on the Internet by sharing their experiences. Advertising is the final factor that influences positively to young people's online shopping decisions on TikTok in this model. However, unlike in the past, advertising now frequently occurs directly on TikTok rather than on third-party platforms. This is perhaps TikTok's distinguishing feature when compared to other e-commerce platforms. At the same time,

anyone can use their video to promote whatever product they want, and this type of advertising is usually less annoying to viewers than traditional ads. However, this form of advertising has limitations, such as the contents of the videos are not right or appropriate for the product.

Finally, it is unforeseen that the two factors Perceived Risk and Brand Image had no effect on young people's purchase decisions in this paper. This can be explained by the fact that young people are the generation that was born and raised in the development of technology. Therefore, they are capable of using the Internet and technology, as well as recognizing and controlling risks. Moreover, they are subjective and believe that risks on TikTok cannot affect their purchasing decision. At the same time, e-commerce security and customer care policies of e-commerce businesses have greatly improved in recent years. It gives young people the belief that the possibility of risk occurring is very low and they can complain if there are any problems. In terms of Brand Image, young people, aside from high-value products such as technology devices, do not place a high value on the brand when shopping online. Instead, they focus more on actual user reviews about product quality and young people are not afraid to try new products or brands as long as the results satisfy them.

## 5.2. *Implication*

**Reduce delivery times:** By developing positive relationships with shipping partners; using inventory management tools and smart inventory to ensure that they have enough inventory or supplies to meet customer demand as soon as possible; optimizing the packaging process.

**Improve the quality of product images and videos:** Young customers are very concerned with appearance, a clear photo with a balanced composition will catch their attention right away, especially the cover photo and thumbnail. Furthermore, it is necessary to pay attention to product details and use the appropriate accessories or place the product in the appropriate context. This allows customers to visualize the product in reality and establishes a connection with it.

**Provide guidelines and supporting documentation:** Create user manuals, video tutorials, or provide information in the description to assist customers in easily capturing and using the product/service.

**Encourage comments and respond to feedback:** Businesses can use discounts or small gifts to encourage customers to share their opinions and reviews about their products or services. Also, to demonstrate care and respect, respond to customer comments quickly.

**Support customers dedicatedly:** Businesses must collaborate with stakeholders such as the delivery department, the goods supply department, and TikTok Shop in order to provide quick support, accurate product information, and compensation for consumers.

**Create viral content:** This can include videos, images, articles, or stories about your product that are entertaining or informative. Viral content can encourage sharing and generate natural buzz for a product or brand.

**Using influencer marketing:** It's not a new solution, but it is still extremely effective. The key point to consider about this method is to choose the right Influencer who matches the brand image and can convey the brand's message.

**Make interactive ads:** To increase customer engagement, use interactive elements such as quizzes, polls, contests, or games. This will help to increase interaction and spread of the business's advertising on social networks.

**Collect feedback and reviews on a regular basis:** Collect information from surveys or feedback to better understand customer needs and desires in order to improve next time.

**Create and maintain an online community network:** Using social media channels or mobile apps to encourage community members to share their experiences and to participate in interactive conversations. As a result, increasing customers' loyalty to the company and brand.

**Create a reasonable and long-term promotion strategy:** Businesses should create long-term promotions based on their goals and avoid frequent discounts. This enables businesses to follow their business objectives, raise customer price awareness, and avoid the habit of only purchasing discounted products for customers.

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