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TABLE OF CONTENT

APPLICATION OF TECHNOLOGY AND BIG DATA IN THE FIELDS OF FINANCE, ACCOUNTING AND AUDITING IN THE CONTEXT OF GLOBALIZATION

BANK RUN AND SILICON VALLEY BANK	1
Lam Dang Xuan Hoa, Ho Minh Khoa, Huynh Vo Nhat Linh	1
BIG DATA AND INTELLECTUAL PROPERTY RIGHTS.....	14
Le Thi Minh, Vo Trung Hau	14
THE EFFICIENCY OF THE INTERNAL CONTROL SYSTEM IN RISK MANAGEMENT AT THE NAM A COMMERCIAL JOINT STOCK BANK	23
Truong Thanh Loc, Tran Ngoc Thanh.....	23
VIETNAM - AUSTRALIA ECONOMIC AND TRADE COOPERATION IN THE NEW NORMAL: OPPORTUNITIES AND CHALLENGES FOR VIETNAMESE INVESTORS.....	30
Nhu Nguyen Phuc Quynh*, Anh Nguyen Thi Nguyet, Duy Nguyen Anh	30
IMPACTS OF CREDIT GROWTH AND CREDIT RISK ON THE PROFIT OF VIETNAM JOINT STOCK COMMERCIAL BANKS	43
Dao Le Kieu Oanh*, Tran Thi Huong Ngan	43
FACTORS AFFECTING CUSTOMERS' DECISIONS TO USE E-BANKING AT JOINT STOCK COMMERCIAL BANKS IN HO CHI MINH CITY	57
Nguyen Duy Khanh ¹ , Pham Quoc Tham ²	57
HOW CHINA_USA POLITICAL TENSIONS AFFECT STOCK MARKET RETURN OF CHINA AND THE USA? A QUANTILE VAR CONNECTEDNESS APPROACH	70
Hao Wen Chang ¹ , Tsangyao Chang ² and Mei-Chih Wang ³	70
BANKING HUMAN RESOURCES BEFORE THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE AI	92
Nguyen Huynh Chi.....	92
IMPROVE THE QUALITY OF TRAINING THROUGH IMPROVEMENT OF STUDENT TESTING AND ASSESSMENT – CASE IN ACCOUNTING BRANCH, UNIVERSITY OF ECONOMICS AND FINANCE	102
Thuy Thi Ha	102
ACTIVITIES OF DIGITAL TRANSFORMATION IN VIETNAMESE COMMERCIAL BANKS: AN OVERVIEW DURING THE COVID-19 RECOVERY PERIOD.....	109
Nguyễn Thị Quỳnh Châu, Đào Lê Kiều Oanh	109
OPPORTUNITIES AND CHALLENGES FOR VIETNAM IN ATTRACTIVE FDI IN GLOBAL MINIMUM CORPORATE TAX IMPLEMENTATION	117
Ngo Hoang Thong	117

IMPACTS OF STATE OWNERSHIP AND BUSINESS CHARACTERISTICS ON TAX AVOIDANCE: EVIDENCE IN VIETNAM.....	128
Huyen Ngoc Nguyen, Thanh Dan Bui	128
RUSSIA'S IMPACTS AND SCENES ON BEING BANNED FROM SWIFT	143
Lam Dang Xuan Hoa ¹ , Phan Ngoc Anh ²	143
THE ROLE OF ACCESS TO FINANCE AND THE ENTREPRENEURIAL INTENTION OF YOUNGERS IN THE SOUTHWESTERN PROVINCE, VIETNAM.....	151
Vu Truc Phuc*, Nguyen Dang Hat, Nguyen An Phu, Dao Le Kieu Oanh	151

DIGITAL ECONOMY IN VIETNAM, TRENDS AND POTENTIABILITY

DEVELOPING SMART HOME MODEL FOR APARTMENTS IN HO CHI MINH CITY BASED ON INTERNET OF THINGS (IoT) TECHNOLOGY	182
Dang Thanh Thuy ¹ , Nguyen Thanh Dien ²	182
TRANSPARENCY OF ACCOUNTING INFORMATION OF CONSTRUCTION ENTERPRISES IN HO CHI MINH CITY – CASE STUDY OF APPLICATION OF ACCRUAL ACCOUNTING	193
Truong Thanh Loc ^{1*} , Pham Thi Yen Nhi ²	193
FACTORS AFFECTING THE QUALITY OF FINANCIAL STATEMENTS OF MANUFACTURING ENTERPRISES IN HO CHI MINH CITY	207
Truong Thanh Loc [*] , Dang Nguyen Tuong Han, Nguyen Ngoc Mai Phuong, Nguyen Thi Quynh Huong	207
THE CRITICAL FACTORS OF COLLEGE STUDENTS' INTENTION TO USE METAVERSE TECHNOLOGY FOR SUBJECTS RELATED TO IMPORT-EXPORT LEARNING	221
Van Thuy Nguyen Ho, Chau The Huu, Luan Thanh Nguyen [*]	221
CONSUMER PERCEPTION ABOUT THE SUSTAINABILITY COMMITMENT OF LUXURY BRANDS IN VIETNAM AND CHINA MARKETS.....	233
Tran Minh Tu ¹	233
INFLUENCE OF WOM AND EWOM IN MAKING DECISION BUYING GOODS	247
Doan Anh Tu ¹ , Kim Phi Rum ² , Nguyen Pham Hai Ha ³	247
DIGITAL ECONOMY AND DEVELOPMENT POTENTIAL IN VIETNAM.....	257
Hoang Thi Chinh, Nguyen Hoang Phan	257
BLOCKCHAIN APPLICATION IN MODERN LOGISTICS: INTERNATIONAL EXPERIENCE AND SOME RECOMMENDATIONS FOR VIETNAM	266
Nguyen Nu Tuong Vi.....	266
FACTORS AFFECTING THE DEVELOPMENT OF THE DIGITAL ECONOMY IN VIETNAM	272
Vo Tien Si	272
LEGAL FRAME FOR THE OPERATION OF THE REAL ESTATE BUSINESS UTILIZING THE BLOCKCHAIN PLATFORM IN VIETNAM.....	284
Le Thi Khanh Linh.....	284

DIGITAL TRANSFORMATION – COOPERATION – GLOBAL INTEGRATION IN BUSINESS

FACTORS INFLUENCING BUSINESS ACCEPTANCE OF INDUSTRY 4.0 TECHNOLOGY APPLICATIONS IN DONG NAI PROVINCE.....	291
Thanh-Thu Vo*, Minh-Huong Tang.....	291
DIGITAL ORIENTATION, INNOVATION CAPABILITY AND FIRM PERFORMANCE: A PROPOSAL RESEARCH MODEL	298
Nguyen Van Hau	298
PREDICTION OF STUDENT'S BEHAVIORAL INTENTION TO USE SMART LEARNING ENVIRONMENT: A COMBINED MODEL OF SELF-DETERMINATION THEORY AND TECHNOLOGY ACCEPTANCE	309
Nguyen Thi Hai Binh ¹ , Dao Y Nhi ² , Nguyen Thanh Luan ³ , Dang Quan Tri ⁴	309
THE PEDAGOGICAL IMPACT OF GRAMMARLY ON EFL WRITING COMPETENCY: AN EMPIRICAL INVESTIGATION IN HIGHER EDUCATION CONTEXT.	323
Nguyen Thi Hong Lien ¹ , Nguyen Truong Gia Minh ² , Nguyen Ngoc Vu ^{3*}	323
FACTORS AFFECTING PURCHASING DECISION OF THE YOUTH ON TIKTOK	336
Ngoc Pham ¹ , Thanh Cong Tran*.....	336
FACTORS AFFECTING OCCUPATIONAL SAFETY BEHAVIORS OF WORKERS DIRECT PRODUCTION AT CU CHI POWER COMPANY.....	345
Minh Luan Le, Thi Trang Tran.....	345
CORPORATE SOCIAL RESPONSIBILITY AND EMPLOYEES' ORGANIZATIONAL CITIZENSHIP BEHAVIOUR.....	355
Nguyen Xuan Hung ¹ , Ha Le Thu Hoai ¹ , Nguyen Huu My Truc ^{2&3} , Pham Tan Nhat ^{2&3}	355
THE INNOVATION CAPACITY - THE ROLE OF LEADERS OF SMALL AND MEDIUM ENTERPRISES IN HO CHI MINH CITY, VIETNAM.....	365
Huynh Nhut Nghia	365
PEOPLE'S THOUGHTS ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS	376
Ton Nguyen Trong Hien, Bui Tuyet Anh	376
FACTORS AFFECTING BRAND SWITCHING INTENTION IN THE CONTEXT OF HIGHER EDUCATION IN VIETNAM	382
Ly Dan Thanh, Nguyen Phu Quoi, Tran Hoang Nam, Vo Hong Son, Nguyen Ngoc Thuy Tien	382
ENHANCE THE DIGITAL COMPETITIVENESS	398
Tran Quang Canh, Hoang Thi Chinh.....	398

ASSESSING PATIENT SATISFACTION (BRAND) AFTER THE COVID-19 PANDEMIC AT THU DUC CITY HOSPITAL.....	408
Nguyen Hoang Dung ^{1*} , Nguyen Huynh Bao An ² , Van Phuong Trang ²	408
INDUSTRIAL AND HUMAN RESOURCES FORM THE FOUNDATION FOR BINH DUONG'S SUSTAINABLE ECONOMIC DEVELOPMENT	408
Hoang-An Nguyen	417
IMPACT OF ORGANIZATIONAL FAIRNESS ON THE EMPLOYEES' KNOWLEDGE SHARING IN TRAVEL AND TOURISM ENTERPRISES IN HO CHI MINH CITY	426
Le Thi Nhu Quynh ^{1,2} , Le Thi Giang ² , Truong Quang Dung ¹	426
THE EFFECT OF PERSONAL MOTIVATION ON THE TACIT KNOWLEDGE SHARING BEHAVIOR OF 5-STAR HOTELS' EMPLOYEES IN HO CHI MINH CITY	440
Le Thi Giang, Nguyen Bach Hoang Phung.....	440
DIGITAL COMPETITIVENESS AND OPERATIONAL EFFICIENCY OF ENTERPRISES IN THE DIGITAL ERA: THE CASE OF VIETNAMESE ENTERPRISES	453
Diep Nguyen Thi Ngoc ^{1*} , Canh Quang Tran ² , Anh Bach Hoang Ngoc ¹	453
FACTORS INFLUENCING PARENTS' SELECTION OF PRIVATE PRESCHOOLS IN THU DUC CITY	466
Thi-Trang Tran ¹ , Thi-My-Dung Pham ² , Thi-Bich-Diep Le ^{1*}	466

RECOVERY COMMUNICATIONS IN THE TOURISM AND HOSPITALITY INDUSTRY AFTER THE COVID-19 PANDEMIC

DEVELOPING A SPIRITUAL TOURISM DESTINATION IMAGE MEASUREMENT SCALE OF AN GIANG	474
Nguyen Vuong Hoai Thao ¹ , Nguyen Quyet Thang ²	474
PROSPECTS OF VIRTUAL REALITY TOURISM APPLICATION IN VIETNAM TOURISM PROMOTION	487
Nguyen Thi Hong Ha, Pham Thi Huong Giang.....	487
PERSONALIZATION TRAVEL TRENDING IN HO CHI MINH CITY IN THE CONTEXT OF POST COVID-19	497
Duong Bao Trung.....	497
IMPACTS OF MEDIA ON CUSTOMERS' DECISION TO CHOOSE FOOD AND BEVERAGE SERVICES POST THE COVID-19 PANDEMIC	511
Nguyen Thi Bich Van	511
DIGITAL TRANSFORMATION APPLICATION TO PROMOTE THE RECOVERY AND DEVELOPMENT OF INBOUND TOURISM IN HO CHI MINH CITY	521
Tran Trong Thanh	521
VIETNAM TOURISM AFTER COVID-19 PANDEMIC	527
Nguyen Hoang Phan ¹ , Hoang Thi Chinh ²	527
NAVIGATING THE EVOLVING LANDSCAPE OF SOCIAL MEDIA DATA MINING AND PRIVACY	537
Pham Thai Hien	537
THE CORRELATION BETWEEN STUDENT SELF-REPORTED GENERAL WELL-BEING AND PERCEIVED SUPPORT FROM FRIENDS, TEACHERS, AND UNIVERSITY	545
Virginia Kelsey ¹ , Đặng Thị Mai Ly ^{2*} , Nguyễn Anh Khoa ² , Nguyễn Văn Tường ²	545

DIGITAL VERSUS NON- DIGITAL

PROVIDING CONVENIENCE TO CUSTOMERS IN THE DIGITAL MARKETING ERA: OBSERVATIONS FROM COMMERCIAL BANKS IN HO CHI MINH CITY	556
Nguyen Quang Trung	556
VIRTUAL REALITY: AN INNOVATIVE TOOL IN TOURISM EXPERIENTIAL MARKETING	564
Thanh Nguyen Ngoc Le ¹ , Khuong Thanh Nguyen ²	564
THEORETICAL CONCEPTS OF STRATEGIC POSITIONING FOR PLACE BRANDING: A CASE STUDY OF DONG THAP PROVINCE	580
Phan Bao Giang.....	580
LITERATURE REVIEW ON THE IMPACT OF DIGITAL MARKETING ON VIETNAM'S SMALL AND THE MEDIUM BUSINESS ENTERPRISES (SMEs)	587
Lê Kim Nguyên *	587

CHALLENGES FACED BY TEACHERS IN NON-TRADITIONAL EDUCATION

PROPOSE AN ONLINE TEACHING COMPETENCE SCALE FOR UNIVERSITY LECTURERS	596
Duong Thi Kim Oanh*, Dang Thi Dieu Hien	596
EXAMINE USAGE OF LEARNING MANAGEMENT SYSTEMS (LMSS) BY FACULTY STAFF AT UNIVERSITY OF ECONOMICS (UEF) AND FINANCE WITH EXPANDED TECHNOLOGY ACCEPTANCE MODEL (TAM).....	608
Ha Truong Minh Hieu, Ngo Minh Hai*, Mach Tran Huy.....	608

DIGITAL TRANSFORMATION
AN INDISPENSABLE EVOLUTION FOR SUSTAINABLE CORPORATES

FACTORS AFFECTING THE APPLICATION OF STRATEGIC MANAGEMENT ACCOUNTING AT MANUFACTURING ENTERPRISES IN BINH DUONG PROVINCE	618
Truong Thanh Loc ^{1*} , Nguyen Thi Thanh Truc ²	618
HRM DIGITAL TRANSFORMATION: TAKING A ROAD OF SUCCESSION PLANNING ..	629
Trương Phan Hoàng Anh, Giang Ngọc Anh.....	629
THE IMPLICATION OF CONTACTLESS SERVICE AS A TOOL TO IMPROVE CUSTOMER REVISIT INTENTION	640
Linh, Nguyen Duy Yen*	640
TOURISM BRAND LOVE IN THE DIGITAL AGE: THE ROLE OF ONLINE TOURIST EXPERIENCES, TOURIST-BRAND RELATIONSHIP QUALITY AND SUSTAINABILITY	651
Thanh Nguyen Ngoc Le	651
CONDUCTING FOCUS GROUPS IN CROSS-CULTURAL SCHOLARSHIP OF TEACHING AND LEARNING (SoTL): A COMPARATIVE CASE STUDY	662
Punithan Moganathas ¹ , Jenny Hill ² , Andy V.-M. Kok ² , Matt Barr ² , Ruffin Relja ^{2*} , Philippa Ward ² , Duong Tran Quang Hoang ³ , Quynh Phuong Tran ³	662
LEVERAGING DIGITAL TRANSFORMATION FOR SUSTAINABLE CORPORATE EVOLUTION IN VIETNAM	677
Nguyen, Tan Dat ¹ , Le, Dinh Thang ²	677

INFORMATION TECHNOLOGY AND APPLICATIONS

FB-PROPHET MODEL FOR TIME SERIES FORECASTING IN SALES	691
Thanh Cong Tran	691
USING AI CODE IN C# PROGRAMMING	698
Nguyen Ha Giang.....	698
DETERMINANTS OF CONTINUANCE USAGE INTENTION OF MOBILE FOOD ORDERING APPLICATIONS (MFOAS) AMONG VIETNAMESE USERS: THE MEDIATING ROLE OF E- SATISFACTION	705
Lam Hoang Phuong ^{1*} , Nguyen Thi Kim Lien ² , Tien Hung Nguyen ³ , Vinh Long Nguyen ⁴	705
DECODING MARKETING INSIGHT: INSIGHT FROM OUTSIDE.....	718
Hoàng Thị Hằng, Trần Thành Công*	718
DIGITAL DISRUPTION AND DATA SECURITY: HOW FINTECH IS RESHAPING BANKING ...	724
Hoàng Văn Hiếu, Trần Ngọc Thiên Ngân.....	724

TRENDS AND ISSUES IN ENGLISH LANGUAGE EDUCATION AND RESEARCH

EFL LEARNERS' ATTITUDES AND LEARNING ENGAGEMENT IN COMMUNICATIVE GAME-BASED GRAMMAR TEACHING	736
Nguyen Thi Thanh Huyen ¹ , Tran Quoc Thao ²	736
APPROACHES TO TEACHING L2 LISTENING:.....	749
CLOSING THE GAP BETWEEN REAL-LIFE AND CLASSROOM-BASED LISTENING	749
Luu Thi Mai Vy	749
DEFINING ROLES OF STUDENT ENGAGEMENT IN THE 21ST CENTURY LANGUAGE CLASSROOM	755
Ho Xuan Tien, Duong My Tham.....	755
EFL STUDENTS' ATTITUDES AND LEARNING INVESTMENT IN PORTFOLIO - BASED ENGLISH WRITING LEARNING: A LITERATURE REVIEW	763
Ly Gia Huy ¹ , Tran Quoc Thao ²	763
EXPLORING EFL LEARNER IDENTITIES IN PROJECT-BASED LANGUAGE LEARNING AT A HIGH SCHOOL IN AN GIANG PROVINCE	774
Nguyen Hong Thien ¹ , Tran Quoc Thao ²	774
THE VALUES OF SYNTACTIC COMPLEXITY IN ACADEMIC WRITING: A LITERATURE REVIEW	791
THE ISSUE OF AMBIGUITY IN THE ENGLISH LANGUAGE.....	801
Nguyen Dinh Tuan	801
RESEARCH PERSPECTIVES ON JUNIOR HIGH SCHOOL EFL STUDENTS' MOTIVATION IN ENGLISH LANGUAGE LEARNING	812
Huynh Thanh Nhon ¹ , Tran Quoc Thao ²	812
EXPLORING THE INFLUENCE OF WRITING ANXIETY ON VIETNAMESE ESL UNDERGRADUATES' WRITING PERFORMANCE: A QUANTITATIVE STUDY.....	821
Nguyen Ngoc Nguyen, Nguyen Hoang Phan.....	821
THE APPLICATION OF THE “FLIPPED CLASSROOM” MODEL IN TEACHING ENGLISH IN THE VIETNAMESE UNIVERSITY EDUCATION ENVIRONMENT	838
THE USE OF RESOURCE MANAGEMENT STRATEGIES IN EFLFLIPPED CLASSROOMS	847
Nguyen Quynh Thao Vy ^{1,*} , Duong My Tham ²	847
INSIGHTS INTO ENGLISH MAJOR STUDENTS' USE OF PHRASAL VERBS IN ACADEMIC WRITING.....	860
Do Thi Thanh Thuy, Tran Quoc Thao	860

LAW IN THE CONTEXT OF INTERNATIONAL INTEGRATION

LEGALISING INTELLECTUAL PROPERTY INFRINGEMENTS IN RUSSIA – A WAR TACTIC IN THE CONTEXT OF RUSSIA’S INVASION OF UKRAINE.....	869
Bui Thi Hong Ninh*	869
MODEL OF ASSET REGISTRATION WORLDWIDE AND LESSONS FOR VIETNAM IN IMPROVING ASSET REGISTRATION LAWS.....	880
Vu Anh Sao ^{1,2} , Nguyen Thi Xuan Mai ²	880
LEGAL ISSUES ARISING FROM THE DEVELOPMENT, IMPLEMENTATION, AND USE OF ARTIFICIAL INTELLIGENCE (AI) - INTERNATIONAL EXPERIENCES AND LESSONS FOR VIETNAM	887
Le Hoang Minh Huy*, Nguyen Thi Thu Ha, Dao Trong Duc, Ky Dieu Linh, Bui Thi Thuy Linh, Nguyen Nam Trung.....	887
SOUTH KOREA’S EXPERIENCES ON PROPERTY REGISTRATION LAW - LESSONS FOR VIETNAM	896
Vu Anh Sao, Pham Huynh Bao Oanh.....	896
THE RISE OF REMOTE WORK: LEGAL CHALLENGES AND IMPLICATIONS FOR EMPLOYMENT LAW IN VIETNAM	903
Nguyen Thi Xuan Mai ¹ , Nguyen Thi Ngoc Loan ²	903
CHALLENGES AND RECOMMENDATIONS FOR THE LEGAL FRAMEWORK IN THE EMERGING AGE OF ARTIFICIAL INTELLIGENCE.....	910
Nguyen Thi Thu Trang	910
THE IMPACTS OF GLOBAL MINIMUM TAX ON FOREIGN DIRECT INVESTMENT (FDI) CORPORATIONS IN VIETNAM.....	921
Trần Ngọc Thanh ¹	921
CROSS-BORDER E-COMMERCE ACTIVITIES AND TAX MANAGEMENT ISSUES	933
Le Huynh Phuong Chinh, Ngo Thi Khanh Linh, Pham Ngoc Lan Anh.....	933
EXPERIENCE IN KOREA AND CHINA ON TAX MANAGEMENT FOR CROSS-BORDER E-COMMERCE ACTIVITIES	941
Duong Anh Son ¹ , Tran Vang Phu ²	941
LEGAL PERSPECTIVE ON REGULATIONS RALATED TO PERSONAL INCOME TAX WHEN EARNING INCOME THROUGH E-COMMERCE PLATFORMS IN VIETNAM, TAKING THE CASE OF INDIVIDUALS DOING BUSINESS THROUGH TIKTOK APPLICATION.....	946
Nguyen Duc Tri ¹ , Hoang Minh Châu ²	946
THE COMPATIBILITY ON THE SCOPE OF MUTUAL LEGAL ASSISTANCE (MLA) IN CRIMINAL MATTERS AND THE CONDITIONS OF REFUSAL MLA IN CRIMINAL MATTERS BETWEEN VIETNAMESE LAW AND INTERNATIONAL TREATIES WHICH VIETNAM HAS SIGNED.	956

Pham Huynh Bao Oanh.....	956
TAX POLICY FOR E-COMMERCE OF COUNTRIES IN THE WORLD AND RECOMMENDATIONS TO VIETNAM.....	967
Nguyen Thanh Minh Chanh, Ha Thi Van Anh, Pham Lam Tam Nhu	967
LEGAL REGULATIONS FOR ENTERPRISE OBLIGATIONS TO PROVIDE INFORMATION ON E-COMMERCE PLATFORM	974
Truong Kim Phung*, Nguyen Hoang Chuong	974
“ROBOT TAX” – RECOMMENDATIONS FOR VIETNAM.....	981
Gian Thi Le Na, Pham Phuong Doanh.....	981
WTO APPELLATE BODY REFORM IN THE CONTEXT OF ESCALATING GEOPOLITICAL TENSIONS.....	988
Nguyen Nam Trung.....	988

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.

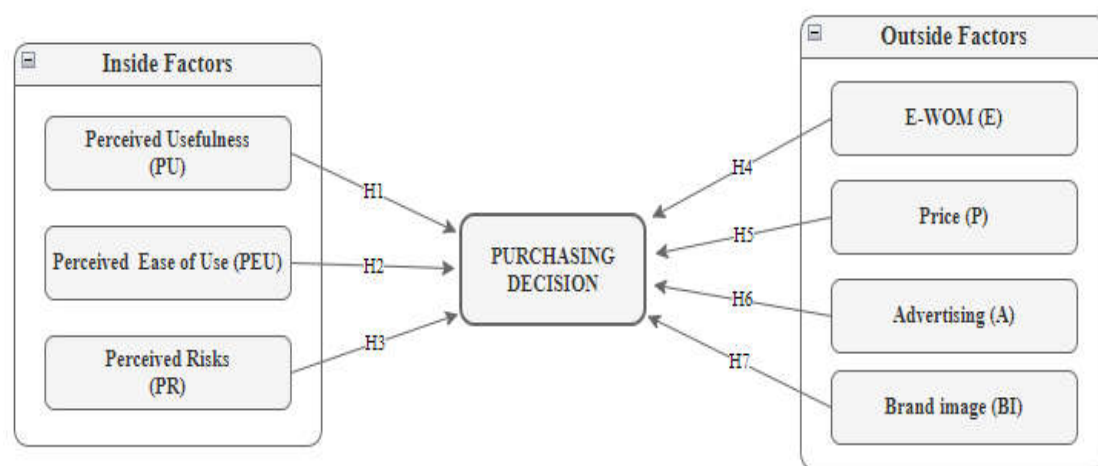


Figure 1. Proposed Model

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.		0.828	0.667
Bartlett's Test of Sphericity	Approx. Chi-Square	4607.255	132.4703
	df	378	3
	Sig.	0.000	0.000

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 Beta	t	Sig.	Collinearity Statistics	
				Tolerance	VIF
1	(Constant)	-2.476	0.014		
	PU	0.305	0.000	0.721	1.388
	PEU	0.164	0.001	0.723	1.384
	PR	0.014	0.746	0.960	1.041
	E	0.275	0.000	0.678	1.474
	P	0.208	0.000	0.725	1.379
	A	0.145	0.004	0.677	1.477
	BI	0.002	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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