



## INFLUENCE OF TIKTOK VIDEO CONTENT ON YOUTH PEOPLE'S ONLINE SHOPPING INTENTION FOR FASHION ITEMS

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ARTICLE INFO	ABSTRACT
<p>DOI: 10.52932/jfm.v15i5.539</p> <p><i>Received:</i> May 13, 2024</p> <p><i>Accepted:</i> July 15, 2024</p> <p><i>Published:</i> July 25, 2024</p> <p><b>Keywords:</b> Online shopping; Short-form video; TikTok video; Young fashion; Young people.</p> <p><b>JEL codes:</b> L82, M31, M37</p>	<p>This study delves into the influence of TikTok video content factors - Entertainment, Information, Usefulness, and Interaction - on the online purchase intention of fashion items among young consumers. Drawing upon the Integrated Theory of Planned Behavior, ABC model (Attitude, Behavior, Context) and Mobile Technology Acceptance Model framework, the research examines how these factors shape consumer behavior on popular social media platforms. A quantitative approach was employed, utilizing survey data collected from 620 young respondents in Vietnam. The findings reveal that Entertainment, Information, Usefulness, and Interaction significantly impact online purchase intention, with Usefulness and Interaction emerging as the primary drivers. However, the study also acknowledges several limitations, including sample size constraints and potential biases inherent in self-reported data. Future research directions include longitudinal studies to explore the dynamic nature of consumer behavior on TikTok and comparative studies across different demographic groups to enhance generalizability. This study contributes valuable insights for marketers and advertisers seeking to leverage TikTok as a platform for engaging young consumers and driving online purchase behavior in the fashion industry.</p>

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## 1. Introduction

In the rapidly evolving landscape of the 4.0 era, characterized by ubiquitous Internet access and the proliferation of modern network-connected devices like tablets and smartphones, the realm of communication has undergone a profound transformation. Social media platforms such as Facebook, Instagram, Twitter, and notably TikTok, have emerged as central conduits of human interaction and expression. TikTok, in particular, has ascended as the preeminent platform for short music video content, emphasizing vertical viewing and fostering a community of creators and consumers alike (Yu, 2019).

The pervasive influence of TikTok extends beyond mere entertainment, profoundly shaping the attitudes and behaviors of Generation Z (Gen Z), the demographic cohort born between 1995 and 2010 (Francis & Hoefel, 2018). Young people, characterized by their innate digital fluency and penchant for online engagement, have embraced TikTok as a cultural phenomenon. Beyond its role as a source of amusement, TikTok serves as a conduit for self-expression, social interaction, and even entrepreneurial endeavors, with users leveraging the platform for product marketing and income generation (Yu, 2019).

In parallel, the advent of the COVID-19 pandemic in 2019 catalyzed a seismic shift in consumer behavior, propelling online shopping to the forefront of retail dynamics. With restrictions on physical movement and a heightened emphasis on health and safety, consumers increasingly turned to online channels for their shopping needs (Vazquez & Xu, 2009), and (Limbu et al., 2012). This surge in online commerce intensified competition within the digital marketplace, underscoring the importance of effective marketing strategies and platforms.

Amid this backdrop, TikTok emerged as a potent force in the realm of digital advertising, leveraging its expansive reach and dynamic content ecosystem to connect brands with consumers. Recognizing the significance of localized content and influencer-driven engagement, TikTok sought to carve out a niche within Vietnam's burgeoning online ad market, captivating the attention of millennials and Gen Z users with tailored content experiences (Appota Group, 2021) (Tomorrow Marketers, 2019).

However, despite its efficacy as an advertising medium, TikTok is not immune to challenges. Instances of inappropriate content within advertisements have surfaced, potentially diluting the platform's effectiveness and alienating users (Appota Group, 2021). Moreover, the unprecedented circumstances wrought by the COVID-19 pandemic have introduced new variables into the equation, necessitating a reevaluation of consumer behavior and its intersection with online shopping dynamics (Bhat et al., 2021), (Baubonien & Guleviit, 2015), (Makhitha & Ngobeni, 2021), (Keyurkumar et al., 2021), and (Sethna et al., 2017).

In light of these developments, this research endeavors to explore the influence of TikTok video content on the online shopping intentions of youth, specifically focusing on fashion items. By elucidating the factors shaping young consumers' attitudes towards TikTok advertisements and their subsequent impact on online purchasing behavior, this study aims to provide valuable insights into the evolving landscape of digital commerce, particularly within the context of Ho Chi Minh City during the COVID-19 pandemic.

## 2. Literature review

### 2.1. TikTok

TikTok, a prominent social media platform, empowers its users to craft, view, and distribute succinct videos captured through their mobile devices. Renowned for its curated streams of whimsical short-form content synchronized with vibrant music and captivating sound effects, the app garners widespread acclaim for its immersive quality and unparalleled levels of user engagement. What sets TikTok apart is its democratizing ethos, allowing both seasoned professionals and budding enthusiasts to infuse their creations with an eclectic array of features, including dynamic filters, resonant soundtracks, playful stickers, and an assortment of other captivating effects. These tools not only enhance the visual appeal but also amplify the allure of the content, fostering an environment ripe for creativity and exploration (D'Souza, 2021).

### 2.2. Buying Intention

Buying intention, a cornerstone of consumer behavior research encapsulates individuals' predisposition towards acquiring specific products or services within a given context (Keller & Kotler, 2016). Hsu (1987) describes it as a perceptual response to product evaluation, influenced by both internal attitudes and external stimuli. Dodds and team (1991) emphasize its reflection of consumers' likelihood to make purchases, while Engel and colleagues (2001) frame it as a subjective assessment of future actions. Shao et al. (2004) characterize it as a deliberate effort to obtain products or services. Additionally, Kahneman et al. (1986) highlight the impact of perceived price fairness on purchase intention, revealing a positive correlation between fairness perception and purchasing propensity, particularly in dynamic pricing contexts. Overall, buying intention is a multifaceted construct shaped by cognitive,

affective, and situational factors, influencing consumers' decision-making processes.

### 2.3. Hypothesis Development

#### 2.3.1. Integrated TPB-ABC-MTAM framework

The integration of the Theory of Planned Behavior (TPB), the ABC model (Attitude, Behavior, Context), and the Mobile Technology Acceptance Model (MTAM) offers a comprehensive framework to analyze the factors influencing young consumers' online shopping intentions for fashion items on TikTok. Each theory contributes unique insights, creating a synergistic effect that enhances our understanding of consumer behavior in the digital age.

The TPB, a well-established theory, elucidates the determinants of intentional behavior by positing that behavior is directly influenced by behavioral intentions, which are shaped by three components: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991); (Ajzen, 2020); (Han & Kim, 2010). In the context of TikTok, these components manifest as follows: Attitude represents youth consumers' positive or negative evaluations of using TikTok for online fashion shopping. If they perceive this behavior as beneficial and enjoyable, their intention to purchase will likely increase. Subjective norms encompass the perceived social pressure to engage or not engage in online shopping via TikTok, including the influence of peers, influencers, and societal trends. Perceived behavioral control reflects the ease or difficulty of performing the behavior, influenced by past experiences and anticipated obstacles, thereby representing consumers' confidence in their ability to successfully use TikTok for shopping.

Complementing the TPB, the ABC model provides a holistic view of the factors that shape consumer behavior through the interaction of attitude, behavior, and context (Katz, 1937).

This model highlights the attitude as in TPB but emphasizes how these attitudes are shaped by the broader context and ongoing behaviors. Behavior refers to the actual online shopping actions taken by consumers on TikTok, influenced by their attitudes and the contextual environment. Context involves the situational factors that affect consumer behavior, such as cultural trends, technological advancements, and marketing strategies on TikTok, including the platform's interactive features, the type of content consumed, and the socio-economic environment of the users.

The MTAM, an extension of the Technology Acceptance Model (TAM), is specifically designed to understand the acceptance of mobile technologies. It underscores two critical factors: perceived usefulness and perceived ease of use. Perceived usefulness is the degree to which a person believes that using TikTok for online fashion shopping will enhance their shopping experience, encompassing the platform's effectiveness in providing relevant fashion information and facilitating purchase decisions (Lu et al., 2005). Perceived ease of use refers to the extent to which a person believes that using TikTok is free from effort, involving the simplicity and convenience of navigating the app, finding fashion items, and completing transactions.

By integrating TPB, ABC, and MTAM, the framework achieves a multifaceted analysis of online shopping intentions among youth consumers on TikTok. The theories collectively address psychological factors (TPB), understanding the internal motivations and perceived controls that drive online purchase intentions; behavioral dynamics (ABC), capturing the interplay between individual attitudes, actual shopping behaviors, and the contextual influences of the TikTok environment; and technological acceptance (MTAM), evaluating the impact of technology-

related perceptions on the adoption and use of TikTok for fashion shopping.

This integrated approach enables a comprehensive examination of how Entertainment, Information, Usefulness, and Interaction as dependent variables influence the independent variable of purchase intention. For instance, Entertainment is enhanced by positive attitudes (TPB), contextually relevant content (ABC), and perceived enjoyment of TikTok's features (MTAM). Information is valued for its relevance and accuracy (TPB), shaped by the context of content presentation (ABC), and its perceived utility in making informed decisions (MTAM). Usefulness is critical in perceived behavioral control (TPB), reflecting behavior in the context of user needs (ABC), and central to perceived usefulness (MTAM). Interaction influences subjective norms (TPB), enriched by the interactive context of TikTok (ABC), and facilitated by ease of use (MTAM).

By considering these multifaceted influences, the integrated TPB-ABC-MTAM framework provides a thorough understanding of the factors driving youth consumers' online purchase intentions on TikTok, offering valuable insights for marketers and content creators aiming to engage this demographic effectively.

### 2.3.2. Entertainment (EN)

Entertainment plays a pivotal role in online advertising, significantly shaping consumer attitudes and perceived value. Consumers favor ads that incorporate humor, excitement, and interesting elements, which help meet their needs for stress relief, diversion, aesthetics, and emotional enjoyment (Alwitt & Prabhaker, 1992; Ducoffe, 1996). Studies have shown that entertainment in advertising positively impacts perceived value and consumer attitudes, with high levels of interest and attraction during media interaction leading to positive mood

and perception shifts (Tsang & El-Ashmawy, 2014; Nguyen Duy Thanh et al., 2013; Nguyen Ngoc et al., 2013). In the context of TikTok, the entertainment value of video content can enhance consumer engagement and positively influence their online shopping intentions.

Thus, the authors posit hypothesis Hypothesis 1:

*Hypothesis 1:* Entertainment on TikTok video content has a positive influence on youth people's online shopping intention for fashion items.

### 2.3.3. Information (IN)

Advertising plays a crucial role in providing consumers with essential information about new products, features, and price changes (Rotzoll et al., 2009; Kotler & Keller, 2006). According to Waldt et al. (2009), information in advertising enables consumers to make satisfying purchase decisions. Schlosser et al. (1999) assert that consumers' attitudes toward internet advertising are influenced by the information and usefulness of the ads, which in turn affects their buying behavior. Therefore, accurate, appropriate, and timely information is vital to meet consumer needs (Chowdhury et al., 2006). In TikTok advertising, the informational component is crucial for delivering pertinent product details to consumers. Precise, clear, and valuable information on this platform significantly influences consumers' purchasing intentions (Ducoffe, 1996; Eze & Lee, 2012; Lana & Benjamin, 2001; Ling et al., 2010; Petrovici & Marinov, 2005).

Thus, the authors assert hypothesis Hypothesis 2:

*Hypothesis 2:* Information conveyed through TikTok video content has a positive influence on youth people's online shopping intention for fashion items.

### 2.3.4. Usefulness (UF)

In light of TikTok's integration within the realm of information technology, this study also draws upon the Mobile Technology Acceptance Model (MTAM). Research suggests that perceived usefulness plays a pivotal role in shaping consumers' attitudes toward sharing advertising videos on social media platforms (Nguyen Thi Thanh Huyen & Vu Thi Tuyet Mai, 2020). Furthermore, applying the MTAM framework reveals that users who perceive advertising on social media as useful tend to harbor positive attitudes toward such content (Luna-Nevarez & Torres, 2015). For advertisers, the ultimate goal is to ensure that their advertisements reach users, capture their attention, and influence their behavior. Consequently, the content of TikTok videos must offer utility to resonate with users effectively. For instance, providing fashion insights tailored to the needs of young people, such as suggesting outfit ideas, styles, and clothing combinations for upcoming occasions like the Tet holiday season, can be particularly impactful. This anticipatory approach addresses consumers' needs and uncertainties, thereby fostering engagement, shaping purchase intentions, and influencing purchasing decisions.

Consequently, the research team posits hypothesis:

*Hypothesis 3:* The usefulness of TikTok video content has a positive influence on youth people's online shopping intention for fashion items.

### 2.3.5. Interaction (IT)

The notion of interaction encompasses effective communication between individuals, transcending temporal and spatial constraints, while also fostering creativity and entertainment within the environment. Interaction capability



delineates the degree of engagement between users and diverse forms of advertising content. Categorically, interaction encompasses three dimensions: “human-human,” “human-message,” and “human-computer” interactions (Cho & Leckenby, 1999; Wu, 1999; Sukpanich & Chen, 2000). In the realm of online advertising, interaction manifests through “machine,” “content,” and “human” interactions. Social media platforms, renowned for their high levels of user engagement, serve as fertile ground for fostering interaction (Cho & Leckenby, 1999). The extent of interaction between brands and consumers profoundly shapes their perceptions and emotions. Social networks’ interactive capabilities empower users to engage with various forms of content, including text, images, videos, and links, to discover and share new products with their peers. This multifaceted interaction engenders varying degrees of societal influence on users, ultimately shaping their attitudes and behavioral intentions (Nguyen Thi Thanh Huyen & Vu Thi Tuyet Mai, 2020). Thus, interaction emerges as a crucial consideration in conducting research.

*Hypothesis 4:* The interaction of TikTok video content has a positive influence on youth people’s online shopping intention for fashion items.

### 3. Methodology

#### 3.1. Research Method

The research unfolded across three distinct phases: the Expert Study, Pilot Study, and Empirical Study. Firstly, the Expert Study, employing qualitative methodologies, sought to intricately examine and refine the understanding of influential factors pertinent to the research inquiry. Through mock interviews, expert insights were gleaned to enrich the investigative framework (Nguyen Dinh Tho & Nguyen Thi Mai Trang, 2011). Subsequently, the Pilot Study, characterized by quantitative methodologies, embarked on a preliminary

exploration to assess the feasibility of key elements within the main study. Engaging with 30 respondents, this phase aimed to both validate and unearth additional factors shaping young people’s purchase intentions via TikTok (Thabane et al., 2010). Finally, the Empirical Study, conducted through rigorous quantitative analysis via an online survey platform, served as the pivotal phase for scrutinizing the research model and hypotheses in a real-world context

#### 3.2. Research Measurement

*Questionnaire Design:* The questionnaire was meticulously crafted utilizing a 5-point Likert scale, adhering to the continuum principle from the lowest to the highest ratings (ranging from 1: Fully disagree to 5: Fully agree) (Zainudin et al., 2016). Comprising two distinct sessions, the questionnaire aimed firstly to elicit qualitative data concerning respondents’ personal information. This section encompassed inquiries regarding gender, age, employment status, among others, facilitating a comprehensive demographic profile of the participants (Sheard, 2018). In the subsequent session, the focus shifted towards probing the influence of TikTok on the online shopping intentions of young individuals.

*Sampling Method:* A non-probability convenience sampling approach was adopted to mitigate time, cost, and resource constraints, particularly pertinent within the backdrop of social isolation precipitated by the Covid-19 pandemic outbreak.

*Sample Size Determination:* The determination of the sample size adhered to established guidelines. For exploratory factor analysis (EFA), it is recommended that the sample size be at least five times the total number of observed variables (Hair et al., 1998). Furthermore, a minimum sample size of 200 respondents is advocated for studies employing exploratory factor analysis (Gorsuch, 1983). Considering the existence of 22 observed

variables on the official scale for exploratory factor analysis in this study, the requisite sample size equates to  $22 * 10 = 220$  respondents. However, to enhance the effectiveness and reliability of the study, the authors opted to collect data from 300 respondents. In practice, owing to the convenience of data collection facilitated through platforms such as Google Forms, the authors successfully amassed responses from 620 valid participants through outreach efforts via Facebook, Zalo, and direct messaging.

### **3.3. Research Analysis**

Quantitative research was conducted by surveying 620 young respondents who had watched TikTok ads and engaged in online shopping at least once. Due to the COVID-19 pandemic, the survey was administered via a Google Forms questionnaire. All respondents resided in Vietnam and were selected through random sampling to ensure a diverse and representative sample. Data collection involved distributing the online survey through public groups on various social networking platforms such as Facebook, Zalo, Instagram, and TikTok. Additionally, the survey was sent directly to respondents via email or Facebook Messenger to increase response rates.

Once the survey responses were collected, a meticulous data cleansing process was undertaken to rectify any inaccuracies and ensure the integrity of the dataset. The refined dataset was then encoded using the Statistical Package for the Social Sciences (SPSS) software for rigorous analysis. Demographic variables such as gender, age, and occupation were analyzed and presented through percentages and frequencies to provide a comprehensive overview of the sample population. To assess the reliability of the measurement scale within the model, Cronbach's Alpha coefficient was employed, with a threshold value of 0.7 or higher indicating statistical significance. This

step ensured that the scales used in the survey were consistent and reliable for measuring the intended constructs.

The study then utilized multiple linear regression (MLR) to elucidate the relationships between independent variables and the quantitative dependent variable, as outlined by Nguyen Dinh Tho and Nguyen Thi Mai Trang (2011). The MLR model was tested at a 5% significance level to examine the proposed causal relationships. Regression outcomes were scrutinized for multicollinearity phenomena to ensure that the independent variables did not exhibit high correlations with each other, which could distort the results. This rigorous approach facilitated a comprehensive discussion and interpretation of the statistical findings, providing robust insights into the factors influencing online shopping behaviour among young TikTok users in Vietnam (*see Appendix 1 online*).

### **3.4. Validity of the research**

This study endeavors to evaluate the validity of the measurement contained within the questionnaire through the utilization of the Item Objective Congruence (I.O.C) index, as devised by Rovinelli and Hambleton (1977). Expert evaluators meticulously scrutinized each item within the questionnaire, with all items yielding an IOC value exceeding 0.5. Thus, no adjustments or eliminations to the questionnaire items were deemed necessary, signifying a harmonious alignment between the questionnaire content and the overarching survey objectives. Consequently, the survey questionnaire underwent extensive field implementation, bolstering confidence in its efficacy and appropriateness for the study's research endeavors.

### **3.5. Reliability of the research**

Ensuring the reliability of the Cronbach's Alpha scale stands as a critical endeavor to

validate the appropriateness of the provided observational variables. A threshold criterion of Cronbach's Alpha coefficient greater than or equal to 0.7 is indispensable for establishing the scale's reliability. In an initial study involving 30 responses from subject matter experts, the research team conducted a comprehensive analysis, the results of which are presented (*see Appendix 2 online*). Notably, all independent variables showcased reliability indices surpassing the 0.7 threshold, thus affirming the questionnaire's robustness and suitability for subsequent research endeavors.

Existing literature consistently underscores the profound impact of entertainment on consumer purchase intentions (Ducoffe, 1996); (Dao et al., 2014), alongside emphasizing the significance of information relevance in shaping consumer purchasing decisions (Ducoffe, 1996). Furthermore, recent studies have shed light on the pivotal role of video content usefulness in influencing consumer purchasing behavior (Nguyen Thi Thanh Huyen & Vu Thi Tuyet Mai, 2020; Luna-Nevarez & Torres, 2015), while also highlighting the significance of interactive elements within video content as influential factors in customer purchase decisions (Cho & Leckenby, 1999; Wu, 1999; Sukpanich & Chen, 2000; Ngo My Tran, & Mai Ngoc Van, 2017).

## 4. Results

### 4.1. Profile of respondents

Appendix 3 showcases the demographic profile derived from 620 valid responses gathered from survey participants (*see Appendix 3 online*). A comprehensive demographic analysis reveals that the majority of respondents are female, constituting 53.5% of the total sample. Notably, individuals aged 19 to 24 years comprise the largest segment, accounting for 46.3% of respondents, with a predominant representation of students at

48.5%. This demographic snapshot unveils a distinct pattern within the Vietnamese market, indicating a significant presence of young individuals aged 19-24, primarily composed of students or recent graduates. These individuals demonstrate a keen interest in the TikTok platform, showcasing heightened engagement in entertainment activities and online shopping facilitated by the platform. Moreover, the data suggests a noteworthy gender disparity, with females exhibiting a greater inclination towards these activities compared to their male counterparts.

### 4.2. Results of descriptive statistics on examined variables

The results of the Cronbach's Alpha coefficients are as follows: Entertainment (EN) = 0.879; Information (IN) = 0.836; Usefulness (UF) = 0.871; Interaction (IT) = 0.814. All values are greater than 0.7, and the inter-variable correlation coefficient - the sum of observed variables is greater than 0.3, indicating that the scale meets the standard with good reliability for conducting exploratory factor analysis (EFA).

### 4.3. The exploratory factor analysis (EFA)

#### 4.3.1. Exploratory Factor Analysis of Independent Variables

According to Appendix 4 (*see Appendix 4 online*), the outcomes of the exploratory factor analysis (EFA) conducted on both the independent and dependent variables, utilizing the Principal Axis Factoring extraction method alongside Promax Rotation, unveiled the extraction of 18 observed variables measuring four factors influencing the online purchase intention of fashion items among young individuals. These variables were successfully grouped into four original factors, demonstrating a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy of 0.879 and a significance level (sig.) of 0.000 < 0.05. Moreover, total variance explained



was 62.543% (satisfactory), surpassing the threshold of 50%, with an Eigenvalue of 1.865. Notably, all variables exhibited factor loading coefficients exceeding the established threshold of 0.5. These findings collectively indicate the appropriateness of employing EFA to discern the relationship between the independent variables and the dependent variable, rendering them suitable for subsequent regression analysis.

#### 4.3.2. Exploratory Factor Analysis of Dependent Variable

Appendix 5 presents the results of the analysis on the dependent variable (see Appendix 5 online), indicating a Kaiser-Meyer-Olkin (KMO) index of 0.712, surpassing the threshold of 0.5, signifying the suitability of the data for factor analysis. Bartlett's test yielded a statistic of 873.901 with a significance level (Sig.) of  $.000 < 0.05$ , indicating significant correlations among variables. The total variance explained amounted to 61.718%, surpassing the satisfactory threshold of 50%, suggesting that the extracted factors elucidated 61.718% of the data's variation. Furthermore, the Eigenvalues were calculated at 1.845, exceeding the requisite

threshold of 1. Additionally, all factor loading coefficients for the variables were deemed satisfactory, exceeding 0.3, as detailed in Appendix 5.

#### 4.4. Result of Hypothesis Testing

##### 4.4.1. Correlation Analysis:

Appendix 6 illustrates that the Pearson correlation coefficient exhibits a positive relationship between four independent variables (EN, IN, UF, IT) and the dependent variable (PI), indicating that an increase in each independent variable corresponds to an increase in the dependent variable (PI) (see Appendix 6 online). Moreover, the Pearson's correlation coefficients between the predictors and the dependent variable (PI) fall within the range of  $0.3 < r < 0.5$  (Cohen, 1988), signifying a significant positive correlation. The two-tailed significance (Sig. 2-tailed) for each independent and dependent variable is depicted as 0.000 ( $p < 0.05$ ), indicating that the correlation outcomes hold statistical significance at the 5% level. These findings fulfill the prerequisites for conducting Multiple Regression analysis.

##### 4.4.2. Regression analysis

**Table 1.** Regression analysis results

Model	Unstandardized Coefficients		Standardized Coefficients	Statistic t	Sig	Collinearity Statistics	
	Beta	Std. Error	Beta			Tolerance	VIF
Constant	0.512	0.234			0.000		
EN	0.313	0.039	0.239	3.510	0.000	0.813	1.718
IN	0.511	0.041	0.405	4.309	0.000	0.756	1.139
UF	0.371	0.055	0.301	5.267	0.001	0.819	1.010
IT	0.109	0.032	0.137	3.154	0.000	0.811	1.209
Adjusted R <sup>2</sup>				0.776			
Durbin-Watson				1.811			
ANOVA (sig.)				0.000			

**Notes:** Dependent Variable: Purchase Intention (PI).

Linear regression analysis was performed to assess the sustainability of four independent variables - Entertainment, Information, Usefulness, and Interaction - with the dependent variable. Table 1 displays the findings, revealing a significant result of  $\text{sig} = 0.000 < 0.05$ , alongside an adjusted  $R^2$  of 0.776. This indicates that the model elucidates 77.6% of the influence of TikTok video content factors on the online purchase intention of fashion items among young individuals. Notably, all Beta regression coefficients are greater, and the associated T-test values attain statistical significance. Furthermore, the assumptions of the model were rigorously examined, revealing

no violations. Hence, the regression model is deemed suitable for market data and effectively explains 77.6% of the variance in the online purchase intention of fashion items among young people. The linear regression equation further delineates the hierarchy of factors influencing online purchase intention among young individuals, indicating that Information holds the highest influence, followed by Usefulness, Entertainment, and Interaction.

Linear regression equation:  $PI = 0.512 + 0.313EN + 0.511IN + 0.371HI + 0.109IT + \epsilon$

#### 4.5. Discussions

**Table 2.** Result of Hypothesis Testing

Hypothesis	Description	Result
Hypothesis 1	Entertainment on TikTok video content has a positive influence on youth people's online shopping intention for fashion items.	Accepted
Hypothesis 2	Information conveyed through TikTok video content has a positive influence on youth people's online shopping intention for fashion items.	Accepted
Hypothesis 3	The usefulness of TikTok video content has a positive influence on young people's online shopping intention for fashion items	Accepted
Hypothesis 4	The interaction of TikTok video content has a positive influence on youth people's online shopping intention for fashion items.	Accepted

The findings derived from hypothesis testing in this study provide robust support for the applicability of the Integrated TPB-ABC-MTAM framework in understanding the online purchase intentions of young consumers in the context of TikTok video content. Hypotheses H1, H2, H3, and H4 were all upheld with significance levels ( $\text{sig}$ )  $< 0.05$ , underscoring the influence of various factors on online shopping behavior within this demographic.

A comparative analysis with previous research conducted in Vietnam reveals both parallels and deviations. Notably, the identified impacts of Entertainment, Information, Usefulness, and Interaction on online purchase intention echo findings from previous studies

(Ngo My Tran, & Mai Ngoc Van, 2017; Dao et al., 2014; Ducoffe, 1996; Nguyen Thi Thanh Huyen & Vu Thi Tuyet Mai, 2020; Luna-Nevarez & Torres, 2015). However, a distinctive departure lies in the focus of this study on the nascent platform of TikTok, shedding light on the nuanced dynamics shaping contemporary online shopping behavior among young consumers.

Of particular significance are the implications drawn from the study regarding the paramount importance of Usefulness and Interaction. These factors emerge as the primary drivers of online purchase intention among the surveyed cohort, underscoring the critical role of utility and engagement in shaping consumer decision-

making processes. This underscores the need for fashion businesses seeking to leverage TikTok as a promotional platform to prioritize the creation of content that is not only entertaining but also informative, useful, and interactive.

By aligning their marketing strategies with these key findings, fashion enterprises can effectively enhance their appeal to young consumers on TikTok, thereby fostering greater engagement and ultimately influencing purchase decisions. This underscores the evolving landscape of online consumer behavior and highlights the imperative for businesses to adapt their approaches to meet the preferences and expectations of today's digitally savvy youth demographic.

## 5. Conclusion

In conclusion, this study has shed light on the significant influence of TikTok video content factors - Entertainment, Information, Usefulness, and Interaction - on the online purchase intention of fashion items among young consumers. Notably, Usefulness and Interaction emerged as pivotal drivers of purchase intention, emphasizing the importance of utility and engagement in shaping consumer behavior on digital platforms.

While Entertainment plays a crucial role in capturing viewers' attention, its effectiveness hinges on careful alignment with audience demographics and cultural sensitivities. Maintaining a delicate balance between entertainment value and responsible content promotion is essential to positively shaping consumers' perceptions of fashion trends. Moreover, ensuring the accuracy and authenticity of information presented in advertising videos is paramount for building and preserving consumer trust. Misleading claims can erode confidence and lead to skepticism or backlash, underscoring the importance of transparency in advertising practices.

Augmenting the usefulness of advertisements through innovative technologies, such as 360-degree cameras or virtual reality, can offer consumers a more immersive and informative shopping experience. By enabling customers to visualize products accurately and realistically, advertisers can facilitate informed purchase decisions and enhance overall satisfaction with their shopping experiences.

Additionally, fostering interactive engagement via live streaming sessions, online events, or interactive features within TikTok videos can deepen consumer involvement and fortify brand-consumer relationships. Active consumer participation in the shopping process and solicitation of feedback enables businesses to gain valuable insights into consumer preferences and tailor their offerings accordingly.

However, it's important to acknowledge the limitations of this study. Insufficient necessary data and sample size constraints may have influenced the depth and scope of the findings. Additionally, the reliance on self-reported data through surveys introduces potential biases, such as social desirability bias or response bias, which may impact the accuracy and reliability of the responses obtained. Moreover, while efforts were made to capture the multifaceted nature of consumer behavior on TikTok, certain nuanced aspects or unmeasured variables that could also influence online purchase intention may have been overlooked. Future research endeavors should aim to address these limitations by expanding the range of variables, increasing the sample size, and incorporating more rigorous methodologies to ensure the robustness and generalizability of the results.

Moving forward, future research could explore the dynamic nature of consumer behavior on emerging digital platforms like TikTok over time through longitudinal studies. Additionally, investigating the role

of individual motivations, past experiences, and social influences in shaping consumer behavior could provide deeper insights into the factors driving online shopping intentions. Moreover, comparative studies across different demographic groups or cultural contexts could offer a more comprehensive understanding of the nuances in consumer behavior and

preferences. By addressing these limitations and pursuing avenues for further research, scholars can continue to advance our understanding of consumer behavior in the digital age.

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