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

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Appendix 1. Proposed measurement items for constructs

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Code</th>
<th>Measurement Items</th>
<th>References</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>EN1</td>
<td>TikTok videos have an attractive design due to clear layout and comprehensive images.</td>
<td>(Hausman &amp; Jeffrey, 2009), (Kim et al., 2010)</td>
</tr>
<tr>
<td></td>
<td>EN2</td>
<td>TikTok videos are not boring since messages/stories on TikTok videos are interesting.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EN3</td>
<td>I feel happy when watching videos on TikTok</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EN4</td>
<td>I feel fun to see video content on TikTok</td>
<td></td>
</tr>
<tr>
<td></td>
<td>EN5</td>
<td>I enjoy the fashion content that are sent.</td>
<td></td>
</tr>
<tr>
<td>Information</td>
<td>IF1</td>
<td>TikTok videos provide information needed</td>
<td>(Ducoffe, 1996), (Kim &amp; Han, 2014)</td>
</tr>
<tr>
<td></td>
<td>IF2</td>
<td>TikTok videos provide useful information</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IF3</td>
<td>TikTok videos provide information in a timely manner.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IF4</td>
<td>TikTok videos ship on time.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IF5</td>
<td>TikTok videos provide information on how to use it.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IF6</td>
<td>TikTok videos update Fashion Trends.</td>
<td></td>
</tr>
<tr>
<td>Usefulness</td>
<td>UF1</td>
<td>It is easy to purchase online by using TikTok apps</td>
<td>(Gefen, 2000), (Gefen et al., 2003), (Heijden et al., 2003), (Venkatesh, 2000)</td>
</tr>
<tr>
<td></td>
<td>UF2</td>
<td>It is easy to approach needed information on TikTok</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UF3</td>
<td>It is easy to compare between seller since star rating score on TikTok shop</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UF4</td>
<td>It is fast to purchase online by using TikTok apps to save time.</td>
<td></td>
</tr>
<tr>
<td>Interaction</td>
<td>IT1</td>
<td>TikTok and Its payment system are reliable and can guarantee the success of the transaction</td>
<td>(Jarvenpaa et al., 2000), (Liang et al., 2011), (Nilsson &amp; Mattes, 2015)</td>
</tr>
<tr>
<td></td>
<td>IT2</td>
<td>TikTok is a user-friendly platform, with comments that are easy to read and respond to.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IT3</td>
<td>I Interact with my friends frequently on TikTok in different topics include lifestyle, fashion, trends.</td>
<td></td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>PI1</td>
<td>I will make a purchase after watching fashion video on TikTok</td>
<td>(Hausman &amp; Jeffrey, 2009), (Kim &amp; Han, 2014)</td>
</tr>
</tbody>
</table>
Appendix 2. Result of Cronbach’s Alpha Reliability Test

<table>
<thead>
<tr>
<th>Code</th>
<th>Variables</th>
<th>Cronbach’s Alpha</th>
<th>Observed variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN</td>
<td>Entertainment</td>
<td>0.788</td>
<td>5</td>
</tr>
<tr>
<td>IN</td>
<td>Information</td>
<td>0.791</td>
<td>6</td>
</tr>
<tr>
<td>UF</td>
<td>Usefulness</td>
<td>0.833</td>
<td>4</td>
</tr>
<tr>
<td>IT</td>
<td>Interaction</td>
<td>0.879</td>
<td>3</td>
</tr>
<tr>
<td>PI</td>
<td>Purchase Intention</td>
<td>0.833</td>
<td>4</td>
</tr>
</tbody>
</table>

Appendix 3. Demographic Information Statistics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>288</td>
<td>46.5</td>
</tr>
<tr>
<td>Female</td>
<td>332</td>
<td>53.5</td>
</tr>
<tr>
<td>Total</td>
<td>620</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-18</td>
<td>132</td>
<td>21.3</td>
</tr>
<tr>
<td>19-24</td>
<td>287</td>
<td>46.3</td>
</tr>
<tr>
<td>25-30</td>
<td>201</td>
<td>32.4</td>
</tr>
<tr>
<td>Total</td>
<td>620</td>
<td>100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School Student</td>
<td>132</td>
<td>21.3</td>
</tr>
<tr>
<td>University Student</td>
<td>301</td>
<td>48.5</td>
</tr>
<tr>
<td>Officer/ Worker</td>
<td>67</td>
<td>10.8</td>
</tr>
<tr>
<td>Freelancer</td>
<td>90</td>
<td>14.5</td>
</tr>
<tr>
<td>Other</td>
<td>30</td>
<td>4.9</td>
</tr>
<tr>
<td>Total</td>
<td>620</td>
<td>100</td>
</tr>
</tbody>
</table>
### Appendix 4. Rotated Matrix of Exploratory Factor EFA

<table>
<thead>
<tr>
<th>Variables</th>
<th>Components</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>UF1</td>
<td>0.853</td>
</tr>
<tr>
<td>UF3</td>
<td>0.841</td>
</tr>
<tr>
<td>UF2</td>
<td>0.823</td>
</tr>
<tr>
<td>UF4</td>
<td>0.801</td>
</tr>
<tr>
<td>IN2</td>
<td>0.844</td>
</tr>
<tr>
<td>IN3</td>
<td>0.782</td>
</tr>
<tr>
<td>IN1</td>
<td>0.750</td>
</tr>
<tr>
<td>IN6</td>
<td>0.723</td>
</tr>
<tr>
<td>IN4</td>
<td>0.700</td>
</tr>
<tr>
<td>IN5</td>
<td>0.778</td>
</tr>
<tr>
<td>IT3</td>
<td>0.752</td>
</tr>
<tr>
<td>IT1</td>
<td>0.739</td>
</tr>
<tr>
<td>IT2</td>
<td>0.701</td>
</tr>
<tr>
<td>EN4</td>
<td>0.789</td>
</tr>
<tr>
<td>EN5</td>
<td>0.755</td>
</tr>
<tr>
<td>EN3</td>
<td>0.744</td>
</tr>
<tr>
<td>EN1</td>
<td>0.731</td>
</tr>
<tr>
<td>EN2</td>
<td>0.701</td>
</tr>
</tbody>
</table>

**Sig. = 0.000; KMO = 0.879; Principal Axis Factoring, Promax Rotation**

| Kaiser - Meyer – Olkin Measure of Sampling Adequacy | .879 |
| Bartlett’s Test of Sphericity | Approx. Chi-square | 2602.129 |
|                                  | df         | 188  |
|                                  | Sig.       | .000 |
### Appendix 5. Exploratory Factor Analysis Result with Dependent Variables

<table>
<thead>
<tr>
<th>Observed Variables</th>
<th>Factor loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>PI4</td>
<td>0.812</td>
</tr>
<tr>
<td>PI1</td>
<td>0.729</td>
</tr>
<tr>
<td>PI2</td>
<td>0.711</td>
</tr>
<tr>
<td>PI3</td>
<td>0.692</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kaiser - Meyer – Olkin Measure of Sampling Adequacy</th>
<th>0.712</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett’s Test of Sphericity</td>
<td>Approx. Chi-square</td>
</tr>
<tr>
<td>df</td>
<td>177</td>
</tr>
<tr>
<td>Sig</td>
<td>0.000</td>
</tr>
</tbody>
</table>

### Appendix 6. Result of Pearson Correlation between variables

<table>
<thead>
<tr>
<th></th>
<th>EN</th>
<th>IN</th>
<th>UF</th>
<th>IT</th>
<th>PI</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN Person Correlation</td>
<td><strong>1</strong></td>
<td>0.314</td>
<td><em>0.281</em>*</td>
<td><em>0.133</em>*</td>
<td>0.377**</td>
</tr>
<tr>
<td>Sig (2-tailed)</td>
<td>0.004</td>
<td>0.000</td>
<td>0.002</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Interpretation</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN Person Correlation</td>
<td>0.281</td>
<td><strong>1</strong></td>
<td><em>0.331</em>*</td>
<td><em>0.401</em>*</td>
<td>0.356**</td>
</tr>
<tr>
<td>Sig (2-tailed)</td>
<td>0.000</td>
<td>0.002</td>
<td>0.000</td>
<td>0.006</td>
<td></td>
</tr>
<tr>
<td>Interpretation</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UF Person Correlation</td>
<td>0.303**</td>
<td>0.189**</td>
<td><strong>1</strong></td>
<td><em>0.287</em>*</td>
<td>0.445**</td>
</tr>
<tr>
<td>Sig (2-tailed)</td>
<td>0.004</td>
<td>0.003</td>
<td>0.003</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td>Interpretation</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IT Person Correlation</td>
<td>0.355**</td>
<td>0.199**</td>
<td><em>0.421</em>*</td>
<td><strong>1</strong></td>
<td>0.391**</td>
</tr>
<tr>
<td>Sig (2-tailed)</td>
<td>0.002</td>
<td>0.000</td>
<td>0.001</td>
<td>0.003</td>
<td></td>
</tr>
<tr>
<td>Interpretation</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PI Person Correlation</td>
<td>0.398**</td>
<td>0.341**</td>
<td><em>0.461</em>*</td>
<td><em>0.317</em>*</td>
<td><strong>1</strong></td>
</tr>
<tr>
<td>Sig (2-tailed)</td>
<td>0.000</td>
<td>0.000</td>
<td>0.003</td>
<td>0.006</td>
<td></td>
</tr>
<tr>
<td>Interpretation</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).
+ = Positive correlation
- = Negative correlation