

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

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

| Constructs | Code | Measurement Items | References |
|------------|------|--|------------|
| | PI2 | I will consider buying fashion items while watching video on TikTok | |
| | PI3 | I have the desire to buy fashion items while watching videos on TikTok | |
| | PI4 | It is desiring to make a purchase after finding out via videos on TikTok | |

Appendix 2. Result of Cronbach's Alpha Reliability Test

| Code | Variables | Cronbach's Alpha | Observed variables |
|------|--------------------|------------------|--------------------|
| EN | Entertainment | 0.788 | 5 |
| IN | Information | 0.791 | 6 |
| UF | Usefulness | 0.833 | 4 |
| IT | Interaction | 0.879 | 3 |
| PI | Purchase Intention | 0.833 | 4 |

Appendix 3. Demographic Information Statistics

| | | Frequency | Percentage |
|------------|---------------------|-----------|------------|
| Gender | Male | 288 | 46.5 |
| | Female | 332 | 53.5 |
| | Total | 620 | 100 |
| Age | 15-18 | 132 | 21.3 |
| | 19-24 | 287 | 46.3 |
| | 25-30 | 201 | 32.4 |
| | Total | 620 | 100 |
| Occupation | High School Student | 132 | 21.3 |
| | University Student | 301 | 48.5 |
| | Officer/ Worker | 67 | 10.8 |
| | Freelancer | 90 | 14.5 |
| | Other | 30 | 4.9 |
| | Total | 620 | 100 |

Appendix 4. Rotated Matrix of Exploratory Factor EFA

| Variables | Components | | | |
|-----------|------------|-------|-------|-------|
| | 1 | 2 | 3 | 4 |
| UF1 | 0.853 | | | |
| UF3 | 0.841 | | | |
| UF2 | 0.823 | | | |
| UF4 | 0.801 | | | |
| IN2 | | 0.844 | | |
| IN3 | | 0.782 | | |
| IN1 | | 0.750 | | |
| IN6 | | 0.723 | | |
| IN4 | | 0.700 | | |
| IN5 | | | 0.778 | |
| IT3 | | | 0.752 | |
| IT1 | | | 0.739 | |
| IT2 | | | 0.701 | |
| EN4 | | | | 0.789 |
| EN5 | | | | 0.755 |
| EN3 | | | | 0.744 |
| EN1 | | | | 0.731 |
| EN2 | | | | 0.701 |

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

| Observed Variables | Factor loadings |
|--------------------|-----------------|
| PI4 | 0.812 |
| PI1 | 0.729 |
| PI2 | 0.711 |
| PI3 | 0.692 |

| | | |
|---|--------------------|---------|
| Kaiser - Meyer – Olkin Measure of Sampling Adequacy | 0.712 | |
| Bartlett’s Test of Sphericity | Approx. Chi-square | 873.901 |
| | df | 177 |
| | Sig | 0.000 |

Appendix 6. Result of Pearson Correlation between variables

| | | EN | IN | UF | IT | PI |
|----|--------------------|---------|---------|---------|---------|---------|
| EN | Person Correlation | 1 | 0.314 | 0.281** | 0.133** | 0.377** |
| | Sig. (2-tailed) | | 0.004 | 0.000 | 0.002 | 0.000 |
| | Interpretation | | + | + | + | + |
| IN | Person Correlation | 0.281 | 1 | 0.331** | 0.401** | 0.356** |
| | Sig. (2-tailed) | 0.000 | | 0.002 | 0.000 | 0.006 |
| | Interpretation | + | | + | + | + |
| UF | Person Correlation | 0.303** | 0.189** | 1 | 0.287** | 0.445** |
| | Sig. (2-tailed) | 0.004 | 0.003 | | 0.003 | 0.001 |
| | Interpretation | + | + | | + | + |
| IT | Person Correlation | 0.355** | 0.199** | 0.421** | 1 | 0.391** |
| | Sig. (2-tailed) | 0.002 | 0.000 | 0.001 | | 0.003 |
| | Interpretation | + | + | + | | + |
| PI | Person Correlation | 0.398** | 0.341** | 0.461** | 0.317** | 1 |
| | Sig. (2-tailed) | 0.000 | 0.000 | 0.003 | 0.006 | |
| | Interpretation | + | + | + | + | |

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

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

+ = *Positive correlation*

- = *Negative correlation*