

THE PERSONALIZATION–PRIVACY PARADOX IN SOCIAL COMMERCE: WHY PRIVACY CONCERN DOES NOT DETER WILLINGNESS TO BE PROFILED ON TIKTOK SHOP

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Appendix 1. Survey Measurement Items

Code	Measurement item	References
	Technical Protection	Shah et al. (2014)
TP1	I believe that the information I provide will only be accessed by the responsible department within TikTok Shop.	
TP2	I believe that no one outside TikTok Shop can access my information while it is being transmitted.	
TP3	I believe that my information will not be altered or stolen during or after the payment process on TikTok Shop.	
	Online Personalization	Chellappa et al. (2005)
OP1	I appreciate platforms like TikTok Shop for personalizing my experience based on my usage preferences.	
OP2	I value products and services that are personalized based on the information I voluntarily provide (e.g., name, delivery address, or payment details).	
OP3	I feel comfortable sharing personal information with TikTok Shop to receive more relevant products and services.	
	Privacy Awareness	Sah et al. (2024)
PA1	I am aware of the purpose for which TikTok Shop collects my personal information.	
PA2	I am aware of the methods TikTok Shop uses to analyze my personal information.	
PA3	I am aware of the extent to which TikTok Shop shares my personal information with third parties.	
	Privacy Concern	Kim (2020)
PC1	I am concerned that unauthorized individuals or organizations (e.g., hackers) may access my personal information collected by TikTok Shop.	
PC2	I am concerned that TikTok Shop is collecting too much personal information from me.	
PC3	I am concerned that TikTok Shop may share my personal information with third parties (e.g., advertisers) without my knowledge.	
	Customer Trust	Lwin et al. (2016)
CT1	I believe that TikTok Shop is transparent and honest in its practices.	
CT2	I believe that TikTok Shop is a trustworthy platform.	
CT3	I believe that TikTok Shop consistently fulfills its promises to customers.	
	Willingness to be profiled online	Li & Unger (2012)
WTBPO1	I am willing to provide information on TikTok Shop if it helps suggest more personalized content for me to choose from.	
WTBPO2	I am willing to share more personal information on TikTok Shop if it helps me receive more accurate personalized results.	
WTBPO3	I am willing to regularly update my personal information on TikTok Shop to receive recommendations that better match my needs.	

Appendix 2. Demographic responses

Segmentations	Selections	Frequency	%
Gender	Male	112	37.3
	Female	188	62.7
Age	18 – 24 years old	215	71.67
	25 – 34 years old	60	20.0
	35 – 44 years old	15	5.0
	44 years old and above	10	3.33
Educational background	University (Bachelor's degree)	210	70.0
	High school	44	14.6
	Postgraduate (Master's, Doctorate/PhD)	23	7.67
	College	23	7.67
Occupation	Student	207	69.0
	Office staff	33	11.0
	Online business / KOL / Influencer	19	6.3
	Freelancer	18	6.0
	Civil servants and public employees	9	3.0
	Housewife	6	2.0
	Retired	2	0.7
	Others	6	2.0
Monthly income	Under 5 million VND	158	52.7
	5 – 10 million VND	75	25.0
	10 – 20 million VND	40	13.3
	20 – 30 million VND	18	6.0
	Over 30 million VND	9	3.0

Appendix 3. Outer loadings, AVE, CR, and Cronbach's Alpha

Constructs	Measurement	Outer Loadings	Cronbach's Alpha	CR	AVE
Customer Trust (CT)	CT1	0.896	0.887	0.930	0.815
	CT2	0.890			
	CT3	0.923			
Online Personalization (OP)	OP1	0.780	0.734	0.849	0.652
	OP2	0.847			
	OP3	0.795			
Privacy Awareness (PA)	PA1	0.907	0.873	0.922	0.798
	PA2	0.906			
	PA3	0.866			
Privacy Concern (PC)	PC1	0.912	0.883	0.928	0.810
	PC2	0.870			
	PC3	0.918			
Technical Protection (TP)	TP1	0.879	0.879	0.926	0.806
	TP2	0.929			
	TP3	0.885			
Willingness to be Profiled Online (WTBPO)	WTBPO1	0.826	0.852	0.911	0.773
	WTBPO2	0.904			
	WTBPO3	0.906			

Appendix 4. HTMT ratio

	CT	OP	PA	PC	TP	WTBPO
CT						
OP	0.848					
PA	0.826	0.768				
PC	0.342	0.547	0.474			
TP	0.814	0.818	0.728	0.366		
WTBPO	0.851	0.807	0.675	0.435	0.616	

Appendix 5. Fornell–Larcker Criterion

	CT	OP	PA	PC	TP	WTBPO
CT	0.903					
OP	0.694	0.808				
PA	0.728	0.625	0.893			
PC	0.305	0.441	0.419	0.900		
TP	0.719	0.656	0.637	0.325	0.898	
WTBPO	0.741	0.646	0.585	0.381	0.534	0.879

Appendix 6. Harman's Single Factor Test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.907
Bartlett's Test of Sphericity	Approx. Chi-Square		3983.630
	df		153
	Sig.		.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.961	49.784	49.784	8.961	49.784	49.784
2	2.016	11.202	60.986			
3	1.239	6.883	67.868			
4	1.065	5.918	73.786			
5	.677	3.763	77.549			
6	.526	2.922	80.471			
7	.479	2.663	83.134			
8	.452	2.511	85.645			
9	.422	2.345	87.990			
10	.396	2.199	90.189			
11	.333	1.850	92.039			
12	.288	1.600	93.639			
13	.255	1.417	95.056			
14	.227	1.264	96.320			
15	.195	1.081	97.401			
16	.184	1.020	98.421			
17	.167	.925	99.346			
18	.118	.654	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
TP1	.735
TP2	.768
TP3	.712
OP1	.609
OP2	.698
OP3	.718
PA1	.784

PA2	.752
PA3	.725
PC1	.541
PC2	.451
PC3	.489
CT1	.802
CT2	.790
CT3	.836
WTBPO1	.712
WTBPO2	.709
WTBPO3	.732

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.