TikTok's Impacts on GenZ Purchase Behavior in Hanoi

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ABSTRACT: The business market has witnessed a novel transactional trend in recent years, as the information technology industry has experienced notable growth, resulting in the emergence of selling goods on e-commerce platforms. And TikTok is one of these platforms. Entering the Vietnamese market since the end of April 2019, TikTok has recently become one of the social networking sites developed behind only Shopee and Lazada. Although many theories and research models have been developed worldwide to explain the factors affecting online shopping behavior, there are still few studies in Vietnam that answer questions related to the main factors influencing the intention to shop online. In addition, applying a theoretical model from the world to the specific conditions of Vietnam may not be suitable due to unique economic, cultural, and social conditions. Based on qualitative and quantitative research methods, referencing and adjusting relevant theories to develop a suitable research model to evaluate the impact of factors on students' intention to shop online. The research results with a sample size of 160 students in Hanoi showed that there are six important factors that affect students' online shopping behavior: (1) perceived usefulness; (2) perceived ease of use; (3) trust; (4) price; (5) subjective norms; (6) TikTok behavior. From there, the author suggests management implications for businesses to refer to in order to develop business and marketing strategies for online sales, while also improving students' online shopping behavior.

KEYWORDS: TikTok, Purchase Behavior, Purchase Decision, Online Shopping, GenZ

I. INTRODUCTION

TikTok is a short video sharing app originated from China, developed by ByteDance. Since its launch in September 2016, TikTok has quickly become one of the most popular social media apps worldwide, primarily targeting young people aged 16-24. As of October 2021, TikTok has over 1 billion users globally. In Vietnam, TikTok is a significant influence on the mindset and behavior of young people, especially Generation Z, who are quick to embrace technology. TikTok has gained popularity by using short, humorous videos that still convey relevant information to its primarily young audience. As a result, businesses have seized the opportunity to use TikTok as leverage to boost their profits. To promote their businesses and products effectively, companies must understand "how TikTok influences the shopping behavior of young people today."

To further clarify the impact of Tiktok on the shopping behavior of young people, we conducted a survey among individuals aged 18-25 in Hanoi who are currently using the Tiktok social media platform. Previous studies have already indicated that Tiktok influences the shopping behavior of students. Specifically, in a study conducted by seven students from the Business Administration department at Nguyen Tat Thanh University in 2023, regarding the impact of Tiktok on the purchasing behavior of Nguyen Tat Thanh University students, it was found that there is a strong correlation between the factors ``shopping behavior'' and "stimulation". This was followed by the factors ``advertising duration,'' "entertainment," and "reliability" with the study highlighted that "stimulation" has a significant influence on the purchasing behavior of consumers, specifically Nguyen Tat Thanh University students.

The research conducted by a group of students from the Business Administration department at Saigon University in 2022 focuses on the factors influencing the purchasing intention of Gen Z on the Tiktok social media platform. The hypotheses were analyzed based on adjustments from previous studies' models. After conducting the research through Cronbach's Alpha reliability test, exploratory factor analysis (EFA), and linear regression analysis, the study identified five factors that impact the online shopping behavior of Gen Z: Perceived ease of use, Perceived usefulness, attitude and belief, Attitudinal acceptance, Subjective Norms. A study conducted by a group of six authors aimed to identify and measure the factors influencing the online shopping behavior of Generation Z in Hanoi by surveying 500 consumers aged 12 to 38 who have used the Tiktok social media platform. The research results showed that the factors with positive impacts, arranged in descending order of strength, include: electronic word-

of-mouth, information relevance, flow experience, personalization, trust, perceived usefulness, and perceived ease of use. Based on these findings, the research team provided recommendations for businesses to adjust their strategies and actions to align with the fierce competition in influencing consumer purchasing decisions.

Based on references to relevant studies, the factors influencing online shopping behavior for students include perceived usefulness, perceived ease of use, perceived risk, trust, price, and subjective norms. Perceived usefulness is defined as "the degree to which a person believes that using a particular system will enhance their performance in a specific task" (Davis, 1986). Hasslinger et al. (2007) mentioned that consumers perceive online shopping as a time-saving and convenient option that allows them to shop anytime. Darian (1987), Carson et al. (1996), and Burke (1997) also concluded that online shopping offers competitive advantages over traditional shopping due to the ease of finding product information, placing online orders, and home delivery services, which save customers time. Nazir et al. (2012) demonstrated that searching for products and services through the Internet is faster and more cost-effective. Using search tools on the Internet makes it easy to find suitable products and services and explore a wide range of goods, while traditional shopping encounters difficulties such as time and cost (Moshref Javadi et al., 2012). Chen et al. (2005) argued that online shopping will be perceived as useful and achieve task performance if the characteristics of the online shopping system align with users' requirements and provide significant value. They found that perceived usefulness has a positive impact on the attitude and intention of online shoppers. Perceived ease of use is defined as "the degree to which a person believes that using a particular system will require little effort" (Davis, 1986). According to the Technology Acceptance Model (TAM) by Davis and Arbor (1989), perceived ease of use refers to the belief that using a specific system or IT product will not require much effort, and users will find it easy to use. Previous research has shown that ease of use increases perceived usefulness and influences consumers' purchase intentions (Davis, 1989; Hong et al., 2006; Hsieh & Liao, 2011). Gefen et al. (2005) studied the influence of perceived ease of use on trust in the context of online shopping. They found that perceived ease of use has a positive impact on trust, as it encourages customers to use online shopping services for the first time and makes them more willing to maintain the buyer-seller relationship. According to the research by Xiang Yan and Shiliang Dai (2009), the decision to shop online is influenced by two groups of factors: perceived benefits and perceived risks. Perceived benefits have a positive impact on the decision to shop online, while perceived risks have a negative impact. Perceived risk directly affects online consumer behavior and purchase intentions. When consumers perceive high risks, their purchase intentions for online shopping are low, and vice versa. In online shopping, perceived risk is often higher compared to traditional shopping because buyers cannot see the actual product and do not have direct contact with the seller (Park & Stoel, 2005).

In the study by Jarvenpaa and Tractinsky (1999), trust was described as indirectly influencing purchase intentions. Trust helps consumers feel comfortable sharing personal information, making purchases, and following the advice of the website provider. The willingness of consumers to buy from online sellers depends on their trust in the store. According to the theory of reasoned action, online shopping can be seen as a purposeful activity that is also influenced by consumer trust (Jong & Lee, 2000). Chow and Chan (2008) argue that trust not only affects attitudes but also influences consumer purchase intentions. Product price is the amount of money that a customer must pay to the seller for the right to use a specific product (Needham, 1996). According to Nguyen Thu Ha and Gizaw (2014), in their study on private label purchasing, price has been proven to be an important factor in consumer purchase decisions. Purchase decisions increase when customers perceive the cost they have to pay for the product as appropriate. Perceptions of price significantly impact consumer purchase decisions. Perceptions of price explain information about a product and provide deep meaning to consumers (Kotler & Keller, 2016). Therefore, price is an important factor in purchase decisions, especially for regularly purchased products, and it influences the choice of store, product, and brand to patronize (Faith & Agwu, 2014). "Reference information sources influence consumers' intentions when purchasing products online" - (Senecal and Nantel, 2002). Individuals tend to act according to the principles they believe in, such as those desired by their close friends, loved ones, admired individuals, or other reference groups (McClelland's, 1987). Research by Nguyen Phong Tuan (2011) and Heru Iranto (2015) confirmed that subjective norms have a positive influence on consumers' purchase intentions.

From these studies, the online shopping system is becoming more organized, and as a result, transaction activities are becoming more vibrant. The scale and quality of online buying and selling systems are expanding. Young people, especially students, are increasingly attracted to this form of commerce. Therefore, the research team emphasizes that students are a group that is always at the forefront of quickly grasping new technologies and being sensitive to current trends. However, this is a potential market for businesses that want to succeed in the e-commerce industry. In our research paper, conducted by group 6 in the subject of Scientific Research at Dai Nam University, we aim to clarify the extent of TikTok's influence on the current shopping behavior of young people. Through analyzing and evaluating the impact of TikTok on the shopping behavior of young people in Hanoi, we aim to provide recommendations for both consumers and businesses on how to effectively market and shop smarter on this platform.

II. RESEARCH HYPOTHESES

H1: Perceived usefulness affects online shopping behavior

Perceived usefulness is defined as "the degree to which a person believes that using a particular system will enhance their job performance in a specific way" (Davis, 1989). Perceived usefulness in online shopping includes convenience, product and service

choices, and information coverage. Perceived usefulness of online shopping includes convenience, product and service choices, and information richness. Most studies have shown that convenience and time savings are the main reasons that drive consumers to shop online. In fact, searching for products and services online is proven to be fast, convenient, and cost-effective, as it allows consumers to explore a wide variety of goods, brands, and services within a short period of time, which is the usefulness and speed that online shopping offers compared to traditional shopping. With the diversity and abundance of product information and prices on websites, customers can choose and compare prices between different products through the provided information. Therefore, online shoppers have an advantage over traditional shoppers as they can easily find the most suitable product at the lowest price from sellers (Lester et al, 2005).

H2: Perceived ease of use affects online shopping behavior

Perceived ease of use is defined as "the degree to which an individual believes that using a particular system will require little effort" (Davis, 1989, p. 320). Innovative technological systems that are considered easier to use and less complex are more likely to be accepted and used by potential users (Davis et al., 1989). In theory, ease of use is perceived when consumers find online shopping easy to understand, learn, and use. For this reason, ease of use is considered one of the important factors influencing consumer acceptance and use of new technologies. In the context of electronic payments, an easy-to-use system needs to have user-friendly interfaces such as clear and visible steps, appropriate content and graphic layout, useful functions, error notifications, clear and understandable commands.

H3: Price affects online shopping behavior

Price is the amount that consumers must pay to obtain the desired products or services. Price expectation is the evaluation of consumers regarding the costs they incur. They expect that prices when shopping online will be cheaper than traditional in-store shopping. In studies on the advantages and disadvantages of online shopping, price is always mentioned. With the mindset of Vietnamese consumers, especially Generation Z in Hanoi, price is always a concern. Online shopping benefits both sellers and buyers. Sellers do not need to rent a physical store, and buyers can get better prices. In addition, according to the research by Anders Hasslinger and colleagues on "Consumer online shopping behavior," price is suggested as a factor influencing online shopping behavior. According to Jiang and Rosenbloom (2005), customers often rely on price to determine the quality of products because they cannot physically see the products when shopping online. In the model "Factors influencing online consumer behavior," Hasslinger and colleagues (2007) mentioned that consumers trust that buying online will save them money and allow them to compare prices.

H4: Trust affects online shopping behavior

Trust is a psychological state that involves the intention to accept vulnerability based on positive expectations of the intentions or behaviors of others (Rousseau et al., 1998). When consumers have strong trust in online shopping, their attitudes towards online shopping become more positive. In e-commerce, trust immediately becomes an important issue in building customer relationships as well as establishing online sales infrastructure. Consumers may face challenges and potential risks when purchasing products or services online from unfamiliar virtual stores that they cannot physically experience the products. Therefore, trust in online shopping plays a crucial role in helping buyers minimize perceptions of risk, uncertainty, or insecurity (Hong and Cha, 2013). Customers will not provide necessary information when conducting a transaction if privacy, security, and assurance issues on the internet are weak (Hsu et al., 2015). Thus, trust is built over time as consumers directly accumulate experience through continuous transactions and conclude their transactions through online channels (Groß et al., 2016).

H5: Subjective norms affect online shopping behavior

Subjective norms are defined as an individual's perception of whether important referents think the behavior should or should not be performed (Fishbein and Ajzen, 1975). Subjective norms can be measured through individuals who are relevant to the consumer, determined by normative beliefs for the expected behavior and the motivation for individual compliance with those expectations (Fishbein and Ajzen, 1975). Objective refers to a concept that is not influenced by emotions, opinions, personal benefits, or any other factors outside of data and respect for the truth. Objective also means unbiased and must be based on evidence and data.

H6: TikTok behavior affects online shopping behavior

Influence refers to causing certain changes in an object. In this sense, any stimulus that causes changes (content, characteristics, shape, size...) in an object is considered an influence. Particularly, the influence of TikTok on consumer shopping intentions is significant. Consumers can easily access diverse product information on the TikTok platform and receive excellent support in online shopping. Regarding socialization: An individual's shopping behavior is influenced by the surrounding society. TikTok is a popular social platform among young users, and the influence from friends, celebrities, or influencers within the TikTok community can encourage young users to engage in online shopping behavior. Regarding the theory of creating needs: A shopper can easily be inspired and create shopping needs through advertising and interaction with brands. TikTok can generate shopping needs by introducing new products, games, trials, and tutorial videos, increasing curiosity and the desire to try the products seen on the app.

TikTok's Impacts on GenZ Purchase Behavior in Hanoi

Regarding advertising contracts: Those who are exposed to advertisements will influence their shopping behavior. TikTok can utilize influencers and popular young individuals to advertise products and services on the platform, thereby influencing the purchasing decisions of their followers.

III. SAMPLE & RESULTS

Sample & Data collection

This study was conducted by surveying 452 individuals belonging to the GenZ generation to collect survey data, which was done through a survey questionnaire on Google Forms. The collected information was used to assess the reliability and validity of the measurement scale, test the measurement scale, and validate the model's suitability. After collecting and eliminating observations that did not meet the requirements, the author encoded and entered the data, which was then processed using SPSS software. To ensure the representativeness of the research sample, the author randomly selected sample units of the Gen Z generation in Hanoi. A total of 500 survey samples were distributed, 486 (97.2%) was received and 452 valid survey samples (accounting for 93%) were employed as data for the study. Therefore, the author proceeded to analyze the data with these 452 observations.

Descriptive statistics

Table 1. Demographic Statistics

Criteria		Number	Percentage (%)
Gender	Male	247	54.65
	Female	205	45.35
Age	14-17	43	9.51
	18-22	262	57.96
	23-27	147	32.52
Employment status	Highschool student	43	9.51
	College students	229	50.66
	Unemployed	71	15.71
	Employed	109	24.12
Hometown	Hanoi	164	36.28
	Others	288	63.72
Income	Less than 2 million VND/month	71	15.71
	2-5 million VND/month	121	26.77
	5-10 million VND/month	197	43.58
	More than 10 million/month	63	13.94
Source of income	Family support	115	25.44
	Employment	121	26.77
	Both	216	47.79

Source: Compiled from survey results, 2024

The data is considered well-structured with a slight difference between genders (9.3%). Around 58% of respondents age between 18 and 22, 32.52% between 23 and 27 - after graduation, and only 9.51% between 14 and 17 - high school students. The distribution is considered 'good' as most high school students do not pay attention to online academic survey, and a portion of GenZ leaves Hanoi after graduation as Hanoi labor market is quite competitive. Similarly, the ratios of 36.28% people from Hanoi and 63.72% from other cities should represent the hometown characteristic of GenZ population in Hanoi since Hanoi accommodates a significant portion of students in Vietnam, and Hanoi is one of the two most 'promising' cities for the employment opportunities it offers. Regarding income, the majority (43.58%) earn between 5 to 10 million, which is typical for newly graduates and students with a part-time job, followed by 26.77% between 2 to 5 million, which is typical for most students whose income relies entirely on family support. Only 71 respondents (15.71%) and 63 respondents (13.94%) receive under 2 million and above 10 million, respectively, which represent students, without a job, from low-income families, and extremely competent young working professionals. Approximately half (47.79%) earns their income from both employment and family support as a great portion of Vietnamese college students have a part-time job, 115 (25.44%) are dependent entirely on family support, and 121 (26.77%) are financially independent. Overall, the data can represent the GenZ population in Hanoi.

TikTok's Impacts on GenZ Purchase Behavior in Hanoi

Regression Results

Table 2. Cronbach's Alpha

Factors & Observed Variables		Corrected Item - Total Correlation	Cronbach's Alpha if Item Deleted
Perceived Usefulness (PU) Cronbach's Alpha = 0.896	PU1: TikTok - quickly find information for purchases	0.739	0.882
	PU2: TikTok - improve purchase decisions	0.648	0.815
	PU3: TikTok - effectively find information for purchases	0.678	0.861
	PU4: TikTok - easier to make purchase decisions	0.671	0.888
	PU5: TikTok - I find it useful when I want to buy something	0.788	0.885
Perceived Ease of Use (PE) Cronbach's Alpha = 0.904	PE1: TikTok - clear and understandable interaction when I want to buy something	0.787	0.865
	PE2: TikTok - easy to use when buying something	0.812	0.878
	PE3: TikTok - easy to become skillful at using TikTok for purchases	0.658	0.880
	PE4: TikTok - flexible to interact with while shopping	0.691	0.841
Price (PC) Cronbach's Alpha = 0.758	PC1: TikTok - find and compare prices	0.661	0.744
	PC2: TikTok - provide the most reasonable pricing option for any item	0.629	0.718
	PC3: TikTok - provide discounts	0.656	0.722
	PC4: TikTok - provide promotional prices	0.660	0.726
Trust (TR) Cronbach's Alpha = 0.725	TR1: I trust TikTok when purchasing goods	0.700	0.682
	TR2: I trust goods purchased from TikTok	0.686	0.688
	TR3: I trust TikTok more than others	0.637	0.701
	TR4: I trust goods purchased from TikTok more than others	0.681	0.690
Subjective Norms (SN) Cronbach's Alpha = 0.822	SN1: Family uses TikTok when purchasing	0.793	0.801
	SN2: Family recommends TikTok for purchases	0.775	0.795
	SN3: Friends use TikTok when purchasing	0.787	0.784
	SN4: Friends recommend TikTok for purchases	0.658	0.786
TikTok Behavior (TB) Cronbach's Alpha = 0.789	TB1: Frequency of TikTok usage	0.715	0.764
	TB2: Total time spent on TikTok	0.684	0.766
	TB3: Frequency of TikTok's shopping contents access	0.703	0.762
	TB4: Total time spent on TikTok's shopping contents	0.696	0.760
Purchase Behavior (PB) Cronbach's Alpha = 0.881	PB1: Estimated portion of purchases on income	0.788	0.866
	PB2: Total money spent on purchases	0.774	0.865
	PB3: Frequency of purchases	0.781	0.869

Source: Compiled from SPSS results, 2024

Cronbach's Alpha test shows that the coefficients of all seven factors (six independent, one dependent) are greater than 0.6, and the total correlation coefficients of each item greater than 0.3. Thus, no variables are eliminated, the scales are suitable for further analysis.

TikTok's Impacts on GenZ Purchase Behavior in Hanoi

Table 3. Regression Results

Independent Variables	PU	PE	PC	TR	SN	TB
Standardized Coefficients	0.227**	0.231**	0.438***	0.105**	0.193***	0.324***
						Adjusted R^2 = 0.808
						** Sig. 5%
						*** Sig. 1%

Source: Compiled from SPSS results, 2024

Table 3 summarizes the linear regression analysis results, which examines the relationship between the six independent variables and the dependent variable. All independent variables are statistically significant and have positive impacts on GenZ purchase behavior. Price is the most impactful factor (0.438), followed by TikTok behavior (0.324). Thus, while using TikTok, GenZ could find several goods at their most reasonable prices, with discounts, and promotions, … which stimulate them to purchase as they surf TikTok. Additionally, as they spend more time on TikTok and its shopping contents, they will purchase goods more frequently, or spend more money on purchases. The implication here is that businesses could use TikTok as a channel for their products as GenZ spend a lot of time on TikTok; out of 452 individuals, 383 (84.73%) spend more than 2 hours on TikTok daily, with 134 (29.65%) spend more than 4 hours on TikTok daily.

CONCLUSIONS

TikTok Shop is an online shopping platform integrated with TikTok, allowing users to purchase directly from videos, live streams, or from the profiles of the respective stores. Therefore, the trustworthiness of shopping on TikTok Shop is always trusted by students and young people. The influence of Key Opinion Leaders (KOL) or Key Opinion Consumers (KOC) also plays an important role in the shopping process of young people, as they have a certain influence on a specific group of viewers. In 2022, TikTok Shop ranked third in the list of e-commerce platforms with the highest revenue, only behind Shopee and Lazada. This demonstrates that the emergence of TikTok has had a significant impact on consumer purchasing decisions, especially among young people, not only internationally but also in Vietnam. Particularly for Vietnam, TikTok has brought many benefits and promoted the development of businesses, helping to expand the market and stimulate product purchasing decisions through the TikTok platform. For businesses, selling on this platform has proven to be highly effective, not only for large corporations but also for small and medium-sized enterprises. Thanks to the influence of reviewers, KOLs, KOCs, combined with a seamless shopping process, the purchasing process becomes more efficient. Businesses also tend to promote sales on this channel. In the future, this will be a developing platform for online buying and selling.

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