

# The Impact of TikTok Advertising on Young People's Online Shopping Behavior during the Covid-19 Pandemic

Hoang Cuu Long<sup>1\*</sup>, Nguyen Hoang Do Uyen<sup>2</sup>, Duong Tran Lan Phuong<sup>3</sup>,  
Nguyen Ha Phuong<sup>4</sup>, Nguyen Hoai Truc Ngan<sup>5</sup> and Le Thi Thanh Tam<sup>6</sup>

<sup>1\*,2,3,4,5,6</sup> *University of Economics Ho Chi Minh City - UEH, Vietnam*  
<sup>1\*</sup> *hoangcuulong@ueh.edu.vn*

## Abstract

*Today, the social networking site with the most users in Vietnam is TikTok. This study was conducted to determine the factors affecting attitudes towards TikTok ads and their impact on young people's online purchasing behavior in Ho Chi Minh City during the Covid-19 pandemic. Thus, it provides suggestions and solutions for firms to adapt to customers' changing needs. This study used both qualitative and quantitative methodologies. The qualitative research focused on young people's attitudes on TikTok advertising and online shopping behavior. The Technology Acceptance Model and Theory of Planned Behavior provide the basis for the research framework. In addition, the quantitative methodology was conducted by Statistical Package for the Social Sciences and Analysis of Moment Structures software to identify the relationship between independent variables and dependent variables as well as examine differences in online shopping behavior according to demographic variables. The study findings show that the three factors that informativeness, interaction, and entertainment affect the attitude towards the advertisement of the TikTok variable but reliability, irritation, and advertising duration are not. The results of this study also show a positive relationship between attitudes towards advertisements and the online purchasing behavior of TikTok users. Based on these results, firms that promote online shopping services through TikTok ads will have a greater understanding of how advertisements influence young Vietnamese consumers' online buying behavior. Therefore, it will help them to create and deliver services more effectively than functional services to meet customers' needs.*

**Keywords:** *Shopping online behavior, TikTok advertising, Young people, Technology Acceptance Model (TAM), Covid-19 pandemic, Ho Chi Minh City*

## 1. Introduction

According to the mobile application report by Appota (2021) [1], TikTok has become a global phenomenon and the fastest growing social media platform in Vietnam (Tomorrow Marketer, 2021 [2]) with its 16 million downloads. Intending to become more competitive in

---

### Article history:

Received (December 1, 2021), Review Result (January 29, 2022), Accepted (March 10, 2022)

\* *The study was approved by the Ethics Committee of the University of Economics Ho Chi Minh City - UEH, Vietnam.*

\* *The funders had no role in study design, data collection, analysis, decision to publish, or preparation of the manuscript.*

\* *All authors agree to publish without any complaints.*

Vietnam's online ad market, where Facebook and Google dominate, TikTok recognizes that localization is critical to persuade Vietnamese consumers, particularly millennials and Gen Z users – who prefer short-form and influencer-driven content to conventional advertising. It could be said that TikTok is considered an effective advertising channel with a large customer reach and retaining long-term customers. This is an opportunity for advertisers and businesses to promote their products. Nevertheless, there are some advertisements with inappropriate content that frequently appear on TikTok, which may make users ignore or feel uncomfortable or even annoyed.

Although consumers' online buying behaviour has been studied in several previous studies, the majority of them were, in general, the attitudes towards social media advertisements conducted before the spread of the Covid-19 pandemic. For example, customers' online shopping behavior is influenced not only by demographic characteristics such as age, gender, and occupation ( Bhat et al. [3]; Baubonien et al. [4]) but also by perceived benefit factors (Makhitha et al. [5]; Keyurkumar et al. [6]; B.N. Sethna et al. [7] ). It is still unclear how this pandemic has affected consumer behavior when it comes to online buying. This study aims to identify the factors influencing young people's attitudes towards TikTok ads and their impact on their online purchasing behavior in Ho Chi Minh City during the Covid-19 pandemic.

## **2. Literature review**

### **2.1. Online advertising**

Online advertising involves deliberate messages placed on the website of an intermediary, including search engines and directories available on the Internet (Ha, [8]). There are numerous forms of it, but the website was the first to be mentioned by researchers (Long, [9]; Muñoz-Leiva et al. [10]; Kent et al. [11]). According to Berthon, Pitt, and Watson [12], a website is an e-commerce channel. Furthermore, a variety of studies have been conducted around the world on various types of online advertising, such as banner advertising (Namin et al. [13] ), Coupon/loyalty advertising (Zhou et al. [14]), search engine marketing (Breuer & Brettel, [15]; Bhandari et al. [16]), e-mail (Brettel & Spilker-Attig, [17]), and social networks (Eid et al. [18]).

The American Marketing Association recognizes advertising as any form of non-personal presence of goods, ideas, and services. Kotler et al. [19] stated that online advertising is an effort to market products and services and build customer relationships through the Internet. TikTok's online advertising is the way we use the social media system to market, advertise, promote items and brands, and answer questions. The remarkable point in communication on social media is the content of articles, customer groups, websites and so on that are made by not only service providers but also Internet users (Rakuten Super Logistics [20])

#### *Online consumer behavior*

Online shopping is a form of e-commerce that allows consumers to use a web browser to buy goods or services directly from a seller over the Internet (Nupur, 2015). Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler et al. [21]). According to Javadi et al. [22], online shopping behaviour is the process of purchasing products or services online. In a typical online shopping process, when a potential consumer recognizes the need for a particular good or service, they use the Internet to search for relevant information, evaluate the options, and decide whether to buy and their behavior after purchasing.

The consumer buying decision process is relatively similar between purchasing directly in-store and online; however, there are some differences due to the influences of the shopping environment and marketing communications (Kotler and Armstrong, [23]). Online shopping has many benefits for customers. It is not only fast and convenient but also, in many cases, cheaper than local stores (Moran, [24]). Moreover, the variety of products on the Internet is often much larger than that of offline shopping. Nguyen et al., [25] found that in Vietnam, consumer demand has shifted toward online shopping. Moran [24] argued that consumers' approaches to shopping for products and services changed when they used online commerce because online firms have more control over the consumer shopping experience, including unprecedented access to buyer data and demographics.

## **2.2. Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) (Ajzen & Fishbein [26]; Fishbein & Ajzen, [27]) due to the significant limitations of prior theory in dealing with voluntary behavior. However, the latter theory suggests that behavior is not entirely under control, making voluntary behavior possible. According to the TRA, a person's positive attitude, together with their thoughts, equaled their behavioral intention. In contrast to TRA, the TPB model provides a better description of the behavioral model, which states that a person is assumed to perform a given action if that person has genuine control over the conduct (Ajzen, [28]). As a result, when a person has a more positive attitude and subjective norm, as well as an increase in perceived behavioral control and intention, that person will engage in actual action (Ajzen, [28]). Behavioral beliefs and the effect of normative beliefs on subjective norms are expected to influence attitudes in the TPB model, whereas control beliefs are the foundation of behavioral control (Ajzen, [28]). However, the link between these variables remains unclear (Ajzen, [28])

## **2.3. Technology Acceptance Model (TAM)**

The TAM (Davis, [29]) is an adaptation of the Theory of Reasoned Action (TRA), which was used to assess user acceptance of computers. It is measured by intention to use and the influence of attitude, perceived utility, and perceived ease of use on that intention (Davis et al. [30]). The findings revealed that perceived usefulness had a significant impact on intention to use, whereas perceived ease of use had only a minor impact. On the other hand, the impacts of perceived utility and convenience of use on intention to use were somewhat mediated by attitude (Davis et al. [30]). The TAM was then changed by deleting the attitude component found in the TRA because attitude did not play an essential role in influencing the variables. The new TAM demonstrated its purpose of acting as a mediator in the link between perceived utility, perceived ease of use, and usage behavior (Venkatesh et al. [31]).

The findings revealed that perceived usefulness and convenience of use were factors in intent to use. Several prior studies (Heijden et al. [32]; Kim & Hong, [33]) have supported this hypothesis. Gong et al. [34], Roca et al. [35], and Yusniza [36] found that perceived usefulness is a strong factor in intention to use, but perceived ease of use has little impact. Bagozzi [37] argued that the TAM is ineffective for investigating and explaining usage behavior because perceived utility and simplicity of use may not adequately explore usage behavior. Chuttur [38] stated that future research should look into and develop other models that emphasize TAM's strengths rather than its flaws.

### 3. Proposing direction for the study

This study develops hypotheses that focus on analyzing the direct impact of TikTok ads on young people's online purchasing behavior in Ho Chi Minh City-based on adjusting, supplementing, and analyzing the impact of the following factors on consumer shopping attitudes: (1) informativeness, (2) entertainment, (3) reliability, (4) interaction, (5) irritation, and (6) advertising duration.

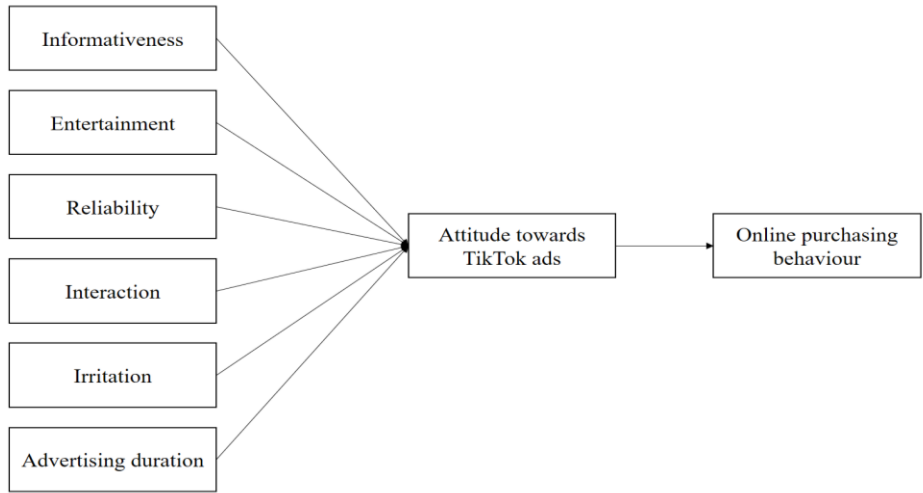


Figure 1. Proposed research model  
 Source: by authors, 2021

Advertising plays an important and legitimate role in providing information (Rotzoll et al. [39]). The goal of advertising is to inform customers about new products, new features of existing products, or changes in product prices (Kotler and Keller, [21]). According to Waldt et al. [40], information is defined as the ability of advertising to provide consumers with alternative product options such that they are most satisfied with their purchase decisions. Schlosser et al. [41] asserted that consumers' attitudes toward Internet advertising are influenced by the information and usefulness of advertising, thereby influencing their decision-making about buying behaviour. Therefore, the information provided to consumers must be accurate, appropriate, timely, and useful because they are concerned about the information related to them (Chowdhury et al. [42]).

*Hypothesis 1: Informativeness has a positive impact on young people towards attitudes toward TikTok advertisements.*

Consumers prefer to see ads when they contain many funny and interesting elements, and as much excitement as possible is appreciated (Alwitt et al. [43]). According to Ducoffe [44], entertainment is the ability to meet customers' needs to relieve mental stress, diversion, aesthetics, and emotional enjoyment. Tsang and Ashmawy [45] showed that entertainment in advertising has a positive impact on perceived value and consumer attitude. A high level of interest and attraction in the process of interacting with the media positively affects mood and perception (Than et al. 2013) [46].

*Hypothesis 2: Entertainment has a positive impact on young people's attitudes towards TikTok advertisements.*

Reliability is defined as an optimistic expectation of the results of an event, human behavior, or consumers' perception of the trustworthiness of advertisements and advertisers in general. Advertising reliability is influenced by various factors, especially a company's reputation, and message issuer. According to Goldsmith et al. [47], reliability has a direct and positive influence on customer attitudes towards advertising, branding, and purchase intention.

*Hypothesis 3: Reliability has a positive effect on attitudes towards advertising via TikTok.*

Interactive ability, which allows users to engage in creativity and entertainment, is the level of exchange between users and types of advertising and is described as a means for individuals to communicate effectively regardless of space and time. Sukpanich and Chen [48] classified interaction into three categories such as “machine,” “content” and “human” interactions. One interactive capability of social media is its ability to attract numerous users to use text, images, videos, and links to follow and share new products with other consumers. This helps consumers gather more information and experience to make decisions.

*Hypothesis H4: Interaction has a positive impact on attitudes towards advertisements on TikTok.*

Irritation refers to the level of discomfort caused by annoying and inappropriate ads. The effectiveness of advertising is diminished by irritation owing to the impression that consumers have that they are in trouble. According to Ducoffe [44], when advertisers use techniques that are offensive or excessive, consumers often feel the unwelcome and unpleasant effects of the ad. Ads that are often annoying and overstated can lead to confusion, denial reactions, negative attitudes towards advertising, and even reduce customers' purchase intentions (Pham Thi Lan Huong and Tran Nguyen Phuong Minh, 2014). As a result, ads that provide customers with a non-distracting experience have a positive impact on their perception of TikTok social networking ads.

*Hypothesis H5: Irritation has a negative effect on attitudes toward advertising via TikTok.*

Advertising duration is the performance time of the products appearing in an advertisement. According to Datareportal (2021) [49], research by We are social, the types of content most consumed by Vietnamese Internet users each month include short videos (97.6%), vlogs (61.2%), music (73.2%), radio (44.4%), podcasts (37.9%). Owing to the digital transformation process and the favor of consumers, short-form video is an option that many brands choose to reach and attract customers. TikTok's report also emphasizes that short-form videos will become an important tool for businesses to find and interact with customers.

*Hypothesis H6: Advertising duration has a positive impact on the attitude towards TikTok ads*

Attitudes towards social media advertisements are influenced by positive and negative factors, of which the factors that negatively affect attitudes are irritation, inappropriateness, etc., and factors affecting positive influence regarding customer policies and the infrastructure of e-commerce websites. Online shopping behaviour refers to the behaviour of Internet users when shopping on e-commerce websites. The attitude towards online shopping is assumed to have a positive influence on buying behaviour. In this study, the authors also rely on this

trend when studying online buying behaviour based on the attitude towards TikTok ads and expect the positive attitude of online buyers to increase online shopping behaviour. Determining the buyer's attitude towards the product is very important because it has a strong influence on their behaviour, especially in competitive conditions.

*Hypothesis H7: Attitude towards advertisements has a positive impact on young people's online purchase behaviour in Ho Chi Minh City.*

## **4. Research design**

Authors conducted in-deep to find out what factors affect interviews on the attitudes towards TikTok ads and online shopping behavior of young people in Ho Chi Minh City and also to measure the relevance of the observed variables in the survey. Later, we also use the survey as a tool to test the insights on a large scale. With this method, we can survey a large number of respondents to increase the objectivity and reliability of the research paper.

### **4.1. Preliminary assessment**

The authors conducted in-depth interviews with four experts who were knowledgeable about the market and consumers in the field of e-commerce and working in TikTok. They were two online marketing specialists, one online marketing department head, and one director working in the field of buying and selling online. The questions in the qualitative interview focused on research on attitudes towards TikTok ads and online shopping behaviour of young people in Ho Chi Minh City. Experts agreed that the six factors given by the authors had an impact on the online shopping behaviour of young people in Ho Chi Minh City. They also suggested that some observed variables should be omitted, and then replaced with different variables consistent with the objectives of the research, and add the “advertising duration” component to the scale. On the other hand, in the group discussion, the research team explained the scales in the research model, including the definitions and observed variables of each scale. The results showed that most respondents agreed with the observed variables of the factors that affect online shopping behaviour. In addition, some respondents suggested editing the following statements to be more concise and easier to understand:

#### *Official scales*

There were two adjusted observed variables in terms of informativeness. Regarding the entertainment factor, there is one additional variable: “Ads with many minigames on TikTok are so attractive to me”. Regarding the reliability factor, there is also one additional variable: “Some ads display poor-quality goods or even counterfeit consumer goods”. There were three and four adjusted observed variables for the Irritation and Online Purchasing Behaviour factors, respectively. After conducting the group discussion, the first draft scale was adjusted to the content presented above into the second one, including 37 observed variables, specifically: the informativeness scale has five observed variables, entertainment: five, reliability: five, interaction: four, irritation: five, advertising duration: three, attitude: three, and online purchasing behaviour: seven. In addition, the authors adjusted the order of the scales to fit the survey. Based on the results of the focus group's preliminary research, this study adjusted the impact of TikTok advertising on young people's online shopping behaviour.

We collect the data through the convenient survey via Google Form due to the impact of the Covid-19 pandemic. With this sampling method, we had difficulty in collecting data online because the authors could not control the response time and willingness of the

respondents. Besides, the questionnaire is used according to the Likert scale with 5 levels, so the levels can be understood differently depending on the question and the respondents. To overcome the difficulties in the above sampling process, the research team asked the questions in the survey concisely and understandably to suit the survey subjects. At the same time, we also test with a small group before launching the official survey.

#### 4.2. Sampling and data collection

Official quantitative research was conducted by surveying 371 respondents who had watched TikTok ads and had online shopping at least once, of whom only 350 were valid, accounting for 94%. Because of the Covid-19 pandemic, this study used a questionnaire pre-designed on the Google Docs form. All the respondents lived in Ho Chi Minh City, Vietnam. According to the random sampling method, the authors collected a sample of 28.9% men and 71.1% women. There were two main age groups of respondents: (1) 16-22 years old and (2) 23-30 years old. In particular, the group of users aged 16–22 years accounted for a higher rate than the group of users aged 23–30 years, specifically more than three times. It can be said that young people aged 16 - 22 are more interested in using TikTok than the older and prefer online shopping to traditional commerce.

### 5. Results

#### (1) Online shopping frequency during Covid-19 pandemic

People are gradually becoming accustomed to staying at home and working from home as a result of the Covid-19 epidemic's effects, and online purchasing is becoming more convenient. According to the survey, people often purchase 2-5 times/month with the highest rate of 52.9%, followed by more than 5 times/month with a rate of 26.6%, once a month at the rate of 16%, and finally every day at the rate of 4.6%.

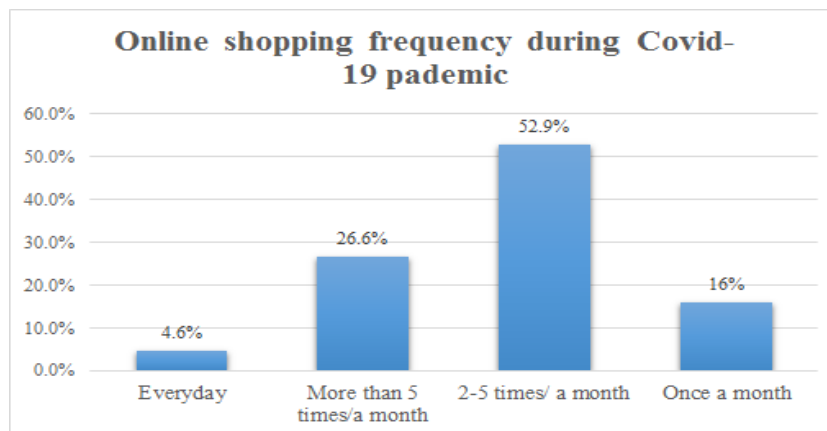


Figure 2. Online shopping frequency during Covid-19 pandemic  
Source: by authors, 2021

#### (2) Type of ads respondents like to see most

TikTok has a wide range of ad types, with a variety of content and formats. However, user preferences for each type of advertisement differ. The authors discovered that, with a rate of 29.7%, Branded Hashtag Challenges ads are the most popular. This is the most potent form of advertising that is easily accessible to users, and its content is diverse. Next, at a rate of

23.7%, influencer collaborations are the second most popular type of advertising. The presence of celebrities and influencers enhances the credibility of products and advertisements. Branded Effects, Branded Takeover ads, and Top View ads are three types of ads with roughly the same ratio as well as three types of ads with relative user reach, but businesses must have a high budget. Although not as popular with users as other types of advertising, in-feed ads are the right type for individuals and small businesses with a limited advertising budget.

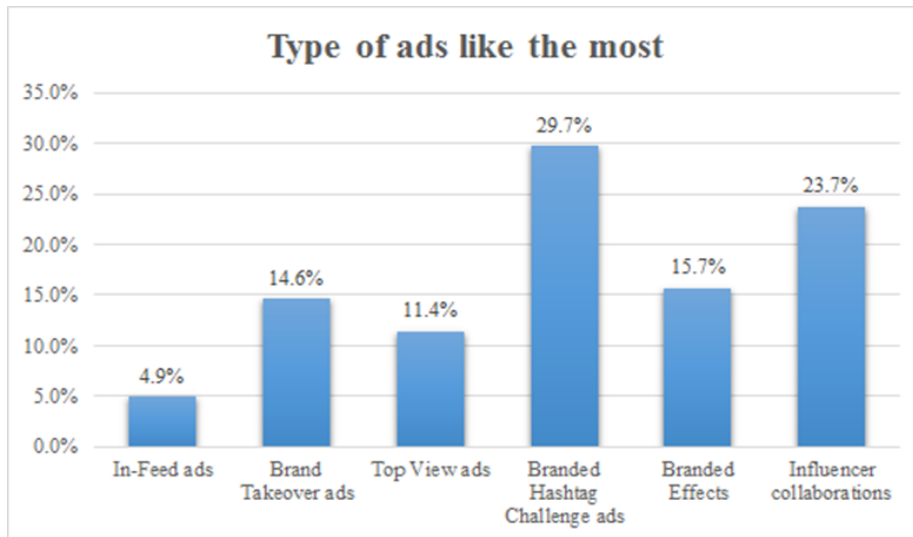


Figure 3. Type of ads that respondents like to see most  
 Source: by authors, 2021

(3) Products you choose when shopping online

During the Covid-19 outbreak, a wide range of products was purchased online, with a focus on personal health care and household appliances. Most consumers preferred cosmetics and personal care goods, with 19.2 percent choosing them. Online shopping allows consumers to choose from a variety of brands, varieties, and prices, among others. It is more convenient than going out to search stores to buy things, especially during the difficult Covid-19 outbreak. Fashion and accessories are next with a rate of 17.9%, which is identical to cosmetics and personal care goods, another commodity that should be acquired online. Following that, items such as media and books, ICT/electronic goods, and pharmaceutical and healthcare products are distributed evenly. The categories of hand sanitizers, liquid hand soap and pipes, household cleaning products, toilet paper, and canned food have a low rate of 6–8%, yet these goods are nevertheless necessary for daily life. Despite its availability in supermarkets and convenience stores, online shopping remains a safe option during the Covid-19 pandemic.



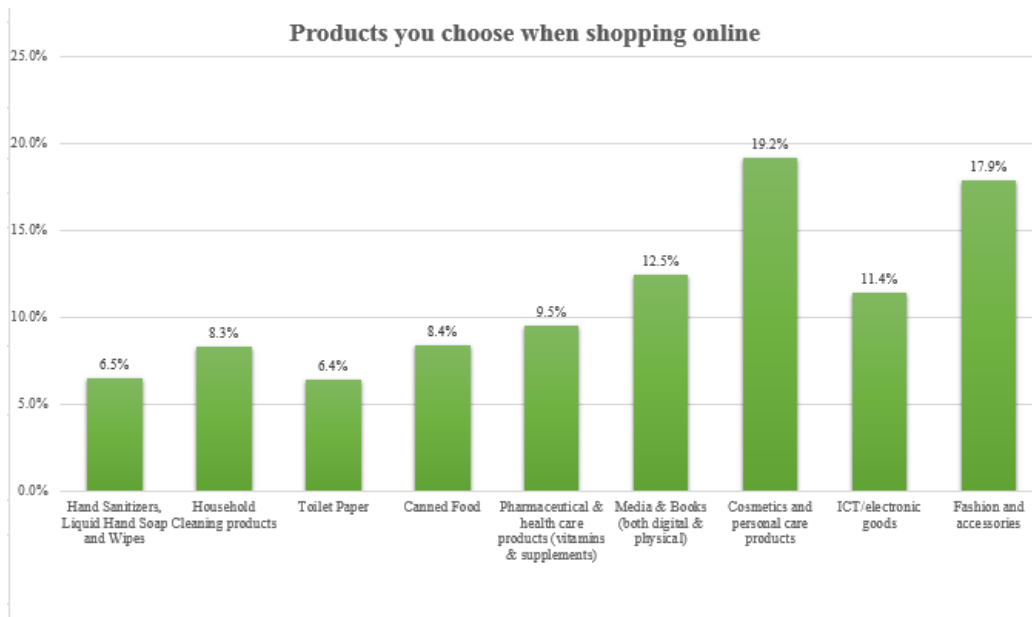


Figure 4. Products you choose when shopping online  
Source: by authors, 2021

#### (4) Testing reliability Cronbach's alpha

The results of Cronbach's alpha of all observed variables are quite high ( $>0.6$ ), so the components of the study model are reliable: INT (0.925), DUR (0.908), and ENT (0.905); the components consist of REL (0.880), BHV (0.854), INF (0.836), and ATT (0.816) rated well, and IRR (0.787) rated acceptable. In addition, the corrected item-total correlation for all observed variables was greater than 0.3. With the results in the Cronbach's Alpha system evaluation step, the authors accepted 6 independent variables as follows: "Informativeness" with 5 observed variables, "Entertainment" with 5 observed variables, "Reliability" with 5 observed variables, "Interaction" with 4 observed variables, "Irritation" with 5 observed variables, "Duration" with 3 observed variables, an intermediate variable "Attitude" with 3 observed variables and finally the dependent variable "Behavior" with 7 observed variables.

#### (5) The results of testing the conformity of the research model

The SEM analysis results showed that  $\text{chi-square/df (CMIN/df)} = 1.632 < 3$ . The model received the value  $\text{CFI} = 0.958 > 0,9$ ;  $\text{GFI} = 0.885 > 0,8$ ;  $\text{TLI} = 0.962 \geq 0,9$ ;  $\text{RMSEA} = 0.038 \leq 0.08$ .,  $\text{PCLOSE} = 0.978 \geq 1$ . all satisfied the general fit assessment criteria of the model. Thus, the research model is suitable for survey data.

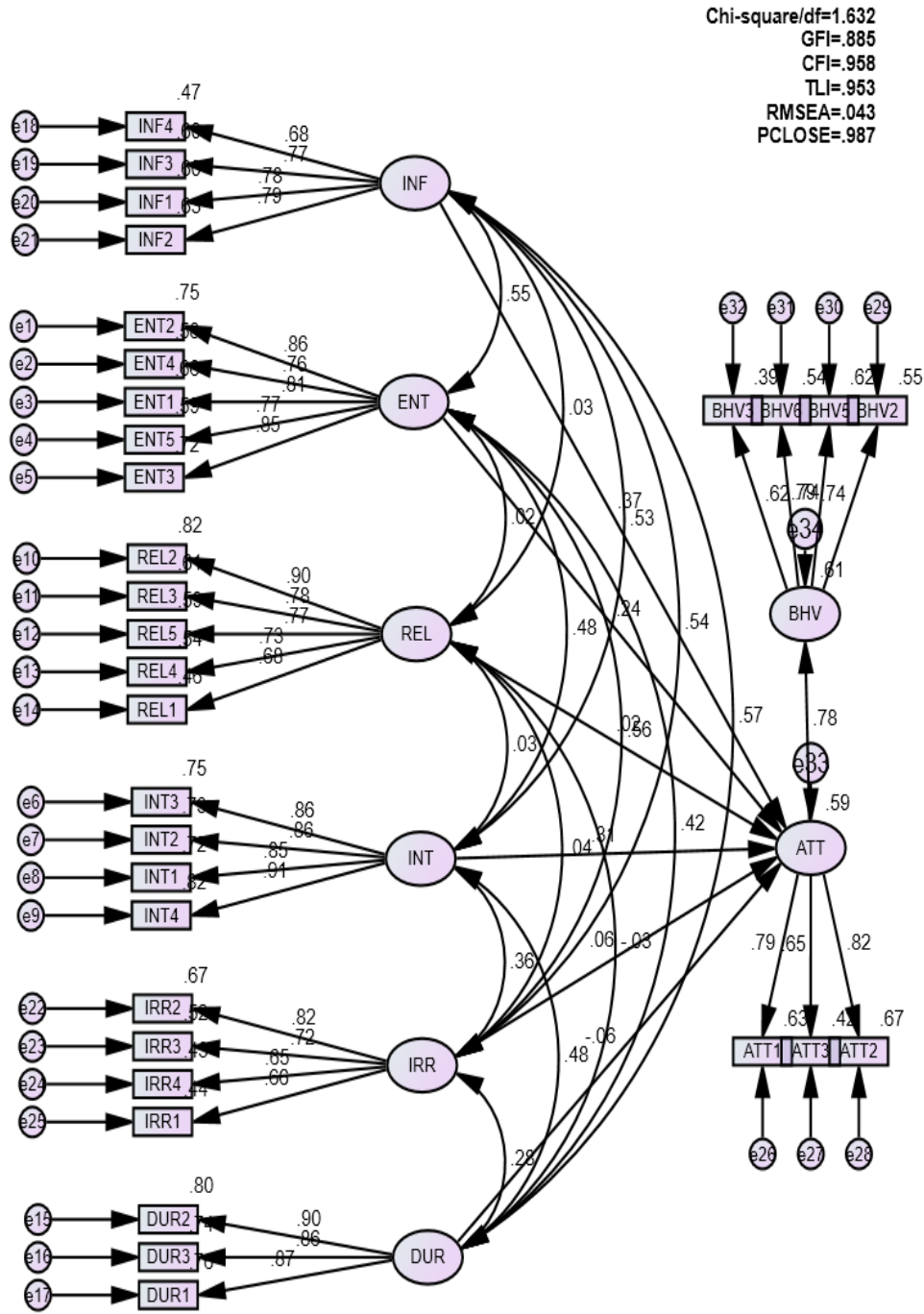


Figure 5. SEM analysis results of the theoretical research model  
 Source: by authors, 2021

(6) Testing the research hypotheses

[Table 1] summarizes the results of the research hypothesis testing. Three hypotheses are rejected: H3, H5, and H6, because their p-values are smaller than 0.05, which does not meet the requirement.

Table 1. Summary of hypothesis testing results

Hypothesis		Hypothesis Testing
H1	Informativeness has a positive impact on the attitude of young people towards advertisements on TikTok.	Sig=0.000 < 0.05 & $\beta=0.367$ Accept the hypothesis
H2	Entertainment has a positive impact on the attitude of young people towards TikTok ads.	Sig=0.00 < 0.05 & $\beta=0.262$ Accept the hypothesis
H3	Reliability has a positive effect on attitudes towards advertising via TikTok.	Sig=0.577 > 0.05 Reject the hypothesis
H4	Interaction has a positive impact on the attitude towards the advertisements on TikTok.	Sig=0.000 < 0.05 $\beta=0.295$ Accept the hypothesis
H5	Irritation has a negative effect on the attitude toward advertising via TikTok.	Sig=0.344 > 0.05 Reject the hypothesis
H6	Advertising duration has a positive impact on the attitude towards TikTok ads.	Sig=0.336 < 0.05 Reject the hypothesis
H7	Attitude towards advertisements has a positive impact on the online purchase behavior of young people in Ho Chi Minh City.	Sig=0.000 < 0.05 $\beta=0.779$ Accept the hypothesis

Source: by authors, 2021

(7) Bootstrap test

To assess the reliability of the SEM model's estimates, the authors applied the bootstrap test method with 500 bootstrap samples. The results of the tests are shown in the table below, and the bootstrap method is used to calculate the columns SE, SE-SE, Mean, Bias, and SE-Bias, with the mean column displaying the average of the bootstrap estimates. Column CR was calculated using the following formula:  $CR = Bias/SE-Bias$ . Because the absolute value of CR is small compared to 2, the difference between the two estimations is very small and not statistically significant at the 95% confidence level.

Table 2. The results of the bootstrap test

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	CR= Bias/ SE-Bias
ATT	<---	INF	.084	.003	.369	.002	.004	.500
ATT	<---	ENT	.079	.002	.261	-.001	.004	.250
ATT	<---	INT	.072	.002	.295	.000	.003	.000
BHV	<---	ATT	.057	.002	.780	.001	.003	.333

Source: by authors, 2021

(8) Multigroup analysis of gender (male and female)

P-value = 0.699 (> 0.05), there is no difference in chi-square between the unconstrained model and the constrained model, choosing the constrained model.

According to the findings, gender did not affect the relationships in the research model. In other words, there was no distinction between male and female customers.

Table 3. Multigroup analysis of gender

MODEL	Chi-square	Df	p-value	Result
Unconstrained Model	506.2	326	0.699029276	Constrained Model
Constrained Model	508.4	330		
Difference	2.2	4		

Source: by authors, 2021

(9) Multigroup analysis of age was divided into two groups: 16 – 22 years and 23 – 30 years.

P-value = 0.052 (> 0.05), there is no difference in chi-square between the unconstrained model and the constrained model, choosing the constrained model.

According to the findings, age did not affect the relationships in the research model. In other words, there is no distinction between 16 – 22 years old and 23 – 30 years old customers.

Table 4. Multigroup analysis of age

MODEL	Chi-square	Df	p-value	Result
Unconstrained Model	521.1	326	0.051843079	Constrained Model
Constrained Model	530.5	330		
Difference	9.4	4		

Source: by authors, 2021

(10) Multigroup analysis of Income

The multi-group analysis of income has four groups: under USD 130 per month, USD 220 per month, USD 440 per month, and USD 450 per month.

P-value = 0.102 (> 0.05) demonstrates that there is no difference in chi-square between the unconstrained and constrained models.

According to the findings, Income does not affect the relationships between factors in the research model. In other words, there is no distinction between the four groups in the variable "Income".

Table 5. Multigroup analysis of income

MODEL	Chi-square	Df	p-value	Result
Unconstrained Model	1110.4	652	0.101935971	Constrained Model
Constrained Model	1123.7	660		
Difference	13.3	8		

Source: by authors, 2021

The research's key outcomes indicate that attitudes towards advertisements on Tiktok are influenced by three variables of information, Interaction, and entertainment with the number of 0.367, 0.295, and 0.262, respectively. The two variables that are attitudes towards advertisements and online shopping behavior are positively related with an impact coefficient

of 0.779. At the same time, based on the Multi-group test, we have not found a difference in demographics affecting the online shopping behavior of Ho Chi Minh City people in the Covid-19 pandemic.

## **6. Research contributions and managerial implications**

### **6.1. Research contributions**

Practically, this study highlights the impact of TikTok ads on the online shopping behavior of young people during the Covid-19 pandemic. The findings of this research serve as a foundation for business administrators who intend to use TikTok as a useful channel for marketing purposes. In addition, companies specializing in advertising and marketing have a clearer view of the impact of TikTok ads on young people's attitude and its impact on online shopping behavior during the Covid-19 pandemic, thereby distinguishing which factors have positive or negative impacts on appropriate strategies to improve the efficiency of online business activities, motivate online customers, especially gain profits, and increase the business's value. In scientific terms, the scales measuring the impact of advertising on young people's online shopping behavior built in this study can also serve as a reference for market research service companies to design questionnaires for the process of collecting information to provide customers' needs.

### **6.2. Managerial implications**

Based on the results mentioned above, this study discusses and proposes recommendations about informativeness, interaction, and entertainment factors for businesses that use TikTok to promote themselves, as well as for TikTok to develop and become a more innovative social networking application.

#### **6.2.1. Informativeness**

(1) Businesses should update information about products/services on a regular and continuous basis to attract consumers' attention and interest. For TikTok ads, in addition to humour and entertainment, administrators should focus on presenting full product information concisely to make it easy for customers to obtain information and memorize.

(2) Focusing on necessary and useful information in order not to provide customers spam.

(3) Providing customer information about promotions, discounts, etc. in various ways in the current period.

(4) Determining target customers to find a more suitable strategy to convey information and types of advertising methods most effectively to customers.

(5) The mathematical tools of TikTok and other social media sites are used to reach customers who often search for specific products or brands.

#### **6.2.2. Interaction**

(1) Making use of basic interactive functions on TikTok, such as comments, reactions, and even Livestream, to convey and reply to customers. Effective interaction requires enterprises to have consultant staff to work productively to meet customer requirements and solve their problems on time.

(2) Businesses need to update their status and information on products regularly, develop a sustainable plan to make videos, and increase their views and interactions for TikTok's account.

(3) TikTok limits the number of words commented under each video (under 50 words), so feedback and reviews of customers cannot have details and other customers just have general information when deciding to buy products. Thus, TikTok could consider improving its function to create opportunities for businesses and customers.

(4) Increasing consumer engagement using TikTok features such as comments, reactions, and Livestream to reach out to customers more thoroughly. In this way, businesses can answer customers' questions quickly and note both good and bad feedback to improve their products as well as help customers receive notifications and return to see the latest updated product information.

(5) They always respond to questions and requests from customers and have a dedicated customer support team.

(6) Regularly update status and product information; develop TikTok content, follow trends to maintain interaction, and plan to increase views and interactions on the TikTok channel.

### **6.2.3. Entertainment**

(1) Video images are one of the factors that help increase the effective attraction to video ads. Therefore, images published in advertisements must ensure the characteristics of brands; it is necessary to comply with the rules of brand identity, content orientation, dominant colors, and image regulations to avoid damaging the brand's reputation. Eye-catching and sympathetic images make consumers more curious and stimulate them to learn more about products. Videos with live sounds are also a way to attract customers' attention in the first few seconds and make them view entire advertisements.

(2) In creating content for videos published on TikTok, besides providing information for customers, brands need to skillfully integrate funny and entertaining stories into videos, which should limit controversial and annoying content, easily leading to scandals that adversely affect brand reputation.

(3) Depending on the target audience groups, brands should take advantage of some popular types of advertising on TikTok platforms, such as Branded Hashtag Challenge ads, Influencer collaborations, Top View ads, etc., and combine various types of ads to attract young customers.

(4) Firms can collaborate with TikTok to create trends that appeal to the young to join them and make them viral on this platform. These trends help businesses promote their brands and reach target customers in a shorter period.

## **7. Conclusion and future research directions**

The results from the descriptive statistics show that the level of shopping online and interest in TikTok often focuses on females, and it seems that they have more needs than males do. In terms of the purchasing behaviour of customers affected by attitude toward advertising, this study indicates that purchase behaviour is at a relative level (price mean = 3.2086). Regarding the impact of TikTok ads on online shopping behaviour, the study has

shown that four components affect the attitude towards TikTok ads from strongest to lowest in the following order: informativeness has the strongest impact ( $\beta = 0.367$ ), interaction ( $\beta = 0.295$ ), and entertainment ( $\beta = 0.262$ ). In addition, attitude towards TikTok has a strong impact on online shopping behaviour ( $\beta = 0.779$ ).

Although this study fulfilled the research objectives, there are still some limitations. First, it investigates the factors of advertising on the online shopping behaviour of customers via TikTok and does not provide a broad view of the advertising field. Consequently, in the opinion of the field administrator, this research contributes little value. Second, the study was only conducted with young people living in Ho Chi Minh City who had previously seen the TikTok advertisement; thus, could not completely apply to the whole population of TikTok users. The team of authors conducted the convenience survey, not the stratification probability; therefore, the research results are not highly representative. Therefore, the probability sample method should be used in future studies to improve its representativeness. Third, this study only explains 60.7% of the variation in online shopping behaviour through TikTok advertising by the independent variable attitude in the models.

Further studies with larger sample sizes are required to gain a better understanding of advertising. Researchers should examine other factors that have not been discovered in this study or investigate the relationship between demographics and factors. We propose adding other variables to test online purchasing behaviour. Differentiated features, such as economic benefits, are added for application to online purchasing behaviour. Therefore, future research may be replicated by applying the same concept but in different contexts to analyze online purchasing behaviour. Collecting information through qualitative research is also very useful for comprehending an individual's rationale regarding the influencing and non-influencing factors. Therefore, further research is needed to identify new factors that affect online purchasing behaviour.

## References

- [1] Slideshare, "Viet Nam Mobile Report 2021," Retrieved from: <https://www.slideshare.net/appota/vietnam-mobile-application-report-2021>
- [2] Tomorrow Marketers, "Cac loai hinh quang cao tren TikTok," (2019), Retrieved from: <https://blog.tomorrowmarketers.org/cac-loai-hinh-quang-cao-tren-tiktok/>
- [3] S. A. Bhat, S. B. Islam, and A. H. Sheikh, "Evaluating the influence of consumer demographics on online purchase intention: An e-tail perspective," *Paradigm*, vol.25, no.2, pp.141-160, (2021), DOI:10.1177/09718907211045185
- [4] Baubonien and Guleviit, "E-commerce factors influencing online shopping behavior," *Social technologies*, ISSN 2029-7564 (online), (2015)
- [5] K. Makhitha and K. Ngobeni, "The influence of demographic factors on perceived risks affecting attitude towards online shopping," *SA Journal of Information Management*, vol.23, (2021), DOI:10.4102/sajim.v23i1.1283
- [6] Dr. Keyurkumar, V. Bhatt, and J. Nagvadia, "Measuring impact of factors influencing to consumer buying intention with respect to online shopping," *International Journal Of Management*, vol.12, pp.230-242, (2021), DOI:10.34218/IJM.12.1.2021.019
- [7] B. Sethna, S. Hazari, and B. Bergeil, "Influence of user-generated content in online shopping: Impact of gender on purchase behavior, trust, and intention to purchase," *International Journal of Electronic Marketing and Retailing*, vol.8, pp.344-371, (2017), DOI:10.1504/IJEMR.2017.10008550
- [8] L. Ha, "Online advertising research in advertising journals: A review," *Journal of Current Issues and Research in Advertising*, vol.30, pp.31-48, (2008)

- [9] H. C. Long, "The relationship among learning orientation, market orientation, entrepreneurial orientation, and firm performance of Vietnam marketing communications firms," *Philippine Management Review*, vol.20, (2013)
- [10] F. Muñoz-Leiva, J. Hernández-Méndez, and D. Gómez Carmona, "Measuring advertising effectiveness in travel 2.0 websites through eye-tracking technology," *Physiology and Behavior*, vol.200, (2018), DOI:10.1016/j.physbeh.2018.03.002
- [11] M. Potvin Kent and E. Pauzé, "The effectiveness of self-regulation in limiting the advertising of unhealthy foods and beverages on children's preferred websites in Canada," *Public Health Nutrition*, vol.21, no.9, pp.1608-1617, (2018), DOI:10.1017/S1368980017004177
- [12] Berthon, Pitt, and Watson, "The world wide web as an advertising medium: Toward an understanding of conversion efficiency," *Journal of Advertising Research*, vol.36, no.1, pp.43-53
- [13] A. Namin, M. L. Hamilton, and A. J. Rohm, "Impact of message design on banner advertising involvement and effectiveness: An empirical investigation," *Journal of Marketing Communications*, vol.26, no.2, pp.115-129, (2020), DOI:10.1080/13527266.2017.1393767
- [14] H. Zhou, L. Li, and X. Gu, "Evaluating and analyzing the effectiveness of online advertising," pp.31-37, (2018), DOI:10.1109/IEA.2018.8387067
- [15] Breuer and Brettel, "Short- and long-term effects of online advertising: Differences between new and existing customers," *Journal of Interactive Marketing*, vol.26, no.3, pp.155-16, (2012)
- [16] R. S. Bhandari and A. Bansal, "Impact of search engine optimization as a marketing tool," *Jindal Journal of Business Research*, vol.7, no.1, pp.23-36, (2018), DOI:10.1177/2278682117754016
- [17] Brettel and Spilker-Attig, "Online advertising effectiveness: A cross-cultural comparison," *Journal of Research in Interactive Marketing*, vol.4, no.3, pp.176-196, (2010)
- [18] M. Eid, N. Nusairat, M. Alkailani, and H. Al-Ghadeer, "Internet users' attitudes towards social media advertisements: The role of advertisement design and users' motives," *Management Science Letters*, vol.10, no.10, pp.2361-2370, (2020)
- [19] P. Kotler and G. Armstrong, "Principles of marketing," (14th Ed.). Thanh pho Ho Chi Minh: NXB Lao Dong, (2014)
- [20] Rakuten Super Logistics, "Three key advantages of online shopping," [Website], (2020), <https://www.rakutenl.com/post/three-key-advantages-of-online-shopping>
- [21] P. Kotler and K. Keller, "Marketing Management," (12th Ed.), Prentice-Hall, Upper Saddle River, (2006)
- [22] M. H. M. Javadi, H. R. Dolatabadi, M. Nourbakhsh, A. Poursaedi, and A. R. Asadollahi, "An analysis of factors affecting online shopping behavior of consumers," *International Journal of marketing studies*, vol.4, no.5, pp.81, (2012)
- [23] Kotler and Keller, "Marketing Management," (14th Ed.). Harlow: Pearson Education Limited, (2012)
- [24] N. Moran, "The illusion of safety: How consumers underestimate manipulation and deception in online (vs. Offline) shopping contexts," *Journal of Consumer Affairs*, [Epub ahead of print] (2020), DOI:10.1111/joca.12313
- [25] H. V. Nguyen, X. T. Hiep, V. H. Le, X. N. Nguyen, M. T. Do, and N. Nguyen, "Online book shopping in Vietnam: The impact of the COVID-19 pandemic situation," *Publishing Research Quarterly*, vol.10, pp.1-9, (2020)
- [26] I. Ajzen and M. Fishbein, "Understanding attitudes and predicting social behavior," Prentice-Hall, Englewood Cliffs, NJ, (2020)
- [27] I. Ajzen and M. Fishbein, "Belief, attitude, intention, and behavior. An introduction to theory and research," Reading, Mass: Addison-Wesley, (2020)
- [28] I. Ajzen, "The theory of planned behavior," *Organizational Behavior and Human Decision Processes*, vol.50, no.2, pp.179-211
- [29] F. D. Davis, "User acceptance of information systems: The technology acceptance model (TAM)," (2020)



- [30] F. Davis, "Perceived usefulness, perceived ease of use, and user acceptance of information technology," *MIS Quarterly*, vol.13, no.3, pp.318-340, **(2020)**
- [31] V. Venkatesh and F. D. Davis, "A theoretical extension of the technology acceptance model: Four longitudinal field studies," *Management Science*, vol.46, no.2, pp.186-204, **(2000)**
- [32] Heijden, Verhagen, and Creemers, "Understanding online purchase intentions: Contributions from technology and trust perspectives," *European Journal of Information Systems*, vol.12, no.1, pp.41-48, **(2003)**
- [33] Kim and Hong, "The quality of word-of-mouth in the online shopping mall," *Journal of Research in Interactive Marketing*, vol.4, no.4, pp.376-390, **(2010)**
- [34] Gong, Stump, and Maddox, "Factors influencing consumers' online shopping in China," *Journal of Asia Business Studies*, vol.7, no.3, **(2013)**
- [35] Roca et al, "The importance of perceived trust, security, and privacy in online trading systems," *Information Management and Computer Security*, vol.17, no.2, pp.96-113, **(2009)**
- [36] Y. Kamarulzaman, "Adoption of travel e-shopping in the UK," *International Journal of Retail and Distribution Management*, vol.35, no.9, pp.703-719, **(2007)**
- [37] Bagozzi, "The legacy of the technology acceptance model and a proposal for a paradigm shift," *Journal of Association for Information Systems*, vol.8, no.4, **(2007)**
- [38] M. Chuttur, "Overview of the technology acceptance model: Origins, developments, and future directions," *All Sprouts Content*, pp.290, **(2009)**
- [39] K. B. Rotzoll, J. E. Haefner, and C. H. Sandage, "Advertising in contemporary society," West Chicago, IL: South-Western Publishing Company, **(2009)**
- [40] D. L. R. Van der Waldt, M. Van Loggerenberg, and L. Wehmeyer, "Celebrity endorsements versus created spokespersons in advertising: A survey among students," *South African Journal of Economic and Management Sciences*, vol.12, no.1, **(2009)**
- [41] A. E. Schlosser, S. Shavitt, and A. Kanfer, "Survey of internet users' attitudes toward internet advertising," *Journal of Interactive Marketing*, vol.13, no.3, pp.34-54
- [42] H. K. Chowdhury, N. Parvin, C. Weitenberner, and M. Becker, "Consumer attitude toward mobile advertising in an emerging market: An empirical study," *International Journal of Mobile Marketing*, vol.2, pp.33-41, **(2006)**
- [43] L. F. Alwitt and P. R. Prabhaker, "Functional and belief dimensions of attitudes to television advertising: Implications for copy testing," *Journal of Advertising Research*, vol.32, no.5, pp.30-42
- [44] R. H. Ducoffe, "Advertising value and advertising on the web," *Journal of Advertising Research*, vol.36, no.5, pp.21-35
- [45] Tsang (2004), El-Ashmawy. (2014), "Measuring university students' attitude towards Facebook advertising," *The Macrotheme Review*, vol.3, no.9, pp.40-55
- [46] D. T. Nguyen, D. N. Tran, and M. C. Pham, "Proposing a model of accepting online advertising on social networks in Vietnam," *Journal of Science and Technology Development*, vol.16, pp.5-18, **(2013)**
- [47] B. Lafferty and R. E. Goldsmith, "Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the Ad," *Journal of Business Research*, vol.44, pp.109-116
- [48] PT. L. H. Pham and N. P. M. Tran, "Factors affecting young consumers' attitudes towards SMS advertising," *Tap chi Phat Trien Kinh te*, pp.89-108
- [49] Datareportal, "Digital 2021 global digital overview, we are social," **(2021)**, <https://datareportal.com/reports/digital-2021-global-overview-report>

***This page is empty by intention.***