Theoretical and Practical Research in Economic Fields

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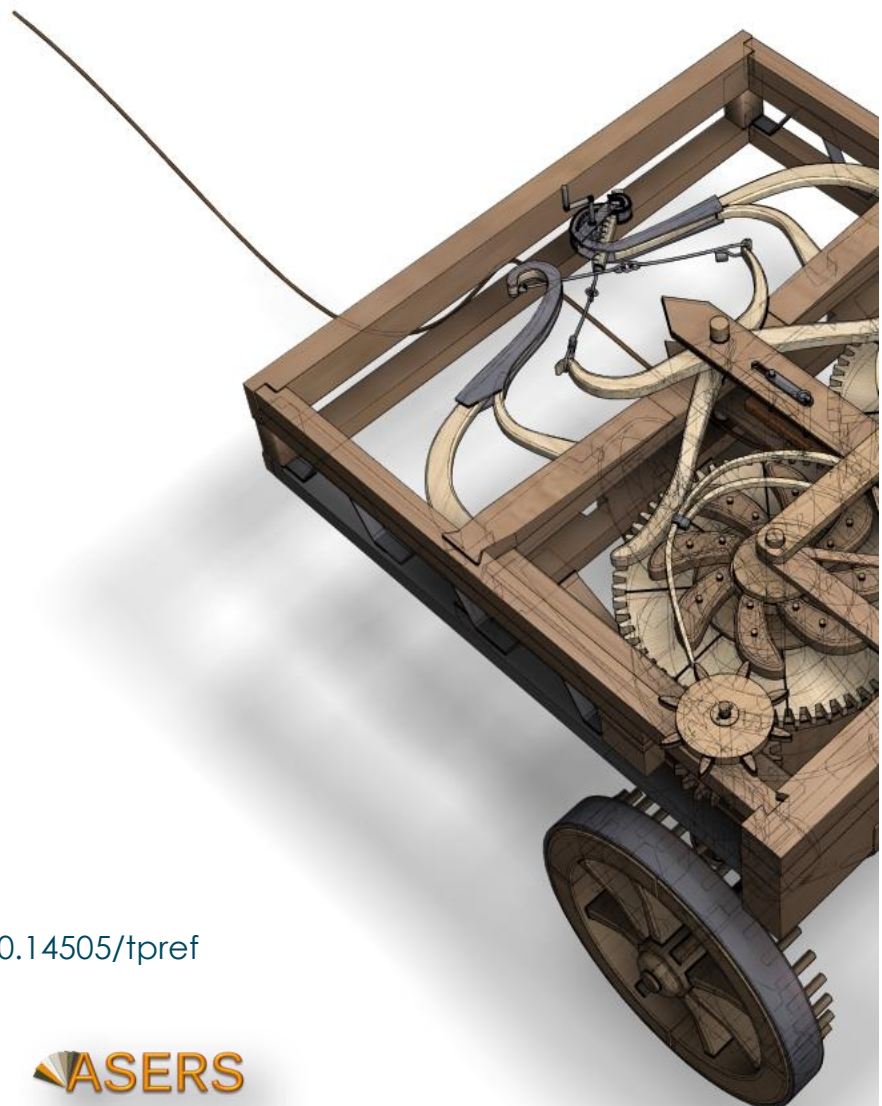## Fall Issue
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The Power of Short Video Content on TikTok Shop Consumers in Viet Nam

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Abstract: This study focuses on exploring how short-form video content on TikTok Shop goes beyond being a mere promotional tool, to become a powerful catalyst for consumer shopping behavior in Ho Chi Minh City. By surveying 766 consumers using a questionnaire refined from previous studies, the study sheds light on the factors that positively impact shopping decisions, including engagement, information, entertainment, trustworthiness, and usefulness. The collected data is analyzed through three main steps: descriptive statistical analysis, measurement model evaluation and structural model validation via SMARTPLS-3 software and SPSS 27 additional support software. The results show that short video content has the ability to increase the perceived value of consumers, significantly affecting purchase intentions and behaviors on this platform. From the above findings, the study not only helps to identify the core factors that impact purchase behavior but also proposes specific strategies to optimize video content and improve online business efficiency. Therefore, the research brings practical contributions to businesses doing business on TikTok Shop and other social media platforms in improving user experience and increasing commercial value.

Introduction

The exponential development of digital technologies has fundamentally transformed consumer behavior and retail strategies worldwide. In recent years, Vietnam has emerged as one of the most dynamic e-commerce markets in Southeast Asia. According to YouNet ECI (2024), the Gross Merchandise Value (GMV) of major e-commerce platforms in Vietnam - including Shopee, Lazada, TikTok Shop, and Tiki - reached USD 13.82 billion in 2024, representing a 40% increase compared to the previous year. The country's e-commerce market is expected to surpass USD 25 billion, accounting for approximately 9% of national retail sales.

Among these platforms, TikTok Shop has rapidly solidified its market position by combining short-form video content with integrated online shopping features. In 2024, TikTok Shop alone achieved a GMV of USD 3.8 billion, commanding a 26.9% market share and reflecting a remarkable 99% growth in revenue (YouNet ECI, 2024). This model - often described as "shoppertainment" - merges entertainment with commerce, creating an immersive shopping experience that particularly appeals to Generation Z consumers, who are digital natives and active users of social platforms.

Prior literature has increasingly emphasized the power of short-form videos in influencing consumer behavior. For instance, Minh *et al.* (2024) and Meng *et al.* (2024) found that user-generated video content significantly affects online purchase intentions, especially when mediated by factors such as perceived trust, engagement, and value perception. Wu *et al.* (2024) further suggested that short videos stimulate consumer interest by enhancing emotional appeal and delivering product information efficiently. These findings align with the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM), which posit that attitudes and perceived usefulness are critical determinants of behavioral intention (Ajzen, 1991; Davis, 1989).

Despite TikTok Shop's growing prominence, empirical research on its influence on consumer purchase behavior remains limited, particularly in the Vietnamese context. Ho Chi Minh City, as a major urban hub, has one of the highest TikTok user bases in the country. Yet, the mechanisms by which video content characteristics influence purchasing decisions on TikTok Shop are still underexplored. This research gap is particularly salient given that ineffective content strategies may lead to poor consumer engagement, reduced trust, and ultimately, lost sales opportunities for businesses.

In recent years, TikTok Shop has emerged as a potential social commerce platform, especially in Vietnam – where there is a young population structure, high level of social media use, and rapidly changing consumer trends. Ho Chi Minh City, as a dynamic economic hub, is witnessing a sharp increase in shopping behavior through short-form videos and livestreams. According to the We Are Social & Meltwater report (2024) TikTok currently has more than 50 million users in Vietnam, and TikTok Shop recorded a 3-fold increase in orders in 2023 (Thanh Minh, 2024).

In particular, in the first quarter of 2025, TikTok Shop Vietnam recorded revenue growth of nearly 113.8% over the same period last year, helping to increase the market share from 23% to 35% (Vietdata, 2025). This tremendous growth clearly reflects a new consumer trend: consumers are increasingly attracted to short, highly interactive forms of content, and at the same time want an intuitive and entertaining shopping experience.

However, despite being strongly applied in practice, short-form video content on TikTok Shop has not been fully explored from an academic perspective. Currently, very few studies in Vietnam have analyzed content factors such as interactivity, information, entertainment, reliability and usefulness – as well as their indirect influence mechanisms on perceived value, advertising value, purchase intent, etc. and actual purchasing behavior.

Therefore, the novelty of this study lies in building a comprehensive theoretical model, integrating the above content elements along with intermediate variables and output behaviors, and testing it with the PLS-SEM structural equation model – a powerful analytical tool and suitable for the context of modern consumer behavior research.

In practical terms, the research results can help businesses build and optimize video content strategies on TikTok Shop – the platform with the fastest e-commerce growth rate today. Especially in Ho Chi Minh City. Understanding which elements in the video really promote purchase behavior will help businesses increase the efficiency of reaching customers, improve conversion rates and make the most of social commerce opportunities.

Furthermore, it advances theoretical understanding by integrating models of technology acceptance, planned behavior, and advertising value within the context of a fast-growing Southeast Asian market.

In short, the topic not only contributes to filling the academic gap in short-form video marketing in the social commerce environment but also brings high application value to businesses that are participating in or intend to invest in TikTok Shop in the Vietnamese market.

1. Literature Review

1.1. Related Concepts

TikTok is considered the leading platform for short-form video content. While other platforms offer a variety of content formats, TikTok focuses primarily on short-form videos, typically between 15 and 60 seconds or possibly longer. The app has transformed the way users' approach and create content, encouraging creators to produce short, engaging, and creative videos that are different from traditional longform content on other platforms. These videos focus on conveying the message quickly and efficiently, grabbing the viewer's attention in a short time. Additionally, short video content on TikTok is used to introduce products, services, or brands to consumers through the social media platform (Vui, 2024).

The term "consumer purchasing behavior" refers to the entire process from investigation, procurement, use, evaluation to spending on goods and services to meet individual needs. According to Philip Kotler, these are actions related to finding, purchasing, using, and evaluating products and services. The American Marketing Association emphasizes that this process includes decisions before, during, and after a purchase.

TikTok Shop is an e-commerce platform integrated into the TikTok app, allowing brands, sellers, and content creators to introduce, promote, and sell products directly through short videos, live streams, or online stores. Consumers can view product information, interact with sellers, and make shopping transactions right on the app without switching to another platform, according to the TikTok Shop Ecommerce Platform E-commerce Module Presentation Topic in 2025. In addition, TikTok Shop is a combination of entertainment and commercial elements, creating an attractive and convenient shopping experience for users.

1.2. Theoretical Models

The origin and history of TRA development was developed to better understand the relationship between attitudes, intentions, and behaviors (Fishbein & Ajzen, 1977). According to the theory of rational action (TRA), behavior can be predicted largely by an individual's attitude towards the performance of that behavior, through the influence of behavioral intent.

Planned Behavior Theory (TPB) (Ajzen, 1991) is an extension of Reasoned Action Theory (TRA) (Fishbein & Ajzen, 1977), which became necessary due to the latter model's inability to handle behaviors without the individual's ability to control the will completely. According to Ajzen (1991), the fact that an individual performs a certain act is determined by the person's intention to perform that act. For the TPB, attitudes towards target behavior, subjective norms of engaging in behavior, and perceived behavioral control are thought to influence internet purchase intent and behavior.

The Technology Acceptance Model (TAM) was first created by Davis (1989), also based on the theory of rational action (TRA) (Fishbein & Ajzen, 1977) in psychological research. TAM argues that the ease of use and usefulness of technology predicts a user's attitude towards the use of the technology, subsequent behavioral intent, and actual use. Ease of use is also considered to have an effect on the usefulness of technology.

The theory of social influence (SIT) was originally formulated by Kelman (1953) in the early 1950s. This theory is seen as a theoretical framework that explains the conditions under which social influences create changes in attitudes or behaviors. Kelman (1970) defines social influence as a change in behavior in a social context caused by a person or group of people. Social influence theory hypothesizes that there are three modes of acceptance of social influence, namely compliance, identification, and internalization (Kelman, 1970).

The Unified Theory of Technology Adoption and Use is a commonly used model that shows good predictive performance and accurately describes user behavior when new technologies are launched. It was developed by Venkatesh & Davis (1996). According to a study by Pratama (2024), the results of the study show that expectations of performance, social influence, favorable conditions, price value, hedonistic motivation, and habits have a positive effect on attitudes and behavioral intentions. In addition, attitudes also have a positive effect on behavioral intentions, thereby influencing the relationship between consumers' trusting behaviors between behavioral intentions and usage behaviors, reinforcing this relationship. This study provides insights for technology developers and marketers on the key factors driving the adoption of e-commerce through social media platforms such as TikTok Shop, thereby increasing the use of TikTok Shop.

1.3. Hypothesis

1.3.1. Interactivity (INT)

The study by Quan *et al.* (2023) looks at how viral videos on social media affect consumers' purchase intentions. In particular, engagement is defined as the degree to which consumers feel able to engage and respond to video

content. According to Moreno - Albarracín & Blanco-Sánchez (2024) believes that TikTok promotes a culture of engagement through user interaction and entertainment content, creating a symbiosis between creators, brands, and the community. This interaction highlights the role of reviews and commentary in shaping consumer behavior. Han *et al.* (2024) point out that factors such as interaction, presence, and awareness all play an important role in shaping consumer behavior and purchasing decisions. Handranata *et al.* (2024) and Meng *et al.* (2024) also showed that interaction, entertainment, and trending on TikTok positively affect purchase intent, in which brand interaction plays a key role in consumer decisions. Further studies on information quality and engagement suggest that these factors contribute to social presence, which is important for driving purchase intent. The development of measurement frameworks that help optimize engagement to effectively impact consumption decisions (Jiang *et al.* 2024). So, the following hypotheses can be proposed:

H1a: Interactivity positively affects the perceived value of short video content.

H1b: Interactivity positively influences consumers' purchase intention.

1.3.2. Entertainment (ENT)

Valeza & Soriano (2024) points out that entertainment refers to the extent to which watching TikTok videos brings enjoyment, fun, and pleasantness to users. The correlation between TikTok content and purchase intent is further supported by findings that emphasize entertainment as the most influential factor in this relationship. In addition, the entertainment factor is also highlighted by Valeza & Soriano (2024) as the most influential aspect that influences purchase intent, showing that consumers are attracted to content that is not only informative but also entertaining. Research by Rizomyliotis *et al.* (2024) indicates that entertainment content in TikTok ads positively influences purchase intent, in addition to factors such as influence credibility and expertise. Therefore, brands should prioritize the entertainment factor to maximize the impact on consumer behavior. The study Mahmud *et al.* (2024) also demonstrated that the entertainment value of TikTok content has a positive effect on students' purchase intentions. Highly entertaining content helps increase interest and drive shopping behavior. In a study by Ao *et al.* (2023), entertainment value was identified as the strongest influencing factor on influencer interaction, thanks to its ability to bring excitement, attractiveness, and relaxation, thereby attracting viewers, creating positive connections, and promoting purchase intent.

H2a: Entertainment has a positive impact on the perceived value of short video content.

H2b: Entertainment positively impacts consumer purchase intention.

1.3.3. Infomation (INF)

According to Ngoc *et al.* in 2024, information is defined as the extent to which advertising videos on TikTok provide clear and useful information about the product such as detailed descriptions, user manuals, and reviews from users to help consumers understand and make purchase decisions. According to Goldsberry (2024), complete, clear, and reliable information in TikTok videos plays an important role in promoting the purchase intent of consumers, especially Gen Z. Not only the content, but also the persuasiveness and credibility of the sharer also strongly influence the purchase decision. A study by Ngo *et al.* (2024) confirms that the reliability of eWOM information on social media platforms plays an important role in shaping consumers' online purchase intentions. Therefore, businesses should focus on building and maintaining reliable information in their social media marketing strategies to drive customer purchasing behavior. Adapon *et al.* (2024) point out that information acceptance ratings are associated with increased intention to buy local cosmetics, showing how information received and spread on TikTok plays an important role in shaping consumer behavior.

H3a: Information is positively related to consumers' purchase intention.

H3b: Information is positively related to the advertising value of short video content.

1.3.4. Credibility (CRE)

Credibility in the study by Ong *et al.* (2024) is defined as the accuracy and stability of product information on TikTok Shop, which directly affects the level of consumer trust and thereby promotes purchase intent. When product information is judged to be reliable, consumers will tend to strengthen their purchase decisions. In addition, this study shows that reliability is the most important factor influencing purchase intent on TikTok Shop in Indonesia. Consumers trust accurate and reliable product information on this platform, which drives their purchase intent. Sharkasi & Rezakhah (2023) explore the impact of influencer trust on purchase intent on TikTok. The results show that influencer trust has a direct effect on consumer trust and in turn impact their purchase intent. According to Anastasiei *et al.* (2025), the virtual social relationship between consumers and influencers can increase trust and in turn influence consumers' purchase intentions on TikTok. Research by Ferdianto *et al.*

(2024) proves that reliability in the context of content marketing and consumer interaction can be understood as the accuracy, consistency, and reliability of information and interactions between sellers and consumers on a platform like TikTok. This reliability directly affects consumers' purchase intentions, especially Gen Z.

H4a: Credibility has a positive impact on consumer purchase intention.

H4b: Credibility has a positive impact on the advertising value of short video content.

1.3.5. Usefulness (USE)

Usefulness is defined according to research by Su *et al.* (2024) as consumers' perception of the benefits that shopping on TikTok brings, such as saving time and effort, improving the shopping experience, and making it easier for them to access products that match their needs and impact purchase intent, when consumers notice that TikTok offers obvious benefits and saves time, they tend to have higher purchase intent, as the platform effectively meets their needs and improves the shopping experience. Rahman & Huh (2023) have demonstrated that video can be helpful in achieving higher user engagement. Makmor *et al.* (2023) have also shown that perceived usefulness has a strong influence on customer attitudes towards online shopping. Furthermore, TikTok's unique, useful features, such as its short-form video format and social media presence, have been shown to enhance consumer engagement, which in turn influences purchase intent. The interactive nature of TikTok allows for a more immersive experience, potentially leading to higher levels of consumer engagement and impulsive shopping (Obadă & Țugulea, 2024). In research by Minh *et al.* (2024), it was found that usefulness has a positive impact on purchase intent, when consumers perceive UGC videos to be reliable and provide relevant information, making it easier for them to make purchase decisions.

H5a: Usefulness positively impacts consumer purchase intention.

H5b: Usefulness positively impacts the advertising value of short video content.

1.3.6. Perceived Value of Short Video Content (PV)

Zhang (2023) study describes perceived value as a comprehensive consumer evaluation of the usefulness of a product or service, weighing the perceived benefits against the cost of purchase. Over time and with changes in consumer perceptions, perceived values have included psychological aspects. In terms of content marketing, perceived value and purchase intent Hilmiyah *et al.* (2024) conducted research on men's skincare brands in Jakarta and revealed that content marketing has been shown to have a positive impact on brand image, trust in the brand and perceived value. The study highlights the importance of perceived value in influencing consumers' purchase intentions. In the context of content marketing and green innovation, enhancing perceived value can be an effective strategy to drive purchase behavior. There is also research that explores the empirical analysis of green innovation for fashion brands, green value and purchase intent, highlighting the mediating role of cognitive value and the regulatory role of consumer innovation (Jiang & Chen, 2024). In addition, Pratista & Marsasi (2023) shows that emotional connections and attachment to a product or service significantly increase cognitive value through positive experiences, emotional connections, and brand loyalty, regardless of objective attributes. Businesses should focus on creating short video content that is entertaining, provides useful information, and encourages social interaction to enhance the perceived value of short video content and achieve higher marketing effectiveness. Finally, Liu & Wang (2023) showed that informative and entertaining short video content significantly influences purchase intent, with perceived value partly mediating. The degree of product relevance regulates this relationship.

H6: Perceived value of short video content has a positive impact on consumers' purchase intention.

1.3.7. Advertising Value of Short Video Content (ADV)

The advertising value of short video content on TikTok is defined through factors such as entertainment, reliability, personalization, and attractiveness of the content. These factors positively affect the purchase intention of consumers, especially Gen Z, by enhancing perceived value and positive attitudes towards advertising (Ngo *et al.* 2023). One of the key aspects examined is the content characteristics of short-form video ads. A study that analyzed 2,578 TikTok videos found that the specific attributes of these ads significantly influenced consumer purchasing behavior (Meng *et al.* 2024). This is in line with the extended ad value model, which suggests that the awareness generated by short video ads can enhance purchase intent (Dwinanda *et al.* 2022). The model shows that the effectiveness of these ads depends not only on their content, but also on how they resonate with the audience's interests and behaviors. Moreover, the effectiveness of short-form video ads goes beyond mere entertainment; It includes using content strategically to evoke emotional reactions and promote brand loyalty. Research by Saquin *et al.* (2024) has shown that the emotional appeal of short videos can significantly enhance

their effectiveness in driving purchase intent. This emotional connection is crucial in a crowded digital marketplace where consumers are bombarded with multiple advertising messages.

H7: Advertising value through short video content has a positive impact on consumer purchase intention.

1.3.8. Impact of Purchase Intention on Purchase Behavior (PI→PB)

Purchase intent is understood as the level of willingness and desire of consumers to purchase a particular product or service. This is an important mediator between marketing agents (*e.g.*, advertising, social awareness) and actual purchasing behavior. According to Qin *et al.* (2024), the influence of marketing strategies, such as influencer marketing, has been shown to significantly influence purchase intent and behavior. Research indicates that purchase intent has a positive impact on purchasing behavior, especially when mediated by effective marketing interventions. This suggests that strategic marketing can enhance consumer engagement and drive purchase action. In addition, Athaya & Wandebori (2024) examines the relationship between factors of trust, cognition, etc., with purchase intent and ultimately how it influences purchase behavior. İnal & Bil (2023) explores the mediating role of purchase intent in the relationship between influencer perceived characteristics (reliability and similarity) and consumer purchasing behavior. The results show that purchase intent plays an important mediating role, and influencer trust and similarity have a positive and significant effect on both purchase intent and purchase behavior. Research by Damberg *et al.* (2024) suggests that a favorable attitude towards a product can lead to positive purchase intentions, which in turn translates into actual purchase behavior. This is especially evident in the context of eco-labels, where trust in such certifications enhances green shopping intentions and behaviors.

H8: Purchase intention has a strong impact on consumer purchasing behavior.

Figure 1. Proposed research model
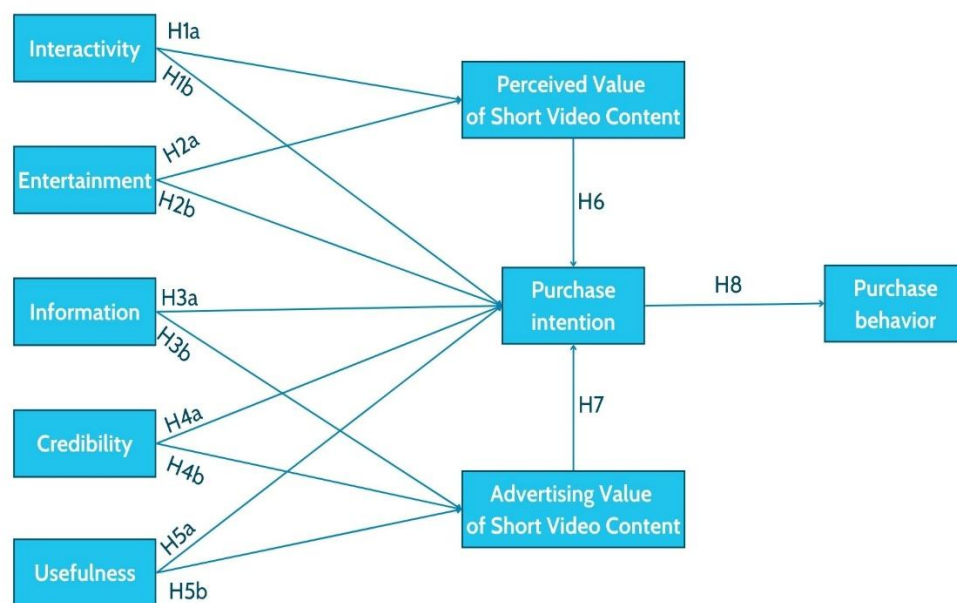
Source: Proposed Author

2. Research Method

The authors used a combination of qualitative and quantitative data to deeply explore a research problem. Through the qualitative research method, the factors are measured through 47 representative observation variables, which serve as the basis for the construction of the scale and the design of the questionnaire for the quantitative research stage. On the basis of synthesizing and analyzing previous studies, the authors developed a preliminary research model consisting of 5 independent factors "interactivity, information, entertainment, usefulness, and reliability" affecting 3 intermediate variables "advertising value of short video content, perceived value of short video content and consumer purchase intent", thereby influencing the dependent variable "consumer purchase behavior" to explore the relationship between these factors affecting consumer purchase behavior.

The quantitative research method that the authors conducted was to survey with a Google Forms survey questionnaire from a questionnaire designed with a 5-level Likert scale to help the team save time and be less

expensive but to earn a large amount of information from the questionnaire to serve the group's research. The number of survey responses that the research team collected was 766 samples, after data processing there were 556 valid samples. The team conducts screening, removing blank or inappropriate answers to ensure the accuracy and objectivity of the data. This is an overall size that cannot be determined because the group does not know how many customers have shopped on the TikTok Shop platform in Ho Chi Minh City. HCM. Thus, the minimum sample size required for the study would be 385 people (Yamane, 1969). Finally, the survey data after screening by the authors will be analyzed by Smart PLS 3 software, including descriptive statistics to synthesize basic information, reliability testing, and structural model testing to evaluate the linkages between variables.

The PLS-SEM method is particularly suitable for exploratory studies or when the research model is highly complex, including many potential variables and non-linear relationships. In addition, PLS-SEM has an advantage in cases where small samples or data do not follow standard distributions, which enhances the predictability and generality of the model (Hair *et al.* 2019).

Besides, compared with the traditional SEM method based on the structural equation estimated by the least squares model (CB-SEM), PLS-SEM does not require strict assumptions about data distribution and is more suitable for evaluating models with multiple reflective indicators (Henseler *et al.* 2015). Therefore, depending on the research objectives, researchers need to carefully consider before choosing the appropriate method to ensure the accuracy and practical value of the analysis results (Hair *et al.* 2021)

3. Result

3.1. Descriptive Statistics

After collecting 766 survey votes, the team processed and selected 556 valid votes from consumers in Ho Chi Minh City. Ho Chi Minh City and people who have made purchases on TikTok Shop. The descriptive statistical results show that women account for 55.4%, higher than men (44.6%), showing that women tend to be more interested in and influenced by short videos on TikTok Shop. In terms of age, the 18–30-year-old group accounted for the highest percentage (68.2%), followed by the 31–54-year-old group (19.8%), the group under 18 years old (11.5%) and the above 54 years old (0.5%), reflecting that TikTok Shop mainly attracts young and middle-aged customers. In terms of occupation, the group of students/students with the highest frequency of using TikTok, affirming that this is an important potential customer file (accounting for more than 55%). In terms of income, 72.8% of survey participants have an income of less than 8 million VND/month, showing that this platform attracts the majority of customers in the middle segment. Notably, 75.9% of users watch short videos at least twice a month before making a purchase on TikTok Shop, emphasizing the importance of video content in the decision-making process. These results are an important basis for further analysis of consumer behavior on this platform.

Table 1. Survey Sample Description Statistics

		Frequency	Percentage
Profession	State Civil Servants	55	9.9%
	Students	306	55.0%
	Office Staff	108	19.4%
	Different	87	15.6%
Gender	Male	248	44.6%
	Female	308	55.4%
Age	Under 18 years of age	64	11.5%
	18 – 30 years old	379	68.2%
	31- 54 years old	110	19.8%
	Over 54 years old	3	0.5%
Monthly income	Less than 2 million	89	16.0%
	From 2 – 5 million	174	31.3%
	From 5 – 8 million	142	25.5%
	Over 8 million	151	27.2%

Source: Data from SPSS)

3.2. Measurement Model

The results of the Cronbach's Alpha coefficient test (Table 2) ranged from 0.714 to 0.917, all of which exceeded the threshold of 0.70 which is considered acceptable in quantitative research, confirming the reliability of the scale (Hair *et al.* 2017). According to Hair *et al.* (2017), a CR value of 0.70 or higher is considered satisfactory in terms of aggregate reliability, reflecting the intrinsic consistency between the observed variables of a scale. The CR coefficient (Table 2) ranges from 0.823 to 0.934, which is in the ideal range of 0.70 to 0.95. This suggests that there is no significant redundancy between observations (Hair *et al.* 2018; Hair *et al.* 2022). Scales such as PB (0.934), PI (0.907), and ADV (0.906) have very high aggregate reliability, ensuring stability when applied to practical research.

The mean extract variance (AVE) is an important indicator for assessing the convergence of scales, reflecting the rate of variance of the potential variable explained by the observed variables. According to Hair *et al.* (2017), an AVE value greater than 0.50 indicates a well-convergent scale, meaning that the observed variables measure the conceptual efficiency they represent. All scales in (Table 2) have an AVE greater than 0.50, which meets the convergence standard (Hair *et al.* 2022).

Outer loading is an index that evaluates the contribution of each observed variable to the potential variable. According to Hair *et al.* (2017), an observed variable is considered significant when the outer loading factor is greater than 0.7. If this value is between 0.4 and 0.7, it can be considered retained if it increases the overall reliability of the model, and if it is less than 0.4, it should be discarded. Through testing, all observed variables had an Outer loading > of 0.7, which met the criteria of Hair *et al.* (2017), confirming a significant contribution to the latent variable.

Table 2. Reliability and convergent validity assessment

Factor	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Outer loading
ADV	0.875	0.906	0.616	0.763-0.803
CRE	0.767	0.852	0.59	0.741-0.814
ENT	0.811	0.869	0.571	0.706-0.788
INF	0.769	0.852	0.59	0.741-0.785
INT	0.714	0.823	0.538	0.724-0.751
PB	0.917	0.934	0.67	0.781-0.902
PI	0.883	0.907	0.55	0.713-0.769
PV	0.873	0.908	0.664	0.787-0.856
USE	0.817	0.879	0.646	0.775-0.832

Source: Data from SMART-PLS3

Differentiation is one of the important criteria for evaluating the value of the scale, ensuring that the underlying variables in the model are indeed distinct from each other. To test this, the study used the Heterotrait-Monotrait Ratio (HTMT), as proposed by Henseler *et al.* (2015). If the HTMT values are less than 0.90, the scale is considered to be satisfactory in terms of differentiation. All HTMT values in (Table 3) are below the threshold of 0.90 (Henseler *et al.* (2015), ensuring differentiation between concepts. This proves that the latent variables in the measurement model of the author group have obvious differences, and there is no homogeneity between concepts.

Table 3. HTMT

	ADV	CRE	ENT	INF	INT	PB	PI	PV	USE
ADV	0.785								
CRE	0.85								
ENT	0.832	0.827							
INF	0.865	0.844	0.816						
INT	0.639	0.652	0.623	0.731					
PB	0.621	0.656	0.603	0.632	0.405				
PI	0.862	0.867	0.833	0.879	0.715	0.644			
PV	0.82	0.78	0.736	0.871	0.659	0.595	0.844		
USE	0.793	0.8	0.795	0.793	0.656	0.57	0.84	0.753	

Source: Data from SMART-PLS3

In addition to the HTMT method, the Fornell-Larcker criterion was also used by the authors to test the differentiation of potential variables. According to this criterion, the square root of the AVE (the values on the diagonal) must be greater than all correlations between those variable and other potential variables in the same row or column (Fornell & Larcker, 1981). The results in Table 4 show that the values on the diagonal line (the quadratic root of AVE) are all greater than the remaining values in the same row and column, confirming that each potential variable has good differentiation from the others. This ensures that the scales accurately measure the concept to be studied without duplication with other concepts, contributing to improved model reliability. Thus, the test using the Fornell-Larcker criterion shows that the variables in the model are differentiated, meet the requirements of quantitative studies and can be used for further analysis.

Table 4. Fornell – Larcker

	ADV	CRE	ENT	INF	INT	PB	PI	PV	USE
ADV	0.785								
CRE	0.697	0.768							
ENT	0.7	0.653	0.755						
INF	0.712	0.65	0.645	0.768					
INT	0.506	0.483	0.475	0.543	0.734				
PB	0.558	0.552	0.522	0.533	0.33	0.819			
PI	0.761	0.715	0.707	0.729	0.57	0.582	0.741		
PV	0.717	0.639	0.621	0.717	0.523	0.533	0.742	0.815	
USE	0.671	0.633	0.647	0.631	0.502	0.494	0.717	0.636	0.804

Source: Data from SMART-PLS3

3.3. Structural Model

The results of the verification of the VIF coefficient (Table 5) of the authors' team show that most of the variables have VIF < 3, proving that there is no significant multi-collinear, ensuring the stability of the model. Some variables of PB have VIF from 3 to 5 (PB1, PB4, PB5, PB7) and especially PB3 = 5,306, indicating a correlation level higher than the average but still within the acceptable threshold. This should be kept in mind when interpreting the results.

Table 5. Variance Inflation Factor

Construct	VIF	Construct	VIF	Construct	VIF	Construct	VIF	Construct	VIF
ADV1	1.895	ENT1	1.523	INT2	1.374	PI1	1.872	PV3	2.498
ADV2	1.739	ENT2	1.544	INT3	1.345	PI2	1.708	PV4	1.892
ADV3	1.94	ENT3	1.729	INT4	1.336	PI3	1.83	PV5	2.193
ADV4	1.991	ENT4	1.72	PB1	3.347	PI4	1.689	USE1	1.663
ADV5	1.900	ENT5	1.418	PB2	2.479	PI5	1.78	USE2	1.555
ADV6	1.755	INF1	1.433	PB3	5.306	PI6	1.809	USE3	1.852
CRE1	1.662	INF2	1.507	PB4	3.308	PI7	1.998	USE4	1.769
CRE2	1.427	INF3	1.511	PB5	4.421	PI8	1.985		
CRE3	1.403	INF4	1.485	PB6	2.952	PV1	2.004		
CRE4	1.492	INT1	1.314	PB7	3.468	PV2	1.903		

Source: Data from SMART-PLS3

R Square (R^2) is an indicator that measures the extent to which independent variables can explain the variance of the dependent variable in the research model. According to Hair *et al.* (2017), an R^2 value of 0.75 or more is considered high, between 0.50 and 0.75 is average, and between 0.25 and 0.50 is acceptable. The R Square and R Square Adjusted values of the study variables (Table 6), help to evaluate the model's suitability with the collected data. The R Square results show that the model has relatively good interpretation for the variables PI (0.743) and ADV (0.634), proving that independent variables explain most of the variances of these two variables. The PV (0.452) and PB (0.339) variables have an average level of interpretation, indicating that there are other factors that influence them.

The Q² predict index is used to evaluate the predictability of the model in structural regression analysis (PLS-SEM), proposed by Stone (1974) and Geisser (1974). This metric is based on the crossvalidated redundancy method in the PLS model, which tests whether the model can accurately predict the value of the dependent variable. According to Hair *et al.* (2019), a Q² value of > 0 indicates a predictive model, in which, Q² from 0.02 to 0.15 has a weak prediction level, Q² from 0.15 to 0.35 has an average prediction level, and Q² > 0.35 with a strong prediction level. The Q² values (Table 6) are all greater than 0, indicating that the model has good predictability (Hair *et al.* (2019). Specifically, PI (Purchase Intent) has the highest predictive power (Q² = 0.703), followed by ADV (Ad Worth) with Q² = 0.632. The other two variables, PV (Perceived Value) and PB (Purchase Behavior), whose Q² is 0.443 and 0.335, respectively, still ensure average predictability. This confirms that the model is suitable for forecasting relationships in the study.

Table 6. Evaluation of Explainability (R2) and Prediction of the Model (Q2)

Factor	R Square	R Square Adjusted	Q² predict
ADV	0.634	0.632	0.632
PB	0.339	0.338	0.335
PI	0.743	0.74	0.703
PV	0.452	0.45	0.443

Source: Data from SMART-PLS3)

The F Square (f²) factor is used to evaluate how much each independent variable affects the dependent variable in the model. According to Cohen (1988), a value of f² ≥ 0.02 indicates a small effect, f² ≥ 0.15 is the average, and f² ≥ 0.35 indicates a large effect. The F Square value (Table 7) shows that the PI (Behavioral Intent) variable has the strongest influence on the dependent variable with f² = 0.513, exceeding the threshold of 0.35, indicating a large degree of impact. Next, ENT (Entertainment) → PV (Perceived Value) have a significant influence (f² = 0.327), close to the high threshold. Some other variables such as CRE (Creative) → ADV (Advertising) and INF (Information) → ADV have f² = 0.128 and f² = 0.168, respectively, representing an average impact. The remaining variables have f² < 0.1, indicating a small but still meaningful effect in the model.

Table 7. Evaluate the impact of each hypothesis (F Square)

	ADV	PB	PI	PV
ADV			0.038	
CRE	0.128		0.036	
ENT			0.028	0.327
INF	0.168		0.023	
INT			0.021	0.122
PI		0.153		
PV			0.052	
USE	0.091		0.05	

Source: Data from SMART-PLS3

3.4. Model Results Diagram

Figure 2. PLS-EM Results for the Measurement Model
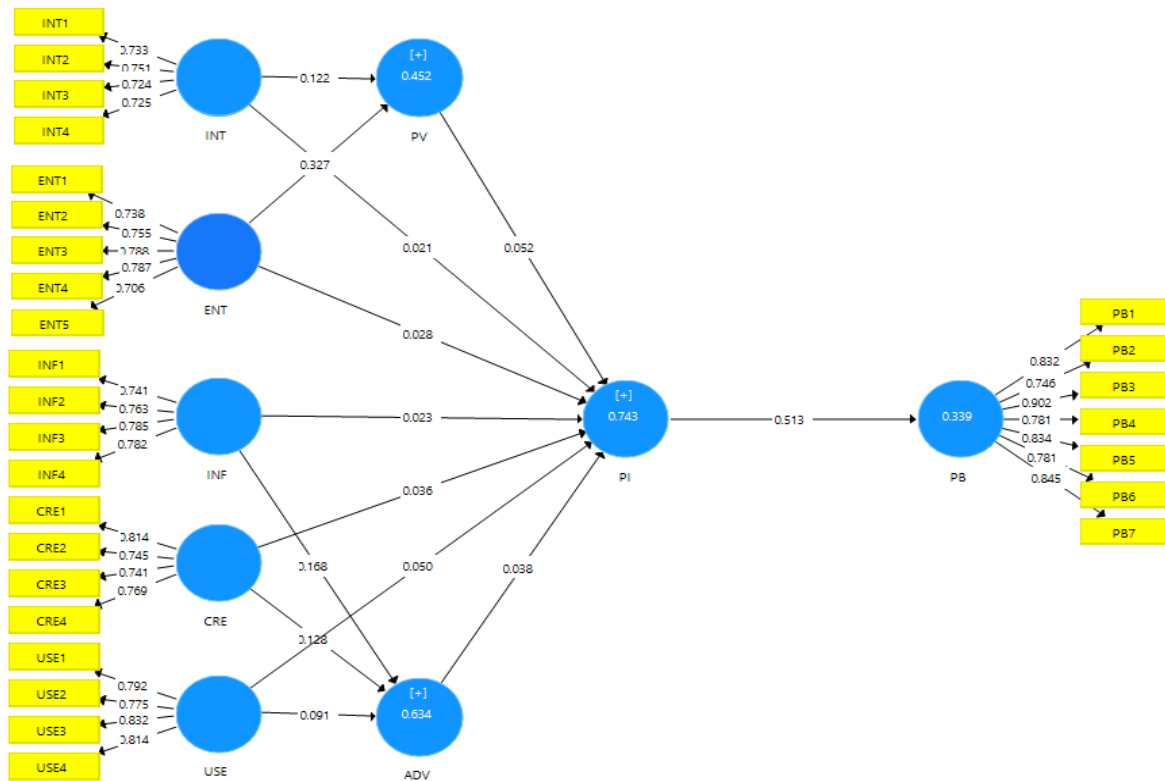
Source: Data from SMART-PLS3

3.5. Bootstrapping Testing

The analysis of the influence of independent factors on dependent factors is a critical aspect of empirical research, particularly in structural equation modeling (SEM). According to Chin *et al.* (1996) this analysis requires not only examining the authenticity of the relationships between variables but also assessing the extent to which these relationships impact resource allocation. In other words, verifying the significance of causal relationships alone is insufficient; researchers must also evaluate their practical implications in decision-making processes, particularly in contexts such as business resource management and policy development.

Table 8. Bootstrapping results table of structural model

	Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Result
INT -> PV	H1a	0.294	0.298	0.052	5.604	0.000	Accept
ENT-> PV	H2a	0.481	0.474	0.059	8.088	0.000	Accept
INF -> ADV	H3B	0.352	0.351	0.04	8.813	0.000	Accept
CRE -> ADV	H4B	0.307	0.308	0.044	6.997	0.000	Accept
USE -> ADV	H5B	0.254	0.252	0.041	6.260	0.000	Accept
ADV -> PI	H7	0.176	0.175	0.037	4.740	0.000	Accept
CRE -> PI	H4a	0.149	0.149	0.032	4.691	0.000	Accept
ENT -> PI	H2B	0.131	0.132	0.034	3.887	0.008	Accept
PV -> PI	H6	0.19	0.191	0.04	4.744	0.000	Accept
INF -> PI	H3a	0.128	0.126	0.035	3.646	0.000	Accept
INT -> PI	H1b	0.092	0.095	0.035	2.645	0.000	Accept
USE -> PI	H5a	0.172	0.172	0.037	4.680	0.000	Accept
PI -> PB	H8	0.582	0.578	0.056	10.444	0.000	Accept

Source: Data from SMART-PLS3

Moreover, to ensure the robustness and reliability of the proposed model, researchers must conduct additional validation tests. One widely accepted method is the Bootstrap resampling technique, which helps assess the stability and consistency of the estimated parameters. Hair *et al.* (2017) recommend using the Bootstrap method with 5,000 pattern iterations, as this approach enhances the accuracy of standard errors and confidence intervals, ultimately strengthening the validity of the model. By performing multiple resampling iterations, researchers can mitigate potential biases arising from sample-specific variations and enhance the generalizability of their findings.

So, to assess the impact between variables in the model, the study looked at the P-value, T-statistic, and impact coefficient (Original Sample - O). Hypotheses with a P-value < 0.05 are considered statistically significant, while T > 1.96 shows a statistically significant relationship between variables. Based on the impact coefficient, we can determine which variable has the strongest impact and how much impact each variable has on other potential variables. All hypotheses (Table 8) have a P-value < 0.05, proving that the relationships in the model are statistically significant (satisfactory). At the same time, all T values > 1.96, confirming that the relationships are statistically significant. In addition, to assess the level of impact between variables, it is necessary to measure indicators (Original Sample - O). The most impactful variables were Purchase Intent (PI) → Purchase Behavior (PB) (0.582), indicating that use intent plays the most important role in purchase decisions. The second largest impact is the entertainment (ENT) → perceived value of short video content (PV) (0.481), proving that the entertainment factor has a significant influence on the perceived value of users. The results of the analysis show that the relationships in the model are statistically significant, with different levels of impact, clarifying the influence of each factor on the dependent variable.

4. Discussion, Managerial Implications, Limitations, Future Research Directions

4.1. Discussion

The strong development of modern technology has promoted the trend of online shopping, especially on TikTok Shop – an increasingly popular platform in Ho Chi Minh City. In this context, this study focuses on identifying factors in short video content that influence consumers' purchasing decisions. Here is a detailed breakdown of each factor and their impact.

Interaction positively affects purchase intent (INT -> PI) with (O = 0.092 > 0). These results support research by Garg & Bakshi (2024) which asserts that interaction in the social media environment affects consumers' perceived value and shopping intent. This factor shows that when the level of engagement is high, consumers tend to trust the content more, thereby increasing the likelihood of making a purchase decision.

Leisure positively impacts purchase intent (ENT -> PI) with (O = 0.131 > 0. This result supports research by Wu and Zhang (2024), which indicates that highly entertaining short videos can boost consumer purchase intent. This factor emphasizes the role of compelling content in capturing attention and motivating purchases.

The informative count is positively related to the consumer's purchase intention (INF -> PI) with (O = 0.128 > 0). This result supports research by Madhushanka & Nishadi (2024), which emphasizes that information-rich content in advertising can impact the attitudes of young consumers, which in turn influences their shopping decisions. This factor shows that clear and useful information enhances consumer confidence and increases the likelihood that they will make a purchase decision. This factor shows that clear and useful information will help improve consumer confidence and increase the likelihood that they will make a purchase decision.

Reliability has a positive impact on purchase intent (CRE -> PI) with (O = 0.149 > 0). These results support the research of Dachyar & Banjarnahor (2017), which asserts that reliability is a core factor shaping consumers' shopping intentions. This factor emphasizes that trust in a brand, product, or shopping platform helps consumers feel more secure, thereby increasing the likelihood of making a purchase decision.

Usefulness positively impacts purchase intent (USE -> PI) with (O = 0.172 > 0). These results support research Binh & Luan (2022), which emphasizes that the perception of the usefulness of online stores can positively influence consumers' shopping attitudes. This shows that if the product or shopping platform brings high practical value and utility, consumers will tend to choose and use more.

The perceived value of short video content has a positive impact on purchase intent (PV -> PI) with (O = 0.19 > 0). These results support research by Madhushanka & Nishadi (2024), which shows that the perceived value of social media advertising can impact shopping attitudes and intentions. This factor shows that when consumers perceive clear value from marketing content, they will tend to trust and be willing to make a purchase decision.

The ad value of short video content has a positive impact on purchase intent (ADV -> PI) with (O = 0.176 > 0). This result supports the research of Kim & Han (2014), which emphasizes that the value that consumers

receive from advertising plays an important role in shaping shopping intent, especially on mobile devices. This shows that the ad needs to not only attract but also provide specific benefits, helping to increase persuasion and stimulate purchase behavior.

Purchase intent has a strong impact on purchase decision making (PI -> PB) with (O = 0.582 > 0). This result supports the research of Wijekoon & Sabri (2021) who have also determined that purchase intent is an important factor in consumer decision-making. This suggests that once consumers have formed a purchase intent, the likelihood that they will actually buy the product will be very high.

4.2. Managerial Implications

4.2.1. For Businesses

To attract young consumers and provide promotional opportunities for small and medium-sized businesses, businesses need to focus on factors that have a positive impact on purchasing behavior through short video content on TikTok Shop: It is necessary to focus on the elements of interaction and action with the video to attract the curiosity of guests. When a video is highly interactive, it not only grabs the viewer's attention but also encourages them to take actions such as liking (dropping hearts), commenting, sharing, or following the business's account. Integrate entertainment elements and funny stories into videos because entertaining videos often stimulate positive emotions such as fun, surprise or curiosity, thereby indirectly promoting shopping behavior. The information provided in the video must be accurate that will help consumers better understand the product or service, from uses, features to usage, and increase brand credibility in the hearts of consumers. The credibility of the video will make users feel more secure and confident about the product being introduced. By partnering with reputable influencers or experts in the relevant field and ensuring product information to increase the credibility of the video. Businesses can create "tips" videos that show how to use the product, solve problems, or optimize the value of the product in everyday life. In order for consumers to see the usefulness of the video, create videos that are directly aimed at the specific needs and desires of the target audience, combining both informative and entertaining to ensure that they both meet the needs of learning and create a sense of enjoyment, will increase the perceived value of the video. The advertising value of short videos lies in their ability to convey messages quickly, creatively, and easily remember, focusing on those elements to enhance brand awareness and stimulate purchase intent.

4.2.2. For Consumers

Consumers need to be cautious and receive information selectively so that shopping is effective and avoid risks, careful consideration of factors will bring: Consumers should actively participate in activities such as commenting, sharing or participating in challenges to not only learn more about the product but also connect with the community of buyers and sellers. Users can approach the product in an interesting way thanks to highly entertaining videos, but it is necessary to evaluate objectively, avoid being attracted by content that is too funny or attractive and ignores the actual product quality that users need. Informativeness will help consumers gain an in-depth understanding of the product, evaluate important details, or learn how to apply the product in practice. Users need to choose videos that are highly reliable, transparent about the product or service, from origin, quality to usage to minimize risks. The usefulness of video content will help consumers prioritize videos that provide clear instructions or specific solutions to their product problems. Users will effectively receive offers, promotions, or product highlights through the promotional value of the video. High perceived value helps users see that their time is not only worthwhile, but also brings practical benefits, such as learning new knowledge, finding creative inspiration, or quality entertainment.

4.3. Limitations of the Study

Firstly, this study uses a convenient non-probability sample selection method that can reduce the representativeness of the study, making the results not fully reflect the characteristics of all consumers on TikTokShop. In addition, survey data can be influenced by subjective factors from participants, reducing the accuracy of the results.

Secondly, the scope of the study is only focused on Ho Chi Minh City, leading to the conclusions obtained mainly reflecting the characteristics of consumer shopping behavior in this area. Therefore, the widespread applicability of the study to other localities may be limited.

Third, the study has not been able to cover all the factors related to short video content that affect purchase behavior on TikTokShop. Some important aspects have not been analyzed in depth, leading to the inability to fully assess the impact of each factor in the actual context.

Fourth, the e-commerce market and social media marketing trends are always changing rapidly, causing consumer behavior to constantly change. Today's customers are highly adaptable to new technologies and trends, which makes research results easy to become outdated. Therefore, both businesses and researchers need to constantly update to ensure consistency with reality.

Fifth, the solutions in the study are relevant to the current e-commerce market, but as online shopping trends change, they may need to be adjusted to maintain effectiveness.

4.3. Future Research Directions

With the rapid development of the TikTok platform and short video marketing strategies, expanding and deepening current studies will provide a more comprehensive view of the impact of this type of promotion on consumer shopping behavior. The following research directions can help provide important insights that can improve the quality and applicability of research in the field of digital marketing:

Conducting research across different geographic areas will help assess the differences in purchasing behavior between regions. Comparing data from many localities will help increase the generality and wider application of research results.

Instead of using the convenient non-probability sample selection method, the following studies can apply the probability sample selection method to improve the objectivity and representativeness of the collected data.

Future studies may compare the effects of short video marketing across various platforms to get a more comprehensive view of the effect of this type of promotion on shopping behavior.

Further studies may look at the level of engagement and reputation of content creators, as well as other factors related to user experience, in order to more comprehensively assess the impact of short videos.

To ensure practicality, future research needs to track the evolution of e-commerce, combined with gathering expert opinions in the field of digital marketing to provide more insight.

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Credit Authorship Contribution Statement

Nguyen Thi Phuong Giang: Conceptualization, Investigation, Methodology, Project administration, Software, Formal analysis, Writing – original draft.
Thai Dong Tan: Supervision, Data curation, Validation, Writing – review and editing, Visualization, Funding acquisition.
Nguyen Binh Phuong Duy: Project administration, Software, Formal analysis, Writing – original draft, Supervision.
Tran Vu Quynh Nhu: Data curation, Validation, Writing – review and editing, Visualization.
Truong Thanh Ngan: Data curation, Validation, Writing – review and editing, Visualization.
Nguyen Thi Lien: Conceptualization, Investigation, Methodology, Project administration, Software, Formal analysis.
Nguyen Ngoc Thao Phuong: Data curation, Validation, Writing – review and editing, Visualization, Software.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Declaration of Use of Generative AI and AI-Assisted Technologies

The authors declare that they did not use generative AI and AI-assisted technologies during the preparation of this work.

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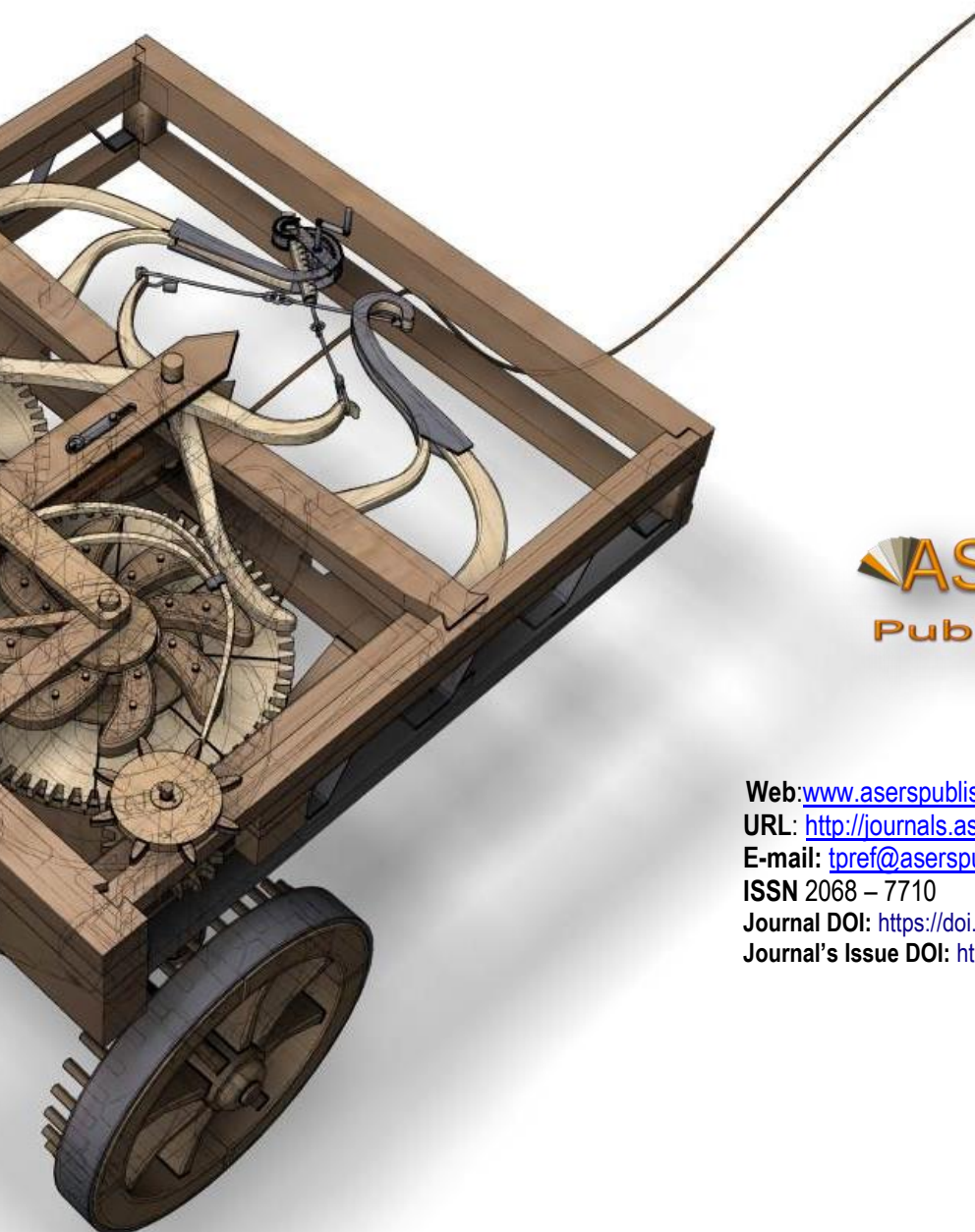
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