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Online Shopping Behavior of Students in Ho Chi Minh City: A Case Study on TikTok Shop Livestreams

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Abstrak - Studi ini menganalisis kondisi terkini belanja online melalui Livestream di TikTok Shop di kalangan mahasiswa di Kota Ho Chi Minh, dengan studi kasus yang berfokus pada mahasiswa dari Universitas Ilmu Sosial dan Humaniora Universitas Nasional Vietnam, Kota Ho Chi Minh. Untuk mencapai tujuan penelitian, penulis mengombinasikan metode kuantitatif dengan tinjauan sistematis, mengumpulkan data melalui teknik convenience sampling, sehingga diperoleh total 462 respons survei. Selain itu, studi ini menerapkan Theory of Planned Behavior dan Uses and Gratifications Theory untuk meneliti faktor-faktor yang memengaruhi perilaku belanja online mahasiswa melalui Livestream di TikTok Shop. Temuan penelitian menunjukkan bahwa faktor seperti promosi, psikologi, teknologi, dan pengaruh sosial secara signifikan berdampak pada kebiasaan belanja mahasiswa. Melalui studi ini, penulis memberikan wawasan baru bagi pemasar dan platform e-commerce untuk mengoptimalkan strategi mereka sekaligus meningkatkan pengalaman belanja mahasiswa dalam lingkungan perdagangan digital.

Abstract *- This study analyzes the current state of online shopping through Livestreams on TikTok Shop among students in Ho Chi Minh City, with a case study focusing on students from the University of Social Sciences and Humanities Vietnam National University, Ho Chi Minh City. To achieve the research objectives, the authors combined quantitative methods with a systematic review, collecting data through convenience sampling, resulting in a total of 462 survey responses. Additionally, the study applies the Theory of Planned Behavior and the Uses and Gratifications Theory to examine factors influencing students' online shopping behavior on TikTok Shop Livestreams. The findings indicate that factors such as promotions, psychology, technology, and social influence significantly impact students' shopping habits. Through this study, the authors provide new insights for marketers and e-commerce platforms to optimize their strategies while enhancing students' shopping experiences in the digital commerce environment*

Keyword

E-commerce
Shopping experience
Consumer psychology
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INTRODUCTION

Nowadays, the demand for shopping is increasing, and information technology is also developing rapidly, leading to a revolution in online shopping and live-stream commerce. In recent years, live-stream commerce has gradually become popular and has had a significant impact on people. Live-streaming services are increasingly being embraced by consumers. This growing acceptance has contributed to the rapid development of the live-streaming economy, making it one of the key trends in the global digital economy (Gong et al., 2022; Liu et al., 2022b; Pan et al., 2022; Xie et al., 2023; Du et al., 2023). As a result, many researchers have analyzed various issues related to this live-stream commerce industry.

LITERATURE REVIEW

Studies on Online Shopping

Online shopping is an increasingly popular form of consumption among modern consumers (Zhou et al., 2007). The study by Ki et al. (2024) provided an overview and differentiation between Livestream Shopping (LSS) and TV Home Shopping (TVHS). Based on a systematic analysis of 71 articles from 1990 to 2022, the research examined

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theoretical frameworks and empirical variables related to these two shopping methods. The results indicated that LSS is distinct from TVHS, as LSS primarily operates based on social factors and interactions between sellers and buyers, whereas TVHS is more influenced by distribution channel-related factors. Additionally, the study identified gaps in the existing literature and proposed future research directions to enhance the quality of studies on LSS.

The study by Sarkar and Das (2017) provided an overview and analysis of the development of the retail sector in India, one of the fastest-growing industries that plays a crucial role in the economy, accounting for approximately 10% of the national GDP. Based on market data, the research evaluated the differences in online and traditional shopping behaviors of Indian consumers. The results indicated that online shopping offers several advantages, such as time-saving, product variety, 24/7 availability, and numerous discounts, whereas traditional shopping allows customers to physically inspect products before making a purchase decision. Furthermore, the study found that consumers tend to combine both shopping methods depending on their needs at different times, leading to variations in shopping behavior. The research clarified these differences and proposed future research directions to gain a deeper understanding of consumer habits in the Indian market.

The study by Almarashdeh et al. (2019) analyzed the differences between online shopping via mobile applications and online shopping via websites. Based on survey data from 143 participants, the study evaluated four key factors: convenience in search, convenience in access, convenience in service issue resolution, and behavioral intention to use. The results indicated that customers tend to feel more comfortable using mobile applications for online shopping compared to websites, particularly in terms of convenience in search, access, and service issue resolution. However, the study did not find significant differences between the two platforms regarding behavioral intention to use. Additionally, the research identified gaps in the existing literature and proposed future research directions, including expanding the analysis of factors such as reliability, risk, and more detailed aspects of service issue resolution to enhance customer loyalty.

Studies on Livestream Selling and Live Commerce

Livestream selling has become increasingly popular and has emerged as an effective method for boosting product sales (Fan et al., 2024). Notably, after COVID-19, consumers' preference for online shopping surged rapidly on platforms such as Amazon Live, Facebook Live, and Instagram Live (Luo et al., 2023). As a result, many researchers have analyzed this market. According to the study by Gu et al. (2023), they explored the sales effectiveness of influencer marketing, assessing the impact of influencers on product sales. Based on their findings, the study provided general guidelines for developing strategies that integrate influencers with live commerce activities.

The study by Luo et al. (2021) examined the impact of live streaming on online purchase intentions for clothing and cosmetics. Based on signaling theory and uncertainty reduction, the research found that the appearance characteristics of the live streamer and the value shared through interactions can mitigate skepticism about products and build consumer trust. The study by Le et al. (2022) examined the impact of live-stream selling on customer trust and purchase intentions in Vietnam. Based on the Elaboration Likelihood Model and Trust Transfer Theory, the research assessed the factors influencing the trust-building process and purchasing decisions.

Factors Influencing Online Shopping

There have been numerous studies on the various factors influencing consumers' decisions, intentions, and behaviors when shopping online via Livestream. The study by Alam et al. (2008) analyzed the online shopping behavior of young consumers in Malaysia rapidly growing potential customer segment due to the expansion of the Internet. By identifying key factors affecting online shopping behavior, the study examined the relationship between these factors and different consumer groups. The results showed that four main factors influence young consumers' perceptions of online shopping, including website design, website reliability, customer service, and privacy concerns. However, the study also indicated that there were no significant differences between ethnic groups in online shopping behavior in Malaysia. Additionally, the study identified opportunities for the development of the online retail market in Malaysia and proposed strategies to help retailers attract and convert potential customers into actual buyers.

The study by Vu et al. (2021) explored the factors influencing the online shopping behavior of university students in Hanoi during the COVID-19 pandemic. The research findings confirmed that, aside from perceived risk, six other factors attitude, subjective norms, perceived behavioral control, trust, website quality, and price—positively influenced consumers' online shopping behavior. The study by Tran et al. (2022) identified and measured the factors influencing the online shopping behavior of Generation Z in Hanoi. The research findings indicated that the positively influencing factors, ranked in descending order of impact, include electronic word-of-mouth, informativeness, flow experience, personalization, reliability, perceived usefulness, and perceived ease of use.

Factors Influencing Online Shopping via Livestream

The study by Chen (2019) analyzed the factors influencing customer satisfaction and the intention to continue shopping via livestream (Livestream Shopping - LSS). Based on the Post-Acceptance Model of IS Continuance and a quantitative analysis approach, the study examined the relationships between variables using survey data and statistical

methods such as reliability analysis, Pearson correlation analysis, and regression analysis. The results indicated that Livestream service quality plays a crucial role in attracting customers, with factors such as convenience, interactivity, and entertainment significantly impacting consumer satisfaction and continued usage intention. Additionally, the study emphasized that although Livestream Shopping is a new marketing model, research in this field remains limited. Therefore, the findings can serve as a reference for businesses in developing business strategies and provide direction for future research to enhance the effectiveness of LSS.

Sawmong's (2022) study analyzed the key factors influencing consumer behavior in livestream shopping in Thailand. Based on the Uses and Gratification Theory and the Source Credibility Theory, the research examined the impact of factors such as entertainment, informativeness, attractiveness, expertise, trustworthiness, culture, and purchase intention. The study collected data from 370 survey participants and analyzed it using Structural Equation Modeling (SEM) through AMOS and SPSS software. The results indicated that four factors—entertainment, informativeness, expertise, and trustworthiness—significantly and positively influence purchase intention, with trustworthiness and entertainment having the strongest impact. Conversely, attractiveness showed no significant effect on purchase intention. Additionally, culture did not act as a moderating factor in the relationships between these variables and purchase intention. The study also provided recommendations to enhance the effectiveness of livestream shopping. Specifically, livestream sessions should ensure credibility by maintaining authenticity, avoiding exaggeration, and delivering accurate information. Moreover, the entertainment aspect should be emphasized to create a positive connection between consumers and products/services. Lastly, providing comprehensive and precise information plays a crucial role in enhancing customer awareness, ultimately influencing their purchasing behavior.

The study by Apasrawirote and Yawised (2022) identified the factors influencing consumer purchase intention through Livestream services. Specifically, four key factors were proposed: customer perception, integrated marketing, content marketing, and influencers. The study also examined the impact of these factors on perceived value and consumer attitude, analyzing the relationship between perceived value, attitude, and online purchase intention. The theoretical model of the study was developed based on digital marketing literature, with the Theory of Planned Behavior playing a central role. A purposive sampling method was used to collect data from 198 customers with prior experience in Livestream shopping. The collected data was processed using Partial Least Squares (PLS) and linear regression to test the research hypotheses. The analysis results showed that customer perception and integrated marketing had a significant positive impact on perceived value. Additionally, content marketing and influencer marketing played a crucial role in shaping consumer attitudes. Furthermore, perceived value and attitude were key determinants in driving online purchase intention. These findings highlight the importance of enhancing the shopping experience and building customer trust, thereby increasing the effectiveness of Livestream shopping.

The study by Nguyen (2023) examined the role of customers' positive emotions in the relationship between functional value and hedonic value. Based on 30 valid observations using the structural equation modeling method and partial least squares analysis technique, the study tested the relationship between trust and customer loyalty in the context of Livestream shopping on Facebook—an aspect not previously verified in prior research. The results showed that all variables in the research model, including positive emotions, functional value, hedonic value, trust, and loyalty, were statistically significant. Among them, customer loyalty was strongly influenced by both the direct and indirect effects of the studied variables. Additionally, the study proposed important implications for managers and researchers to enhance the understanding of Livestream shopping behavior on Facebook and to develop more effective marketing strategies.

The study by Duong et al. (2023) identified the factors influencing consumers' impulsive buying behavior through live streaming on the social media platform TikTok. The results showed that the factors affecting the impulsive buying behavior of consumers through live streaming on TikTok in Da Nang City include a sense of excitement and perceived usefulness. Specifically, the factors influencing the sense of excitement include: (1) streamer attractiveness, (2) visual appeal, and (3) social interaction. Meanwhile, the factors influencing perceived usefulness include: (1) price suitability, and (2) perceived ease of use.

Although online shopping and live-stream shopping on various platforms, along with their influencing factors, have been extensively studied, there has been little in-depth analysis of TikTok Shop—an emerging and increasingly popular platform. Notably, in July 2020, TikTok introduced the Livestream feature, opening up a potential market for retailers and suppliers (Duong et al., 2023). However, researchers have not yet thoroughly analyzed consumer shopping behavior on TikTok Shop Livestream. Therefore, this study will assess the current state of live-stream shopping on TikTok Shop among students in Ho Chi Minh City, providing a scientific basis for marketing strategies and e-commerce development. According to Khairunnisa and Usman (2021), shopping is a community activity aimed at meeting daily needs, where consumers search for, select, and purchase products or services to fulfill personal or family needs or to acquire a desired item.

Online shopping is understood as the process in which consumers purchase goods or services via the Internet instead of visiting traditional stores (Kochar & Kaur, 2018). According to The Economic Times (2006), this behavior occurs when customers conduct transactions on online platforms. Similarly, many studies define online shopping as the process of searching for, selecting, and purchasing products through e-commerce websites (Li & Zhang, 2002). Overall, the common aspect of these definitions is the emphasis on shopping taking place in the online environment. Therefore,

online shopping, also known as Internet shopping, is a form of e-commerce that allows consumers to buy goods or services directly from sellers via the Internet using a web browser or mobile application (Kashyap, 2024).

Livestream is a form of real-time broadcasting over the Internet, allowing users to watch and interact with content in real time (Sher & Su, 2023). It is a widely used tool across various fields such as entertainment, education, sports, and e-commerce. Particularly in e-commerce, live streaming has become a crucial tool in marketing and online sales. According to Rajasekar and Aithal (2022), live streaming has emerged as a powerful marketing tool, especially in e-commerce, enhancing consumer engagement and facilitating shopping behavior through high-quality broadcast content. It enables brands to interact directly with customers, strengthen engagement, and drive purchasing behavior (Gong, 2024). TikTok is a social media platform that allows users to create and share short videos, often accompanied by music, effects, and other creative features. It is a social platform where users can create and share short videos, typically ranging from 15 to 60 seconds (Xu et al., 2021). Launched in 2016, TikTok quickly became one of the most downloaded applications worldwide, with over 800 million active users and more than 1 billion video views per day (Xu et al., 2021). According to Ma (2021), TikTok has emerged as a rapidly growing e-commerce platform, attracting significant consumer interest and engagement due to its ability to offer a diverse range of products conveniently and efficiently.

TikTok Shop is an integrated e-commerce feature within the TikTok application, allowing users to shop and sell directly on the platform. It is part of the "social commerce" trend, which merges social media and e-commerce to create an interactive and personalized shopping experience (Nur, 2021). According to the study by Nguyen et al. (2024), TikTok Shop provides a seamless shopping experience by combining entertainment content with commerce, thereby driving consumers' impulse buying behavior.

Livestream on TikTok Shop is a live-streaming feature integrated into TikTok's e-commerce ecosystem, enabling sellers to interact with customers in real-time and drive shopping activities directly on the platform (Ahmadi & Hudrasyah, 2022). Unlike traditional e-commerce models, where product information is mainly presented through images and text descriptions, Livestream on TikTok Shop offers a more dynamic experience. Customers can watch live product reviews, ask questions, and receive instant feedback from sellers (Zhu et al., 2022). Additionally, this format helps optimize operational costs by reducing inventory and labor expenses while allowing consumers to access quality products at competitive prices (Jiang & Cai, 2021). The study by Nguyen et al. (2024) indicates that information quality and social presence in Livestreams significantly influence consumers' impulse buying behavior on the TikTok platform.

Students can be customers or members of the academic community, playing a crucial role in creating value for university products and services (Starkutė & Valinevičienė, 2012). They are individuals enrolled in higher education institutions or colleges, aiming to acquire specialized knowledge and essential skills for their future careers. According to the study by Doan and Dam (2021), students tend to adopt and utilize new technologies, including online shopping, due to their convenience and the ability to access information quickly.

Although live commerce has attracted significant research, TikTok Shop—a rapidly growing live shopping platform—has not been deeply analyzed, especially concerning students in Ho Chi Minh City. Previous studies have primarily focused on other platforms such as Amazon Live and Facebook Live, while there has been no specific evaluation of students' shopping behavior on TikTok Shop. Furthermore, the impact of user experience and psychological factors on purchasing decisions via TikTok Livestream has not been thoroughly examined. Factors such as excitement, trust, and satisfaction may play a crucial role but have yet to be verified in the context of TikTok Shop. Additionally, the role of KOLs/KOCs in influencing students' purchasing behavior lacks substantial empirical evidence, particularly regarding the effectiveness of marketing strategies such as instant discounts or gifts during Livestream sessions. Moreover, no study has examined the sustainability of purchasing behavior via TikTok Livestream whether it is merely a temporary trend or has the potential to become a long-term shopping habit among students.

From this perspective, this study focuses on exploring the online shopping behavior of students in Ho Chi Minh City on the TikTok Shop Livestream platform, with a specific case study of students from the University of Social Sciences and Humanities – Vietnam National University, Ho Chi Minh City. The main research question aims to examine the current state of online shopping via TikTok Shop Livestream among students, identify the factors influencing their purchasing decisions, and assess their trust and experience with this shopping method. Answering these questions will help clarify the characteristics, motivations, and consumption trends of students in the context of the growing popularity of online shopping on the TikTok Shop platform.

RESEARCH METHOD

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), is a socio-psychological model designed to explain and predict individuals' intentional behaviors. This theory was developed from the Theory of Reasoned Action (TRA), introduced by Ajzen and Fishbein in 1975. However, TRA only explains behaviors that are entirely under an individual's subjective control and does not account for behaviors where individuals do not have complete control. Therefore, Ajzen (1991) introduced a third factor, Perceived Behavioral Control, to extend the theory's applicability to behaviors that individuals perceive as being influenced by external factors. The study indicates that an individual's behavior is determined by behavioral intention, which, in turn, is influenced by three main factors: attitude, subjective

norms, and perceived behavioral control. Some studies in Vietnam have also shown that the Theory of Planned Behavior is a suitable model for explaining consumers' online shopping behavior, especially among students. Ngo et al. (2023) applied the Theory of Planned Behavior to study purchasing behavior on TikTok Shop, identifying subjective norms as one of the most influential factors in purchase decisions.

The authors found that the Theory of Planned Behavior is a suitable theoretical foundation for explaining the shopping behavior of students in Ho Chi Minh City on TikTok Shop Livestream, specifically students from the University of Social Sciences and Humanities – Vietnam National University, Ho Chi Minh City. The Theory of Planned Behavior is further developed based on self-awareness or the ability to perform a behavior (self-efficacy, abbreviated as SET). SET was proposed by Bandura in 1977, originating from social cognitive theory. According to Bandura (1977), expectations such as motivation, performance, and feelings of frustration from repeated failures determine effectiveness and behavioral responses. Bandura categorized expectations into two different types: belief in one's own abilities and outcome expectations. When applying the Theory of Planned Behavior in this context, attitude toward behavior plays a crucial role in shaping students' shopping intentions. Students may develop a positive attitude if they recognize significant benefits from the TikTok Shop Livestream platform, such as attractive pricing, convenience in ordering and payment, and especially the ability to interact directly with sellers (Ahmadi & Hudrasyah, 2022). Conversely, if students have concerns about product quality or potential risks such as scams, a negative attitude will emerge, reducing their purchasing intention. Besides attitude, subjective norms also significantly influence students' decisions through the impact of those around them, such as friends, family, or the communities they engage with. When influential individuals in a student's life frequently shop on TikTok Shop Livestream and share positive experiences, students are more likely to be influenced by these subjective norms, thereby increasing their intention to engage in similar shopping behavior (Noor et al., 2020). Finally, perceived behavioral control reflects the extent to which students believe they can easily complete a purchase on TikTok Shop, such as the convenience of payment, delivery, or product returns. If students perceive the purchasing process as transparent, straightforward, and convenient, their shopping intention will increase. Conversely, if they experience difficulties or risks such as delayed delivery or obstacles in returning products, low perceived control will reduce their shopping intention (Lăzăroiu et al., 2020). Thus, by analyzing the three aspects of the Theory of Planned Behavior in this specific context, the authors clarify the mechanisms shaping students' shopping intentions and behaviors on the TikTok Shop Livestream platform.

Theory of Uses and Gratifications

According to Ruggiero (2000), the Uses and Gratifications Theory is one of the classic theories of mass media usage behavior. Originating from the functional perspective of communication, this theory emerged in the 1940s during research on the impact of radio broadcasting. Over time, numerous studies have applied this theory to explain users' motivations and needs when engaging with various media, such as radio, television, or digital news. The core idea of the theory emphasizes the active role of individuals, focusing on how people utilize and consume media to fulfill their personal needs.

The Uses and Gratifications Theory focuses on how consumers actively choose media to fulfill their personal needs (Valentine, 2011). In the context of online shopping through the TikTok Shop platform, students are not merely seeking and receiving product information but also expect entertainment value and social interaction from this shopping experience (Harahap et al., 2022). One of the fundamental motivations driving online purchasing behavior is the ability to obtain comprehensive, visually engaging, and dynamic product information. With its unique approach of utilizing interactive Livestream sessions between sellers and buyers, TikTok Shop allows consumers to observe products more realistically than traditional online shopping methods (Liu et al., 2022). Buyers can ask questions and request real-time product demonstrations, significantly reducing uncertainty regarding product quality and features.

A previous study by Lim and Ting (2012) also confirmed that a higher level of information satisfaction positively influences consumers' online purchase intentions. Therefore, the ability to deliver direct, rich, and interactive information through Livestream on TikTok Shop not only enhances students' shopping experience but also plays a crucial role in building trust and effectively driving purchase decisions.

Overall, the combination of the Theory of Planned Behavior and the Uses and Gratifications Theory helps clarify students' shopping behavior on TikTok Shop Livestream from both the perspective of behavioral intention and personal needs. While the Theory of Planned Behavior explains purchasing behavior through attitude, subjective norms, and perceived behavioral control, the Uses and Gratifications Theory adds the element of information satisfaction, creating a more comprehensive picture of consumer behavior in the modern e-commerce environment.

Research Methodology

This study employs a combination of two research methods, including the quantitative method and the systematic review method. The questionnaire used in the research consists of two parts: Part 1 surveys demographic information, including gender, academic year, frequency of watching Livestreams, and students' monthly spending on online shopping through TikTok Shop Livestreams. Part 2 includes specific measurement scales evaluating factors such as shopping trends, promotional influences, psychological aspects, technological factors, and social influences in the online shopping

behavior of students at the University of Social Sciences and Humanities – Vietnam National University, Ho Chi Minh City. The study uses a 5-point Likert scale, with integer values ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The collected data will be processed using SPSS 20.0, employing Cronbach's Alpha reliability test to assess the reliability of the measurement scales and Exploratory Factor Analysis (EFA) to evaluate their validity. The measurement scales of the variables used in this study are developed based on previous studies reviewed by Pavlou and Gefen (2004); Lin and Sun (2009); Rochman and Kusumawati (2023); Lim and Ting (2012); Peña-Garcí et al. (2020).

The survey was conducted from January 2025 to February 2025. The survey sample is a non-probability sample using a convenience sampling method, consisting of 462 students currently studying at the University of Social Sciences and Humanities - Vietnam National University, Ho Chi Minh City. The sample size in this study is calculated using the formula:

$$n = \frac{N}{1 + N \times e^2}$$

Where: n is the required sample size; N is the population size (total population); e is the desired margin of error [calculated as a percentage from the formula (1 - assumed confidence level)]. Here, we choose a 95% confidence level, corresponding to a desired margin of error of 5%. Applying the formula, we have e = 1 - 95% = 0.05.

According to statistical data provided by the Student Affairs Office, the total number of students currently studying at the University of Social Sciences and Humanities - Vietnam National University, Ho Chi Minh City is 16,000 students. Applying the sample size formula mentioned above, the minimum required sample size is approximately 390 participants. The study conducted the survey via Google Forms and collected 466 responses, of which 462 were valid and met the conditions for result analysis.

Results of Reliability and Validity Analysis of Measurement Scales

To assess the reliability and internal validity of the measurement scale for the online shopping behavior on Livestream TikTok Shop among students in Ho Chi Minh City, specifically students from the University of Social Sciences and Humanities - Vietnam National University Ho Chi Minh City, we conducted a Cronbach's Alpha analysis and an Exploratory Factor Analysis (EFA). The results indicate that all measurement scales exhibit good reliability, with Cronbach's Alpha coefficients exceeding 0.7. Among them, the "Interest/Engagement" scale has the highest coefficient (0.930), demonstrating excellent internal consistency, while the "Friends" scale has the lowest coefficient (0.839) but still meets the acceptable reliability threshold. The observed variables in each measurement scale have item-total correlations ranging from 0.498 to 0.842, proving that the measurement items contribute positively to the overall scale.

The results of the Exploratory Factor Analysis (EFA) show that the KMO test reaches 0.947 (Sig. < 0.05), confirming that the data is suitable for factor analysis. At Eigenvalues = 1.012 (>1), the total variance explained is 70.36%, and factor loadings range from 0.480 to 0.822, indicating that the factors effectively explain the total variance of the data. The analysis identifies 13 factors, clearly reflecting the influencing elements in the study (see detailed data in Table 1).

Tabel 1. Cronbach's Alpha Reliability Test and Exploratory Factor Analysis for the Measurement Scale of Influencing Factors

No	Scale	Quantity	Reliability Test		Exploratory Factor Test		
			Cronbach's Alpha	Total Variable Correlation	KMO	Eigenvalues and Total Variance Explained	Factor Loadings
1	Attitude	6	0.912	0.709-0.776	0.947 (Sig. <0.05)	1.012 (70.36%)	13 factors (0.480-0.822)
2	Trust	6	0.903	0.639-0.775			
3	Loyalty	5	0.908	0.665-0.810			
4	Risk	7	0.891	0.612-0.767			
5	Control	8	0.908	0.651-0.765			
6	Satisfaction	6	0.905	0.656-0.812			
7	Promotions	5	0.858	0.638-0.704			
8	Usefulness	5	0.875	0.618-0.760			
9	Enjoyment/Engagement	8	0.930	0.711-0.801			
10	Family	4	0.875	0.680-0.752			
11	Friends	5	0.839	0.498-0.708			
12	Influencers	4	0.916	0.728-0.842			
13	Forums	4	0.885	0.708-0.785			

Sumber: Research team data

The reliability test and exploratory factor analysis for the measurement scale of purchase level show that the Cronbach's Alpha coefficient for the "Shopping Trend" scale is 0.809, with item-total correlations ranging from 0.526 to 0.635, ensuring reliability. The EFA results for this scale also indicate that the KMO coefficient is 0.789 (Sig. < 0.05), confirming that the data is suitable for factor analysis. At Eigenvalues = 1.040 (>1), the total variance explained reaches 68.68%, and factor loadings range from 0.684 to 0.878, demonstrating that the factors effectively explain the total variance of the data. The analysis identifies two factors: "Beauty" with a Cronbach's Alpha coefficient of 0.771 (item-total correlation of 0.627) and "Household" with a Cronbach's Alpha coefficient of 0.793 (item-total correlation ranging from 0.558 to 0.633) (see detailed data in Table 2).

Tabel 2. Cronbach's Alpha Reliability Test and Exploratory Factor Analysis for the Shopping Trend Scale

No	Scale	Quantity	Reliability Test		Exploratory Factor Test		
			Cronbach's Alpha	Total Variable Correlation	KMO	Eigenvalues and Total Variance Explained	Factor Loadings
1	Beauty	2	0.771	0.627	0.789 (Sig.<0.05)	1.040 (68.68%)	2 factors (0.684 – 0.878)
2	Household Goods	4	0.793	0.558-0.633			

Sumber: Research team data

RESULT AND DISCUSSION

The Current State of Purchasing Based on Gender, Livestream Viewing Frequency, and Online Shopping Expenditure on TikTok Shop Livestreams Among Students

The data results in Table 3 show a significant gender disparity in the survey results: 86.8% of respondents are female, while only 13.2% are male. Male customers show less interest in shopping via Livestream, as they tend to prefer other shopping channels such as traditional e-commerce platforms (Shopee, Lazada) or in-store shopping rather than spending time watching long Livestream sessions. The data reflects a reality that the majority of those interested in TikTok Shop Livestreams and shopping through this format are female. This can be explained by market trends, as popular products on TikTok Shop such as cosmetics, clothing, accessories, and small household items are often targeted at female customers.

Table 3. Survey Sample Characteristics

Demographic Variables		Quantity	Percentage (%)
Gender	Male	61	13.2
	Female	401	86.8
Academic year	First year	189	40.9
	Second year	157	34.0
	Third year	100	21.6
	Fourth year	16	3.5
Frequency	Frequently (almost every day)	70	15.2
	Occasionally (2-4 times/week)	142	30.7
	Rarely (less than 2-4 times/month)	114	24.7
	Very rarely (less than once/month)	136	29.4
Spending	Below 500,000 VND	364	78.8
	500,000 – 1,000,000 VND	79	17.1
	1,000,000 - 2,000,000 VND	12	2.6
	Above 2,000,000 VND	7	1.5

Source: Research team data

In terms of academic year, first-year and second-year students constitute the majority of the survey sample, accounting for 40.9% and 34%, respectively, totaling 74.9%. Meanwhile, third-year students make up 21.6%, and fourth-year students only 3.5%, indicating a gradual decline in participation in Livestream TikTok Shop shopping as students progress through their studies. The results suggest that first-year and second-year students are the most potential customers for Livestream TikTok Shop. This trend can be explained by several factors. Firstly, first-year and second-year students have more free time as they are not yet heavily pressured by academic or work commitments, making them more likely to spend time browsing TikTok and engaging with Livestream shopping events. Additionally, they are more familiar with the TikTok platform and more open to the Livestream shopping format. In contrast, third-year and fourth-year students are often busier with studies, internships, or part-time jobs, limiting their time for watching Livestreams and possibly shifting their shopping preferences to other e-commerce platforms such as Shopee or Lazada.

Additionally, the frequency of watching Livestreams on TikTok Shop varies significantly among student groups. The "very rarely" (29.4%) and "rarely" (24.7%) groups dominate, showing that nearly half of the surveyed students seldom watch livestreams. On the other hand, the group that watches Livestreams "frequently (almost every day)" makes up only 15.2%, suggesting that the number of students who habitually follow TikTok Shop Livestreams at a high level is

relatively small. Meanwhile, the group that watches "occasionally (2-4 times per week)" represents 30.7%, indicating that a segment of students engages with Livestreams at a moderate frequency—they may be interested but not to the extent of being "addicted" or highly dependent on this shopping format. Overall, the data suggests that TikTok Shop has not yet become a highly popular or essential shopping channel for students. The high proportion of "very rarely" and "rarely" groups may reflect that Livestream sessions are not sufficiently appealing or that students do not have a strong demand for shopping through this platform.

Regarding monthly spending on Livestream TikTok Shop purchases, students tend to have low expenditure levels. The majority (78.8%) spend less than 500,000 VND per month, indicating that this customer group is relatively cautious in their spending on Livestream shopping. This trend may stem from factors such as financial constraints, a habit of frugal consumption, or a lack of strong trust in products sold on TikTok Shop. The group of students who spend between 500,000 - 1,000,000 VND per month accounts for 17.1%, while those spending between 1,000,000 - 2,000,000 VND per month make up only 2.6%. Notably, the number of students willing to spend over 2,000,000 VND per month is extremely low (1.5%), indicating that TikTok Shop is still not a preferred platform for students to make large expenditures.

The current state of shopping trends and factors influencing online shopping on TikTok Shop Livestream among students

Table 4 provides descriptive statistics on shopping trends and factors influencing students' online shopping behavior on TikTok Shop Livestream, including promotional, psychological, technological, and social factors. The indicators such as mean (M), median, and mode have similar values, aligning with the central tendency principle of normal distribution. Additionally, skewness values fall within ±1, and kurtosis values are within ±2, indicating that the data follows a normal or approximately normal distribution according to the standards of Musselwhite and Wesolowski (2018). With the highest mean (3.57), promotions appear to be the strongest driver of shopping behavior compared to psychological (3.35), technological (3.33), and social (3.31) factors.

Table 4. Descriptive Statistics on Shopping Trends and Factors Influencing Students' Online Shopping Behavior on TikTok Shop Livestream

No.	Factor	Mean	Median	Mode	Standard Deviation	Skewness	Kurtosis
1	**Shopping Trends**	2.65	2.67	3.00	0.87	0.03	-0.13
2	**Promotions**	3.57	3.60	3.00	0.79	-0.42	0.71
3	**Psychology**	3.35	3.39	3.00	0.56	-0.50	1.99
4	**Technology**	3.33	3.36	3.00	0.75	-0.46	0.99
5	**Society**	3.31	3.32	3.00	0.72	-0.29	0.77

Source: Research team data

Based on the data table, the "Promotion" factor has the highest average score (Mean = 3.57), indicating that discount programs, vouchers, flash sales, and free shipping on TikTok Shop have a significant impact on students' shopping behavior. This reflects that students tend to be strongly attracted to promotional offers and may make purchasing decisions when they perceive an appealing discount.

Additionally, the factors of "Psychology" (Mean = 3.35), "Technology" (Mean = 3.33), and "Society" (Mean = 3.31) also have relatively high levels of influence. This suggests that students are likely to be affected by attitudes, loyalty, trust, satisfaction with information, perceived risk, and perceived behavioral control when watching Livestreams. They are also influenced by the usefulness and appeal of short videos on the technological platform, as well as peer influence and social trends when making purchasing decisions on TikTok Shop.

However, the data indicates that the shopping trend for items such as fashion, cosmetics, and household goods on TikTok Shop among students is still not very prevalent. This is reflected in the mean score of the "Shopping Trend" factor (Mean = 2.65), which is the lowest among the surveyed factors. This suggests that although TikTok Shop is a rapidly growing e-commerce platform, students do not yet have a strong habit of frequently purchasing these types of products on the platform, and their shopping behavior on TikTok Shop has not been firmly established.

Ajzen's (1991) Theory of Planned Behavior states that an individual's behavior is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

Attitude toward the behavior: The results show that students have a high level of interest in promotions (Mean = 3.57), reflecting a positive attitude toward purchasing through TikTok Shop Livestream when incentives are available. However, shopping habits on this platform are not yet widespread (Mean = 2.65), indicating hesitation, possibly due to concerns about product quality or an unstable shopping experience.

Subjective norm: The social factor (Mean = 3.31) has a significant influence on purchasing decisions, reflecting the role of friends, family, and general trends in encouraging students to try this shopping method. Those with friends who actively use TikTok Shop may be more likely to accept and adopt the platform.

Perceived behavioral control: The data indicates that the technology factor (Mean = 3.33) plays an important role, reflecting the level of trust in the platform and the ability to navigate the application. However, the low spending level (78.8% below 500,000 VND/month) suggests that financial constraints and spending control also influence purchasing decisions.

Thus, the Theory of Planned Behavior helps explain that shopping behavior through TikTok Shop Livestreams is influenced by trust in products, social environmental pressure, and the level of personal control over the shopping process. The Uses and Gratifications Theory by Katz, Blumler, and Gurevitch (1973) emphasizes that users turn to a media platform to satisfy specific needs. When applied to shopping behavior through TikTok Shop Livestreams, the driving factors include:

Entertainment and Interaction: First- and second-year students (accounting for 74.9%) tend to have more free time, making them more likely to engage with TikTok Shop as both an entertainment and shopping platform. Livestream sales not only serve as a shopping channel but also provide entertainment through interaction with sellers. Information seeking and convenience: The technology factor (Mean = 3.33) indicates that students tend to use the platform to research products. However, the low spending levels suggest that TikTok Shop has not yet become a fully reliable shopping source compared to other e-commerce platforms like Shopee or Lazada.

Economic benefits: The fact that the promotion factor has the highest mean score (Mean = 3.57) indicates that the main motivation for students when shopping on TikTok Shop Livestreams is to take advantage of discounts. Programs such as price reductions and free shipping serve as key incentives driving purchasing behavior. From the perspective of the Uses and Gratifications Theory, students primarily use TikTok Shop to satisfy their needs for entertainment, information-seeking, and taking advantage of promotions. However, they have not yet fully developed a long-term shopping habit on this platform.

CONCLUSION

The research findings indicate that although shopping via Livestream on TikTok Shop is becoming increasingly popular, students still exhibit cautious spending habits, with the majority spending less than 500,000 VND per month on purchases. Data analysis also reveals a significant gender disparity, with female students (86.8%) dominating participation in Livestream shopping on this platform. First- and second-year students represent the most promising customer group, while third- and fourth-year students participate less due to academic and work-related pressures. The frequency of Livestream viewing among students further shows that nearly half of them do not follow Livestreams regularly, reflecting that online shopping via TikTok Shop Livestreams has not yet become an essential shopping channel in their consumption habits. Factors such as promotions, psychology, technology, and social influence have been identified as key factors affecting shopping behavior. In particular, attractive promotional programs have the potential to capture students' attention and encourage them to make purchases. However, the trend of online shopping via TikTok Shop Livestreams has not yet become strongly established, indicating that the platform needs improvements to attract and retain customers.

Therefore, this study not only clarifies the current state of online shopping via Livestream but also provides a scientific basis for future research in the field of e-commerce. The findings from this study can serve as a foundation for more effective marketing strategies aimed at enhancing the shopping experience and developing products that meet students' needs, thereby promoting the growth of e-commerce in the modern social context.

The combination of the Theory of Planned Behavior and the Uses and Gratifications Theory helps to better explain students' shopping behavior on Livestream TikTok Shop. While the Theory of Planned Behavior highlights that attitude, social norms, and behavioral control influence purchasing decisions, the Uses and Gratifications Theory explains the motivation behind using this platform from the perspective of individual needs. Based on the analysis, it is evident that although TikTok Shop attracts students due to promotional offers and convenience, there is still a need to enhance trust in product quality to foster a more sustainable shopping habit.

Although this study has presented some practical findings as discussed above, it still has certain limitations. Specifically, the research has not deeply examined cultural and social factors that may influence students' shopping behavior, which could be a potential direction for future studies.

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