

Research Article

Research on the Purchase Intention Through Tiktok Affiliate Marketing of Vietnamese Youth

¹Mai Thi Dung PhD., ²Ngô Y An

¹University of Labour and Social Affairs.

²The American School of Vietnam.

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Abstract: To study the factors that influence youth's intention to purchase through Tiktok Affiliate Marketing in Vietnam, researchers utilized qualitative and quantitative research methods based on the analysis of data and statistics collected from a survey of 302 Vietnamese youth and 252 respondents who had experienced purchasing through Tiktok Affiliate Marketing were investigated to determine the extent of the effect that these determinants have. Researchers have also implemented the use of the SMARTPLS program to process the collected survey data. Analysis results demonstrated that the explanatory variables impacting Vietnam's youth's motivation to purchase using Tiktok Affiliate Marketing (YD), which ranges from strongest to weakest impact—"Perception of usefulness" (NT), "Trust" (TC), "Consumers' feedback" (PH), "Promotions" (KM), and "Social impact" (XH)—are not statistically significant enough to conclude that there is a direct relationship between the explanatory variables and the response variable PI. With the collected data, researchers provide symposiums to optimize consumption benefits for Vietnamese adolescent consumers, as well as advantages for brands and influencers who need to have applicable business strategies.

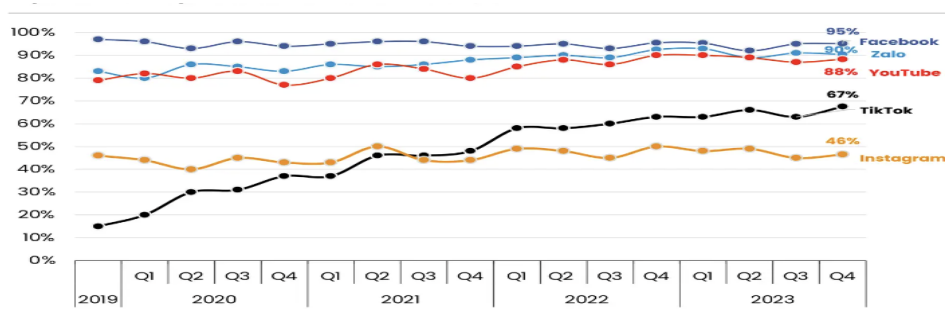
Keywords: Purchase intention, Tiktok Affiliate Marketing, youth, Vietnam.

I. RAISING THE ISSUE

In today's digital era, approaching and interacting with the market through social media platforms is becoming an imperative part of businesses' marketing strategies. Affiliate marketing is a performance-based marketing strategy that has gained popularity in today's culture and is an example of a revolution in current marketing techniques. Affiliate marketing entails collaborating with people or groups, referred to as affiliates, who market a business's goods or services in exchange for compensation for each item or service that is purchased as a result of their advertising. This method of marketing has had a profound impact on consumer purchasing behavior, which has altered consumers' purchasing behavior. (Shama Sikandar Mulla, 2022).

The expansion of social networking acted as a catalyst for the development of affiliate marketing and significantly influenced consumer behavior. TikTok, with billions of users worldwide, is one of the most prominent social media platforms; millions of TikTok videos are shared every day in a variety of fields, from entertainment and fashion to beauty and sports. TikTok has had rapid and explosive user expansion since 2022, with an average of more than 650,000 new users every day—that is, nearly 8 new users every second (Simon Kemp, 2022).

Figure 1: Top social media platforms - penetration rates (%)



Source: Decision Lab, 2023



Leveraging Tiktok Affiliate Marketing provides a remarkable opportunity for businesses looking to approach the market. Vietnamese youth are not only potential customers but also influencers in distributing messages about the products and services. According to Simon Kemp (2022), TikTok's audience also tends to lean towards young demographics, with users 10 to 24 years old making up approximately 43% of the platform's total users who are 18 or older and, 57% of which are female. Currently, a typical global TikTok user spends an average of 19.6 hours per month using this media platform. Therefore, comprehending the motive to purchase through Tiktok Affiliate Marketing will be a significant element in constructing an effective marketing strategy. Through an insightful comprehension of Tiktok Affiliate Marketing and the customer behavior of Vietnamese youth on this platform, this research is anticipated to provide pragmatic insights and information for businesses that seek to exploit TikTok as an effective marketing tool in an increasingly competitive market.

II. THEORETICAL BASIS

A) Theoretical Theory of Online Shopping Behavior

Another way to think about consumer behavior when it comes to shopping is as all the behaviors that customers display when they are looking into, buying, using, and assessing the products and services that will meet their needs. Buying behavior is an activity related to the processes of necessity awareness, research, information accumulation, and making purchases.

As reported by Churchill and Peter (1998) and Philip Kotler and Gary Armstrong (2012), consumer behavior is the procedure that they will follow to make decisions related to how to use their assets (money, time, effort, etc.) to purchase and use goods and services and satisfy an individual's needs. They are the ideas, emotions, and behaviors that arise when a customer decides what products and services to buy while being influenced by both their internal psychological processes and exterior environmental cues (Solomon, M.R., 2017).

As per Kotler's assertion, marketers examine consumer behavior to ascertain their requirements, inclinations, and customs. More precisely, they look into what the consumers wish to buy, why they want to buy it, why they selected a particular brand, how they bought it, where and when they bought it, and how often they buy it. The purpose of this analysis is to construct a marketing strategy that motivates consumers to shop. Consumers who buy products through TikTok Affiliate are categorized as the online shopping behavior group. Although the purchase habits of consumers when they shop online and in traditional stores are generally comparable, there are still some differences because of the influence of marketing messages and the shopping environment (Kotler and Armstrong, 2012). The rapid advancement of technology, particularly the internet and information technology, has had a significant impact on consumer purchasing behavior in particular, as well as the current corporate norms in general. In accordance with Häubl, G., & Trifts, V. (2000), online shopping behavior is the shopping activity of consumers through computer and internet-connected devices, which allow consumers to connect and interact with the retailer's digital store via the internet. The attributes of the online shopping environment are high interactivity, information exchange, on-demand information, random feedback, customizable content, and instant feedback. (Alba, J., et al., 1997; Ariely, D., 2000; Häubl, G., & Trifts, V., 2000)

Factors that compose the motivation for consumers to participate in shopping come from convenience, choice of product and service, diverse amount of information, effortless process to access and purchase, and enjoyment of discovery (Pavlou và Fygenson, 2006). On the positive aspect of online shopping, it is significant that online shopping behavior is influenced by three factors: (1) awareness of online shopping benefits; (2) web design provides informational content, aesthetic pleasure, and effortless accessibility; (3) enjoyment of discovery, also known as enjoyment motivation (Pavlou and Fygenson, 2006). On the other hand, the factors that discourage consumers from shopping online include (1) risk and (2) psychological factors of safety (Comegys, C. et al., 2009).

In Vietnam, research by Hien., H.T.T. (2023) proposed the following six factors: (1) usefulness and ease of usage; (2) risk level; (3) price; (4) brand integrity and brand value; (5) reference group; (6) personal factors. Besides the available investigations of purchasing behavior on social media platforms, another concept that was studied is impulsive shopping behavior. The research on the impulsive behavior of Vietnam's Tiktok users in purchasing fashion items through Livestreams by Ly., T.H., et al. (2024) suggested six contributors, which include: (1) a message on scarcity; (2) recreational shopping motivation; (3) visual appeal; (4) social interaction; (5) trust; and (6) customer education behavior. The results show that messages on scarcity present the most influence on impulsive shopping behavior, followed by recreational shopping behavior and visual appeal. Impulsive shopping behavior not only occurs in brick-and-mortar stores; however, it's also common on online sales sites. Online shoppers are considered to be more spontaneous and impulsive than customers who shop directly at stores (Merugu, P., & Vaddadi, K. M., 2017).

B) Concepts and Characteristics of Purchasing Through Tiktok Affiliate Marketing

Research by Hoffman and Novak (2000) suggests affiliate marketing is the act of promoting others' products via the internet to earn commissions from the suppliers. Subsequently, Gallaugh and Auger (2001) introduced the concept of affiliate

marketing as a form of online marketing where the seller (Advertiser/Merchant) shares a percentage of the sales revenue generated by each customer that accessed the company's website through the provision of media content activities by publishers. Further studies by Del Franco & Miller (2003), Goff (2006), Goldschmidt et al. (2003), and Mariussen et al. (2010) propose that affiliate marketing is a form of marketing in which an affiliate will sign a contract with the seller or supplier to advertise products by sharing links to affiliate websites that display the product.

Hence, Tiktok Affiliate Marketing is a marketing strategy in which brands or individuals utilize the TikTok social media platform to advertise products and services through affiliates. In this model, affiliate partners create and share promotional content on their accounts on TikTok. When a user views and interacts with this post and then takes a specific action, such as a purchase or registration, the affiliate partners receive a portion or percentage of the commission from the sales generated. In this model, the business pays the affiliate partner on TikTok a rate of commission or a portion of the income generated from each transaction or action the affiliate partner helps create, such as a sale of the product, a subscription to a service, or a stream of access.

Subjects participating in affiliate marketing activities

- Advertiser/Merchant: known as suppliers. They are the people who provide specific information about products to publishers to foster marketing activities.
- Publishers: these are objects that are called publishers or affiliates. These objects can be individuals or organizations active in the field of online marketing.
- Affiliate network: This affiliate network acts as an intermediary connecting suppliers with publishers. When a purchase of the product is made, this affiliate network will be the medium to transfer customer information to the supplier so they can transfer the goods and estimate the commission level for the affiliates. This is also the mediator who resolves disputes between parties.
- Customers: They will carry out activities on the linked networks, such as searching for information, making purchases, registering information, etc.

C) Impact of Tiktok Affiliate Marketing on Customer's Purchase Behavior

Tiktok Affiliate Marketing not only assists in increasing awareness of a business's product or service but also influences purchasing behavior by triggering interaction and impacting customers' behavior through the network of affiliate partners. Tiktok Affiliate Marketing enhances the ability to reach a broader range of potential customers, foster trust and credibility, make personalized recommendations, and reconfirm information sources that determine the style in which customers interact with brands and make purchasing decisions. Specifically:

- a. For sellers:** help expand the reach of products and services through a network of affiliated publishers, thereby attracting a large quantity of potential consumers that businesses may not be able to approach independently. Tiktok Affiliate Marketing helps reach customers in a wider, more diverse range. This increase in approachability not only constructs brand awareness but also influences consumer preferences, especially when recommendations are made by trustworthy influencers on social networks (Smith, 2015).

Furthermore, Tiktok Affiliate Marketing also affects purchasing behavior due to its ability to personalize and target marketing. The algorithms of TikTok allow content and recommendations to be tailored to suitable markets or demographics (Shama Sikandar Mulla, 2022). Affiliate marketers can rely on the data about the audience following their channel and their interests to promote products and services that suit customers' needs and desires. Eventually, this will encourage consumers to engage with affiliate content, trust the influencer's recommendations, and make purchases based on the affiliate marketer's suggestions.

- b. For buyers:** Not only does it expand the range of choices for consumers, but since the product or service is advertised through credible affiliate marketers and is trusted by consumers, trust and faith from customers in the product or service are enhanced. In traditional marketing, consumers are usually skeptical about advertising messages given by companies. However, through affiliate marketing, consumers can easily evaluate, compare, and consider the recommendations. Tiktok Affiliate Marketing videos provide real-life experiences and opinions, allowing multi-dimensional engagement and the provision of information from other users. This shift modified the means by which traditional marketing channels work and empowered consumers to have more authority over their purchasing decisions. As a result, trust is delivered to the products or services they endorse, which drives purchase decisions.

TikTok affiliates' marketing influence on both buyers and sellers and the ability to increase direct contact with the target audience from affiliate partners help increase conversion opportunities. In other words, the influence converts visits or interactions into real transactions, such as making a purchase or subscribing to a service. Shama Sikandar Mulla's (2022) study examined the influence of affiliate marketing in e-commerce on consumer buying patterns. The research considered a number

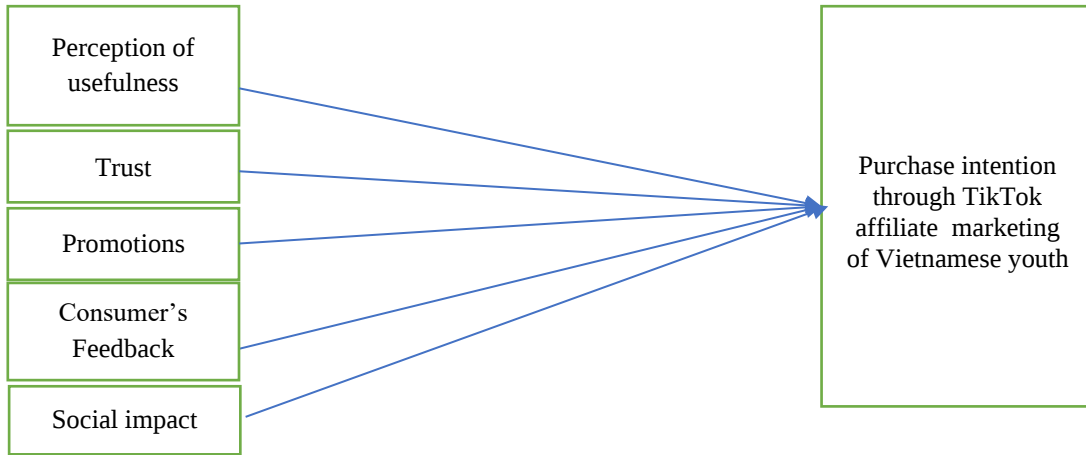
of consumer behavior factors, such as customers' purchasing patterns, brand perception, trust, perceptions of product quality and value, online shopping experiences, offers, promotions, and—most importantly—affiliate marketer opinions. Research results show that affiliate marketing strongly influences consumers' purchase intentions and plays a major role in forming their perceptions of products. Survey participants expressed a high level of trust in products recommended through affiliate marketing and highly regarded the information provided as well as the online shopping experience.

Furthermore, prior research has shown that affiliate marketing has a profound impact on consumers' perceptions of product quality and value, which encourages them to consider the opinions and recommendations of affiliate publishers. Another approach proposed by Julianne A et al. (2023) analyzes the impact of TikTok Affiliate videos on Gen Z consumers' behavior and purchase intentions based on three aspects of TikTok Affiliate videos, including informational, entertainment, and emotional aspects, and their impact on consumer behavior and purchase intention of Generation Z's customers. Research has demonstrated that all three aspects positively influence both consumers' behavior and purchase intention, with the emotional aspect having the most significant impact on Gen Z's consumption behavior, whereas the entertainment aspect has the greatest influence on purchase intention.

D) Research Models, Hypotheses and Measuring Scale

Based on the research overview, to scrutinize the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth, the article is based on the following factors: enhance the comprehension of the shopping behavior of Vietnamese youth and establish efficient marketing strategies. The proposed research model is shown in Figure 2.

Figure 2: Proposed Research Model



Source: Suggestion of research group

The research model is illustrated in Figure 2 with the following research hypotheses:

- **Hypothesis H1:** Perception of usefulness (NT) has a positive correlation with the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth (YD).
- **Hypothesis H2:** Trust (TC) has a positive correlation with the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth (YD).
- **Hypothesis H3:** Promotion (KM) has a positive correlation with the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth (YD).
- **Hypothesis H4:** Consumer feedback (PH) has a positive correlation with the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth (YD).
- **Hypothesis H5:** Social impact (XH) has a positive correlation with the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth (YD).

The components of the research scale are shown in the following Table 1.

Table 1: Interpretations of variables in the research model

No.	Symbol	Observed Variables	Reference Sources
I	NT	Perception of usefulness	Ajen, I (1991); Armitage, C. J., & Conner, M. (1999);
1	NT1	I purchase products that are highly regarded in quality.	
2	NT2	I purchase products that fulfill the needs of myself and my family.	

3	NT3	I choose to buy branded products.	Oanh., N.T.Y & Uyen., P.T.B., 2017)
4	NT4	I choose to buy products that I need.	
5	NT5	I choose to buy products that have good customer service.	
II	TC	Trust	Wijoseno & Ariyanti, 2017). El-Masri and Tarhini (2017), Escobar-Rodríguez and Carvajal-Trujillo (2014), Johnson (2017)
6	TC1	I choose to buy the products because I trust the brand.	
7	TC2	I chose to buy the products because I trust the evaluation of the TikTok.	
8	TC3	The warranty and after-sales support from the seller influences my trust in the product.	
III	KM	Promotion	Johnson (2017), Nusair, K., Yoon, H.J., Naipaul, S., & Parsa, H.G. (2010).
9	KM1	I choose to buy products when there are discounts.	
10	KM2	I choose to buy the products when there are accompanying gifts included.	
11	KM3	I choose to buy products when there are special promotions: golden hour, buy 1 get 1 free, exclusive offers.	
12	KM4	I choose to buy products when promotions are time-limited.	Tinne, W. S., (2011) Kem Z.K. Zhang et al, (2018)
IV	PH	Consumer's feedback	
13	PH1	My purchase decision-making process is easier when the Affiliate Video has a large number of likes and interactions involved.	
14	PH2	My purchase decision-making process is easier when the Affiliate Video has past customer's positive reviews.	Thu., N.Q & Tuyen., L.R.K, (2017)
15	PH3	My purchase decision-making process is easier when the content of the Affiliate Video contains positive reviews from past customers.	
V	XH	Social impact	
16	XH1	My purchasing decision on TikTok is influenced by my friends' opinions.	Ajzen & Fishbein (1975)
17	XH2	My purchasing decision on TikTok is influenced by my relatives' opinions.	
18	XH3	I usually buy products that are suggested by my TikTok friends.	
VI	YD	Purchase intention through Tiktok Affiliate Marketing	Ajzen & Fishbein (1975)
19	YD1	Purchasing through TikTok Affiliate is a good decision.	
20	YD2	I will continue shopping through TikTok Affiliate.	
21	YD3	I will recommend friends and relatives to purchase through TikTok Affiliate.	

Source: Compilation and suggestion of the research group

III. RESEARCH METHODOLOGY

A) Data collection methods

Based on the theory and overview of research on factors that affect the intention to purchase through Tiktok Affiliate Marketing for Vietnamese youth, the aspects that are included in the research model include (i) "perception of usefulness, (ii) "trust," (iii) "promotion," (iv) "consumers' feedback," and (v) "social impact", which affect the dependent variable of "the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth".

The survey questionnaire was conducted on a 5-point Likert scale with:

- 1- Totally disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Totally agree

A quantitative research method was conducted to compile the opinions of Vietnamese youth who intended to and have purchased products through Tiktok Affiliate Marketing. After developing the survey questionnaire, the research team conducted a trial survey with 10 random teenagers. The preliminary survey results showed that opinions agreed with the factors included in the model.

Due to constraints on time and resources for the survey, using the convenience sampling method, the minimum sample size needed is calculated using the formula $n = 50 + 8 * m$ (m = number of independent variables) (Tabachnick and Fidell, 1996). In this case, this research has 8 variables. The minimum number of votes needed to be collected is $50 + 6 * 8 = 98$ votes. The surveyed subjects are Vietnamese youngsters who purchased through Tiktok Affiliate Marketing. Online questionnaires were emailed to survey participants via the provided link, with the goal of gathering as many observation samples as feasible to guarantee the stability of the impacts <https://forms.gle/dk9ncx84mzhvyvK9>. The number of ballots collected was 302, and after subtracting the number of votes filtering the answer "Do not use TikTok" (16.7%, which is 50 people), the number of votes used for analysis was 252 votes from respondents who are youth who have experienced purchasing through Tiktok Affiliate Marketing (guaranteed greater than 98 votes).

B) Data processing method

$$YD = a*NT + b*TC + c*KM + d*PH + e*XH$$

SMARTPLS software is used to test hypotheses and evaluate the impact of factors.

Step 1: Evaluate the measurement model

The measurement model is evaluated by considering the contribution of observed variables (outer loadings), the reliability of the scale (Cronbach's Alpha), convergence (Convergence), and discriminant validity (Discriminant Validity).

Step 2: Evaluate the structural model

When the measurement model meets the requirements, proceed to evaluate the structural model through the impact relationship, path coefficient, overall determination coefficient R square, and effect size coefficient f square.

Moreover, when evaluating factors, the collected data will be synthesized, calculated, and reflected in charts, tables, and drawings using Excel and SPSS. With influencing factors designed based on a 5-point Likert scale, we will be able to calculate the average value of the scales and gain insight into the level of influence of each factor based on the perceived average value when we evaluate the impact of the factors. The research group proceeds to determine the distance value and average value of each factor and verify which answer the average score falls within.

Distance value = (Maximum - Minimum) / n = (5-1)/5 = 0.8

Evaluation thresholds based on average score value:

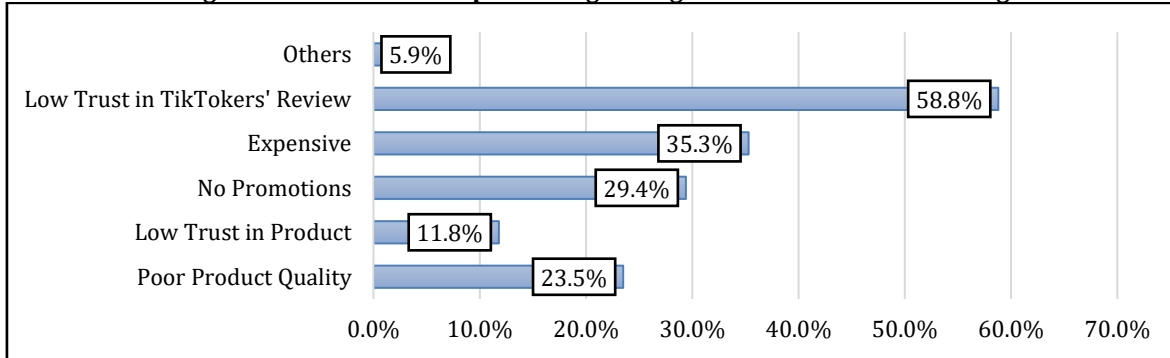
- + 1.00 - 1.80: Totally don't agree
- + 1.81 - 2.60: Don't agree
- + 2.61 - 3.40: Neutral
- + 3.41 - 4.20: Agree
- + 4.21 - 5.00: Totally Agree

IV. RESEARCH RESULTS

A) Description of survey participants

Of the 303 surveys collected, 252 answered that they use TikTok (83.3%), and 50 answered that they don't use TikTok (16.7%). Of the 252 people using TikTok, 166 people (accounting for 65.7%) have purchased products through Tiktok Affiliate Marketing in the last 3 months. The reasons for not purchasing are shown in Figure 3.

Figure 3. Reasons for not purchasing through Tiktok Affiliate Marketing



Source: Survey Results

The reasons for customers not to purchase through Tiktok Affiliate Marketing are mainly not trusting TikTok's reviews (58.8%), high prices (35.3%), no promotions (29.4%), and poor quality products (23.5%). The reason that the product is not reliable accounts for 11.8%, and 5.9% are other reasons. Regarding the gender and occupation of survey participants, 69% are female, 28.6% are male, and 2.4% did not want to specify.

Table 2: Occupation/Age of survey participants

Occupation			Age		
Occupation	Number of people	Rate (%)	Age Range	Number of People	Rate (%)
Pupils	23	9,3	Under 18 years old	65	25,6
Student	158	62,8	18-24 years old	164	65,1
Office staff	6	2,3	25-30 years old	23	9,3
Worker	12	4,7			
Freelancer	18	7			
Others	35	14			

Source: Survey Results

Regarding the occupation of the survey participants, there were mainly 158 students, which is 62.8%; 35 people chose “others,” equivalent to 14%; and the other 23 were pupils. Regarding the age of the survey participants, students aged 18–24 years old participating in the survey accounted for the largest proportion of 164 people (65.1%), followed by 65 people who are under 18 years old and 23 people who are 25–30 years old (9.3%)

B) Results of assessing the quality of observed variables in the measurement model

a. Inspect the quality of observed variables

Table 3’s external loadings are used to evaluate the quality of the observed variables.

Table 3. Outer loadings value of factors affecting the purchase intention of Tiktok Affiliate Marketing of Vietnamese youth

	KM	NT	PH	TC	XH	YD
KM1	0.825					
KM2	0.865					
KM3	0.865					
KM4	0.761					
NT2		0.810				
NT3		0.855				
NT4		0.776				
NT5		0.738				
PH1			0.855			
PH2			0.891			
PH3			0.797			
TC1				0.804		
TC2				0.879		
TC3				0.844		
XH1					0.853	
XH2					0.823	
XH3					0.871	
YD1						0.907
YD2						0.888
YD3						0.858
NT1		0.827				

Source: Hypothesis Testing Results of the Research Group

The results from Table 3 show that the outer loadings of all the total variable correlation coefficients of the variables affecting the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth(all > 0.7) (Hair et al., 2016) show that the observed variables are meaningful.

b. Examine the reliability of the scale.

Evaluate the reliability of the scale of factors affecting the purchase intention through Tiktok Affiliate Marketing of Vietnamese youth on PLS-SEM through two main indices: Cronbach’s alpha and composite reliability (CR).

Table 4. Cronbach’s Alpha value and Composite Reliability of factors affecting purchase intention through Tiktok Affiliate Marketing of Vietnamese Youth

	Cronbach’s Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
KM	0.849	0.855	0.898	0.689
NT	0.861	0.867	0.900	0.644
PH	0.808	0.840	0.885	0.720
TC	0.797	0.806	0.880	0.711
XH	0.810	0.834	0.886	0.721
YD	0.861	0.862	0.915	0.783

Source: Testing Results of the Research Group

According to Table 4, after analyzing the reliability test Cronbach’s alpha coefficient of the factor, the results are: promotion (KM) is 0.849, perception of usefulness (NT) is 0.861, consumer’s feedback (PH) is 0.808, trust (TC) is 0.797, social impact (XH) is 0.810, and purchase intention through Tiktok Affiliate Marketing of Vietnamese youth is 0.861. Thus, all scales satisfy the condition of > 0.7 (DeVellis, 2012) and do not violate any rules for eliminating variables, so no variables are eliminated, and all are acceptable in terms of reliability.

Composite Reliability of all observed variables is also > 0.7 (Bagozzi & Yi, 1988) (Table 4). Therefore, the scale has reliability, has statistical significance, and is used in the subsequent factor analysis.

c. Convergence

According to the data analysis results in Table 4, the average variance extracted index AVE (average variance extracted) of the factors: promotion (KM) is 0.689, usefulness (NT) is 0.644, consumer's feedback (PH) is 0.720, trust (TC) is 0.711, social influence (XH) is 0.721, and intention of purchase through Tiktok Affiliate Marketing of Vietnamese youth(YD) is 0.783. Thus, the average variance extracted index AVE (average variance extracted) of all variables is > 0.5 (Hock & Ringle, 2010), which indicates that the model satisfies the convergence conditions.

d. Discriminant Validity

Results in Table 5 of the Fornell-Larcker criteria of the model research factors affecting Promotion (KM), Perceived Usefulness (NT), Consumers' feedback (PH), Trust (TC), Social impact (XH), and purchase intention through Tiktok Affiliate Marketing of Vietnamese youth(YD) all ensure discriminant validity because the AVE square root values on the outer diagonal line are higher than all the values under the diagonal line. Consequently, the two criteria—the cross-loading coefficient and the Fornell & Larcker criterion—have met the requirements for discriminant validity.

Table 5. Fornell-Larcker criteria of the model to research factors affecting Vietnamese Youth' purchase intention to purchase through Tiktok Affiliate Marketing

	KM	NT	PH	TC	XH	YD
KM	0.830					
NT	0.735	0.802				
PH	0.401	0.431	0.849			
TC	0.652	0.696	0.418	0.843		
XH	0.436	0.432	0.602	0.396	0.849	
YD	0.541	0.614	0.391	0.584	0.335	0.885

Source: Testing Results of the Research Group

e. Effect size f^2 Value

The effect size f^2 value represents the level of influence of the factors when eliminated from the model. The f^2 value corresponds to 0.02, 0.15, and 0.35, corresponding to small, medium, and large influences of the exogenous variable (Cohen, 1988). If the effect size is < 0.02 , it is considered to have no influence.

Table 6. Summary Table of f^2 Value

	KM	NT	PH	TC	XH	YD
KM						0.008
NT						0.068
PH						0.015
TC						0.053
XH						0.000
YD						

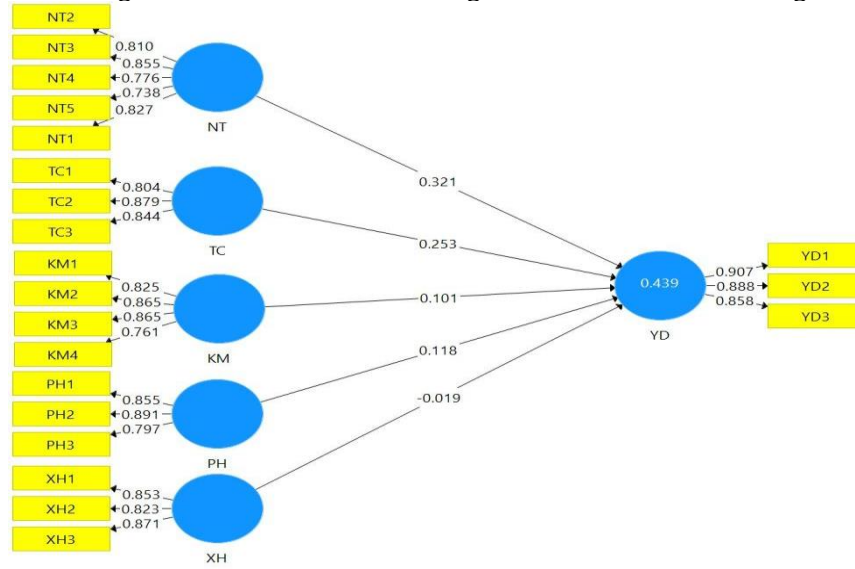
Source: Testing Results of the Research Group

In this model, in Table 6, we witness the following factors: usefulness (NT) is 0.068; trust (TC) is 0.053, have a small influence on the intention to purchase through Tiktok Affiliate Marketing of Vietnamese youth(YD) (because the values are $0.02 < f^2 < 0.15$). Factors of promotion (KM) (0.008), Consumers' feedback (PH) (0.015), and Social impact (XH) (0.00) have $f^2 < 0.02$ and are considered to not influence YD.

C) Results of assessing the level of influence using the structural model

a. Evaluate influence relationships

The relationship and level of influence of factors affecting the intention to purchase through Tiktok Affiliate Marketing of Vietnamese youth on SMARTPLS are shown in Figure 4.

Figure 4. Factors Affecting the Purchase Intention through Tiktok Affiliate Marketing of Vietnamese Youth

Source: Testing results using SMARTPLS by the Research Group

The results of the Bootstrap analysis to evaluate the influence relationships are shown in Table 7. Accordingly, the variables perceived usefulness (NT) and trust (TC) have an influence on “Intention to Purchase through Tiktok Affiliate Marketing of Vietnamese youth(YD)”; consumers’ feedback has P-values > 0.01, which reflects that these factors are statistically significant enough to demonstrate a relationship that has a positive impact on the intention to purchase through Tiktok Affiliate Marketing of Vietnamese youth(hypothesis H1, H2, and H4 are accepted). Factors such as “*promotion*” and “*social impact*” have P-values > 0.1, which indicates that these factors are not statistically significant enough to demonstrate a relationship with the intention to purchase through Tiktok Affiliate Marketing of Vietnamese youth (hypotheses H3 and H5 are rejected).

Table 7. Structural model path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
KM -> YD	0.101	0.097	0.079	1.276	0.202
NT -> YD	0.321	0.324	0.084	3.831	0.000
PH -> YD	0.118	0.120	0.064	1.848	0.065
TC -> YD	0.253	0.252	0.072	3.509	0.000
XH -> YD	-0.019	-0.016	0.065	0.299	0.765

Source: Testing results using SMARTPLS by the Research Group

The test results in Table 7 show that, with a confidence level of 90%, “usefulness” (NT) has the strongest impact on the intention to purchase through Tiktok Affiliate Marketing of Vietnamese youth with an influence level of 0.321, followed by “trust” (TC) with an influence level of 0.253; the factor of “consumers’ feedback” (PH) has an influence level of 0.118; “promotion” and “social Impact” are not sufficiently statistically significant to determine the influence of those independent variables on the dependent variable intention on the dependent variable intention to “purchase through Tiktok Affiliate Marketing of Vietnamese youth” (YD).

Thus, we have the following regression equation:

$$YD = 0.321*NT + 0.118*PH + 0.235*TC$$

b. Evaluating the Coefficient of Determination R² (R squared)

The results of the PLS algorithm analysis provide the R² value, reflecting how well the independent variables explain the dependent variable. R² values measure the overall coefficient of determination (R-squared value), which is a numerical value that measures how well a statistical model predicts an outcome (the model’s anticipation ability). According to Theo Hair et al. (2010), R-squared values are suggested to be 0.75, 0.5, or 0.25.

Table 8. Coefficient of Determination of Independent Variables to Dependent Variables (R Square)

	R Square	R Square Adjusted
YD	0.439	0.428

Source: Testing result of the research group

The results from Table 8 show that R^2 is equal to 0.439 and the adjusted R^2 value of 0.428 is appropriate in this research case; therefore, the independent variables in the research model explain 43.9% of the “intention to purchase through Tiktok Affiliate Marketing of Vietnamese Youth”.

c. Evaluating the Standardized Root Mean Square Residual (SRMR)

Standardized Root Mean Square Residual (SRMR) value: this index indicates the suitability of the research model. As reported by Hu and Bentler (1999), a suitable model will typically have a SRMR value of less than 0.08.

Table 9. Standardized Root Mean Square Residual (SRMR)

	Saturated Model	Estimated Model
SRMR	0.073	0.073

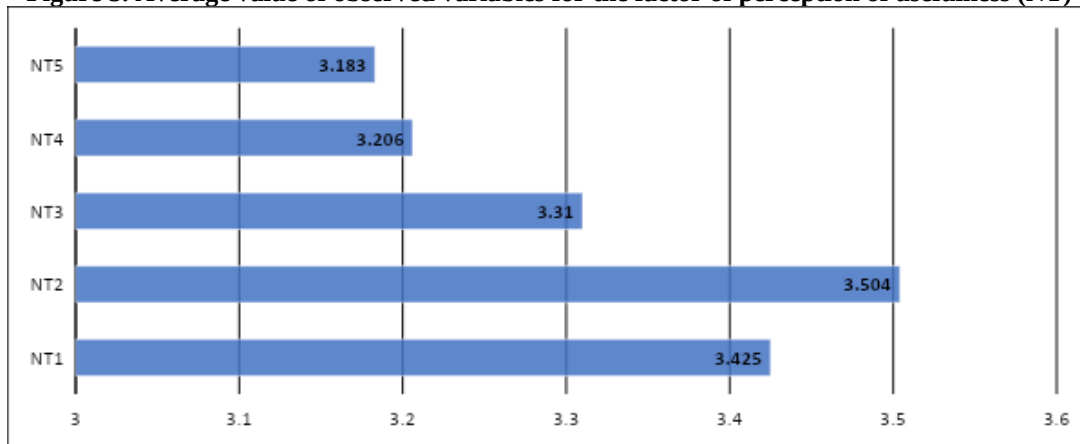
Source: Testing result of the research group

Through the SRMR research results in Table 9, the value of the saturated model is 0.073 and the value of the estimated model is 0.073, which are all less than 0.08. As a result, this model is suitable for data analysis.

V. DISCUSSION

With the factors considered affecting the intention to purchase through Tiktok Affiliate Marketing of Vietnamese Youth (YD), at a 90% confidence level, “Perception of usefulness” (NT) have the strongest influence on the intention to purchase through Tiktok Affiliate Marketing of Vietnamese Youth with the influence level of 0.321, which means that when the perceived usefulness increases by 1 unit, the intention to purchase through Tiktok Affiliate Marketing of Vietnamese Youth increase by 0.321 unit; followed by the factor of “Trust” (TC) have the influence level of 0.253, which indicates that with when the value of trust increase by 1 unit, the intention of purchase through Tiktok Affiliate Marketing of Vietnamese Youth increase by 0.253 unit; the factor of “Consumers’ Feedback” (PH) have the influence level of 0.118, meaning that when the consumers’ feedback increase by 1 unit, the intention to purchase through Tiktok Affiliate Marketing of Vietnamese Youth will increase by 0.118 unit; the factor of “Promotions” and “Social Impact” are not adequately statistically significant to establish a conclusion about their influence on the dependent variable “Intention to purchase through Tiktok Affiliate Marketing of Vietnamese youth” (YD).

(1) Factor “usefulness” (NT) has the strongest influence on Vietnamese youth’s intentions to purchase through Tiktok Affiliate Marketing, which shows a significant concern for product quality, personal needs, brand, necessity, and customer service

Figure 5. Average value of observed variables for the factor of perception of usefulness (NT)

Source: Calculated from the Survey Results

The observed variables have an average score ranging from 3.1 to 3.5, which means that youth participating in the survey all responded as “agree” or “hesitate” with the statements given by the research team regarding their ability to regulate the finances, times, and resources dedicated to purchases through Tiktok Affiliate Marketing.

- Needs for usage (3.504): This is the highest-rated factor, with an average score of 3,504. This reveals that youth often buy products that truly meet their and their family's needs. They have the tendency to consider the usefulness and effectiveness of the product before making a purchase decision.
- Product quality (3.425): This indicates that young consumers highly regard the product's quality and often search for products that have been highly rated.
- Brand (3,310): Brand awareness and faith can strongly influence purchasing decisions, bringing a sense of trust in the quality and reputation of the product.
- Product necessity (3.206): this factor shows that youth's purchases are often based on the actual necessity of the product. This means they tend to prioritize buying products that they need instead of shopping based on trends or advertisements.
- Customer service (3.183): This factor has the lowest average score in the group of "usefulness" factors, which indicates that even though good customer service can evoke pleasant shopping experiences and increase customers' loyalty, it is not a primary factor in determining the Vietnamese youth' intention to purchase through Tiktok Affiliate Marketing.

With the results of "usefulness" above, on the consumer side, youth will increase their understanding of product quality and their personal needs through carefully researching the products that they want to purchase, promoting critical thinking regarding the necessity of the products, and encouraging independence in selecting products through Tiktok Affiliate Marketing. On the other hand, for TikTokers, maintaining objectivity in choosing and reviewing branded products is the basis for achieving the highest sales volume through their affiliate marketing channel.

(2) The factor "Trust" (TC) has the second highest level of influence on the intention to purchase through Tiktok Affiliate Marketing. The average value of the observed variables of TC is represented in Figure 6.

Figure 6: Average value of observed variables for "Trust" (TC)



Source: Calculated from survey results

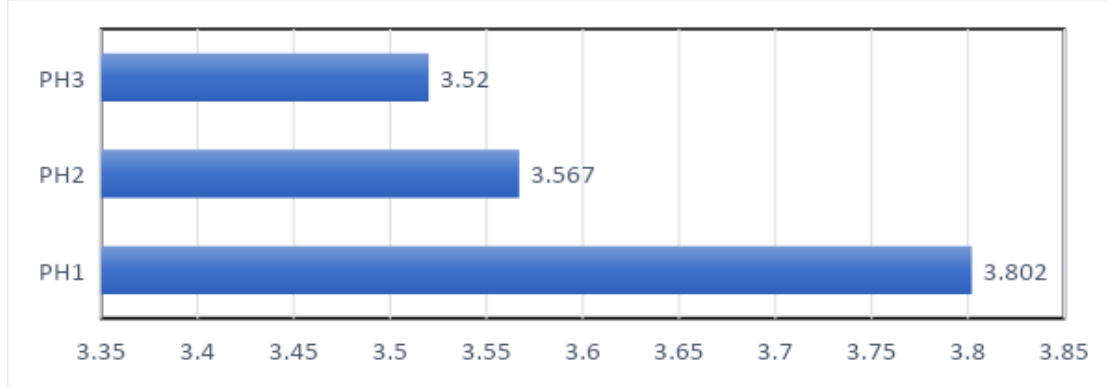
The observed variables have an average score ranging from 3.25 to 3.5, which means that youth participating in the survey all responded "agree" with the statements provided by the research group regarding respondents' belief in the product's brand (TC1), TikTokers' reviews (TC2), and sellers' warranty and after-sales support (TC3). Specifically:

- Product brands (3.321): Reputable brands are often associated with good product quality and customer service, which enhance trust from customers and is an important factor in purchasing decisions.
- TikTokers' reviews (3.25): TikTokers' reviews have an average score of 3.25, which indicates a significant level of trust in influencers on this social media platform. TikTokers often possess a large number of followers and the ability to strongly influence youth' shopping decisions. Nonetheless, the factors have a lower average score compared to the products' brand, and the warranty indicates that while TikTokers' opinions are important, they are not the only determinant.
- Warranty and after-sales support (3.5): This is the factor that has the highest average score with 3.5, which illustrates that the warranty and after-sales support from the sellers is extremely crucial to the customers' trust. This reflects the reality that good after-sales service can significantly increase customers' trust and strongly influence purchasing decisions. Customers are often inclined to select sellers who ensure warranty and support after purchasing the product, which evokes a sense of safety for customers when shopping online.

From the results above, marketers and businesses should concentrate on constructing and maintaining brand reputation, ensuring satisfactory after-sales service, and cooperating with creditable TikTokers to maximize the effectiveness of their Tiktok Affiliate Marketing campaigns.

(3) The factor of “consumers’ feedback” (PH) has the third most significant influence on the intention to purchase through Tiktok Affiliate Marketing. The average scores of the observed variables for the PH factors are illustrated in Figure 7

Figure 7. Average score of the observed variables of the factor of “Consumers’ Feedback” (PH)



Source: Calculated from survey results

The observed variables for the factor “consumers’ feedback” (PH) have an average score ranging from 3.52 to 3.82, which means that youth participating in the survey all responded “agree” with the statement provided by the research group.

- High level of interactions on social media posts (3.802): The average score of this variable is the highest, which reveals that high interaction on affiliated videos strongly influences youth’s purchasing decisions. The large number of likes, hearts, and interactions give consumers the feeling that the product is reputable and popular—highly regarded in the community. This reflects the bandwagon effect and social impacts, causing viewers to be more confident in the quality and usefulness of the product. Combined with the perceived usefulness factor, this will stimulate the intention to purchase through Tiktok Affiliate Marketing among Vietnamese youth.
- Good reviews of past buyers (3.567): Good reviews provide direct information regarding the quality and effectiveness of the product from people who have used it, which helps new customers feel secure in their purchasing decisions.
- Positive experiences from past buyers (3.52): Positive experiences are often shared through stories or videos sharing the experiences of using the product.

To encourage feedback from TikTok through the number of likes, comments, reviews, and positive experiences from past buyers, marketers and businesses should concentrate on producing high-quality content and encouraging positive engagement from viewers. At the same time, collecting and displaying convincing reviews and sharing positive experiences from past buyers is pivotal to enhancing trust and sales volume.

For youth, in order to properly shop through Tiktok Affiliate Marketing, they should: (i) determine a specific budget dedicated to shopping. This will assist them in remaining in control and mitigate the possibility of overspending; (ii) combine feedback information with product reliability and the product’s reliability to make good shopping decisions; (iii) identify and evaluate the accuracy and reliability of the consumers’ feedback.

VI. CONCLUSION

Affiliate marketing is increasingly popular in the context of consumers tending to choose online shopping. Based on the theory of planned behavior, concept, and characteristics of Tiktok Affiliate Marketing, the research group analyzed the factors that influence the intention to purchase through Tiktok Affiliate Marketing of Vietnamese youth (YD). The results determine that the factors affecting youth’ intention to purchase through Tiktok Affiliate Marketing are: “Perception of usefulness” (NT), “Trust” (TC), and “Consumers’ Feedback” (PH); the factors of “Promotion” (KM) and “Social impact” (XH) are not sufficiently statistically significant to determine a positive relationship between these observed variables and the variable of purchase intention among youth. This study has not evaluated the impact of demographic variables—differences in age, gender, occupation, local residency, and level of income—on youth’s intentions to purchase through Tiktok Affiliate Marketing. Future researchers can approach the topic by (i) evaluating the influence of demographic variables on the motivation to purchase through Tiktok Affiliate Marketing; (ii) including other factors such as benefit motivation and investigating the influence of those factors on the purchase intention; (iii) studying the effects of purchase intention on the consumers’ behavior of youth through affiliate marketing; and (iv) scrutinizing the purchase intention through affiliate marketing of other social media platforms.

VII. REFERENCES

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