EFFECT OF SOCIAL MEDIA-TIKTOK ON GENERATION Z PURCHASE INTENTION – EVIDENCES FROM VIETNAM

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ABSTRACT

The primary aim of this study is to investigate the factors influencing the purchasing intention of Vietnamese youth through the lens of social media, with a specific focus on TikTok. This research explored the effects of social media-Tiktok, innovation of selling way, electronic word-of-mouth (eWOM), influencers and personalized experiences on purchase intention of Vietnamese generation Z. The survey technique is used to gather and analyze data from a particular sample population, Gen Z consumers, that utilizes TikTok. Applying a model of multiple regressions, the hypotheses are tested. The results revealed significant positive relationships among social media usage, particularly on TikTok, and the influence of social media influencers, with the purchase intention. The findings emphasized the pivotal role of influencers and social networking platforms in forming the purchasing intention of Vietnamese Gen Z consumers. The results of the study added to the body of knowledge about how social media affects consumer behavior. Moreover, the study's results provided insights into the ways in which businesses can leverage Tiktok to reach and engage with Gen Z consumers in Vietnam.

KEYWORDS: Purchase Intention, Social Media, Tiktok, Gen Z Consumers, Influencer

1. INTRODUCTION

In the realm of modern life, social media has become an integral and transformative force, reshaping the dynamics of consumer-business interactions and profoundly influencing purchasing behaviors. Among the various demographic groups, the youth population has emerged as an especially influential segment in shaping consumer decision-making processes. As a result, research exploring social

media's influence on how customers behave has attracted significant attention from scholars in recent years (Abdul et al., 2022). Along with its impressive user base of over 22 million in Vietnam, TikTok has captivated businesses seeking to engage with the younger demographic. Nevertheless, understanding the precise impact of TikTok on the purchasing decisions of Vietnamese Generation Z, a generation renowned for its distinct characteristics and preferences, poses a challenging yet vital research endeavor. To grasp TikTok's impact on consumer behavior fully, attention must be directed towards Generation Z, the dominant cohort on the platform. Born between the mid-1990s and early 2010s, Generation Z in Vietnam, like in many other parts of the world, is heavily engaged with various social media platforms. Studies, such as Nguyen (2022), have shown that Generation Z considers social media a crucial source of product information. The Vietnamese segment of Generation Z shares these traits, making them receptive to the core features of TikTok, emphasizing short, visually appealing, and authentic videos.

TikTok is renowned for its viral challenges and trends that spread rapidly across the platform. Influencers often play a central role in initiating and participating in these challenges, creating a sense of community and encouraging user engagement (Mhalla, Yun & Nasiri, 2020). Social media influencers play a pivotal role in amplifying eWOM's impact on consumer behavior. These influencers, with their large follower base and engaging content, act as opinion leaders, providing authentic and trusted product reviews and recommendations to their audience. Gen Z, in particular, places high value on the opinions of influencers they follow, considering them to be reliable sources of information (Azim & Nair, 2021). TikTok's rise in Vietnam has paved the way for influencer marketing, which holds immense potential for businesses aiming to engage with their target audience. Influencers, with substantial and devoted followings on the platform, serve as effective brand ambassadors, amplifying brand messages and recommendations to their loyal fans. Collaborating with influencers allows brands to tap into the trust and credibility these personalities have cultivated with their followers, resulting in heightened brand awareness and consumer engagement (Sánchez et al., 2021). In light of TikTok's content-rich environment, it provides an array of engaging video content for users to explore. The platform's diversity spans from captivating dance challenges and personal experiences shared by users to entertaining clips, informative healthcare insights, and educational content spanning various subjects (Wang & Sun, 2020). Moreover, TikTok has evolved into a platform for brand promotion and customer engagement. Brands recognize the vast potential of TikTok for connecting with younger audiences. Beyond brand marketing, TikTok has emerged as a valuable resource for users seeking diverse information. The platform caters to various interests, ranging from product reviews and marketing insights to educational content and life hacks (Dewi, 2021). This diverse content pool offers an immersive experience, enriching users' understanding of various subjects while providing entertainment value. Mei, Brataas, and Stothers (2022) indicated that a proportion of Gen Z consumers in Vietnam feel stressed by the sheer volume of information presented during online shopping

experiences. This highlights the need for a thoughtful and adaptable approach in integrating innovative selling methods.

According to the research of Ao and Nguyen (2020), Generation Z accounts for approximately 15 million people in Vietnam, making up around 15.6% of the country's total population. This significant demographic size revealed the need to understand their preferences and behaviors, especially in the realm of consumerism. Gen Z's purchase characteristics are affected by their quest for authenticity, value individuality, and penchant for digital interaction. The attributes have been widely investigated and are especially pronounced in their interactions with social media platforms like TikTok (Lee, Brennan & Wyllie, 2021). Therefore, exploring TikTok's impact on Gen Z's purchasing intentions in Vietnam provides an exciting avenue for understanding the evolving landscape of digital communication and consumer behavior. This study intends to employ a quantitative research approach, collecting data through an online survey targeting Vietnamese Gen Z individuals aged between 18 and 24 years old. By delving into this research area, the research can better comprehend the implications of TikTok's influence on consumer behavior and the marketing strategies that resonate with the Gen Z audience in Vietnam. However, amidst the numerous social media platforms the specific influence of TikTok on the purchasing decisions of Vietnamese Gen Z remains relatively uncharted territory. Conclusions of this investigation will broaden the corpus of knowledge about how social media affects consumer intention. Moreover, the study's results will provide insights into the ways in which businesses can leverage Tiktok to reach and engage with Gen Z consumers in Vietnam. The implications of the study will also extend to policymakers, who may use the findings to inform regulations on social media advertising practices in Vietnam.

2. LITERATURE REVIEW

The rise of e-commerce within social media platforms, including TikTok, has significantly influenced Gen Z's purchase behavior. The integration of shopping features within TikTok facilitates purchasing decisions, aligning with this generation's desire for quick gratification and instant access (Nguyen & Nguyen, 2022). The platform's seamless transition from content consumption to product discovery and purchase resonates with Gen Z's digital fluency and comfort with multi-tasking across various online activities. Additionally, Gen Z's reliance on peer recommendations is another defining purchase characteristic that seamlessly aligns with TikTok's community-driven nature. The platform's interactive challenges and trends encourage user participation and engagement, effectively shaping purchase decisions through shared experiences and endorsements from peers (Goli& Khan, 2022). These factors create an ecosystem where Gen Z's intended purchase is heavily influenced by the recommendations and endorsements of those they trust. However, despite their digital adeptness, Gen Z's purchase characteristics are not devoid of concerns. Vo and Vo (2022) indicated that Gen Z in Vietnam ranks "privacy and security of personal information" as a top concern when shopping online.

As such, businesses and platforms must prioritize transparency and data protection to retain this generation's trust and engagement.

Social media – Tiktok

Based on studies conducted by Goli and Khan (2022) one of the social networking sites with the greatest worldwide expansion, TikTok, offers an alternative to online sharing. TikTok's popularity in Vietnam can be attributed to several factors. Its engaging short-form content, personalized content recommendations, and features for creative expression appeal to younger users, especially Generation Z, known for their preference for bite-sized and visually engaging content. The platform's algorithm analyzes users' interactions to provide tailored content suggestions, enhancing user engagement. Tiktok has furthermore surfaced as a significant source of information for Vietnamese consumers. The social media has become an essential channel for conveying brand values, mission, and dedication to sustainability and social duty, factors that resonate with the values of Vietnamese consumers, particularly Gen Z (Nguyen, 2022; Vo & Vo, 2022). Therefore, social media have become instrumental in attracting and retaining consumers.

Innovation of selling way

One of the most innovative selling techniques on social media is the integration of shoppable content. On platforms like TikTok, brands can create videos that include clickable links or tags that direct users to product pages or e-commerce platforms where they can make a purchase with ease. As TikTok and influencer marketing continue to evolve, new trends and innovations are likely to emerge. Brands must stay updated with platform features and audience preferences (Hu et al., 2020).Tiktok offer a perfect platform for running limited-time offers and flash sales. Brands can create a sense of urgency and exclusivity by promoting time-sensitive discounts or deals, encouraging consumers to make a purchase quickly before the offer expires. This strategy capitalizes on the fear of missing out and compels young Vietnamese consumers to take immediate action (Hinduan et al., 2020). As the influence of social media continues to grow in Vietnam, businesses must adapt and leverage these innovative selling techniques to stay competitive in the ever-evolving digital landscape.

eWOM

Social media influencers play a pivotal role in amplifying eWOM's impact on consumer behavior on TikTok. The relationship between entertainment and e-commerce has created a new trend of "social commerce" on TikTok, where young Vietnamese individuals are more inclined to base their purchases on eWOM shared on the platform (Vo & Vo, 2022). The seamless nature of eWOM on TikTok, combined with the engaging content and personalized recommendations, makes it a highly influential factor in shaping the purchase intention of young Vietnamese consumers. The prevalence of social commerce on TikTok further cements the role of eWOM in driving actual purchasing behavior among

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Gen Z in Vietnam. Positive eWOM on TikTok can lead to increased brand loyalty and attract new customers to the brand (Chaturvedi et al., 2020). For brands operating on TikTok, effective management of eWOM is essential in building a positive brand image and fostering consumer trust and loyalty.

Influencers

TikTok, have witnessed the rise of a powerful and influential group of content creators known as influencers. These individuals, with a sizable and engaged following, have become significant players in shaping consumer behavior and purchase decisions among young audiences in Vietnam. These influencers often specialize in particular niches, such as fashion, beauty, fitness, lifestyle, and more, establishing themselves as experts in their respective fields. Influencer partnerships allow firms to use influencers' platforms to market goods and services, resulting in higher engagement and increased brand visibility (Kim, 2021). Influencers on TikTok in Vietnam wield substantial power in shaping young consumers' purchase intentions. As social networking sites have a major effect on the daily lives of young people. Influencer marketing on TikTok has become identified as a potent tool makes it possible that companies realized working with influencers might help them successfully and honestly reach their target audience (Gerlich, 2023).

Personalized experiences

Personalized experiences have become a crucial aspect of young consumers' engagement and purchase intentions. Brands that incorporate personalization into their TikTok marketing strategies can build stronger and more meaningful relationships with their customers (Seo, Park & Choi, 2020). Personalized content demonstrates that brands understand their customers' preferences and needs, leading to increased trust and loyalty. Besides, TikTok collects vast amounts of data on user behavior, such as content preferences, interactions, and search history. This personalized approach can lead to increased engagement and loyalty to the influencer's content. Brands need to assess the impact of personalized experiences on TikTok to measure its effectiveness in driving engagement and purchase intentions (Bhandari & Bimo, 2022). TikTok's algorithmic approach to content recommendation and user- generated content create a personalized feed for each user, leading to higher engagement and extended time spent on the platform.

3. METHODOLOGY

This study presents a comprehensive overview of the literature on the topic of the effect on social media applications on Vietnamese Generation Z people's purchase intention, with a focus on the empirical study of Tiktok in Vietnam. To make the research questions more precise, five hypotheses will be examined to ascertain if the factors have a meaningful relationship.

- Hypothesis (H_1): There is a significant relationship between social media usage and purchase

intention of Vietnamese Gen Z consumers

- Hypothesis (H_2): There is a significant relationship between innovation of selling way and the purchase intention of Vietnamese Gen Z consumers.
- Hypothesis (H_3): There is a significant relationship between the sources of eWOM and the purchase intention of Vietnamese Gen Z consumers.
- Hypothesis (H_4): There is a significant relationship between influencers and the purchase intention of Vietnamese Gen Z consumers.
- Hypothesis (H_5): There is a significant relationship between the effectiveness of personalized experiences and the purchase intention of Vietnamese Gen Z consumers.

Survey instrument

The core data for this study are gathered through quantitative research using a questionnaire. The survey questions adapted from the researches of Nguyen (2022), Nguyen and Nguyen (2022), Gupta and Chopra (2020), Trinh and Nguyen (2023), Wongkitrungrueng and Assarut (2020), and Zhu et al. (2022). Categorical questions in the first section are intended to screen out eligible responses based on factors like gender, age, and TikTok usage, reasons for using TikTok and about influencers. These questions aim to identify specific demographic and purchase intention characteristics of the respondents.The survey questions in second section are intended to investigate the effect of social media - Tiktok, innovation of selling way, eWOM, influencers and personalized experiences on Vietnamese Gen Z purchase intention.Finally, Likert scale questions are utilized in this research, employing a ten-point scale. This study employed a rating system that ranged from strongly agree (10) to strongly disagree (1) to assess the impact of these factors on the purchasing behavior of Vietnamese youth people.

Data analysis

The survey method is implemented in this study to gather and analyze information from a certain sample of the TikTok-using generation Z. Furthermore, the quantitative research attempts to measure the impact of Tiktok in consumer decision-making process in order to maximize its influence about Vietnam's generation Z's shopping patterns.To investigate the relationship among the social networking site-Tiktok, innovation of selling way, eWOM, influencers, personalized experiences and generation Z purchase intention, the hypotheses were tested by the following Multiple Regression Model:

$$\textit{Gen Z Pur intension}_i = \beta_0 + \beta_1 \textit{Social media - Tiktok}_i + \beta_2 \textit{Innovation of selling way}_i + \beta_3 \textit{eWOM}_i + \beta_4 \textit{Influencers}_i + \beta_5 \textit{Personalized experineces}_i + \varepsilon_i$$

where:

β_0 is a constant; β_1, β_2, β_3, β_4, β_5 are regression coefficients of independent variables; and ε_i is an error term. The definitions of variables are described as shown on Table3.1.

Table 3.1: Summary of the Variable Definition

Variables	Definition
Gen Z Pur intension	The participants' age in this survey (survey item 1) Purchase Intention shows confidence and efficiency of purchasing (survey item 8, 9)
Social media –Tiktok	This variable is measured by programs and webpage that let people engage in social networking or produce and share information (survey item 10, 11, 12)
Innovation of selling way	It measures an approach that takes concepts of innovative thinking and applies them to the sales process (survey item 13, 14, 15, 16)
eWOM	This variable is analyzed depending on the actions and choices of a person according to the majority (survey item 17, 18, 19)
Influencers	This factor is measured influence of one person on the purchasing decision of a certain group of people (survey item 20, 21, 22)
Personalized experiences	This factor is measured by adjusting the content based on the customers' interests and purchase history (survey item 23, 24, 25,26)

4. RESULT AND FINDINGS
Descriptive statistics

The data shown on table 4.1 of this study provided detailed information about the characteristics of survey participants. This data is the result of collecting survey information via Google Survey of 350 surveys, 312 were usable, TikTok users of generation Z in Vietnam and get 89.1% of an effective response rate. The gender distribution of survey participants showed, of the total 312 TikTok users, there are 169 men (54.2%) and 143 women (45.8%). The result may indicate that the gender distribution among generation Z in Vietnam is fluctuating, but men make up a large portion of the survey. Understanding the differences between these gender groups could have an impact on how they use TikTok and their shopping intentions. The data also provides a detailed glimpse into the reasons using TikTok usage among surveyed Generation Z participants in Vietnam. Remarkably, a substantial 40.1% of respondents, totaling 125 individuals, cited "To shopping" as their primary motivation for

using TikTok. This keen interest in e-commerce activities underscores the platform's pivotal role as a shopping hub for the younger demographic. Following closely, 26.6% of respondents, comprising 83 individuals, indicated their motivation as "To follow influencer," reflecting the platform's influence in shaping consumer choices through influential personalities. Moreover, 21.8% of participants, 68 individuals, engage with TikTok primarily for entertainment, emphasizing the platform's appeal as an entertainment destination. A notable8.7% of respondents, involving 27 individuals, cited "To share information" as their motive, underscoring the platform's utility for disseminating knowledge. Additionally, a modest 2.9% of respondents, a total of 9 individuals, expressed their intention "To socialized," portraying a relatively limited emphasis on social interactions within this context.

The frequency of TikTok usage among our surveyed Generation Z respondents in Vietnam in table 4.1 is presented an overwhelming 80.4% of respondents, a substantial 251 individuals, indicated that they dedicate "1-2 hours per day" to TikTok usage. This substantial majority signifies a significant portion of the Generation Z demographic engaging with the platform on a daily basis. Following this, 11.9% of participants, comprising 37 individuals, reported spending "less than 1 hour per day" on TikTok. Furthermore, 7.1% of respondents, totaling 22 individuals, devote "2-3 hours per day" to TikTok, highlighting a moderate level of usage within this cohort. A minuscule 0.6%, represented by 2 individuals, declared to have spent "more than 4 hours per day." on the platform. In addition, the data showed that detailed reasons following influencers among Vietnam's Generation Z on TikTok is presented. Notably, 52.6% of respondents, totaling 164 individuals, articulated their motivation as being linked to the influencers' expertise in their respective fields, coupled with enticing promotional offers extended to their followers. This finding underscores the significance of credibility and incentives in shaping the follower- influencer relationship, shedding light on the role of trust and perceived value in online engagements. Following closely, 26.3% of participants, comprising 82 individuals, stated that entertainment served as their primary motivation for following influencers, emphasizing the entertainment value influencers bring to their audience. Additionally, 17% of respondents, involving 53 individuals, cited the need to stay updated with current events and news as a driving factor for their followership. Remarkably, a smaller yet notable fraction, 4.2% comprising 13 individuals, indicated that peer influence played a role, with friends' followership influencing their decision to follow specific influencers. By synthesizing information from data of table 4.1, this study gained a deeper insight into how TikTok users in generation Z in Vietnam use the app and why they choose to follow influencers on the platform. The results provided a comprehensive view of how TikTok is not just a regular entertainment app but also a powerful tool for creating shopping intent in the minds of users.

Table 4.1: Descriptive statistics of the respondents

	Characteristics	**Number**	**Percentages**
Gender	Male	169	54.2
	Female	143	45.8
Why do you use Tiktok	To socialized	9	2.9
	To share information	27	8.7
	To entertain	68	21.8
	To follow influencer	83	26.6
	To shopping	125	40.1
How often do you use Tiktok	Less than 1hours per day	37	11.9
	1-2 hours per day	251	80.4
	3-4 hours per day	22	7.1
	More than 4 hours per day	2	.6
What could be the reasons you followed the influencers in Tiktok	To update news	53	17.0
	Because my friend have followed	13	4.2
	To entertain	82	26.3
	They are knowledgeable about their fields and have promotional offers for followers	164	52.6

The result of table 4.2 presented the descriptive statistics of the observed variables in this research. The gen Z Pur intension scale is high, which is 6.5080. The result indicated that the participants rated all these variables positively. The social media-TikTok scale indicated a notably high value of 6.5559, which imply that social media, specifically TikTok, significantly influences their purchasing decisions. The Innovation of selling way scale reveal a substantial value of 6.8562, which implied the pivotal role played by innovative approaches in selling have significant impact on the purchasing decisions of the respondents. The eWOM (electronic Word-of-Mouth) scale demonstrate a noteworthy value of 6.5877, which mean eWOM released its substantial influence on the purchasing decisions of the respondents. The influencers scale unveiled a significant value of 6.8381, which reflected influencer can emphasize their substantial impact on the purchasing decisions of the respondents. Personalized Experiences scale indicated a noteworthy value of 6.8341. It accentuates the importance of personalized experiences and highlighted their substantial influence on the purchasing decisions of the respondents.

Table 4.2: Mean of variables

	Mean	Std. Deviation
Gen Z Pur intension	6.5080	1.86974
Social media–Tiktok	6.5559	1.72235
Innovation of selling way	6.8562	1.49576
eWOM	6.5877	1.49727
Influencers	6.8381	1.62104
Personalized experiences	6.8341	1.65575

Reliability test

Cronbach's alpha reliability index is usually applied to measure the internal consistency or reliability of the instrument. In this survey, the purchase intention was assessed by Cronbach's alpha. The questionnaires with multiple Likert 10 point scales were applied. The Cronbach's Alpha values for all variables in the table 4.3 are greater than 0.78. This demonstrates that all the measured variables have high reliability, providing a solid foundation for the examination and explanation of the study's findings.

Table 4.3: Reliability statistics

Variables	Cronbach'sAlpha
Gen Z Pur intension	0.847
Social media–Tiktok	0.814
Innovation of selling way	0.827
eWOM	0.786
Influencers	0.819
Personalized experiences	0.839

Regression analysis

The data in table 4.4 showed Gen Z Purchase intentions manifests a robust correlation (ranging from 0.811 or 0.923) with social media–Tiktok, innovation of Selling way, eWOM, influencers, and personalized experiences. The result showed the strong correlation underscores the profound and multifaceted relationship between Gen Z's purchasing intent in Vietnam and their engagement with

TikTok, innovative selling techniques, electronic word of mouth, influencer interactions, and personalized experiences. These correlations elucidate the interplay of various factors influencing Gen Z's consumer behavior, offering valuable insights into the nuanced dynamics shaping their purchase decisions. The data of table 4.4 highlights the platform's significance not only as a source of entertainment but also as a conduit for innovative selling methods, electronic word of mouth recommendations, influencer endorsements, and personalized interactions. These correlations underscore the multifaceted nature of TikTok's influence, revealing its multifarious impact on Gen Z's consumer behavior. Innovation of selling way in table 4.4 displays noteworthy correlations with social media–Tiktok, eWOM, influencers, and Personalized Experiences (ranging from 0.811 to 0.850). These correlations illuminate the pivotal role of innovative sales strategies in driving Gen Z's purchasing intentions, demonstrating the influence of novel and unconventional approaches in captivating this demographic segment. These findings underscore the importance of continually evolving sales methods to align with the preferences of tech-savvy consumers. eWOM in table 4.4 exhibits robust correlations with social media–Tiktok, innovation of selling way, influencers, and personalized experiences (ranging from 0.826 to 0.900). These correlations underscore the profound impact of online reviews and recommendations on Gen Z's purchasing decisions. Positive eWOM not only instills confidence but also fosters a sense of trust, playing a pivotal role in shaping the purchasing behavior of this demographic segment. In table 4.4, Influencers demonstrate compelling correlations with social media–Tiktok, innovation of selling way, eWOM, and personalized experiences (ranging from 0.840 to 0.866). These correlations highlight the influential power of social media personalities and influencers, emphasizing their ability to sway Gen Z's purchasing decisions. As the figures shown on Table4.4, influencers play a crucial role in guiding consumer choices, thereby shaping market trends and preferences. In Table 4.4, personalized experiences demonstrate robust correlations with social media – TikTok, innovation of selling way, eWOM, and influencers, ranging from 0.821 to 0.869. These correlations underscore the significance of tailored and personalized interactions in enhancing Gen Z's purchase intentions. In an era marked by customization and individualization, businesses that prioritize personalized experiences are better positioned to resonate with Gen Z consumers. Moreover, the remarkable statistical significance of these correlations, as denoted by the significant p-values in table 4.4 (typically < 0.001), further strengthens the credibility of the study's findings. These values underscore the robustness of the relationships observed, reinforcing the study's validity and reliability.

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Table 4.4: Pearson's correlation

	Gen Z Purchase intension	Social media-Tiktok	Innovation of selling way	eWom	Influencers	Personalized experiences
Gen Z Purchase intension	1.000	.923**	.811*	.859**	.866**	.844**
Social media-Tiktok		1.000	.801*	.900**	.851**	.869**
Innovation of selling way			1.000	.831**	.850**	.821**
eWom				1.000	.849**	.826**
Influencers					1.000	.840**
Personalized experiences						1.000

* Correlation is significant at the 0.05 level

** Correlation is significant at the 0.01 level

As shown on table 4.5 the standard error of the estimate, a measure of the model's accuracy, is determined to be 0.66152. This figure signifies the mean difference between the expected and observed values of Gen Z's purchase intention, underscoring the model's precision in forecasting consumer behavior. In terms of change statistics in the result of table 4.5, the R^2 change value stands at 0.877, corroborating the model's ability to explain fluctuations in Gen Z's purchase intention. The F-statistic, a key indicator of the model's overall significance, is calculated at 435.698. With 5 and 306 degrees of freedom (df1 = 5, df2 = 306), the F-statistic asserts the model's complexity and its capability to capture the nuances of Gen Z's purchasing decisions. The result in table 4.5 indicates that the relationship between the independent variables and Gen Z's purchase intention is not a result of random chance but holds true in the broader context of the Vietnamese market. The results shown in table 4.5, independent variables such as Personalized Experiences, Innovation of Selling Way, eWOM, Influencers, and social media–TikTok explained about 87.7% of the variation in the dependent variable. This implies that these variables play an important role in predicting and explaining Generation Z's purchase intention in Vietnam. These results provide deeper insight into the deciding factors in Generation Z's shopping process, which is important in understanding and accessing the consumer market in Vietnam.

Table 4.5: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.936a	.877	.875	.66152	.877	435.698	5	306	.000**

** Correlation is significant at the 0.01 level

Test of hypotheses

Hypothesis (H_1): There is a significant relationship between social media usage and purchase intention of Vietnamese Gen Z consumers. The data in table 4.6 strongly supports Hypothesis H_1. The coefficient for Social Media–Tiktok is 0.684 (Standardized Beta = 0.630) with a highly significant t-value of 11.558 (Sig. = 0.001). This indicates a significant strong correlation between social networking usage, particularly on TikTok, and the purchase intention of Vietnamese Gen Z consumers. Hypothesis (H_2): There is a significant relationship between the innovation of selling way and the purchase intention of Vietnamese Gen Z consumers. The result in table 4.6 does not support Hypothesis H_2. The coefficient for Innovation of Selling Way is 0.068 (Standardized Beta = 0.055) with a non-significant t-value of 1.277 (Sig. = 0.203). This suggests that there is no statistically significant connection between the innovation of selling methods and the purchase intention of Vietnamese Gen Z consumers. Hypothesis (H_3): There is a significant relationship between the source of eWOM and the purchase intention of Vietnamese Gen Z consumers. As the result illustrated in table 4.6 does not support Hypothesis H_3. The coefficient for eWOM is 0.001 (Standardized Beta = 0.001) with a non-significant t-value of 0.019 (Sig. = 0.985). This indicates that there is no statistically significant connection between the source of electronic Word-of-Mouth (eWOM) and the purchase intention of Vietnamese Gen Z consumers. Hypothesis (H_4): There is a significant relationship between influencers and the purchase intention of Vietnamese Gen Z consumers. The data shown on table 4.6 strongly supports Hypothesis H_4. The coefficient for Influencers is 0.284 (Standardized Beta = 0.246) with a highly significant t-value of 5.255 (Sig. = 0.001). This demonstrates a significant positive connection between influencers and the purchase intention of Vietnamese Gen Z consumers. Hypothesis (H_5): There is a significant relationship between the effectiveness of personalized experiences and the purchase intention of Vietnamese Gen Z consumers. The data as shown on table 4.6 does not support Hypothesis H_5. The coefficient for Personalized Experiences is 0.050 (Standardized Beta = 0.044) with a non-significant t- value of 0.970 (Sig. = 0.333). This suggests that there is no statistically significant connection between effectiveness of personalized experiences and the purchase intention of Vietnamese Gen Z consumers.

The result of the table 4.6 provided a clear overview of the acceptance or rejection of hypotheses related to the purchase intention of Vietnamese Gen Z consumers. Notably, Hypotheses H_1 and H_4 accepted because receive empirical relationship support, indicating a significant positive between social media-TikTok and influencers with the purchase intention of Vietnamese Gen Z consumers. Conversely, Hypotheses H_2, H_3, and H_5 were rejected due to the absence of significant evidence supporting the proposed relationships. Table 4.6's outcome demonstrated that the connection exists among factors and the purchase intention is presented via the standardized regression equation below:

GenZ Pur intensioni= 0.630Social media - Tiktok + 0.055Innovation of selling way + 0.001eWOM+ 0.246Influencers + 0.044Personalized experience

Table 4.6: The analysis of Multiple Regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.733	.185		-3.966	.000**
Social media–Tiktok	.684	.059	.630	11.558	.000**
Innovation of selling way	.068	.054	.055	1.277	.203
eWOM	.001	.064	.001	.019	.985
Influencers	.284	.054	.246	5.255	.000**
Personalized experiences	.050	.051	.044	.970	.333

** Correlation is significant at the 0.01 level

5. CONCLUSION

This extensive research endeavors to unravel the intricate effects of social media (TikTok), innovative selling way, electronic Word-of-Mouth (eWOM), influencers, and personalized experiences, on Vietnam's Generation Z's intended purchases. Employing a quantitative research paradigm, a meticulously crafted questionnaire featuring Likert scale questions on a ten-point scale was strategically employed. The dataset, derived from 312 participants representing Generation Z TikTok users in Vietnam, was collected through the Google Survey platform. Through the application of

multiple regression tests to process the survey data using SPSS, a comprehensive understanding of the factors influencing this dynamic demographic is achieved. The effect of social media, particularly TikTok, on Generation Z's purchase intention in Vietnam stands out prominently in this research. As the primary channel of digital expression for this generation, TikTok's impact on purchasing decisions is undeniable. The finding supported the research of Dirir (2022) which found pivotal role of online media in the daily proclivity of young generation. This amalgamation of insights accentuates the strategic significance of social media platforms, particularly TikTok, in shaping the purchasing intention of Generation Z within the contemporary digital landscape. Therefore, for Vietnamese Generation Z customers, social media usage and purchasing intention are significantly correlated. While the effect of innovation of selling way may be moderate, the finding of this research showed that there is no significant relationship between innovation of selling way and the purchase intention of Vietnamese Gen Z consumers. Contrary to the substantial impact of social media, the finding on electronic Word-of-Mouth (eWOM) aligns with the research of Gvili and Levy (2018) which implied only a few actively seek advice from online reviews or eWOM platforms. This investigation did not show the significant connection between eWOM and the purchase intention of Vietnamese Gen Z consumers. In the rapidly evolving landscape of digital influence, influencers emerge as a potent force, exerting a strong and statistically important influence on Vietnam's Generation Z's purchase intentions. Research of Dolot (2018) delves into this influence, emphasizing that collaborative effort between businesses and influencers not only yield positive effects on a company's image but also shape purchase intention. The finding of this research is similar with the study of Herlina (2023) which further accentuated the influential role that influencers play on social media, with a particular emphasis on TikTok, a platform widely favored by Generation Z. The pervasive nature of influencer influence revealed the need for businesses to not only recognize but strategically engage with influencers as a pivotal factor shaping the purchase intentions and decisions. Therefore, the finding confirmed a significant association between influencers and the intention to making a purchase among Vietnamese Gen Z consumers. The finding that social media, especially TikTok has a good positive influence on the generation Z purchasing decisions implies that businesses and marketers should consider developing platform-specific strategies for TikTok which could include tailored content, influencer collaborations, and innovative selling approaches. Regular monitoring and adaptation to changes in platforms are crucial for deeper understanding of how consumer behavior evolves over time, particularly in the dynamic landscape of social media platforms. Businesses should adapt their strategies to align with this consumer motivation, potentially integrating shopping features to their social application to reach customers.

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