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The Impact Of Electronic Word-of-Mouth Marketing (Ewom) Acceptance On Purchase Intentions For Household Products On TikTok Shop

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Abstract:
This article aims to discover the influence of Electronic word of mouth (eWOM) on consumer purchase intentions within the context of TikTok Shop, with particular attention given to household products. The motivation behind this study is to explain key variables that determine the role of eWOM as a major driver of consumer behavior in the digital market. A detailed model was also recommended to clearly establish how information perceived as useful and reader attitudes towards shared content influence purchasing behaviors. Conducting a mixed-methods investigation, this study aims at collecting the necessary data on 500 consumers from Ho Chi Minh City, then analyzing it via SPSS 24 and SmartPLS 4. The findings indicate the mediating effect of the acceptance of eWOM, its high impact on purchase intentions, as well as its relation to a great many other variables. These discoveries could guide some corporate strategies aimed at enhancing eWOM for maximum customer engagement on the worldwide stage for competitive marketing.

Keywords: Electronic word of mouth, Purchase intentions, TikTok shop, Household products, Online shopping, Marketing.

1. Introduction:

As of 2023, the internet in Vietnam is experiencing robust growth with 77 million users, constituting 79.1% of the population. Social media has become a crucial platform with over 70 million participants, presenting both opportunities and challenges for businesses in the digital environment. This has created an exceptionally favorable environment for the development of Electronic Word of Mouth (eWOM). Researchers (Bickart & Schindler, 2001; Kumar & Benbasat, 2006; Zhang et al., 2010; Pitta & Fowler, 2005) note that consumers tend to seek and verify information about stores and products through online customer reviews before making purchasing decisions. According to a global Nielsen report on consumer trust in advertising, 75% of respondents in Vietnam express trust in online consumer opinions.

With Vietnam's remarkable growth and usage of the internet, eWOM has become a highly effective marketing tool in communication, commerce promotion, and influencing consumer decision-making. TikTok Shop is gaining popularity, and consumers are increasingly using this platform for product discovery and shopping. In November 2022 alone, TikTok Shop generated nearly VND 1.7 trillion in revenue through over 13 million products sold, surpassing Tiki and closely trailing Lazada and Shopee in Vietnam's largest e-commerce platforms. Notably, the household products category is emerging as one of the most sought-after segments on TikTok Shop.

Among the various product categories on TikTok Shop, household products, being essential in people's lives, stand out as one of the most searched and purchased items. According to Statista, from 2017 to 2025, furniture and household appliance categories have shown an annual growth rate of 18%, and this trend is expected to continue. Studying how eWOM operates and impacts purchase intentions in this field can provide valuable insights for both consumers and businesses.

While previous studies have explored the influence of eWOM on consumers' online purchase intentions, there is a lack of research specifically focusing on the impact of eWOM on the TikTok Shop platform, especially in the household products category. Recognizing the significant influence of eWOM on purchase intentions for household products, particularly on the potential e-commerce platform like TikTok Shop, we have chosen to research "The Impact of Electronic Word of Mouth (eWOM) on Purchase Intentions on TikTok Shop: Household Products" to determine the level of eWOM influence and analyze its effects on different user segments in the online community for household products on TikTok Shop. Additionally, we propose marketing strategies to leverage eWOM on TikTok Shop to boost purchase intentions in the household products sector.

2. Literature review:

2.1. The concept:

According to Hennig-Thurau et al. (2004), "electronic word of mouth (eWOM) is any positive or negative statement made by potential, current, or former users about a product or company." According to Littlejohn & Foss (2009), electronic word of mouth is defined as customers sharing messages with a large number of users through e-commerce platforms.

According to Schiffman & Kanuk (2010), purchase intention is defined as a transactional behavior that customers exhibit after evaluating a product or service. According to Vicki Morwitz (2012), purchase intention refers to the willingness of customers to buy a product and reflects their motivation in the decision-making process.

2.2. Theoretical model:

Information Adoption Model (IAM) is proposed by integrating the Technology Acceptance Model (TAM) (Davis, 1989) with the Elaboration Likelihood Model (ELM) (Petty et al., 1981). The IAM consists of four study variables: Message quality (representing a central route approach), source credibility (representing a peripheral route approach), perceived usefulness of information, and information application. The Theory of Reasoned Action (TRA), proposed by Ajzen & Fishbein (1975), is primarily used to explain the relationship between attitude and behavior. According to this theory, attitude toward performing a specific behavior and subjective norms related to that behavior both influence intention and subsequently affect actual behavior.

The Technology Acceptance Model (TAM), presented by Davis (1986), is an extended model of TRA with additional factors, including perceived usefulness, perceived ease of use, and peripheral variables. In the Technology Acceptance Model (TAM), the perceived ease of use directly influences the perceived usefulness factor.

2.3. Hypothesis:

2.3.1 Attitude Towards Information (ATI):

There are currently few studies analyzing the influence of consumer attitudes towards eWOM information on purchase intentions. According to Prendergast et al. (2010) and Tutko (2019), both the reception of eWOM information and purchase intentions are considered behavioral intentions. Thus, a positive consumer attitude may positively impact both the reception of eWOM information and purchase intentions. However, in this study, attitude towards information is used as one of the determining factors influencing the positive impact on electronic word of mouth (eWOM).

H1: Attitude towards information significantly influences the acceptance of electronic word of mouth (eWOM).

2.3.2 Information Need (IN):

In literature, the concept of information need is used in various contexts, specifically as "seeking advice" (Wolny & Mueller, 2013). According to Erkan & Evans (2016), individuals with a need for information seeking on social media are more likely to find useful information, leading to higher acceptance of information and potentially influencing purchase intentions. Additionally, Flynn et al. (1996) suggest that consumers who are curious and actively seek information tend to have higher information needs, especially when making purchase decisions. Information needs can also indicate that consumers find information on social media more useful (Gupta et al., 2020). When consumers have high information needs, they are more likely to choose and refer to information from eWOM.

H2: Information need positively influences the acceptance of electronic word of mouth (eWOM).

2.3.3 Information Quality (IQ)

According to DeLone & McLean (1992), information quality has been proven as a crucial predictor for the success of an information system. Yeap et al. (2014) describe information quality as the strength of language used to convey the essence and true meaning of the message. As online word of mouth information can be generated by most network users, the quality and reliability of information are increasingly important (Xu, 2014).

The influence of information quality on eWOM has been studied extensively in previous research (Byung-Kwan & Hyang-Sook, 2020; Cheung & Thadani, 2012; Ukpabi & Karjaluoto, 2018). Previous studies have also indicated that the quality of online reviews positively affects consumer purchase intentions (Park et al., 2007). When consumers perceive higher information quality, they are more likely to pay attention to that information source, considering it useful and impacting their purchase intentions.

Therefore, it is evident that the quality of eWOM information on social media is an important factor influencing electronic word of mouth and consumer purchase intentions. Furthermore, the quality of information through eWOM has shown a positive relationship with the usefulness of information, indirectly affecting purchase intentions (Xue et al., 2018).

H3: Information quality positively influences the acceptance of electronic word of mouth (eWOM).

H4: Information quality of eWOM positively influences the usefulness of information.

2.3.4 Information Reliability (IR)

Information reliability is defined as the trustworthiness perceived by consumers and the trustworthiness of information received from the sender (Awad & Ragowsky, 2008). Wathen & Burkell (2002) also noted that the credibility of the information source is a crucial factor in aiding consumers in evaluating online information. When consumers perceive a higher level of reliability in Electronic Word of Mouth (E-WOM), the likelihood of adopting E-WOM increases (Cheung et al., 2009; Fan & Miao, 2012; Lee & Koo, 2012). Regarding information, consumers are more likely to accept eWOM from highly credible websites, as in the online environment, consumers have limited opportunities to experience or interact with the product or the sender of eWOM. Therefore, information with high credibility contributes to increasing the influence of eWOM on consumers and their purchasing intentions. Thus, the hypothesis proposed is that the reliability of information positively influences Electronic Word of Mouth (eWOM).

The reliability of information plays a crucial role as a determining factor in consumer decisions, and previous studies have found a positive relationship between the reliability of information and consumer purchasing intentions, especially when the information is perceived as useful and adaptable (Park et al., 2007; Prendergast et al., 2010; Hui, 2017; Torres et al., 2018).

H5: Information reliability has a positive impact on the acceptance of Electronic Word of Mouth (eWOM). H6: Information reliability positively affects the usefulness of information.

2.3.5 Information Usefulness (IU)

Previous research considers the usefulness of information as a key predictor of information acceptance and purchasing intentions (Davis 1989; Sussman & Siegal 2003; Erkan & Evans 2016). Chu & Kim (2011) emphasized that social media users engaging with a large amount of eWOM information tend to develop stronger intentions to accept information when the volume of information is considered useful (Arumugam, 2016; Erkan & Evans 2016). When a comment or review in the online community is perceived as useful, consumers are more likely to trust that comment or review, leading to higher purchasing intentions (Lee & Koo, 2015). Therefore, a significant motivation for applying eWOM information is whether the information is deemed useful (Cheung et al., 2008; Hussain et al., 2018; Ismagilova et al., 2020; Lee & Hong, 2019; Lee & Koo, 2015).

H7: Information usefulness has a positive impact on the acceptance of Electronic Word of Mouth (eWOM). H8: Information usefulness positively affects information acceptance.

2.3.6 Information Acceptance (IA)

Consumer information acceptance can be influenced by various factors, with the usefulness of information being one of the most important. Consumers only accept information that they perceive as relevant and beneficial to them. Therefore, the usefulness of information is a crucial predictor of the adoption of eWOM (Cheung & Thadani, 2012; Daowd et al., 2021; Erkan & Evans, 2018; Lee & Shin, 2014; Park et al., 2019; Sussman & Siegal, 2003). According to Nabi & Hendriks (2003), consumers are likely to confidently accept information that is beneficial to them. Subsequently, consumer purchasing intentions are influenced by information acceptance, as many studies have shown a positive relationship between information acceptance and purchasing intentions (Gunawan & Huarng, 2015; Erkan & Evans, 2016).

H9: Information acceptance has a positive impact on the acceptance of Electronic Word of Mouth (eWOM).

2.3.7 Relationship Between Electronic Word of Mouth (eWOM) Acceptance and Purchase Intentions (PI):

       If consumers perceive a review/comment as trustworthy and useful, they will accept the information and gain confidence in using eWOM before making a purchase decision (Sussman & Siegel, 2003). Another study by Torres et al. (2018) further identified that accepting information on social media tends to influence an individual's purchase intentions, establishing a positive relationship between accepting eWOM information and purchase intentions. Additionally, other researchers have also demonstrated that accepting eWOM influences purchase intentions in the same direction (Fan & Miao, 2012; Cheung et al., 2008, Erkan & Evans, 2016).

H10: Acceptance of Electronic Word of Mouth (eWOM) Acceptance has a positive impact on consumers' purchase intentions.
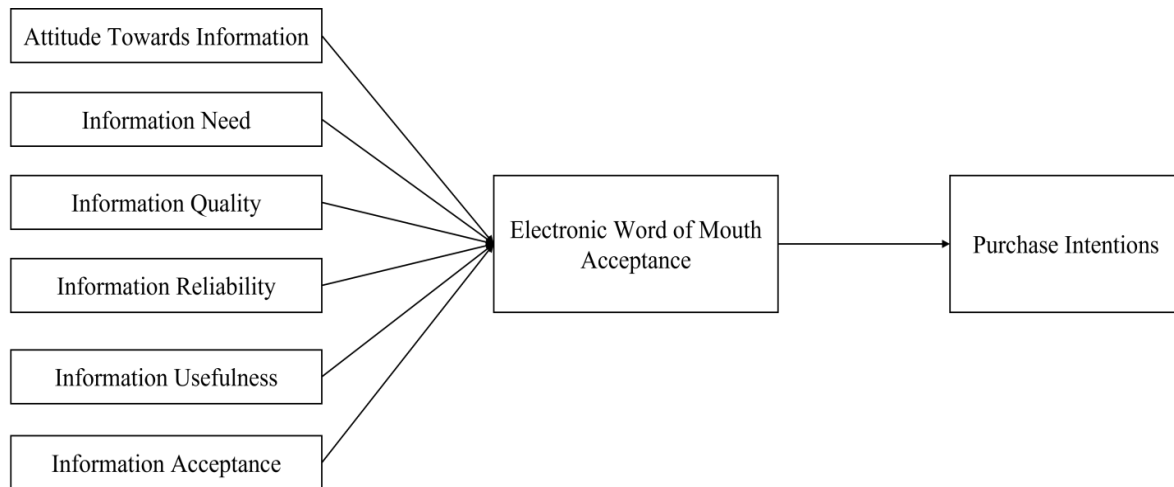

Figure 1. Proposed research model

3. Methodology research:

       The research will be conducted in two main stages: qualitative research and quantitative research. The qualitative research method will involve group discussions in Gò Vấp district with the participation of 25 consumers who have previously made online purchases from Tiktokshop for household products. Through these discussions, all relevant studies will be reviewed to establish a preliminary research model consisting of 6 independent variables, one dependent variable, and one intermediate variable. In the quantitative research stage, a survey questionnaire will be administered using Google Forms. Data will be collected through online survey forms distributed via email and social media platforms. A 5-point Likert scale will be used, ranging from completely disagree to completely agree. A convenient non-probability sampling method will be employed, surveying users in Ho Chi Minh City who have purchased household products from Tiktokshop.

       After data collection, the information will be cleaned and processed using two main software tools, SPSS 24 and Smart PLS 4. The anticipated process involves descriptive statistics to summarize basic information and scrutinize the structural model to analyze the relationships between variables. This process aims to provide insights into the research findings and facilitate a deeper understanding of the interrelationships among the identified variables.

4. Data analysis results:

4.1. Descriptive statistics:

From Table 1: Regarding gender, there is a noticeable difference in the participation rates of online shopping between males and females, with 43.6% being male and 56.4% being female. Based on this result, it can be concluded that online shopping is more of a concern for female consumers. In terms of income, 17% of respondents reported having an income below 1 million VND, 39.0% had an income ranging from 1-3 million VND, and 44.0% had an income above 3 million VND. In terms of age, the highest percentage is in the 18-25 age group with 62.2%. The 26-35 age group accounts for 31.0%, while the lowest is in the 36-50 age group with 6.8%. Overall, there is a significant difference, with the majority of respondents falling in the 18-25 age group. It can be observed that these are individuals who frequently use Tiktok Shop for shopping. Regarding shopping frequency, 213 respondents indicated that their shopping frequency is below 3 times per month, accounting for 42.6%. The frequency of shopping between 3-5 times and above 5 times per month is 154 (30.8%) and 133 (26.6%), respectively.

Table 1: Statistics of Demographic variable

Characteristic		Frequency	Percentage	Characteristic		Frequency	Percentage
Gender	Male	254	50.8	Age	18-25 years old	311	62.2
	Female	246	49.2		26-35 years old	155	31.0
Income	Below 1 million VND	85	17.0		36-50 years old	34	6.8
	1-3 million VND	195	39.0	Shopping Frequency	Below 3 times	213	42.6
	Above 3 million VND	229	44.0		3-5 times	154	30.8
					Above 5 times	133	26.6

4.2. Measurement model:

Model measurement evaluation is based on three key indices: reliability, convergent validity, and discriminant validity.

All measurement scales exhibit composite reliability (CR) and Cronbach's Alpha (CA) greater than 0.7, with an AVE (Average Variance Extracted) exceeding 0.5 for the eight research measurement scales (Hair et al., 2017). According to these results, all concepts related to convergence achieved satisfactory values and a certain level of reliability. Following the criteria outlined by Hair et al. (2016), to assess the quality of observed variables, outer loading coefficients should be ≥ 0.7. The results from Table 2 indicate that all observed variables meet the quality criteria, with values ranging from 0.740 to 0.854, and they are retained in the research model.

Table 2: Reliability, convergence and outer loading coefficient

Factor	CA	CR	AVE	Outer loading
IQ	0.793	0.866	0.617	0.746 – 0.821
EWOM	0.768	0.866	0.683	0.802 – 0.842
IA	0.780	0.872	0.694	0.822 – 0.845
IR	0.799	0.869	0.624	0.740 – 0.844
IN	0.821	0.882	0.651	0.782 – 0.841
ATI	0.737	0.851	0.655	0.763 – 0.846
IU	0.841	0.894	0.678	0.796 – 0.854
PI	0.813	0.877	0.640	0.769 – 0.824

In Table 3, discriminant validity of the measurement scales is assessed using the Heterotrait-Monotrait Ratio (HTMT ratio). In Table 4.3, all HTMT ratios for the measurement scales are <0.9, indicating that the scales exhibit discriminant validity (Henseler et al., 2009). Additionally, the HTMT ratios range from 0.504 to 0.897, confirming the discriminant validity of the measurement scales.

Table 3: Distinguishing value of HTMT

	IQ	EWOM	IA	IR	IN	ATI	IU	PI
IQ								
EWOM	0.694							
IA	0.642	0.776						
IR	0.652	0.619	0.566					
IN	0.605	0.678	0.669	0.514				
ATI	0.674	0.679	0.595	0.551	0.641			
IU	0.650	0.697	0.712	0.504	0.680	0.632		
PI	0.679	0.897	0.699	0.620	0.560	0.691	0.706	

4.3. Structural model:

The structural model includes the values of f^2, VIF coefficients, all path indices, R^2, Q^2, which have been analyzed based on the influence direction, providing statistical significance and magnitude. Bootstrapping with a total of 5000 iterations was employed to obtain statistical values such as t statistics, confidence intervals, and relevance regarding the necessity of the relationships within the data.

According to table (4), $R2_{adjPI}$ is 50.4%, explaining 50.4% of the variation in PI from ATI, IN, IQ, IR, IU, IA, EWOM. Therefore, predicting these factors is good for PI. Overall, the influence of f^2 is greater than 0.02. Variables IQ, IA, IR, IN, ATI, IU have small effects on the dependent variable EWOM. Variable IR has a small effect on the dependent variable IU at 0.039, and variable IQ, with a value of 0.193, has a moderate effect on IU. The highest value is for EWOM at 1.018, explaining that this factor has a significant impact on PI. Additionally, variable IU at 0.504 also has a significant impact on the dependent variable IA. The value of $Q^2 = 0.357$, greater than 0.02, emphasizes the predictive ability of the previously mentioned model. VIF values < 5 throughout the scales demonstrate that multicollinearity is not occurring in the model.

Throughout the study, the author used a T-value greater than 1.96 to test statistical significance equivalent to 5%. Results from bootstrapping indicate that all variables have an influence, and relationships are statistically significant, specifically at 5% (p < 0.05). Based on these results, hypotheses H3, H4, H10, H9, H5, H6, H2, H1, H7, H8 are accepted.

Table 4: Testing the PLS - SEM structural model

Relationships	Beta	T-statistic	P value	VIF	F-square	Hypothesis	Result
IQ -> EWOM	0.134	2.631	0.009	1.842	0.020	H3	Accepted
IQ -> IU	0.430	7.913	0.000	1.386	0.193	H4	Accepted
EWOM -> PI	0.710	18.408	0.000	1.000	1.018	H10	Accepted
IA -> EWOM	0.260	4.946	0.000	1.810	0.077	H9	Accepted
IR -> EWOM	0.128	2.722	0.007	1.551	0.022	H5	Accepted
IR -> IU	0.193	3.951	0.000	1.386	0.039	H6	Accepted
IN -> EWOM	0.134	2.322	0.020	1.777	0.021	H2	Accepted
ATI -> EWOM	0.131	2.729	0.006	1.639	0.022	H1	Accepted
IU -> EWOM	0.144	2.487	0.013	1.921	0.022	H7	Accepted
IU -> IA	0.579	11.743	0.000	1.000	0.504	H8	Accepted
$R^2{}_{PI}= 0.504$; $R^2{}_{EWOM}= 0.513$ $Q^2{}_{PI} = 0.357$; $Q^2{}_{EWOM} = 0.417$							

Table (5) illustrates that through the intermediary variable EWOM, ATI, IU, IN, IQ, IA, and IR significantly impact PI with beta coefficients of 0.093, 0.102, 0.095, 0.095, 0.185, and 0.091, respectively. Furthermore, the P-values for all these cases are less than 0.05. Examining IU as an intermediary variable, it is evident that IQ and IR both have a meaningful influence on EWOM, with beta coefficients of 0.062 and 0.028, and the respective P-values are also below 0.05. Through the intermediary variable IU, IR and IQ are found to significantly affect IA with beta coefficients of 0.112 and 0.249, and their P-values are less than 0.05. Finally, using IA as an intermediary variable, IU is shown to have a significant impact on EWOM with a beta coefficient of 0.151, and the associated P-value is less than 0.05.

Table 5: The mediating role of EWOM and IU

	Beta	T-statistic	P value	Result
ATI -> EWOM -> PI	0.093	2.649	0.008	Accepted
IU -> EWOM -> PI	0.102	2.461	0.014	Accepted
IQ -> IU -> EWOM	0.062	2.353	0.019	Accepted
IR -> IU -> IA	0.112	3.652	0.000	Accepted
IN -> EWOM -> PI	0.095	2.324	0.020	Accepted
IU -> IA -> EWOM	0.151	4.379	0.000	Accepted
IQ -> IU -> IA	0.249	5.434	0.000	Accepted
IR -> IU -> EWOM	0.028	2.078	0.038	Accepted
IQ -> EWOM -> PI	0.095	2.632	0.009	Accepted
IA -> EWOM -> PI	0.185	4.614	0.000	Accepted
IR -> EWOM -> PI	0.091	2.692	0.007	Accepted

4.4. Hypothesis Testing Results:

"Acceptance of information" through the intermediary variable "Acceptance of eWOM" has a positive impact on the "Purchase Intention" consumer on TikTok Shop, with the highest standardized coefficient (β) being 0.260 and statistically significant at the 5% level (P-value = 0.000). This result aligns with previous studies (Sardar et al., 2021; Lee & Shin, 2014; Park et al., 2007).

"Information usefulness" through the intermediary variable "Acceptance of eWOM" also has a positive effect on the "Purchase Intention" consumer on TikTok Shop, with a standardized coefficient (β) of 0.144 and statistical significance at the 5% level (P-value = 0.013). This result is consistent with prior research (Khevin et al., 2023; Sardar et al., 2021; Tien et al., 2019; Chu & Kim, 2011; Sussman & Siegal, 2003).

"Information need" through the intermediary variable "Acceptance of eWOM" positively influences the "Purchase Intention" consumer on TikTok Shop, with a standardized coefficient (β) of 0.134 and statistical significance at the 5% level (P-value = 0.020). This result is in line with previous studies (Sardar et al., 2021; Chu & Kim, 2011; Hennig-Thurau et al., 2004).

" Information quality " through the intermediary variable "Acceptance of eWOM" positively affects the "Purchase Intention" consumer on TikTok Shop, with a standardized coefficient (β) of 0.134 and statistical significance at the 5% level (P-value = 0.009). This result is consistent with previous research (Sardar et al., 2021; Cheung & Thadani, 2012; Sussman & Siegal, 2003; Rieh, 2002).

"Information attitude" through the intermediary variable "Acceptance of eWOM" positively influences the "Purchase Intention" consumer on TikTok Shop, with a standardized coefficient (β) of 0.131 and statistical significance at the 5% level (P-value = 0.006). This result aligns with previous studies (Sardar et al., 2021; Lee & Shin, 2014; Park et al., 2007).

" Information reliability " through the intermediary variable "Acceptance of eWOM" positively impacts the "Purchase Intention" cosumer on TikTok Shop, with a standardized coefficient (β) of 0.128 and statistical significance at the 5% level (P-value = 0.007). This result is in line with prior research (Khevin et al., 2023; Sardar et al., 2021; Phạm Văn Tuấn, 2020; Tien et al., 2019). The study also reveals the positive impact of "The quality of information" and "The reliability of information" on the "Utility of information" with β coefficients of 0.430 and 0.193, respectively.

Additionally, "Information usefulness" also influences "Acceptance of information" with β = 0.579. Simultaneously, the research highlights the crucial role of the intermediary variable "Acceptance of eWOM" in the purchase intention of consumer, with a β coefficient of 0.710 (Khevin et al., 2023; Sardar et al., 2021; Moran & Muzellec, 2017; Cheung & Thadani, 2012; Chu & Choi, 2011).

This further emphasizes that through the intermediary variable "Acceptance of eWOM," factors such as "Information attitude," "Information need," "The quality of information," "The reliability of information," "The utility of information," and "Acceptance of information" impact the "Purchase Intention" on consumers' TikTok Shop.

5. Conclusions

The main objective of the study is to identify and measure the factors influencing the online purchasing intention of consumers on TikTok Shop for household appliances in the Ho Chi Minh City area. Data was collected from 500 consumers in Ho Chi Minh City and analyzed using SmartPls 4 and SPSS 24 software. The research results indicate that all six independent variables proposed in the previous model have statistical significance. These variables, through the mediating variable "Acceptance of eWOM," positively impact the intention to purchase on TikTok Shop. The variables include "Information Attitude," "Information Needs," "Information Quality," "Information Reliability," "Usefulness of Information," and "Information Acceptance." After conducting measurement and structural model tests, the entire set of independent variables explains 50.4% of the variance in the dependent variable, while the remaining 49.4% depends on other factors not addressed in this study's model.

This suggests the adequacy of our research model. The mediating role of "Acceptance of eWOM" was highlighted, showing a relationship between the antecedent factors of eWOM and consumers' purchasing intention. Among these factors, "Information Acceptance" has the strongest impact, followed by factors in decreasing order: IU, IN, IQ, ATI, and IA. Additionally, IR and IQ strongly influence IU, and IU positively affects IA. Through our research model, we found that accepting eWOM plays a crucial role in shaping the impact of eWOM on consumers' purchasing intention. This discovery serves as clear evidence of the significance of accepting eWOM in consumers' purchasing intentions. Therefore, we propose that businesses can enhance consumer purchasing intentions for their products by promoting the acceptance of eWOM through the six factors: "Information Attitude," "Information Needs," "Information Quality," "Information Reliability," "Usefulness of Information," and "Information Acceptance." Understanding the application of eWOM, businesses can improve their operations, attract consumers to use products from their online shopping platforms, and potentially boost revenue.

Based on the research results, it is evident that the acceptance of eWOM profoundly influences consumers' online purchasing intentions on TikTok Shop. Businesses engaged in online commerce should formulate strategies to enhance eWOM acceptance in marketing activities and develop shopping channels to facilitate the growth of eWOM, creating positive experiences for customers to motivate them to share with others. Specific areas businesses should focus on include: Utilizing Key Opinion Leaders (KOLs) on platforms like TikTok Shop to promote their brands, leveraging the influence of KOLs to quickly and effectively reach a large number of potential customers. Creating compelling and high-quality content to attract customers to share their experiences through product review videos, usage guides, or customer stories. Encouraging customer interaction by providing channels for effective communication and feedback collection. Implementing promotional activities, discounts, and gifts for customers who share their experiences on TikTok Shop.

Due to limited resources and time constraints, the study has some limitations. The sample size and data collection methods were focused on synthesizing survey responses from Google Forms, potentially impacting the reliability of the dataset. The survey sample's limited representativeness due to the study's geographical scope in Ho Chi Minh City may affect the generalizability of the research findings. Furthermore, there might be additional factors not addressed in this study that could influence consumers' purchasing decisions on TikTok Shop. Future research could consider exploring additional variables such as brand image and trust to provide more specific and reliable information for the research community and policymakers.

Authors Declaration:
Conflicts of Interest: None
-We Hereby Confirm That All The Figures and Tables In The Manuscript Are Mine and Ours. Besides, The Figures and Images, which are Not Mine, Have Been Permitted Republication and Attached to The Manuscript.
- Ethical Clearance: The Research Was Approved by The Local Ethical Committee in The University.

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Appendix

Factor	Observation Variable	Encoding	Source
Attitude toward information	I always read information shared on social media about products I want to buy.	ATI1	Park et al. (2007)
	Information shared on social media is helpful in helping me make purchase decisions.	ATI2	
	Information shared on social media makes me feel confident when making purchases.	ATI3	
Information needs	I often use information shared on social media when considering purchasing a new product.	IN1	Chu & Kim (2011), Gökerik et al. (2018), Erkan & Evans (2016)
	I often use information shared on social media when I have little experience with a product.	IN2	
	I often refer to information shared on social media to choose the best product.	IN3	
	I frequently gather information shared on social media before making a purchase.	IN4	
Information quality	Information shared on online platforms is easy to understand.	IQ1	Park et al. (2007)
	Information shared on online platforms is clear.	IQ2	
	Information shared on online platforms is of high quality.	IQ3	
	In general, the quality of shared information is valuable.	IQ4	
Information reliability	Information shared on online platforms is persuasive and can be relied upon.	IR1	Prendergast et al. (2010)
	Information shared on online platforms is authentic.	IR2	
	Information shared on online platforms is trustworthy.	IR3	
	Information shared on online platforms is accurate.	IR4	
Usefulness of information	In general, online comments provide a lot of information for me.	IU1	Sussman & Siegal (2003); Erkan & Evans (2016)
	In general, online comments are very valuable to me.	IU2	
	In general, online comments are very interesting to me.	IU3	
	In general, online comments provide me with knowledge for easy product selection.	IU4	

Information acceptance	Information shared on social media helps me enhance my product knowledge.	IA1	Cheung et al. (2009), Bambauer-Sachse et al. (2011)
	Information shared on social media about products helps me efficiently make purchases.	IA2	
	Information shared on social media helps me easily compare product choices.	IA3	
Acceptance of Ewom	Online comments make it easier for me to make purchasing decisions.	EWOM1	Trần Thị Khánh Linh (2016); Cheung et al. (2009)
	Online comments help me ensure choosing the right quality product.	EWOM2	
	Online comments stimulate me to make purchasing decisions.	EWOM3	
Purchase intention on TikTok Shop	Prior online comments about the product influence my purchasing decisions.	PI1	Kocié & Radakovié (2019); Dương Hạnh Tiên et al. (2018); Prendergast et al. (2010)
	After consulting online comments about the product, I plan to buy this product in the future.	PI2	
	After consulting online comments about the product, I am sure I will buy that product when needed.	PI3	
	After consulting online comments about the product, I am sure I will try that product.	PI4	