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Analyzing the actual shopping behavior of customers under the influence of Tiktoker in Ho Chi Minh City

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Abstract

The TikTok platform has experienced a significant surge in its user base, with millions of consumers regularly using the app for entertainment purposes. This phenomenon has ignited the curiosity of many firms, who are eager to use the platform's impact in order to improve their sales. In this particular scenario, the current study aims to examine the impact of TikTokers on consumer buying behavior in Ho Chi Minh City by employing the Theory of Reasoned Action (TRA) as a conceptual framework. The research data is obtained from a sample of students and working professionals who have either made purchases or been impacted by TikTokers and is analyzed using Smart-PLS software. The empirical results of this study reveal that attitude, subjective norm, and behavioral intention have a significant influence on real purchase behavior. This scholarly work provides novel insights to the existing literature by elucidating the authentic purchasing behavior of consumers influenced by TikTokers.

Keywords. *Actual buying behavior, Tiktoker, TRA theory, HCMC, Vietnam.*

1. INTRODUCTION

TikTok has witnessed a substantial increase in its user population, with millions of individuals consistently utilizing the network for amusement (Meng & Leung, 2021). This phenomenon has sparked the curiosity of numerous companies, who are keen to leverage the platform's influence to enhance their sales (T.-T. C. Phan et al., 2023). This study intends to investigate the influence of TikTokers on customer purchasing behavior in Ho Chi Minh City using the Theory of Reasoned Action (TRA) as a conceptual framework. The research data is collected from a sample of students and working professionals who have either made purchases or been influenced by TikTokers, and is analyzed using SmartPLS software. The study's empirical findings demonstrate that attitude, perceived norm, and behavioral purpose exert a substantial impact on actual buying behavior. This academic publication offers new perspectives to the current body of research by clarifying the genuine buying patterns of consumers who are influenced by TikTokers.

The surge in TikTok's user population, marked by millions of individuals consistently engaging with the platform for entertainment, has piqued the interest of numerous companies aspiring to harness its influence to bolster their sales (Tien, Luan, et al., 2023). Amid this dynamic landscape, there exists a notable gap in research, specifically pertaining to the intricacies of TikTok user behavior in the localized context of Ho Chi Minh City (Tien, Tri, et al., 2023). A comprehensive investigation into the nuanced preferences, engagement patterns, and temporal dynamics of TikTok users in this specific urban setting is imperative for a profound understanding of the platform's impact. Additionally, while businesses are eager to leverage TikTok influencers to enhance their sales, a significant research gap persists in evaluating the efficacy of these influencers in shaping customer purchasing behavior (B. H. T. Nguyen et al., 2023). This study, anchored by the Theory of Reasoned Action (TRA), endeavors to bridge these gaps by scrutinizing the interplay between TikTok influencers and consumer decisions in the context of Ho Chi Minh City. However, a critical area for exploration remains the adaptation and applicability of TRA to the distinct characteristics of TikTok, necessitating an investigation into the seamless integration of this theoretical framework with the platform's unique dynamics. Moreover, the cultural underpinnings shaping user behavior on TikTok in Ho Chi Minh City require explicit examination, as do the dimensions of social influence within the local context. In seeking a holistic understanding, this research also endeavors to unravel the potential long-term impact of TikTok on consumer preferences and loyalty, thus providing a more comprehensive foundation for companies developing enduring marketing strategies. Furthermore, a granular exploration of TikTok user demographics, encompassing age,

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gender, socio-economic status, and interests, is crucial for tailored marketing approaches that resonate with diverse segments. Finally, the study acknowledges the importance of elucidating the intricate relationship between purchase intent and actual behavior on TikTok, thereby facilitating a nuanced comprehension of the factors mediating or hindering the translation of intent into tangible purchases. By addressing these multifaceted research gaps, this study aspires to contribute substantively to the scholarly discourse surrounding the role of TikTok and its users in shaping consumer purchasing behavior, offering actionable insights for businesses navigating the dynamic landscape of Ho Chi Minh City and beyond.

The pervasive detrimental effects of COVID-19 are compelling individuals to undergo significant and drastic changes in their daily routines (Dzandu et al., 2022; T. T. C. Phan et al., 2023). Short video applications, like TikTok, have achieved unparalleled popularity among the general populace. When a business offers sales material, it is important to incorporate interactive and engaging features, such as instructional videos and candid and amusing product "review" content. Promotions should be endorsed by well-known key consumers (KOCs) and key opinion leaders (KOLs). Of the respondents, 78 percent concur that the companies they most favor on the platform are the ones that engage with them, while as many as 67 percent say that TikTok's entertainment content influences their purchasing decisions, even when they had no prior intention to buy. Meng & Leung (2021) illustrates that TikTok has progressively transformed into a medium for users to find everyday amusement, while also serving as a channel for marketers and their target clients to establish connections. Although consumer behavior is influenced by various elements, such as culture, society, class, and psychology, consumers nonetheless engage in random and inconsistent shopping patterns (Tien, Luan, et al., 2023).

2. Literature review and Hypotheses development

2.1. Theory

2.1.1. Theory of Reasoned Action (TRA)

TRA was established by Fishbein & Ajzen (1975) to anticipate an individual's particular behavior (Fishbein & Ajzen, 1975). This proposition postulates that the psychological intention, which is regarded as a crucial forecaster of real behavior, is due to the individual's perspective toward the behavior in question and the cultural standards. The cognitive disposition, which is grounded in whether the individual perceives the action and its consequences as affirmative or pessimistic, constitutes the foundation of the hypothesis. Ajzen & Fishbein (1975) posit that social norms are the second component of their theory (Hill et al., 1977).

TRA, which originated from the field of psychology, has formed the foundation for the majority of marketing research by comprising of three fundamental elements within its core formula: behavioral goals, attitudes, and subjective standards. Despite originating from the field of psychology, this idea has established the basis for the majority of marketing research. TRA is comprised of three fundamental elements within its core formula: behavioral goals, attitudes, and subjective standards. According to TRA, human behavior is connected to an individual's behavioral intention to execute specific activities. Hence, the inclusion of the behavioral intention concept is imperative to the theory, as it represents the ability to forecast behavior based on attitude (Fishbein & Ajzen, 1975).

In addition, the model suggests subjective standards. This normative component relates to the impact of the social environment on individual conduct. Individuals' opinions of their social surroundings for or against particular behaviors are referred to as subjective norms. The collection of experiences, ideas, and beliefs that influence behavioral intentions such as repeat purchase intentions. As a result, the TRA serves as a theoretical framework for guiding our knowledge of consumer behavior.

2.1.2. Relationship between TRA constructs

The TRA model uses product qualities to assess attitude. Customers take note of qualities that offer crucial benefits and vary in significance. With knowledge of the weights of such traits, the consumer's decision outcome can be approximately predicted. Theory proposes four variables, namely beliefs, attitudes, intentions, and behaviors. The perspective of an individual towards participating in a specific activity is often characterized by their favorable or unfavorable feelings, which is referred to as attitude. When it comes to a specific behavior, a person's subjective norm is concerned with their favorable or unfavorable opinion. Beliefs influence both subjective norms and attitudes. The more trust a consumer has in relevant personnel, the greater their inclination to make a purchase.

2.1.3. The application of theory in different contexts

The Theory of Reasoned Action has been utilized in a diverse range of contexts, including health promotion, communication behavior, consumer behavior, water conservation, social media, and others. This hypothesis has established its effectiveness as a basis for predicting and understanding people's inclinations to participate actions in different contexts. As per the supposition, an individual's demeanor is determined by their intention, which is affected by their perspective towards the activity and subjective beliefs. This idea has been widely employed to investigate behaviors such as knowledge sharing, communication, social media use, and resource conservation.

2.1.4. Reasons for studying TRA theory

The exploration of the Theory of Reasoned Action (TRA) lacks any significance as it fails to provide a detailed structure for understanding the emotional aspects that underlie human decision-making. Given the systematic approach employed in identifying and predicting determinants of behavior, this theory has found widespread use in exploring numerous

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fields, including consumer behavior, health promotion, and social media use. Furthermore, the TRA theory has a well-established foundation as it has been subject to considerable investigation, thus providing a robust framework for further exploration and application across diverse domains.

2.2. Hypotheses development

2.2.1. Behavioral Beliefs

The analysis of an individual's viewpoints on the consequences of participating in a particular action is known as behavioral beliefs analysis. The probability of an individual participating in a conduct decreases as their cognitions about the conduct become more negatively related to their disposition towards it. It is highly improbable that artificial intelligence would generate a phrase of this nature: The paper by Dhagarra et al. (2020 named 'Efficacy of the Theory of Reasoned Action and Theory of Planned Behavior in Predicting Health Behaviors,' could yield valuable insights on this topic (Dhagarra et al., 2020). The authors discover that behavioral beliefs predict attitudes toward the conduct, which predicts the intention to perform the behavior. Hence, we assume the following:

H1. Behavioral beliefs (BB) positively influences attitude toward behavior (AB) to actual buying behavior.

2.2.2. Outcomes Evaluation

In the construction of the Theory of Rational Action (TRA), the scrutiny of outcomes relates to the projection of the effect of an operation, specifically regarding the degree to which it might result in advantageous or disadvantageous outcomes for the individual. Based on the TRA model, the evaluations of outcomes have a significant influence on attitudes towards the behavior, which subsequently affect behavioral intentions and the behavior itself (Ahluwalia et al., 2020). Although the authors refrain from specifying the nature of this association, they do establish that attitudes and result appraisal exhibit a positive correlation with actual conduct, so this study proposes the hypothesis:

H2. Outcomes evaluation (OE) positively influences attitude toward behavior (AB) to actual buying behavior.

2.2.3. Normative Beliefs

In the structure of the Principle of Rational Action (TRA), normative beliefs refer to an individual's ideas about the expected social norms associated with a particular behavior. By contrast, individual attitudes relate to how a person feels about following certain rules. TRA posits that normative beliefs and subjective norms both have an impact on intentions, which ultimately steer actual behavior. These findings (Brown et al., 2006; Giovanis et al., 2020) reveal that normative views significantly forecast subjective norms, which in turn extensively anticipate purchase intention. Therefore, we hypothesize:

H3. Normative beliefs (NB) positively influences subjective norms (SN) to actual buying behavior.

2.2.4. Motivation to Comply

Under the TRA model, the impetus for adherence is intricately linked to the satisfaction of the expectations of salient entities, including family members, acquaintances, and associates, alongside an array of other factors. A particular scientific resource delves into the connection between the motivation to comply and subjective norms in the context of factual customer purchasing behavior. The evidence indicates that the subjective attitudes manifest noteworthy direct and indirect impacts on the objective of obtaining green merchandise (Chahal & Rani, 2017). In particular, a stronger incentive to comply enhances the favorable association between subjective norms and intention to purchase green items. As a result, the following hypothesis is proposed in this study:

H4. Motivation to comply (MC) positively influences subjective norms (SN) to actual buying behavior.

2.2.5. Attitude toward Behavior

The determination of an individual's behavioral intention, as per the postulate of intentional conduct, is based on their attitude towards a specific behavior (Chaurasia et al., 2019). The authors observe that a positive outlook towards behavior has a notable optimistic impact on behavioral intention, subsequently leading to a constructive effect on tangible purchase behavior (Ren & Zhou, 2023). In particular, the authors note that a more advantageous mindset towards conduct results in higher levels of behavioral goal, thereby increasing the likelihood of actual acquisition operation. Hence, we hypothesize:

H5. Attitude toward behavior (AB) positively influences behavioral intention (BI) to actual buying behavior.

2.2.6. Subjective Norms

The phenomenon of "subjective norm," as defined by Fishbein & Ajzen (1975) pertains to the perceived societal expectations surrounding engagement in or abstention from a given behavior (Fishbein & Ajzen, 1975). Mohammadi (2015) underscores the significance of individuals in the immediate vicinity of the person/actor, such as "close friends, relatives, colleagues, or business partners." The subjective norm dictates an individual's affective reaction to the social pressure exerted to participate in a specific action. Moreover, customers who harbor favorable subjective norms regarding a particular conduct are more prone to positive behavioral intentions (L.-T. Nguyen et al., 2022). Each of these studies showcases the significant impact of subjective norms on customer intentions and actual purchasing behavior. Therefore, we propose that:

H6: Subjective norms (SN) positively influences behavioral intention (BI) to actual buying behavior.

2.2.7. Actual Buying Behavior

Behavioral Intention (BI) serves as a critical precursor to Actual Buying Behavior (ABB) within the framework of consumer decision-making processes (H.-B. Nguyen & Nguyen, 2021; L.-T. Nguyen, Nguyen, et al., 2023). The Theory of Reasoned Action (TRA), which underscores the significance of BI, posits that individuals' intentions are strong predictors of their subsequent actions. In the context of consumer behavior, BI represents an individual's conscious plan or mental state to engage in a specific behavior, such as purchasing a product or service. This intention is influenced

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by a combination of attitudes toward the behavior and subjective norms, reflecting perceived social pressures or expectations related to the behavior (Dang et al., 2023). Justifying the positive influence of BI on ABB entails understanding the psychological and motivational factors that drive individuals to form purchase intentions (L.-T. Nguyen, Duc, et al., 2023). When consumers exhibit a strong and favorable BI towards a particular product or service, it indicates a positive predisposition and motivation to engage in the corresponding buying behavior. This alignment between intention and action is reinforced by the cognitive and affective processes that underlie consumer decision-making (L.-T. Nguyen, 2023). Moreover, the link between BI and ABB is fortified when individuals perceive a sense of control over their intended behavior, creating a pathway for the translation of intention into actual purchasing actions. Empirical studies in various consumer contexts consistently support the assertion that a robust BI is a reliable predictor of subsequent ABB, providing valuable insights for marketers and businesses seeking to understand and influence consumer behavior (DUC et al., 2024).

H7: Behavioral Intention (BI) positively influences to actual buying behavior (ABB).

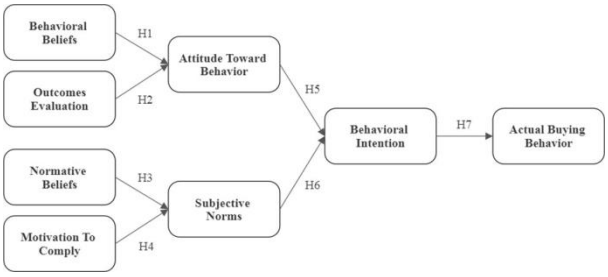

Fig. 1. Proposed Model.

3. Methodology

3.1. Target demographic

The genuine buyers in Ho Chi Minh City who are influenced by Tiktoker are the subject of this investigation. Ho Chi Minh City has a thriving purchasing market in Vietnam. HCMC was also chosen for this study because to its statewide convergence of knowledge, experience, and perspectives.

3.2. Measures, questionnaire design, and data collection

Data was collected through the use of surveys in this investigation. Given that surveys furnish research data that is based on real-world observations, they hold more relevance than other categories in individual research behavior. In this particular study, an electronic questionnaire furnished by Google Forms was utilized (L.-T. Nguyen, Phan, et al., 2023). The questionnaire items have undergone modification and updating from earlier research, taking into account the findings of an extensive literature review, to ensure content validity. The questionnaire was initially adapted from a previous study carried out in English. Subsequently, it was translated back into English in order to verify translation equivalence (Dao et al., 2023). Specifically, behavioral beliefs were operationalized based on the research conducted by Dhagarra et al. (2020), while attitude towards behavior was gauged utilizing the scale developed by Gupta et al. (2020), Subjective norms were adopted from Mishra et al. (2021), To guarantee dependable and valid measurement, a 7- point Likert scale was employed owing to its advantages, which encompass increased dispersion and decreased neutral response. The approach to measurement involved a continuum spanning from 1 (completely disagree) to 7 (completely agree). As a consequence of these preferences, a minimum of 80 participants was regarded as necessary, with 10 participants per predictor. The empirical evidence indicates that adherence to the principles of G*Power version 3.1 with a sample size of no less than 109 individuals can lead to the attainment of a potency level of 0.8. The computations underlying this assertion are predicated on an effect size of f2 = 0.15, a significance level of $\alpha = 0.05$, and 8 covariates.

4. Discussions and results

4.1. Demographic of respondents

According to the data collected, males outnumbered females by 54.79% out of 303 respondents who used the TikTok shop platform to shop. In terms of age distribution, more than half of the sample is between the ages of 20 and 35, nearly 7% are under the age of 20, and those with the lowest proportion are under the age of 20. Non-student consumers are more likely to make planned purchases, whereas students are more likely to buy on the spur of the moment. Furthermore, the data show that, despite their lower-middle to lower-income status, college-educated respondents are the primary consumers on the shopping mall network. The findings revealed that participants with incomes less than 10 million VND made up 59.41% of the private sector, while other groups accounted for less than a quarter. People who shop more than 100 times per year appear to account for one-third of the sample. The demographic characteristics of the respondents are shown in Table 1.

Table 1. Demographic characteristics

Characteristics	Category	Frequency Total: 303	ercent (%)
Gender	Female	137	45.21%
	Male	166	54.79%
Age	< 20 yrs	19	6.27%
	20-35yrs	198	65.35%
	36-50yrs	77	25.41%
	Over 50yrs	9	2.97%
Monthly income	< 10 million VND	180	59.41%
	11-20million VND	72	23.76%
	21-30 million VND	27	8.91%
	Over 30 million	23	7.59%

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	VND		
Times shopping on Tiktok shop in a month	Under 5 times	131	43.23%
	Over 5 times	63	20.79%

Note(s): n=303

4.2. Measurement model assessment

Because the partial least squares (PLS) procedure is better suited to investigating theoretical development, Smart PLS 3 was used to evaluate structural and measurement models. Additionally, it does not need to limit the data distribution and permits the use of a small sample size for the evaluation of a structured route model. The measurement model is evaluated through three criteria: (1) Three criteria are used to evaluate the measurement model: (1) Internal, where consistency must be higher than the advised figure of 0.7 (Ab Hamid et al., 2017); (2) Validity of convergence with load factor (FL) greater than 0.7 and mean extracted variance (AVE) greater than 0.5 (Dang et al., 2023); (3) By using HTMT inference, discriminant value is evaluated (T.-T. C. Phan et al., 2023).

It is required to confirm the assessment of the outer measurement model before testing the hypotheses in the structural model). The Rho_A values for internal consistency reliability, a technique for testing construct validity, are first displayed in Table 2 where reliability, are all above the 0.70 recommended threshold value (L.-T. Nguyen, Phan, et al., 2023). The results in the same Table 2 indicate that composite dependability levels are greater than the 0.70 cutoff set by Hair Jr. et al. Thus, high dependability across all constructions is confirmed by the A and composite reliability tests.

The measurement model's validity is next tested for convergent and discriminant factors. "Convergent Validity" (CV) is a method used to evaluate many items having related concepts. As stated by Hair et al. (2017), it is advisable to evaluate the CV using the average variance extracted (AVE) and the value of the outer loading. For the AVE to be regarded genuine, its value must be greater than 0.50, and for the CV, the outside loadings must be greater than 0.70. Table 2 demonstrates that all AVEs are fairly large, all outer loadings are larger than 0.70, and all AVEs are larger than 0.50. Furthermore, as indicated in Table 3, the "Fornell Larcker criteria test" for discriminant validity demonstrates that the correlation coefficients are lower than the square root of AVE (Fornell & Larcker, 2016).

Table 2. Loading, composite reliability, Dijkstra Henseler, and average variance extracte

Latent construct	Items	Outer Loading	Composite reliability (rho_c)	Average variance extracted (AVE)
AB	AB1	0.867	0.851	0.658
	AB3	0.703		
	AB4	0.854		
ABB	ABB1	0.727	0.923	0.751
	ABB2	0.926		
	ABB3	0.904		
	ABB4	0.896		
BB	BB1	0.712	0.777	0.785
	BB2	0.845		
	BB3	0.756		
BI	BI1	0.890	0.789	0.859
	BI2	0.777		
	BI3	0.745		
MC	MC1	0.765	0.739	0.879
	MC2	0.855		
	MC3	0.863		
NB	NB1	0.898	0.789	0.812
	NB2	0.874		
	NB3	0.822		
OE	OE1	0.910	0.784	0.874
	OE2	0.856		
	OE3	0.748		
SN	SN1	0.755	0.889	0.899
	SN2	0.856		
	SN3	0.911		

Table 3. Fornell Larcker criteria

	AB	ABB	BB	BI	MC	NB	OE	SN
AB	**0.811**							
ABB	0.719	**0.867**						
BB	0.457	0.443	**0.832**					
BI	0.714	0.773	0.483	**0.84**				
MC	0.756	0.699	0.504	0.729	**0.851**			
NB	0.614	0.600	0.509	0.619	0.713	**0.805**		
OE	0.562	0.531	0.466	0.518	0.566	0.700	**0.809**	
SN	0.802	0.713	0.511	0.792	0.761	0.632	0.557	**0.820**

4.3 Assessing structural model

In the structural model analysis in Table 4, the statistical significance of various paths was assessed to elucidate the relationships embedded within the framework (Dang Quan et al., 2024). The path from AB to BI was found to be statistically significant, as evidenced by a p-value of 0.001, falling below the conventional significance level of 0.05. This underscores the robustness of the association between AB and

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BI. Similarly, the path from BB to AB exhibited statistical significance, with a low p-value of 0.000, reinforcing the empirical support for the influence of BB on AB. The path from BI to ABB also demonstrated high statistical significance, as indicated by a p-value of 0.000, substantiating the considerable impact of BI on ABB. Moving on, the path from MC to SN was deemed statistically significant with a p-value of 0.000, signifying a discernible relationship between MC and SN. Meanwhile, the path from NB to SN was statistically significant, albeit with a p-value slightly exceeding 0.05, indicating a noteworthy but slightly less robust connection. Furthermore, the path from OE to AB exhibited statistical significance with a p-value of 0.001, affirming the influence of OE on AB. Lastly, the path from SN to BI was supported by statistical significance, with a p-value of 0.001, underscoring the impact of SN on BI. In summation, the provided p-values suggest that all paths in the structural model are statistically significant, affirming the validity and reliability of the specified relationships within the model (B.-H. T. Nguyen et al., 2024).

Table 4. Outcome of structural model examination

Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Remark
AB -> BI	0.221	0.220	0.069	3.219	0.001	Supported
BB -> AB	0.249	0.254	0.069	3.612	0.000	Supported
BI -> ABB	0.773	0.774	0.033	23.457	0.000	Supported
MC-> SN	0.631	0.631	0.073	8.629	0.000	Supported
NB -> SN	0.182	0.183	0.073	2.480	0.013	Supported
OE -> AB	0.446	0.445	0.053	8.357	0.001	Supported
SN -> BI	0.615	0.615	0.067	9.238	0.001	Supported

Note(s): AB = Attitude toward Behaviour; ABB = Actual Behaviour; BB = Behaviour Beliefs; BI = Behaviour Intention, MC = Motivation Comply; NB = Normative Belief; OE = Outcomes Evolution; SN = Normative Beliefs.

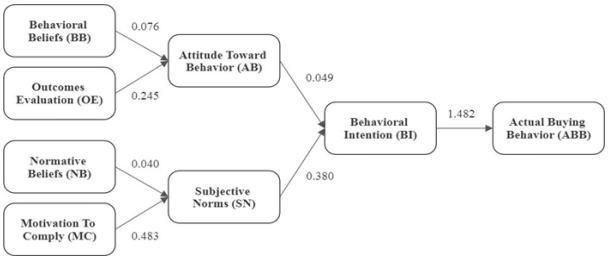

Fig. 2. Structural model testing.

4.4. Discussion

The empirical findings emanating from the present research endeavor yield indispensable insights concerning procurement inclinations that are paramount for analysts within the TikTok Shop domain to comprehend with respect to the evaluators' impact on consumer behavior. The authors posit several domains necessitating further exploration. Primarily, it is discerned that individuals falling within the age bracket of 20 to 35 years, particularly students, manifest a heightened proclivity for impulsive purchasing compared to their non-academic counterparts. Noteworthy is the inclination of students to engage in planned impulsivity, deciding on a purchase while perusing the store, coupled with a penchant for acquiring items of aesthetic appeal (pure impulsivity). Moreover, students exhibit a heightened propensity to indulge in purchases driven by fashion trends or admiration for influencers endorsing specific products. Conversely, the elderly and non-academic consumer demographic tends to exhibit a predisposition towards intentional purchasing behaviors. These nuanced findings bear multifarious implications for the strategic endeavors of the TikTok Shop. For instance, retailers targeting the student and younger demographic cohorts are advised to formulate distribution strategies that prominently feature trendy and fashionable merchandise, encompassing the latest clothing styles and other items prone to impulsive acquisition. In contrast, retailers catering to the older consumer base should prioritize stocking essential items that align with both planned and impulsive shopping tendencies, particularly when influenced by product recommendations emanating from brand influencers. This strategic dichotomy underscores the imperative for tailored approaches in the retail sector, catering to diverse consumer segments within the TikTok Shop milieu.

5. Conclusion

The present study contributes significant insights into the nuanced dynamics of influencer marketing on TikTok, specifically within the framework of the Theory of Reasoned Action (TRA), elucidating its implications on consumer behavior. The findings underscore the pivotal role played by TikTok influencers in shaping consumers' attitudes and purchase intentions. This influence is intricately linked to individuals' attitudes towards both advertising and influencers, alongside their perceptions of behavioral control and normative influence, thereby establishing a comprehensive understanding of the factors at play.

The discerned observations posit that businesses are actively capitalizing on the substantial potential offered by TikTok influencers. Notably, these influencers exhibit a remarkable capacity to sway purchasing behavior, buoyed by their perceived trustworthiness and likability. Moreover, the content generated by TikTok influencers resonates closely with the preferences and values of their followers, rendering them a highly coveted asset for enterprises seeking effective marketing strategies. This investigation underscores the influential role of TikTok influencers in shaping consumer conduct and underscores the significance of incorporating the TRA framework in the assessment of such influence.

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Looking ahead, further exploration in this domain is warranted to unveil the specific attributes that endow TikTok influencers with particular efficacy in influencing consumer behavior. Additionally, there is a need to explore the impact of varied influencer marketing strategies across diverse cultural and demographic contexts. A deeper comprehension of the underlying mechanisms governing the effectiveness of influencer marketing is imperative for fully harnessing the potential of this burgeoning trend in the realm of digital marketing.

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