

**Original Research Article****RESEARCH ON FACTORS INFLUENCING TIKTOK SHOP BUYING BEHAVIOR OF STUDENTS OF HANOI UNIVERSITY OF INDUSTRY**

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**Abstract**

Currently, e-commerce is on the verge of strong development. The Covid-19 epidemic has completely changed customers' shopping habits from in-person shopping to online shopping and contactless payments. TikTok is a social network that has been occupying a high position in the entertainment sector in Vietnam. Recently, in its development plan, TikTok has launched a new feature, TikTok Shop. TikTok Shop is an innovative solution for buyers, sellers, and content creators that delivers a seamless, comprehensive e-commerce ecosystem right on TikTok. During the purchase process on TikTok Shop, users' buying behavior will be influenced by different factors. The objective of the project is to study the factors influencing the buying behavior through TikTok Shop of students of Hanoi University of Industry. The research team proposes 5 factors: Product, Influencer, Subjective Standard, Shopping habits, Ease of use.

By evaluating the reliability of Cronbach's Alpha scale, factor analysis explores EFA and tests the hypotheses. The results show that of the 5 factors included in the model, there are 5 factors affecting buying behavior through TikTok Shop.

**Key words:** Online Shopping Behavior, Tiktok, Tiktok Shop, Purchase Behavior, Social Networks

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## Introduction

In the context of growing technology, online shopping has been thriving in the world as well as in the country. Major e-commerce applications such as Amazon, Alibaba, Shoppe, Lazada, Tiki ... is increasingly showing superiority, convenience, making the most of the development of technology. TikTok Shop is also one of the new online shopping channels launched right on the social networking platform TikTok in mid-2021 in the UK, Indonesia and gradually developed in Vietnam. Building a sales channel based on the TikTok platform has brought a source of young, potential customers, especially Gen Z.

The study found that the number of studies on factors influencing purchase behavior through TikTok Shop is small. Therefore, the topic "Research on factors affecting buying behavior on TikTok Shop of students of Hanoi University of Industry" is necessary to find out the factors affecting the buying behavior through TikTok Shop of young people and thereby help businesses understand and offer solutions to help improve products, sales system and optimize your communication channel on TikTok Shop. In addition, researching factors affecting purchase behavior on TikTok Shop helps TikTok come up with new solutions to complete its e-commerce ecosystem.

## Theoretical Basis and Research Model

### *2.1. Concepts and Theories in relation to customer's purchase intention*

**Theory of Reasoned Action (TRA):** The TRA model shows that a product's buying behavior can be predicted through consumer trends. In the rational action theory model, individual consumers' beliefs about a product or brand will influence behavior-oriented attitudes, and behavior-oriented attitudes will influence buying tendencies, not directly affect buying behavior. Therefore, attitude will explain the reason for consumer shopping trends, while trend is the best factor to explain consumer behavior trends.

**Theory of Planned Behaviour (TPB):** The TPB model is considered more optimal for TRA in predicting and explaining consumer behavior within the same content and context of the study. According to TPB, behavioral intention does not depend on subjective attitudes and norms but also relates to the degree of behavior that can be acted upon. In other words, cognitive control of behavior can be seen as a barrier to behavior.

**Technology Model (TAM):** This is the model of evaluating information that was introduced in 1986. External factors affect beliefs, attitudes, and behavioral determinations. The behavior of technology is defined by 2 beliefs: perceived usefulness and easy use (perceived ease of use).

**The e-Commerce Adoption Model (e-CAM):** The E-Commerce Adoption Model (e-Commerce Adoption Model) explores the key factors for predicting consumers' online buying behavior and is built by integrating the TAM model (Davis, 1986) and TPR risk perception (Bauer, 1986). The e-CAM model empirically studied in two Korean and US markets explains the acceptance of e-commerce.

**Social presence theory:** Mediated social presence is the property of man, not of technology, but it is a moment-by-moment phenomenal state facilitated by a technological representation of another organism. The state of social presence changes during a mediated interaction from a low-level perception that another being is co-present with a more intense sense of ability to approach the psychological model of other people's intentional states (i.e., attribution model of the other mediated mind).

### *2.2. Some related studies*

According to Na Li and Ping Zhang (2002), factors influencing online shopping behavior include external environment, demographics, and personal personality.

**Nguyen Phu Quy et al. (2012); Sandra Forsythe et al. (2006).** Online shopping has advantages such as: No need to leave home when shopping, no time to travel and visit stores, easily find the products you need, can shop anywhere.

**Mohammad Hossein Moshref Javadi (2012).** Also argues that online shopping has the advantage of diverse goods, comfortable to shop; the sales website also fully meets the needs; the price is clear; the trust.

**Nguyen Anh Mai (2007).** Uses a combination of two qualitative research methods through interviews and quantitative research methods through questionnaires. The study analyzes and points out the factors affecting the trend of changing attitudes using e-commerce in Vietnam **Nguyen Le Phuong Thanh (2013).** The research paper "Factors influencing customers' online shopping decisions in Vietnam" shows that there are 8 factors influencing customers' online shopping intent, including: "Usefulness perception", "Ease of use", "Price expectations", "Trust", "Risk perception related to online transactions", "Product risk awareness", "Customer experience", "E-WOM online word of mouth", in which, the factor "Online word of mouth E\_WOM" has the strongest impact on customers' online shopping intent.

**Gong et al. (2013)** shows in their paper that consumer buying behavior is influenced by 3 main factors: demographics, experience, and environment

**Chami et al. (2021).** In the research paper "Online buying behavior" said that the online shopping behavior of customers is influenced by factors such as: risk level, technology, service quality, convenience

**Dam Tri Cuong and colleagues (2021).** Conducted the research paper: "Research on factors affecting online shopping behavior of students at the Industrial University of Ho Chi Minh City". The results showed that the variables "Perceived usefulness", "Perceived ease of use", "Trust", "Price", "Subjective standards" had the same effect and the variable "Perceived risk" had an adverse effect on online shopping behavior. In particular, the variable "Perception of usefulness" has the greatest impact on online shopping behavior of students of Industrial University of Ho Chi Minh City with index = 0.354. In addition, the research paper also confirms the importance of other variables influencing students' online shopping behavior and provides effective research results that businesses or organizations can rely on to offer effective solutions for business operations.

### **2.3. Research model and hypothesis**

#### **Product**

A product is anything that can be offered to a market for attention, acquisition, use or consumption in order to satisfy a need or want. It can be objects, services, people, places, organizations, or an idea. For a product on e-commerce sites, customers will care a lot about the price and quality of the product. Emphasizing the price benefit that customers have will be vouchers, promotions, discount codes, which are the things that stimulate customers to want to buy (Stanton, R.J.T.J.o.F., 1997). Just as a restriction is that we are not allowed to touch or try, so the more diverse the product range but still comes with quality, the more satisfied the customer will surely be.

***H1: Products have a positive influence (+) on purchasing behavior on Tiktok Shop***

#### **Influencers**

Influencers on online purchases can be KOLs, KOCs, and Celebs, Reviewers or people who are directly related to the product, such as product livestreamers. Abidin (2018) argues that celebrity appearances are effective in driving traffic to online shopping apps. An essential element to the success of an influencer is that they need to know how to determine the product that fits their image, so often the influencers will never recommend a product without a product or any experience with it.

***H2: Influencers have a positive (+) influence on purchasing behavior on TikTok Shop***

### Subjective standards

According to research by Ajzen, 1991, subjective norms refer to perceived social pressure from other people about performing a particular behavior. Empirical studies have shown that social influence from family and friends has an influence on purchase intention (Kelkel, 2015). Kassim et al in 2018 also highlighted the importance of mass communication and external communication in influencing intention for a product, which can be seen as part of social norms.

**H3: Subjective norm has a positive (+) influence on purchasing behavior on TikTok Shop**

### Shopping habits

Habit is defined as the degree to which people tend to perform a behavior automatically (Limayem 2007). Accumulation over time can lead to the formation of habits with varying degrees, depending on the level of interaction and familiarity with the online shopping form of each e-commerce platform. Customers who regularly shop online on an e-commerce platform will tend to visit the websites and applications of that floor as their natural behavior. Therefore, habits can influence both the intention to choose an e-commerce platform and the buying behavior.

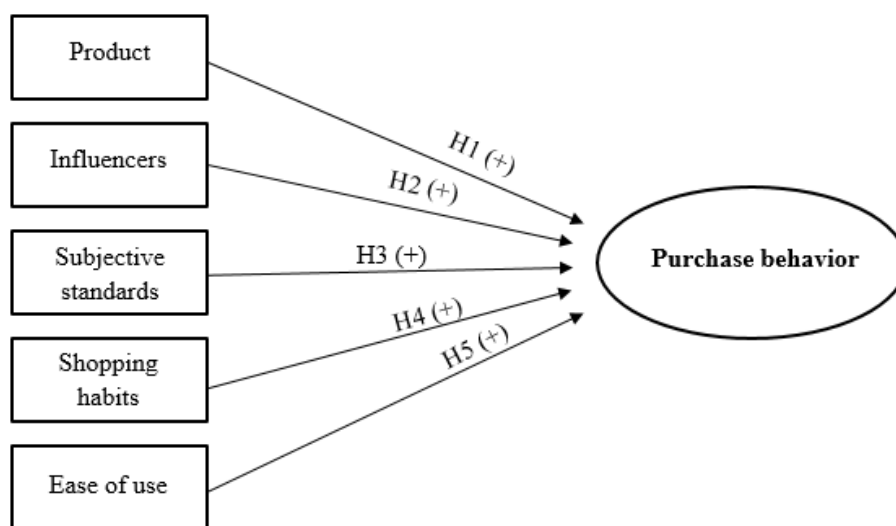
**H4: Shopping habits have a positive (+) influence on purchasing behavior on TikTok Shop**

### Ease of use

Although the main driver of online consumption is price, ease of use of the interface and in the payment are prominent factors in determining whether consumers will move into the inquiry stage (Chang, 2008). A good interface / app quality not only helps customers easily identify or attract good attention to them, but also has a good search engine and how to simplify the process. Purchase. In addition to support from many payment methods, good consumer protection policies are also needed: online payment security, reliability, and online store privacy policy (Gefen, D.J.O., 2000).

**H5: Ease of use has a positive (+) influence on purchasing behavior on TikTok Shop**

The author has proposed the following research model:



**Figure 1. Research models**

## 3. Research Methodology

### 3.1. Questionnaire design

To test the proposed research model in the previous section, this study employs a survey method by collecting data through a questionnaire. The target audience for data collection is students from various courses at Hanoi University of Industry. Based on the results and constructive feedback,

we developed in-depth interview questions. The in-depth interview aims to explore more information and provide an accurate, detailed evaluation of students' buying behavior on TikTok Shop at Hanoi University of Industry. From there, we can determine whether the opinions are appropriate, specific, and clear. Thus, the research team has built a suitable measurement scale that reflects the characteristics of students at Hanoi University of Industry. The current study applies scales from previous research and adjusts them to fit the evaluation perspective from the consumer's point of view. All the scales are in the form of Likert-5, with a variety of responses ranging from disagree to completely agree.

The proposed scales are as follows: Product with 5 observed variables taken from a study by (Pham Thi Hoang Dung, 2021), Influencer with 6 observed variables taken from a study by (Nguyen and Phan, 2018), Subjective Norm with 4 observed variables taken from studies by (Ajzen and Fishbein, 1975; Dai and Palvia, 2009; Chong et al., 2012; Kalinic and Marinkovic, 2015), Habit with 5 observed variables taken from studies by (Venkatesh et al., 2012; Shih-Wei Chou & Chia-Shiang Hsu, 2015), Perceived Ease of Use with 5 observed variables taken from studies by (Nguyen Le Phuong Thanh, 2013; Venkatesh and Davis, 2001; Nguyen Mai Anh, 2007; Nguyen Minh Tuan & Nguyen Van Anh Vu, 2020), and Buying Behavior with 4 observed variables taken from studies by (Nguyen Le Phuong Thanh, 2013; Venkatesh and Davis, 2001). This study was tested with 350 randomly surveyed individuals at Hanoi University of Industry.

### 3.2. Data Collection

The main purpose of this study is to investigate the impact of Product, Influencer, Subjective Norm, Habit, and Perceived Ease of Use on Buying Behavior on TikTok Shop at Hanoi University of Industry. Therefore, the subject of this study is a group of students studying at Hanoi University of Industry. As the research team is also a student at Hanoi University of Industry, it is a suitable location for the study. The research team utilized a non-probability random sampling technique for the convenience of the research. The questionnaire includes 29 main questions, so according to Hair et al. (2009), the minimum sample size to use is 145 questionnaire sheets.

This study was conducted over 4 months. In the end, a total of 350 questionnaire sheets were collected, with 336 valid questionnaire sheets collected after the survey.

## 4. Research Results

### 4.1. Described samples

Demographic characteristics of 336 samples are as follows: most students participating in the survey are third-year students, accounting for 181 people out of 336 samples. The part of students taking the survey belongs to the Faculty of Business Management (50.9%) and the rest are students of other faculties.

**Table 1. Results of statistical analysis of demographics**

	Information	Quantity	Percentage (%)
Gender	Male	144	42.90%
	Female	192	57.10%
Academic year	Freshman	39	11.60%
	Sophomore	55	16.40%
	Junior	181	53.90%
	Senior	60	17.90%
	Other	1	0.30%
Faculty	Faculty of Mechanical Engineering	31	9.20%
	Faculty of Automobile Technology	27	8%
	Faculty of Electrical Engineering	11	3.30%

Faculty	Faculty of Electronics Engineering	19	5.70%
	Faculty of Information and Technology	21	6.30%
	Faculty of Garment Technology and Fashion Design	11	3.30%
	Faculty of Chemical Technology	8	2.40%
	Faculty of Accounting -Auditing	25	7.40%
	Faculty of Business Management	171	50.90%
	Faculty of Tourism	12	3.60%
Frequency of using TikTok per day	Less than 1 hour	105	31.30%
	1 – 3 hours	173	51.50%
	3 – 5 hours	51	15.20%
	More than 5 hours	7	2.10%
Number of contents followed on TikTok Shop	One content	31	9.20%
	More than one content	305	90.80%
Have you ever shopped on TikTok Shop?	Yes	316	94%
	No	20	6%
Frequency of shopping on TikTok Shop	Less than 3 times/month	253	80.10%
	3-5 times/month	50	15.80%
	More than 5 times/month	13	4.10%
Number of items purchased on TikTok Shop	One item	92	29.10%
	More than one item	224	70.90%
Amount spent on shopping per month on TikTok Shop	Less than 500k VND	198	62.70%
	From 500k – 1 million VND	94	29.70%
	From 1 million - 3 million VND	20	6.30%
	From 3 million – 5 million VND	3	0.90%
	More than 5 million VND	1	0.30%
Payment method	Cash on delivery	169	53.50%
	Electronic banking	64	20.30%
	E-wallet	48	15.20%
	ATM card, credit card	35	11.10%

#### 4.2. Cronbach's Alpha

In this study, the author used the reliability measurement coefficient Cronbach's Alpha, which has a value greater than or equal to 0.6, and the total Corrected Item-Total Correlation coefficient, which has a value greater than or equal to 0.3, to determine the reliability of the measurement scale. Only when these criteria are met, the scale is considered reliable for next analysis.

**Table 2. Cronbach's Alpha**

No.	Factor	Number of observed variables	Cronbach's Alpha
1	Product	5	0.666
2	Influencers	6	0.849
3	Subjective standards	4	0.856
4	Shopping habits	5	0.915
5	Ease of use	5	0.829
6	Purchase behavior	4	0.768
<b>Product (P)</b>			
P1	Product is the same as advertised.		Pham Thi Hoang Dung, 2021
P2	The quality of the product is in line with the cost I spent.		
P3	The prices of products on TikTok Shop are clear.		
P4	I can find all the products I desire on TikTok Shop.		
P5	I have more choices of products on TikTok Shop.		

<b>Influencers (I)</b>		
<b>I1</b>	I enjoy watching video reviews of products by famous people.	
<b>I2</b>	I trust what famous people review about products.	
<b>I3</b>	My level of trust in the product and brand increases when I watch reviews from famous people.	
<b>I4</b>	I believe that famous people have experience and knowledge in using products and brands.	Nguyen & Phan (2018)
<b>I5</b>	I get to interact directly with famous people through livestreams.	
<b>I6</b>	I enjoy watching livestream sales by famous people.	
<b>Subjective standards (SS)</b>		
<b>SS1</b>	I seek the opinions of my family when shopping on TikTok Shop.	Ajzen & Fishbein (1975)
<b>SS2</b>	I seek the opinions of my friends when shopping on TikTok Shop.	Dai & Palvia (2009)
<b>SS3</b>	I notice that people around me are shopping on TikTok Shop.	Chong & colleagues (2012)
<b>SS4</b>	I always consult the advice of sellers when making purchases on TikTok Shop.	Kalinic và Marinkovic (2015)
<b>Shopping habits (SH)</b>		
<b>SH1</b>	I am addicted to online shopping.	
<b>SH2</b>	I enjoy shopping on TikTok Shop.	Venkatesh & colleagues (2012)
<b>SH3</b>	I shop without thinking.	
<b>SH4</b>	I do not research products/brands before making a purchase.	Shih-Wei Chou & Chia-Shiang Hsu (2015)
<b>SH5</b>	I shop randomly, without any predetermined intentions.	
<b>Ease of use (EU)</b>		
<b>EU1</b>	I can easily search for information about products on TikTok Shop.	Nguyen Le Phuong Thanh (2013)
<b>EU2</b>	I can easily interact with sellers on TikTok Shop.	Venkatesh and Davis (2001)
<b>EU3</b>	Ordering on TikTok Shop is very convenient.	Nguyen Mai Anh (2007)
<b>EU4</b>	The payment methods on TikTok Shop are diverse.	Nguyen Minh Tuan, Nguyen Van Anh Vũ (2020)
<b>EU5</b>	The TikTok Shop feature is user-friendly and easy to use.	
<b>Purchase behavior (PB)</b>		
<b>PB1</b>	I will continue to use the TikTok Shop feature when I need to make purchases.	Nguyen Le Phuong Thanh (2013)
<b>PB2</b>	I am willing to recommend TikTok Shop to my family and friends for shopping.	
<b>PB3</b>	I would choose TikTok Shop over other methods of shopping.	Venkatesh and Davis (2001)
<b>PB4</b>	When I have a need, I will make purchases on TikTok Shop.	

After analyzing the Cronbach's Alpha coefficient of the measurement scale, based on the statistical table, it shows that the overall Cronbach's Alpha coefficients of the scales are all within the range of 0.6 - 1. Variables with total item correlations greater than 0.3 and Cronbach's Alpha coefficients that are lower than the overall Cronbach's Alpha are retained for next analysis.

#### 4.3. Exploratory Factor Analysis

The EFA results indicate that the independent variables have factor loadings greater than 0.5, indicating their significance in the factors. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.932, which is greater than 0.5, indicating that the EFA is suitable for the data. The significance level of Bartlett's Test is 0.000, which is less than 0.05, indicating that the observed variables are correlated within the overall population. The Eigenvalue of 1.066 is greater than 1, meeting the requirement, and the 25 observed variables are grouped into 5 factors. The extracted variance of 61.868% indicates that the 5 factors explain 61.868% of the variation in the research data. Additionally, the 5 factors obtained from the EFA all have Cronbach's Alpha values greater than 0.6, meeting the requirement for further analysis.

The EFA results show that the dependent variables have factor loadings greater than 0.5. The KMO measure is 0.76, which is greater than 0.5, indicating the suitability of EFA for the data. Bartlett's Test has a significance level of 0.000, indicating that the observed variables are correlated within the overall population. The Eigenvalue of 2.368 is greater than 1, meeting the requirement, and the 4 observed variables converge into one factor. The extracted variance of 59.262% indicates that the dependent factor explains 59.262% of the variation in the research data.

The EFA results show that both the independent and dependent variables in the research model meet acceptable discriminant values, indicating the appropriateness of EFA for the research data. Through EFA, the observed variables in the factors accurately measure the concepts of the research model. The 6 factors formed satisfy the criteria for reliability and accuracy of the measurement scale. Therefore, the initially proposed 6 factors with 25 observed variables for the independent factor and 4 observed variables for the dependent factor in the research model are retained.

**Table 3. EFA analysis for independent and dependent variables**

Criteria	Independent variables	Dependent variables	Meaning
KMO	0,932	0,76	The KMO coefficient within the range of (0.5-1) and sig.= 0.000 < 0.05 indicate that the observed variables in the overall sample are correlated with each other, and EFA factor analysis is appropriate.
Sig.	0,000	0,000	
Eigenvalues	1,066	2,368	Eigenvalues >1 and extracted variance ≥ 50%, the results of the component measurement meet the requirements.
Extracted variance	61,868%	59,262%	
Sample and variable ratio	13,44:1		

**4.4. Regression analysis**

**Table 4. Regression analysis**

Model	Unstandardized regression coefficients		Standardized regression coefficients	t	Sig.	VIF	
	B	Std. Error	Beta				
1	(Constant)	0.445	0.199		2.232	0.026	
	P	0.146	0.061	0.108	2.4	0.017	1.674
	I	0.098	0.047	0.102	2.073	0.039	1.992
	SS	0.138	0.038	0.182	3.663	0	2.048
	SH	0.148	0.033	0.227	4.506	0	2.111
	EU	0.355	0.048	0.355	7.353	0	1.932

Therefore, the regression results show that the Sig values of all factors are less than 0.05, and the five initial hypotheses (H1, H2, H3, H4, H5) are accepted. Thus, the independent variables positively influence the purchasing behavior through TikTok Shop among students at the Hanoi University of Industry.

No factor is eliminated from the regression analysis as the Sig values of each independent variable are less than 0.05. The VIF values of the independent variables are all less than 10, indicating no multicollinearity issue. The Durbin-Watson statistic (d) is 1.914, indicating no autocorrelation among the residuals in the model. Therefore, the research model is statistically significant. Additionally, all Beta coefficients are greater than 0, indicating that the independent variables have a positive impact on the dependent variable.



The standardized regression equation is as follows:

$$PB = 0.108 P + 0.102 I + 0.182 SS + 0.227 HS + 0.355 EU$$

The purchasing behavior on TikTok Shop among students at the Hanoi University of Industry is found to be significantly influenced by the following factors: Product, Influencer, Subjective standards, Shopping habits, and Ease of Use.

The regression analysis results reveal the order of the impact strength from strongest to weakest of the independent variables on the dependent variable (Purchase Behavior) as follows: Ease of Use (0.355) > Shopping habit (0.227) > Subjective standards (0.182) > Product (0.108) > Influencer (0.102).

## **Conclusion And Implication**

### **Conclusion**

The research results reveal a significant proportion of students who are familiar with Tiktok, both as a social network and as an e-commerce platform through TiktokShop. This indicates the growing significance of e-commerce, which now competes directly with traditional forms of trading.

Based on the results of linear regression analysis, the Ease of Use variable has the strongest impact on Purchasing Behavior with Beta = 0.335, followed by Shopping Habit with Beta = 0.227, Subjective standards with Beta = 0.182, Product with Beta = 0.108 and finally the Influencer variable with Beta = 0.102.

Due to the limited timeframe for the research project, there are several limitations that should be taken into consideration. These include a small sample size, which may impact the representativeness of the findings, as well as a limited number of factors that were studied. While the research provides valuable insights into the purchasing behavior of students at Hanoi University of Industry and Gen Z in general, further research may be needed to validate the findings and explore additional factors that may be relevant.

### **Management Implications**

The research article provides valuable insights into the purchasing behavior of customers on TiktokShop and other e-commerce platforms. With this information, sellers can develop more specific and effective promotional strategies to meet the needs of their target customers. Similarly, TiktokShop can utilize the research findings to refine its platform and introduce new features that are tailored to the preferences and habits of users. Overall, this research serves as a valuable resource for businesses and platforms looking to improve their e-commerce offerings and better meet the needs of their customers.

### **Solution for sellers on TiktokShop**

Firstly, businesses need to optimize product pages, businesses should invest in optimizing their product pages on TikTok Shop to improve user experience and make the buying process easier. Information such as images, product descriptions, size notes, materials, prices and customer reviews, are all important for customers to make a purchasing decision.

Second, businesses need to learn and research the market, assess customer needs to provide products that match shopping habits and attract customers to buy on TikTok Shop. Understanding and analyzing the buying habits of customers will help businesses better meet the needs of customers.

Third, building a good brand image, the image of the product is one of the decisive factors affecting customers' purchasing decisions and increasing the rate of spreading, introducing products and brands to customers. those around.

Fourth, Enterprises should focus on improving the quality of products and services, providing products and services that match their descriptions, diversifying types of items, and improving customer service to meet their needs. customer demand on TikTok Shop.

Finally, businesses should choose a KOL that aligns with their brand and is compatible with the audience on the TikTok Shop, and monitors the content shared by the KOL on the TikTok Shop to ensure that it is appropriate, consistent with the brand and does not adversely affect the purchasing behavior of customers.

### **Solution for TikTok**

#### ***a. Body Cam***

BodyCam possesses up to 4 unique features, which are online fitting, consulting, product recommendations and data analysis. The features of BodyCam on TikTokShop allow for a personalized shopping experience that helps users choose and shop for products that suit their needs and preferences. Using AI technology and fashion industry experts, BodyCam provides detailed scores to users based on their body shape and size. Users can choose between two methods for scanning their body: wearing thin body-tight clothing and standing in the frame, or creating a body simulation using metrics such as BMI.

Once the body scan has been completed, BodyCam analyzes the user's body shape and provides recommendations for clothing types that are most suitable, as well as types of clothing to avoid. BodyCam then introduces a range of products from reputable brands that fit the user's body shape and provide a high-quality shopping experience.

#### ***b. TpayLater X MB Bank***

This service grants users a TPayLater Limit for purchases, allowing them to defer payment without needing to link their bank accounts. Users can opt to pay later or divide their payments into up to three installments, providing greater flexibility in managing their expenses.

With TPayLater, users can enjoy a seamless and convenient shopping experience on TikTokShop. Whether they are on a tight budget or simply prefer to defer payment, TPayLater gives users the freedom and flexibility to shop at their own pace.

#### ***c. TikTalks***

TikTok should develop TikTalks tool using TikTalks software using artificial intelligence AI. For this tool, consumers can ask anything about Tiktok and products and will be able to interact 24/7, TikTalks can work anytime, anywhere, helping users to actively interact and ask for support in necessary cases and get quick responses instead of waiting for a response from the seller or even product questions that consumers will have to spend a lot of time looking for. on TikTok or TikTok Shop.

TikTalks tool will interact with users by users can message, use audio as voice and use images and videos to search. Through messaging, voice, images and video, TikTalks will record, analyze questions, predict and answer exactly what consumers need.

#### ***d. Building a healthy TikTok Shop ecosystem***

TikTok needs to take measures to minimize and completely prevent the above situation to create a healthy e-commerce ecosystem on TikTok to help consumers feel secure and trust their shopping choices on TikTok Shop. It also helps businesses or individuals do business effectively on TikTok Shop.

First, manual censorship of millions of videos a day is impossible. Therefore, TikTok needs to build a censorship system using artificial intelligence. When a new video is uploaded, the system will use artificial intelligence AI to classify and make a decision on whether to delete or approve it. However, the system should have a mechanism to allow users to resubmit the video and request reconsideration. This helps to ensure that the video is not mistakenly removed and protects the

interests of the user. In addition to ensuring the continued performance of the AI moderation system,

TikTok needs to continue to refine the system based on real-life feedback, ensure that the system meets the requirements, and ensure a safe environment. safe and healthy for users.

Second, organize periodic inspections of stores and products posted for sale on TikTok Shop based on reports and bad feedback from users about stores and products.

Third, businesses or individuals before posting more products on their shops need to go through TikTok's censorship to minimize the situation of poor-quality shops.

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