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RESEARCH ARTICLE

# Influence of Tiktok Short Video Ads on Vietnamese Customers' Purchase Intention for Cosmetic Brands

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## ABSTRACT

This study aims to explore the impact of short video advertising on TikTok on the purchase intention of Vietnamese consumers for cosmetic products. The objective is to identify the key factors influencing purchase intention, including entertainment, irritation, informativeness, interactivity, credibility, advertising value, and consumers' attitudes towards TikTok ads. The study uses quantitative methods through a survey with 240 respondents. The results show that entertainment, informativeness, and credibility have a positive impact on attitudes toward purchase intentions, while irritation has a negative impact. Interactivity and advertising value also directly influence purchase intentions. This research contributes to the understanding of consumer behavior and digital marketing, especially in TikTok advertising in Vietnam.

**Contribution/Originality:** This study contributes to the literature by integrating the Theory of Reasoned Action (TRA) and the Uses and Gratifications Theory (U&G) to analyze the impact of TikTok advertising on Vietnamese consumers' purchase intention. The research identifies key factors such as entertainment, informativeness, credibility, and advertising value.

## 1. Introduction

The rapid growth of social media platforms has dramatically changed the digital marketing landscape, with TikTok emerging as one of the most influential. Launched in 2017, TikTok revolutionized how brands engage with consumers through short-form video content, and its popularity has skyrocketed globally, especially among younger demographics. TikTok uses a special system (algorithm) to understand the interests and behavior of each user. Based on this information, TikTok will show users the videos that they are most likely to be interested in. This makes TikTok ads more effective because they are targeted to the right audience. As a result, TikTok ads can strongly influence what users want to buy.

The TikTok platform's dynamic nature has enabled user creativity and interaction. As a

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result, brands have realized that they need to change their traditional marketing approach. Instead of relying solely on traditional methods, they have begun experimenting with new approaches that emphasize visuals and interaction to engage customers on TikTok. In other words, TikTok has opened up a new playground for brands, where they can express their creativity and connect with customers more closely.

In Vietnam, TikTok is increasingly popular, especially among young people (Gen Z and Millennials). They often use the social network tiktok and often have beauty needs, so this is the target customer group of many cosmetic brands.

The impact of TikTok short videos on users' purchasing decisions has been a hot topic in recent years. However, there are still many unclear points, especially in the Vietnamese cosmetics market. This study will follow previous studies by Morreale (2022) and Ngo et al. (2017) to clarify unexplored aspects and make new contributions. Morreale (2022) examined the impact of social media video marketing on purchase intentions, focusing on video length, product information, and entertainment value. However, their research encompassed multiple platforms without specifically addressing the nuances of TikTok's short-form video format. Therefore, this study will concentrate on TikTok's content distribution algorithm, interactivity, and the influence of key opinion leaders (KOLs) within the Vietnamese cosmetics industry. Similarly, Ngo et al. (2017) analyzed the impact of social media advertising on purchase decisions in Can Tho.

This study aims to explore the impact of short video ads on TikTok on the purchase intention of Vietnamese consumers towards cosmetic brands. Factors such as entertainment, informativeness, reliability, interactivity, and advertising value will be considered to understand how they influence purchasing behavior. In Vietnam, the cosmetics industry is highly competitive, and TikTok is a potential advertising tool, particularly for the younger demographic. Additionally, this study seeks to provide recommendations for cosmetic brands on how to optimize their TikTok marketing strategies.

## 2. Theoretical Framework and Literature Review

### 2.1. Theoretical Framework

This study examines how TikTok short video advertisements influence Vietnamese consumers' purchase intention of cosmetics using a theoretical framework combining the Theory of Reasoned Action (TRA) and the Uses and Gratifications (U&G) Theory. According to Fishbein and Ajzen (1977), TRA is a comprehensive model that aims to explain individual behavior through four main factors: attitude toward the behavior, subjective norms, behavioral intention, and actual behavior. According to TRA, intentions are influenced by one's own attitudes as well as perceived social influence from others - which are the driving factors of behavior (Ajzen, 1980). TikTok customers have positive opinions about short advertisements and are influenced by relatives, friends, or celebrities (KOLs/KOCs), which increases their tendency to purchase the marketed cosmetics. Furthermore, users actively select media content to meet their own needs, according to the U&G theory developed by Katz et al. (1973) and referenced in Ruggiero (2000) and Buzeta et al. (2020). Customers seek out advertisements on TikTok to gain more product knowledge, be entertained, connect with others, and express their personal opinions. These factors not only increase their satisfaction but also promote positive brand perceptions and trust, thereby increasing their purchase intention. The

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combination of TRA and U&G provides a better understanding of the interaction between attitudinal traits, social influence, and positive media use behavior in purchase intentions on TikTok, which expands the scope of the research model.

## 2.2. Developing hypotheses and research models

### *2.2.1. Attitude towards advertisements*

A key element of the Theory of Reasoned Action (TRA), which states that a person's intention to engage in a behavior is mainly determined by their attitude toward that conduct and subjective norms, is attitude toward behavior. Research has consistently demonstrated that the more favorable an individual's attitude is toward a behavior, the stronger their intention to engage in that behavior (Fishbein & Ajzen, 1977). Hence, this study hypothesizes that a positive consumer attitude towards video advertising will lead to a more favorable impact on their purchase intention.

H1. Attitude towards advertisements has a positive impact on customer's purchase intention

### *2.2.2. Entertainment*

Entertainment in advertising plays a crucial role in shaping consumer attitudes. Siraj et al. (2021) highlight that enjoyment derived from messages is essential, especially in mobile advertising. Ducoffe (1996) defines entertainment as the ability to meet consumers' needs for relaxation, emotional satisfaction, and aesthetic pleasure, noting that it generates positive emotions during ad exposure. Studies by Tsang et al. (2004) and Aslam et al. (2021) confirm that entertaining content positively influences customer perceptions and attitudes. Therefore, this thesis proposes that engaging advertisements can enhance product perception and increase purchase intention.

H2a. Entertainment has a positive impact on customer’s attitudes towards TikTok advertising video.

### *2.3.3. Informativeness*

The value of an advertisement is often determined by its informativeness, as customers are more likely to engage with educational marketing that helps them choose the best products (Ducoffe, 1996). Advertising must provide attractive and relevant material that suits the preferences of the target audience in order to promote positive emotions and influence purchase decisions (Ahmad & Lasi, 2020). According to Schlosser et al. (1999), customers' opinions about Internet advertising are influenced by the advertisements' usefulness and content, both of which have an impact on their purchasing decisions. Advertisements must be precise, timely, relevant, and meaningful since consumers are more likely to interact with content that speaks to their interests (Chowdhury et al., 2006). Informativeness is important in TikTok advertising because it gives users the knowledge, they need to make intelligent choices about what to buy. Based on existing research, two hypotheses are proposed:

H3a. Informativeness positively impacts customer attitudes toward TikTok advertising videos.

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H3b. Informativeness positively impacts customers' purchase intentions.

*2.3.4. Irritation*

A key determinant of the success of ads is the degree of irritation that create. Excessive, offensive, or difficult-to-stand advertising strategies have been shown to cause discomfort and reduce their effectiveness (Nguyen Duy Thanh et al., 2013). Annoying and intrusive ads can confuse customers, leading to negative reactions that decrease purchase intention and create negative attitudes toward advertising (Pham Thi Lan Huong & Tran Nguyen Phuong Minh, 2014). Advertising that is perceived as rude or distracting can lead to undervaluation by consumers (Ducoffe, 1996), with frequent ads reducing positive emotions and engagement. Previous research on mobile advertising (Haghirian et al., 2005) suggests that irritation negatively affects consumers' perceptions. Based on this, the following hypotheses are proposed:

H4a. Irritation negatively impacts customer attitudes toward TikTok advertising videos.

H4b. Irritation negatively impacts customer purchase intention.

*2.3.5. Credibility*

Credibility is a key factor influencing consumer attitudes and purchase intentions, especially on dynamic platforms such as TikTok. Credible advertising is characterized by trustworthiness and expertise, which reduces skepticism and enhances the perceived credibility of information, leading to more positive attitudes from consumers (MacKenzie & Lutz, 1989). Studies have shown that credible advertising promotes positive consumer responses and increases engagement (Tsang et al., 2004; McMillan & Hwang, 2002). Social media research indicates that credible content improves both consumer attitudes and significantly promotes purchase intentions (Bruner & Kumar, 2000). Based on this, the following hypotheses are proposed:

H5a. Credibility positively affects customer attitudes toward TikTok advertising videos.

H5b. Credibility positively affects customer purchase intention.

*2.3.6. Interactivity*

Interactivity represents the degree to which users engage with advertising formats, allowing for creative expression, entertainment-seeking behavior, and social connection regardless of time or space constraints (Yaakop et al., 2013). Social media platforms facilitate this interaction through the dissemination of multimodal content such as text, images, videos, and links, which increases the efficiency of reaching consumers while reducing the company's marketing costs. Empirical studies indicate that higher interactivity reinforces increased user engagement and satisfaction, thereby promoting positive perceptions of advertising (Liu & Shrum, 2002). Therefore, the following hypotheses are proposed:

H6a. Interactivity positively impacts customer attitudes toward TikTok advertising videos.

H6b. Interactivity positively impacts customer purchase intention.

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*2.3.7. Advertising value*

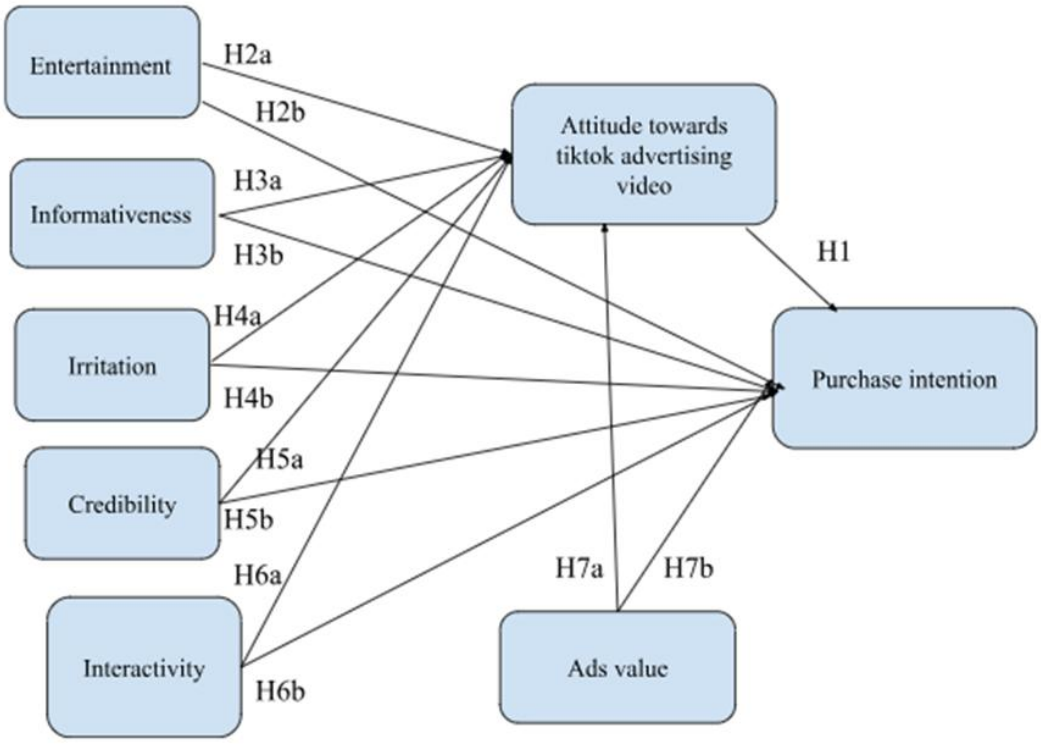
Advertising value refers to the effectiveness and perceived worth of a commercial (Ducoffe, 1996) and is a key factor in creating positive customer attitudes and purchase intentions (Morreale, 2022). Studies by Shareef et al. (2019) show that advertising value positively influences consumers' attitudes toward social media. In digital and social media contexts, valuable ads lead to higher engagement and increased likelihood of purchase (Brackett & Carr Jr, 2001). Personalized and relevant ads further enhance perceived value by aligning with consumer preferences, boosting purchase intentions (Lindholm, 2025). Therefore, the following hypotheses are proposed:

H7a. Advertising value positively impacts customer attitudes toward TikTok advertising videos.

H7b. Advertising value positively impacts customer purchase intention.

Figure 1 illustrates the proposed research model, outlining the hypothesized relationships between entertainment, informativeness, irritation, credibility, interactivity, and ad value of TikTok advertising videos, and their impact on consumer attitude and purchase intention.

Figure 1: The research model




## 3. Research Methodology

The study applies a deductive approach, using quantitative methods to test hypotheses drawn from established theories. The study applies quantitative techniques to collect broad, objective, and generalizable data.

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### 3.1. Questionnaire Design

For quantitative method, the questionnaire consisted of two parts: (1) Demographic information, including gender, age, marital status, education level, monthly cosmetic spending capacity, and frequency of using TikTok for shopping; (2) Questions on factors influencing purchase intention for cosmetics via TikTok, comprising 8 components measured by multiple observed variables. These components include Entertainment, Informativeness, Irritation, Credibility, Interactivity, Advertising Value, Attitude toward TikTok video ads, and Purchase Intention. All items were measured using a 4-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree). The observed variables were adapted and refined from validated scales in previous studies to align with the research context. Specifically, 4 items measuring entertainment, 4 items for informativeness, 3 items for advertising value, 4 items for attitude, and 5 items for purchase intention were adapted from Morreale (2022). Additionally, 3 items for irritation, 4 items for credibility, and 5 items for interactivity were adapted from Ngo and Mai (2017).

### 3.2. Sampling method and characteristics of the study's target population

The sample size was determined based on the formula by Comrey and Lee (2013): $n$=5×m, where n is the sample size, and m is the number of questions in the survey. With m = 32, the initial sample size calculation is: n=5×32=160.

The purposive sampling method was used to reach as many people as possible who intend to purchase cosmetics through TikTok. This study will focus on cosmetics businesses in Vietnam, including large brands, startups and online retail stores. The main target audience of the study is Vietnamese consumers, especially TikTok users and those interested in beauty products, across different age groups. To broaden the sample, initial respondents were encouraged to refer other eligible individuals from their personal networks. Participants had the option to complete the survey online as an anonymous Google Form was shared through QR codes and popular social media platforms. All participants were informed about the purpose of the study and assured of the confidentiality of their responses. The survey was designed to ensure anonymity and did not request any personally identifiable information. The study collected data from 240 respondents through an online survey conducted between December 5, 2024, and January 24, 2025, for quantitative analysis.

The data collected from 240 survey participants showed that 166 were female, accounting for 69.2%, while 74 were male, representing 30.8%. The largest group of respondents was aged 18 to 25, comprising 144 people, or 60%, followed by those aged 26 to 33 with 85 participants, or 35.6%. Regarding marital status, 33.8% (81 people) were married, and 65.4% (157 people) were single. In terms of education level, 82.1% (197 people) had a university degree, 11.3% (27 people) held a postgraduate degree, and 6.7% had only a high school diploma. Most respondents (75.4%, or 181 people) used TikTok for shopping 1-2 times per week. Regarding cosmetic spending, 84.2% (202 people) spent less than 5 million VND per month on cosmetics.

### 3.3. Data analysis

SPSS software is used to process data. Data analysis steps include: Descriptive analysis, reliability assessment of variables, correlation and regression analysis. Besides that, the SmartPLS 24 tool is used for Structural Equation Modeling (SEM) to examine causal

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relationships between latent variables. This combination enhances the accuracy and reliability of the research findings.

## 4. Results

### 4.1. Reliability of variables

The reliability of the variables in the model is assessed using Cronbach's Alpha and the total correlation coefficient. Table 1 presents the results of the reliability analysis for the variables.

Table 1: Reliability among the variables

| Variable | Item | Cronbach's a | Lowest item-total correlation value | Highest Cronbach's a if item deleted |
|---|---|---|---|---|
| Entertainment (ENT) | 4 | 0.847 | 0.408 | 0.907 |
| Informativeness (INF) | 3 | 0.847 | 0.660 | 0.837 |
| Irritation (IRR) | 3 | 0.929 | 0.832 | 0.915 |
| Credibility (CRE) | 4 | 0.903 | 0.733 | 0.892 |
| Interactivity (INT) | 5 | 0.798 | 0.330 | 0.831 |
| Advertising value (ADV) | 3 | 0.728 | 0.504 | 0.694 |

Following data collection, a reliability analysis (Cronbach's Alpha) was conducted, along with an examination of the study's Item-total correlation, to assess the internal consistency of items within the measurement questionnaire component. According to Hair et al. (2010) and Nunnally, (1978), Cronbach's α values must be higher than 0.700 or at least 0.65. From the results, a group of INF variables (4 items) had a correlation value of 0.241 which was less than 0.3. To improve reliability, the INF2 variable was deleted and the data was rerun. After rerun, all variables in the group had values greater than 0.7 (ranging from 0.728 to 0.929). As a result, the adjusted item-total correlation was greater than or equal to 0.3 (ranging from 0.330 to 0.832). As seen in the Table 1, all variables were tested (met the research criteria) and demonstrated excellent accuracy based on the applied criteria.

### 4.2. Correlation Analysis

Table 2 presents the results of the correlation analysis between the variables in the research model.

Table 2 presents the latent variable correlation matrix, which evaluates the discriminant validity of the variables. The diagonal values represent the square root of the Average Variance Extracted (AVE), indicating the reliability of each variable. Table 2 shows that all diagonal values are high, confirming strong reliability. The correlation coefficients

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between variables are statistically significant but moderate, ensuring discriminant validity. This indicates that the variables are distinct and measure different constructs within the study.

Table 2: The latent variable correlation matrix: discriminant validity

| Variable | ADV | ATT | CRE | ENT | INF | INT | IRR | PI |
|---|---|---|---|---|---|---|---|---|
| ADV | 0.807 | | | | | | | |
| ATT | 0.305 | 0.801 | | | | | | |
| CRE | 0.349 | 0.423 | 0.884 | | | | | |
| ENT | 0.315 | 0.424 | 0.504 | 0.918 | | | | |
| INF | 0.349 | 0.381 | 0.243 | 0.287 | 0.877 | | | |
| INT | 0.293 | 0.281 | 0.096 | 0.207 | 0.378 | 0.814 | | |
| IRR | -0.284 | -0.525 | -0.434 | -0.447 | -0.376 | -0.418 | 0.936 | |
| PI | 0.583 | 0.557 | 0.555 | 0.548 | 0.515 | 0.521 | -0.619 | 0.844 |

Note: Square root of AVE is on the diagonal

### 4.3. Structural Equation Modeling (SEM) and hypothesis testing

The path coefficients, t-values, p-values, hypotheses, and supporting data for our analysis are shown in the Table 3. The path coefficients show how strongly and in which direction variables are related to one another. The t-values show how significant these relationships are, with higher values providing stronger evidence. The p-values measure statistical significance, where smaller values indicate stronger significance. According to Fisher (1992), a p-value of 0.05 is commonly used as the threshold for determining statistical significance. This analysis employs the p-value for the evaluation of the Structural Equation Model.

Table 3: Results for the Structural equation model

| Path | Coefficients | t-value | p-value | Hypothesis | Hypothesis support |
|---|---|---|---|---|---|
| ADV -> ATT | 0.055 | 0.863 | 0.388 | H7a | Rejected |
| ADV -> PI | 0.263 | 6.095 | 0.000 | H7b | Accepted |
| ATT -> PI | 0.117 | 2.852 | 0.004 | H1 | Accepted |
| CRE -> ATT | 0.161 | 2.645 | 0.008 | H5a | Accepted |
| CRE -> PI | 0.209 | 4.189 | 0.000 | H5b | Accepted |
| ENT -> ATT | 0.137 | 2.375 | 0.018 | H2a | Accepted |
| ENT -> PI | 0.142 | 3.184 | 0.001 | H2b | Accepted |
| INF -> ATT | 0.155 | 2.438 | 0.015 | H3a | Accepted |
| INF -> PI | 0.130 | 3.173 | 0.002 | H3b | Accepted |
| INT -> ATT | 0.035 | 0.576 | 0.564 | H6a | Rejected |
| INT->PI | 0.237 | 4.909 | 0.000 | H6b | Accepted |
| IRR -> ATT | -0.305 | 4.473 | 0.000 | H4a | Accepted |
| IRR -> PI | -0.180 | 3.541 | 0.000 | H4b | Accepted |

Note: p-value <0.05

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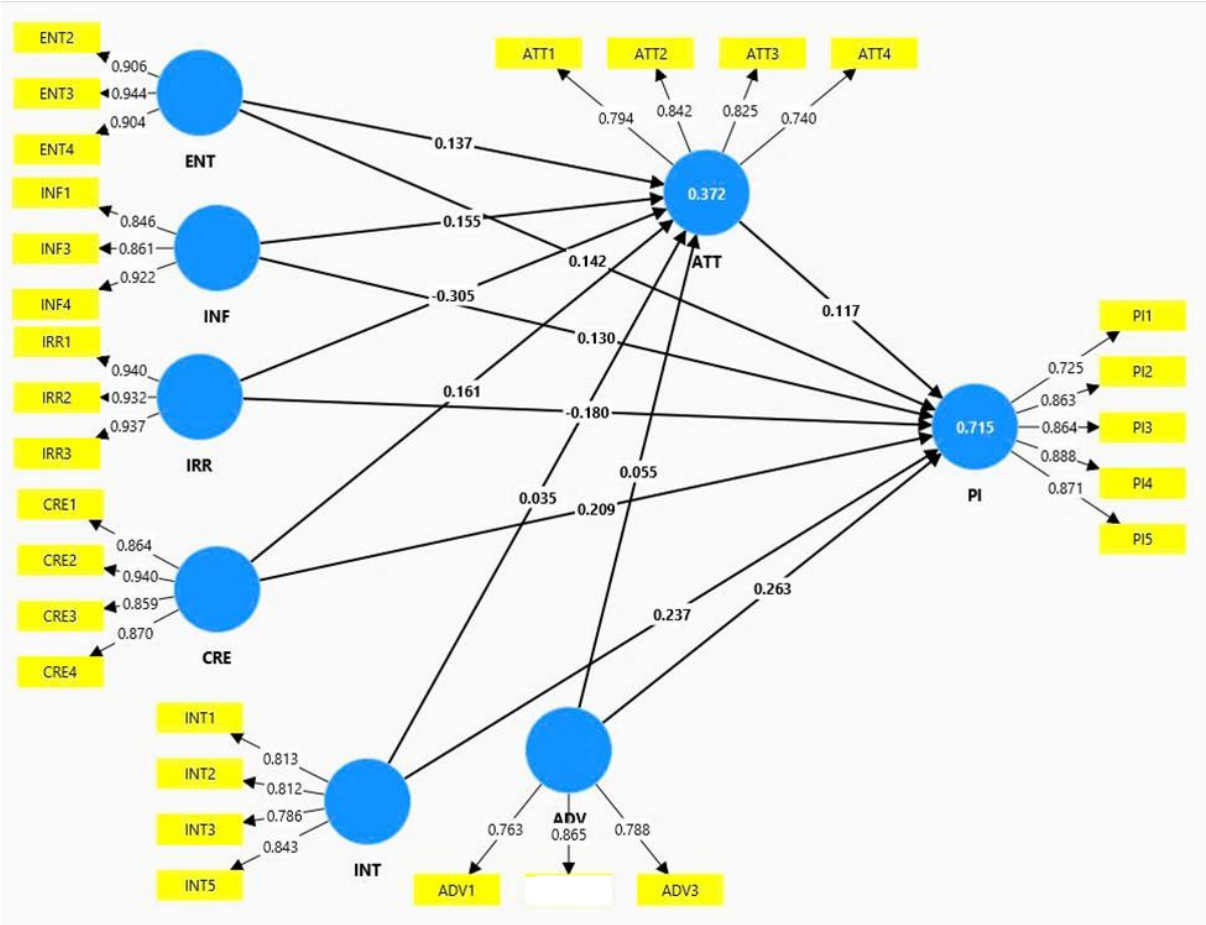
Figure 2 presents the results of the structural model analysis and the standardized path coefficients between the model's constructs. Based on Figure 2 and Table 3, all proposed hypotheses are accepted except for H7a and H6a.

Figure 2: The result of the research model




The study's results show strong evidence of relationships between variables, as indicated by t-value coefficients and p-values (<0.05). Entertainment, Informativeness, Credibility, Interactivity, Advertising Value, and Attitude toward TikTok ads all have a significant positive relationship with purchase intention. The $R^2$ values for attitude through advertising videos and purchase intention are 0.372 and 0.715, respectively, meaning 71.5% of the variance in purchase intention is explained by these factors. Credibility has the most significant impact on attitude with a standardized path coefficient of 0.161, followed by Informativeness at 0.155. Interactivity has a minimal effect on attitude, with a coefficient of 0.035. Regarding purchase intention, Advertising Value is the most influential variable with a coefficient of 0.263, while Interactivity and Credibility contribute significantly at 0.237 and 0.209, respectively. Attitude has the least impact on purchase intention, with a coefficient of 0.117.

## 5. Discussion

The research indicates that TikTok short video advertisements significantly influence the purchasing intentions of Vietnamese consumers, particularly in the cosmetics sector. In today's digital age, social media has become a key communication tool, with TikTok emerging as a powerful advertising platform. The engaging nature of TikTok videos attracts consumers, especially the younger generation, who are highly influenced by

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online content. This study highlights how TikTok has transformed the way cosmetics brands interact with customers, offering a dynamic and interactive advertising experience.

This study highlights the significance of entertainment, informativeness, and credibility in influencing consumer views about TikTok advertisements, whereas earlier research concentrated on traditional factors like product quality and customer satisfaction. These elements are essential for building trust and promoting favorable buying intentions. Furthermore, even while interaction in TikTok advertisements has little influence on attitudes, it has a big impact on buying behavior, showing the value of communicating with customers directly.

This study provides important theoretical and practical contributions for cosmetics brands seeking to optimize their marketing strategies on TikTok. The findings demonstrate how strategic use of platform-specific features can effectively enhance brand awareness, drive consumer engagement, and ultimately improve sales performance. Specifically, the study highlights the importance of balancing entertainment value with informative content while establishing brand credibility and minimizing user frustration. These insights provide actionable recommendations for marketing professionals and business executives in the cosmetics sector, allowing them to develop more effective campaigns that increase brand visibility and customer engagement. Furthermore, the implications of this study extend beyond individual brand performance, revealing potential positive impacts on both the development of the cosmetics industry and Vietnam's overall economic growth.

## 6. Conclusion

This study aimed to examine how TikTok short-form video ads influence Vietnamese consumers' purchase intentions in the cosmetics industry. The results showed that entertainment, informativeness, credibility, and advertising value significantly impacted consumers' attitudes and purchase intentions. Consumers responded positively to engaging, informative, and trustworthy ads, especially when created by influencers or celebrities. While interactivity did not significantly influence attitudes, it did influence purchase intentions, suggesting that brands should explore interactive features. Repetitive, high-frequency ads negatively affected consumers' attitudes, highlighting the importance of managing advertising frequency. Ads offered tangible benefits, such as discounts, were more likely to drive action. The study provides insights for marketers to optimize TikTok ads by focusing on engaging content, clear communication, and balancing engagement and ad frequency.

This study has several limitations. Firstly, the findings cannot be generalized to the entire Vietnamese population as it focused only on individuals aged 18 to 35, with a sample size of 240 participants. Future studies should include different age groups and social classes to assess if TikTok ads affect various groups differently. Secondly, bias may arise from self-reported data, as participants might answer based on what they think is correct or may not recall their actions accurately. To improve accuracy, future research should use experimental methods or observe actual consumer behavior. The study also did not differentiate between types of TikTok ads, such as influencer-generated versus brand-generated content, which could provide deeper insights into consumer behavior. Additionally, being a one-time study, it couldn't measure long-term behavioral changes, so future longitudinal studies would be beneficial. Future research could also compare

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TikTok ads to those on other platforms like Instagram Reels or YouTube Shorts, and explore the effects of different ad types, such as influencer endorsements versus direct brand promotions, on consumer engagement and purchase decisions.

## Ethics Approval and Consent to Participate

Informed consent was obtained from the participants in the introductory part of the questionnaire. All participation is voluntary, and no compensation is given.

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## Conflict of Interest

The author declares no conflict of interest concerning the research, authorship, or publication of this article.

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