

The examination of the correlation between product placement in short-form videos on tiktok and vietnamese young consumer purchase intention

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ABSTRACT

With This study examines the relationship between product placement in short-form TikTok videos and the purchase intentions of young Vietnamese consumers, focusing specifically on small and medium-sized enterprises (SMEs) in the food and beverage (F&B) industry. The research investigates how various attributes of product placements—including resemblance, aesthetic appeal, popularity, professionalism, and user interaction—affect consumer purchase intentions by eliciting emotional responses. Emphasizing the importance of emotional engagement, the study seeks to understand the psychological and emotional mechanisms underlying consumer behavior. A mixed-methods approach is employed, incorporating qualitative data collected via online questionnaires. The target sample consists of 256 Vietnamese respondents, selected from Facebook groups, with particular attention paid to the demographic profile of young consumers. Data collection and analysis are guided by robust statistical techniques, including exploratory factor analysis (EFA) and structural equation modeling (SEM), to identify key factors and assess the relationships between product placement attributes and consumer purchase behavior. Central to the research is the exploration of positive emotions triggered by strategic product placements and their potential to enhance purchase intentions. The study aims to provide actionable insights for SMEs in the F&B sector by examining the interaction between emotional engagement and specific product placement attributes. These insights are expected to assist businesses in designing more effective and emotionally resonant social media marketing campaigns. The findings highlight the critical role of emotional engagement in shaping consumer purchase intentions, demonstrating how attributes such as beauty, resemblance, and interaction contribute significantly to the effectiveness of product placements. The study underscores the need for SMEs to leverage these attributes strategically to strengthen consumer connections and drive purchasing behavior. This research contributes to the broader field of digital marketing by offering valuable perspectives on using emerging platforms like TikTok for consumer engagement, with practical implications for enhancing marketing effectiveness in the F&B industry.

Key words: Product placement, brand placement, branded entertainment, in-program sponsoring, entertainment marketing

INTRODUCTION

The growing trend of digitalization has resulted in the widespread incorporation of mobile devices into daily activities, and they are becoming essential to the execution of routines, especially in shopping activities, as the retail sector undergoes a shift towards digitalization. With the help of smartphones, people now perform a range of shopping-related activities like researching products and stores, making shopping lists, browsing shopping blogs, checking product availability, comparing prices, and more, whether they're on the go or inside a store¹. The shift to digital platforms facilitates e-commerce and is a fundamental to corporate development and economic vibrancy. It increases market presence, fortifies competitive advantage, and

expands company opportunities².

In the empirical research on global entrepreneurship, discussing the development of international e-commerce in retail SMEs suggests that SMEs may expand their reach by utilizing e-commerce to get access to unexplored client groups and growing market opportunities³. E-commerce is referred to by the term “trading of goods or services over computer networks such as the Internet”. Thanks to its growth, numerous retail companies can not only encroach on new international markets but also achieve cost savings³. E-commerce has recently brought about a total revolution in the retail industry in recent times. Due to this change, customers now have access to an enormous range of options, unrivaled ease, and flexibil-

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ity, people can shop and make purchases from almost anywhere at any time because of the widespread use of computers, cellphones, and tablets. Mainly due to several variables, such as the COVID-19 pandemic's effects, changing demographics, and more competence with digital technology, the trend toward online purchasing has only accelerated⁴.

Regarding these-days popular marketing method - product placement, which is known as a part of Integrated Marketing Communication (IMC), all of the definitions agree that it is the advertising messages are either prominently or covertly placed in the entertainment programs namely movies, TV shows, songs, dialogues, computer games, virtual reality, dramas, etc⁵. Product placement is preferred nowadays and viewers seem more comfortable observing this trendy platform because while traditional advertisements constantly aim to grab viewers' attention, the desired message will be delivered in a less intrusively, which looks more comfortable for viewers. As a result, the avoidance rate decreased relative to typical commercial viewing⁵.

Pew Research defines Gen Z as those who were born in 1997 or later. However, because the authors contend that this age group uses social media more often than those under the age of 16⁶, that is why my research only looks at Gen Z participants born between 1997 and 2006. This group frequently has easy access to technology, frequently with little parental supervision. In addition, people between the ages of 16 and 25 usually have a higher level of cognitive growth than younger people. This age group also tends be somewhat financially independent, influencing their attitudes and actions even more⁶.

Therefore, this study will be limited to the Generation Z population and will mostly target students in Vietnam's universities, concentrating on those in Ho Chi Minh City. The study intends to get further understanding into this demographic segment's distinct viewpoints, habits, and difficulties encountered by this demographic segment by limiting the parameters to this particular group and geographic area. Understanding the preferences, beliefs, and requirements of Generation Z students at HCMC institutions may be gained by understanding their experiences and attitudes. This will enable more focused and efficient approaches to tackling relevant concerns within this group.

THEORETICAL

ABC theory framework

This research will adopt the ABC (Attitude-Behavior-Context) Theory framework, which encompasses attitude variables, behavior variables, and contextual

variables to comprehensively examine the correlation between the attitude and contextual factors that influence consumer purchase intention, which is the behavioral variable. According to the ABC theory, context (C) refers to the external factors that influence behavior, along with consumers' perceptions of these factors. Attitude (A) encompasses consumers' internal beliefs, emotions, and intentions when encountering stimuli. Additionally, behavior (B) denotes the observable actions consumers take in response to these stimuli⁷. The ABC theory claim that "behaviour is an interactive product of contextual factors and attitudinal variables"⁸. Also, Guagnano et al. have asserted that according to ABC theory, behavior (B) results from a combination of attitudinal (A) and contextual factors (C)⁹. This study uses the ABC theory to apply to the complex web of factors influencing customer purchase intention through product placement in short-form videos. The goal is to provide advertisers and marketers with valuable insights to help them optimize their strategies in the digital media landscape.

Short-form videos

Short videos, those little internet snippets that run under five minutes, have a certain allure of their own. They fit into those little periods of downtime and are ideal for today's hectic lifestyles. Their ability to truly start conversations online and their ease of sharing makes them incredibly cool. It is also really simple to build, so anyone can join in on the fun. In addition, when people watch and share them, they kind of dissolve the boundaries that separate producers and consumers, giving people all a sense of belonging. Short videos therefore unite people and keep the digital world humming, whether it is for a quick chuckle or a dose of inspiration¹⁰.

According to Shaun's research, the number of Vietnamese TikTok users increased to around 28 million in 2022¹¹. According to Shaun's study, the number of Vietnamese TikTok users increased to around 28 million in 2022. It can be seen that online behaviors have significantly changed as a result of this exponential increase, especially for teens who are 15 years of age and older. On average, these teenagers now spend, on average, 91 minutes a day interacting with TikTok content. This number significantly outweighs the amount of time people spend on YouTube, which is 51 minutes a day on average¹¹. The significant difference in usage demonstrates TikTok's rising appeal among young Vietnamese people and its position as a major player in the digital entertainment and social media space.

Rationale of Research

The emergence of concise online videos has revolutionized how younger consumers engage with brands, with platforms like TikTok serving as powerful marketing tools. These videos are widely consumed and eagerly shared via social media, blogs, text messages, and instant messaging, creating a self-reinforcing cycle of brand promotion¹². Social media platforms, as emphasized by Dedeoğlu et al., play a pivotal role in shaping consumers' brand awareness and purchasing behaviors¹³. Product placement, often termed integrated or embedded marketing, has been a long-standing promotional strategy, with its dual benefits of enhancing brand visibility and offsetting production costs appealing to entertainment companies¹⁴. Empirical evidence indicates a robust correlation between heightened brand awareness and increased purchase intent, underscoring the effectiveness of this marketing technique.

TikTok, particularly in its international iteration, exemplifies the seamless integration of e-commerce into entertainment. Influencers frequently collaborate with merchants to showcase products in engaging videos, allowing viewers to purchase items directly via embedded links¹⁵. Compared to its Chinese counterpart Douyin, TikTok has no strict age restrictions and boasts broader accessibility, making it a global hub for entertainment, discovery, and e-commerce. Its audio-visual appeal—featuring short videos enhanced with trending music—has solidified TikTok's position as a prime destination for digital marketing and cross-promotion activities¹⁶.

In Vietnam, TikTok has become a dominant platform, especially in the Food and Beverage (F&B) sector, where street food garners the highest interest among users¹⁵. These videos often showcase Key Opinion Leaders (KOLs), who leverage their expertise and credibility to influence purchasing decisions. KOLs play a critical role in increasing brand awareness, improving video quality, and driving conversion rates, a phenomenon known as the "Internet celebrity/KOL effect"¹⁷. By sharing authentic insights and experiences, KOLs foster trust and loyalty among their followers, amplifying their impact on consumer behavior¹⁸.

This study investigates the relationship between product placement in TikTok videos and young Vietnamese consumers' purchasing intentions, with a specific focus on small and medium-sized enterprises (SMEs) in the F&B industry. Utilizing the ABC Theory framework, the research aims to provide actionable insights for SMEs to optimize their marketing

strategies on TikTok. By understanding how product placement influences consumer behavior, SMEs can effectively leverage TikTok to engage their target audience and enhance their market presence¹⁹.

RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

Similarity

According to Bekk et al, similarity or relevance is stated as "the degree to which consumers perceive an object to be self-related or in some way instrumental to achieving their personal goals and values"²⁰. Products that fit customers' personalities are preferred²⁰. Advertisers also pay attention and enhance making the advertising match as much as possible with customers, when Alalwan also unveiled how personalization influences customers' purchase intentions, as well as their trust and satisfaction levels, customers demonstrate heightened interest in advertisements when they perceive them to align more closely with their individual preferences²¹.

In another author's view, likeability or similarity are closely related concepts when researching the similarity-based perspective on likeability. When seen in others, these qualities align with an individual's sense of self, increasing the probability of likeability²². Customers are more likely to accept and interact with things that are presented in a relatable way on social media. Thus, this phenomenon is especially crucial there. This idea is supported by existing research, which shows that people likelier to find something likeable in someone they relate to or find relatable in the material²². When dealing with familiar and relevant components, people typically feel more at ease and cheerful. Thus, this sense of connection and resemblance creates pleasure and emotion. Hence, the following hypothesis is proposed.

H1: Similarity of product placement's KOLs in short-form videos positively correlates to pleasure emotion

Attractiveness

The complex quality of attractiveness was evidenced to have a big influence significantly how viewers see things and behave. It is impacted by several things, including as how people seem on the outside, their innate traits, and how they interact with others. And as this research proves, the power to attract viewers significantly impacts buying decisions. According to research, ads with visually appealing aspects have a higher chance of persuading customers, which increases their openness to the information or goods being advertised¹⁹. In addition to influencing viewers'

first impressions, this beauty also elicits and arouses feelings of pleasure. Customers who find an advertising physically and emotionally appealing are more likely to accept and interact with the promoted information, which increases viewers'satisfaction.

Attractiveness was also a factor mentioned by Rizomyliotis et al. that has a significant impact on how audiences perceive information. It blends the information source's personality with physical attractiveness, increasing the source's credibility and level of engagement²³. This particular combination of characteristics may result in a more positive response to the message being conveyed. When the information source is seen favorably, it can raise its credibility, affecting how customers feel about the message and heightening their desire to buy (PI). When it comes to influencers, this relationship is apparent. In addition to drawing greater attention, an appealing influencer is also more likely to be seen as reliable and reputable. This credibility is based on a psychological bias that links beauty to other desirable attributes like honesty, competence, and intellect on a subconscious level. Consequently, customers are more likely to have favorable opinions about the goods or services that appealing influencers promote, they find it easier to relate to attractive people because they see them as perfect examples of what they should strive to be. As a result, the following hypothesis is proposed.

H2: Attractiveness of product placement's KOLs in short-form videos positively correlates to pleasure emotion

Popularity

Popularity measures how well-known and accepted e-commerce anchors are among the general population. An individual's capacity to influence customer attitudes and preferences regarding items increases with their level of recognition¹⁹. Advertising is popular depending on the influence, achievements, and reputation suitable for each field. As the popularity of anchors increases, their negotiating power, credibility, and access to resources also grow, thereby diminishing risks for customers and elevating their shopping pleasure²⁴. Consequently, the emotion of pleasure of viewers tends to form positively when watching renowned e-commerce anchors.

By researching about the injunction norm and descriptive norm in the social norm theory, Kim et al. also convinced that there is a considerable impact on consumer behavior when employing popularity signals as descriptive norms²⁵. This can successfully persuade people to make purchases when they

are online shopping. This strategy makes use of social proof, the idea that customers are more inclined to purchase products that seem popular among their peers, which raises e-commerce sales and conversion rates. Furthermore, they also indicate that viewers of commercials with popularity indications had a significantly greater inclination to buy the promoted brand than those without such cues. This effect highlights the psychological impact of social proof, which holds that a brand's or product's perceived popularity may significantly impact consumers' attitudes and intentions. Advertisers may increase a product's attractiveness and credibility by demonstrating that it is favored or regularly purchased by others.

Additionally, the idea of brand popularity supports the premise that individuals frequently choose what is right by considering what other people think is correct. Consumers frequently base their brand decisions on the choices of other consumers, and this phenomenon explains why popularity might make people feel more satisfied. It is reassuring and affirming to know that a brand is well-liked, which enhances the satisfaction of the buying experience. Therefore, the following hypothesis is proposed in this research.

H3: Popularity of product placement's KOLs in short-form videos positively correlates to pleasure emotion

Professionalism

The professionalism of an advertisement is demonstrated by the adeptness in conveying relevant knowledge, expertise, and skills to the audience during live streams. It was compared with the online transactional scenario that "the level of professionalism of e-commerce operators is a crucial indicator for measuring service quality", and consumers preferred purchasing from those businesses with good service quality¹⁹. Professionalism was highlighted as the paramount attribute among the characteristics of anchors that notably influences consumers' perceptions of utilitarian and hedonic value²⁶. Furthermore, the pleasure emotion would also be formed, and satisfaction was improved by quickly and effectively acquiring professional product-related information²⁷.

Alalwan also supports the idea that companies are more credible when influencers use their knowledge than when they participate in sponsored content²⁸. This implies that endorsements that are viewed as sincere and knowledgeable are more trusted by customers than those that are driven just by financial gain. Influencers can improve a business's perceived authenticity and attract more consumers by using their knowledge and authority. Consequently, the following hypothesis will be proposed in this study.

H4: Professional of product placement's KOLs in short-form videos positively correlates to pleasure emotion

Interactivity

There are a variety of definitions of interactivity. Interactivity can be defined as the gauge of a medium's capacity to empower users to shape the content and/or structure of mediated communication. It illustrates how the communicator and the audience address each other's communication requirements²⁹. Advertising involves sharing personal stories and endorsing products in a contextualized manner, while also engaging with consumers' comments by providing feedback and responses during the session¹⁹. Interactivity emerges as a crucial aspect of the new media landscape, anticipated to revolutionise advertising methodologies and redefine its influence on consumers' opinions and attitudes³⁰. Increased interaction between consumers and e-commerce anchors correlates with a higher likelihood of fostering positive emotions toward the anchors³¹.

According to studies on consumer behavior, the halo effect significantly impacts on how people see ads and companies. People who see positive evaluations and high ratings, they are more likely to have positive attitudes about advertising due to this cognitive bias. Customers are more inclined to believe that a product is reliable and helpful when it becomes more visible, as indicated by the number of watchers, reviews, and ratings⁶. This improvement in perception happens as a result of social proof - positive customer reviews - which supports the notion that the product is of a high calibre. Advertisements and businesses with a high level of positive interaction such as responses to comments as Van Tuan et al. have shown may thus take use of this impact to increase attention and strengthen customer pleasure emotion⁶. Also in their research, they have shown that a positive attitude may be formed by users more easily, and they are more engaged they are according to Nguyen et. al.,³². Therefore, the following hypothesis will be proposed.

H5: Interactivity of product placement's KOLs in short-form videos positively correlates to pleasure emotion

Pleasure emotion

Pleasure emotion, often a transient psychological reaction, typically involves positive attitudes such as feelings of well-being, relaxation, and pleasure¹⁹. Studies indicate that favorable emotions, like consumer gratitude directed toward a brand, can potentially enhance consumer trust in the brand³³. Consumption experiences and product usage can elicit

emotional responses from customers, both during and after consumption. These emotions subsequently influence customers' decisions to make purchases and their behaviors after the purchase²⁶. Consequently, the more pleasure customers feel for a brand, the more trust they feel and the more frequently they will return and purchase that brand.

Positive affect greatly aids trust, defined as customers' emotional attachment and favourable sentiments toward retailers³⁴. Personalized service, sympathetic conversations, and memorable client experiences effectively foster this emotional connection. In addition, the second element, affective trust, is characterized by customers' when interacting with the merchant. Affective trust derives from emotional experiences and fulfilment, as opposed to cognitive trust, which is predicated on rational assessment. Increased customer loyalty and enduring connections result from making customers feel important and emotionally linked to a store. By analyzing two components, they claim that the positive emotions or pleasure emotion of customers through online product placement will affect their emotional trust in brand or product. Additionally, a 1993 research by Al-Ekam et al. also found that consumer satisfaction with a company's dependability, public relations, and expertise are the main drivers of trust³⁴. Therefore, the following hypothesis will be proposed for this research.

H6: The pleasure emotion of customers positively affects their emotional trust.

Emotional trust

Emotional trust (ET) refers to the confidence established through emotional bonds and shared understanding among individuals, fostering a more profound sense of belonging, security, and satisfaction³⁵. It is also suggested that trust is more than just credibility; it also includes competence, confidence, kindness, and dependability. In addition, there must be a readiness to rely on one another and a shared emotional involvement³⁶. The establishment of brand trust holds significant importance as it can positively impact on various marketing metrics, including brand satisfaction and consumer loyalty³³. Though easy, online purchasing carries several dangers including malware, fraud, and system problems, which significantly impact customer confidence and transaction purposes. Many customers rethink or cancel their online purchases due to the widespread possibility of fraud, which includes identity theft and money scams³⁷. The public's top priorities are thus the security and quality of their online buying experiences.

Thus, the success or failure of online transactions is heavily dependent on trust. Consumer engagement and transaction completion are positively correlate with an online platform's perceived reliability, security, and customer service. Customer trust is significantly impacted by the information displayed on a seller's website. E-commerce companies must thus guarantee the dependability and credibility of their transaction and content such as the advertisements. They may encourage customers to finish transactions and make purchases by doing this and building their confidence. As a result, the following hypothesis will be proposed.

H8: Emotional trust of customers positively affects their purchase intention.

Purchase intention

The intent to buy a particular product or purchase intention has proven to be a reliable predictor of actual purchasing behavior. In the relationship between attitude and behavior, the intention is shaped by the perceived level of effort required to carry out the behavior²³. Purchase intention is a significant predictor of an individual's purchasing behavior. In my study, the definition of purchase intention is the user's plan to purchase a product after viewing an integrated marketing video featuring the product on TikTok. When someone desires to buy something, this intention prompts them to proceed with the actual purchase. Moreover, purchase intentions can translate into purchasing behavior when individuals believe in using those kinds of products²³. Therefore, the aim should be aimed to investigate how consumer perceptions of viral video advertising affect their buying propensity.

When it comes to shopping, good feelings are impacted by mood, disposition, and surroundings, resulting in more satisfaction and better evaluations. When consumers are feeling well, they make decisions more quickly and efficiently³⁸. Positive emotional states influence customers' product evaluations, decision-making speed, and level of satisfaction with their selections. Since happy consumers are more likely to make purchases and feel satisfied with their choices, it stands to reason that establishing a good and happy retail atmosphere may boost sales and improve customer satisfaction. Therefore, the following hypothesis will be put out.

H7: Pleasure emotion of customers positively affects their purchase intention

H9: Pleasure emotion plays a mediating role in affecting customers' purchase intention

Proposed research model (Figure 1).

RESEARCH METHODS

This study employs a quantitative methodology, which uses empirical procedures and findings to research social issues. This study gathers data through a Google Form survey conducted over the Internet in May and June 2024. Using this method, numerical data from a sizable sample may be gathered and analyzed, yielding statistical proof of linkages and patterns. The influence of product placement can be precisely analyzed by using surveys and structured questionnaires to quantify customer attitudes, actions, and purchase intentions. Furthermore, quantitative analysis may be used to find significant trends and connections, giving SMEs practical advice on how to use TikTok for marketing. In the fiercely competitive food and beverage sector, the objectivity and scalability of quantitative approaches provide solid, generalizable results that may guide strategic choices and maximize marketing initiatives.

A Google Form survey was created to gauge customer views on online shopping and its possible impact on online purchase intention in order to validate the data gathered and modify the variables to the Vietnamese context of online purchasing through product placement. The survey's variables were adapted to fit the particular setting and improved upon in light of earlier research.

Our study will make use of a 5-point Likert scale. Likert scales, which include five points and go from "strongly disagree" to "strongly agree," are a useful tool for measuring how strongly people feel about something. Because of its accessibility and ease of use, respondents are more likely to reply, improving the data quality. It also lessens biases, improves measurement validity and reliability, and is adaptable to many study environments. Its simple nature also makes it perfect for investigations involving different cultures, since it encourages consistency and comparability across findings (Table 1).

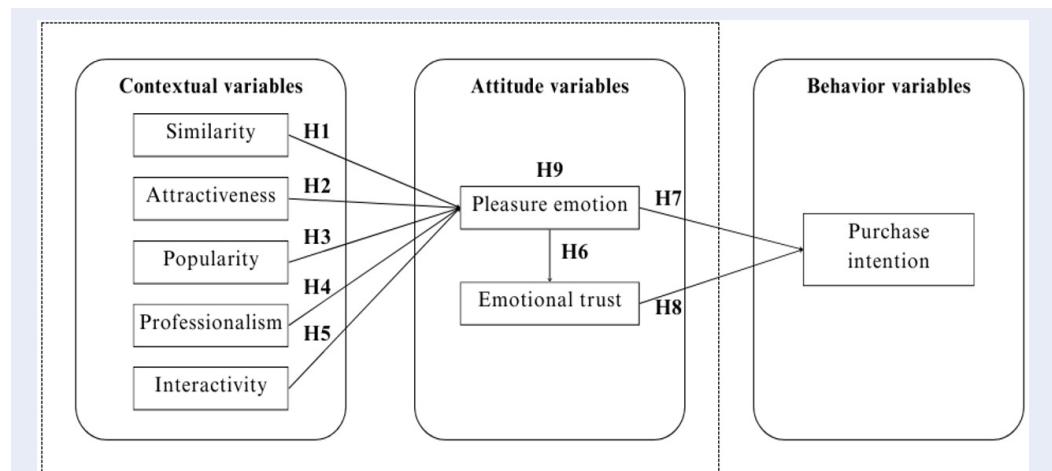


Figure 1: Proposed research model (Source: Authors, 2024)

Table 1: Variables measurement

| Variable | Label | Code | Measurement questionnaire item | References |
|-----------------------|-------|------|---|------------|
| Similarity (SI) | SI | SI1 | The personal characteristics, interests and habits of KOLs are similar to mine. | 31 |
| | | SI2 | Product suggestions from KOLs that suit your needs and preferences. | |
| | | SI3 | KOLs tend to choose and trust products that have the same properties as their priority criteria. | 39-41 |
| Attractiveness (AT) | AT | AT1 | KOL's attractive appearance or acting makes me love the video more. | |
| | | AT2 | The way KOLs express their attractive personalities makes me more interested in watching videos. | |
| | | AT3 | I feel more attracted to videos if the KOL has an attractive voice. | |
| Popularity (PO) | PO | PO1 | KOLs are known to everyone in the video industry, which makes me more interested in watching videos. | 42 |
| | | PO2 | KOLs have many fans and strong charisma that makes me enjoy watching their videos. | |
| | | PO3 | People are more likely to like watching that video if this KOL regularly appears on news spots of various media. | |
| Professional (PR) | PR | PR1 | KOL clearly understands the product's characteristics and audience, which makes me curious about the product. | 43 |
| | | PR2 | KOLs have a deep understanding of the product's benefits and other related knowledge that will make them confident in using the product according to the explanation provided. | |
| | | PR3 | KOLs have professional skills in introducing products and related fields and can provide me with valuable information that will make me feel more excited when watching those videos. | |
| | | PR4 | KOLs can persuade followers to buy and use products as suggested. | |
| Interactivity (IN) | IN | IN1 | KOL enhances viewers' viewing interest through diverse acting styles. | 44 |
| | | IN2 | I love participating in online product-related discussions that take place on KOLs' TikTok accounts. | |
| | | IN3 | I like interacting online with KOLs who have the same thoughts about the product. | |
| | | IN4 | I will find more videos from other KOLs to get more information and reviews about the product. | |
| Pleasure emotion (PE) | PE | PE1 | TikTok makes me enjoy shopping. | 31 |
| | | PE2 | I feel excited when KOLs promote products and people buy together. | |
| | | PE3 | I feel excited when KOLs promote products and people buy together. TikTok's dynamic and engaging content makes me excited. | |
| | | PE4 | I feel comfortable watching KOLs' TikTok videos, including product promotions. | |

Continued on next page

| <i>Table 1 continued</i> | | Emotional trust (ET) | ET1 | I believe in the authenticity and reliability of the recommended products. | | 31 |
|--------------------------|-----------|----------------------|-----|---|---|-------|
| Purchase | intention | | | PI1 | PI2 | |
| | | ET2 | | I believe that they will prioritize consumers' preferences and welfare above all else. | | |
| | | ET3 | | I believe the product received will be as advertised. | | |
| | | ET4 | | I trust that KOL will assist consumers in placing orders without any hesitation or inconvenience. | | |
| | | ET5 | | Videos featuring product advertisements are a reliable source of information about product quality and performance. | | |
| | | | | I want to buy products advertised on TikTok. | | 21,45 |
| | | | | | When I see KOLs putting products in videos, I think about how the displayed products can be useful to me. | |
| | | | | | I would like to recommend products that famous people include in their posts to others. | |

DATA ANALYSIS & RESULTS

Frequency Analysis

The study collected a total of 489 valid answer sheets, both meeting the research sample size and ensuring diversity for the research results. In particular, information about the survey respondents was processed using descriptive statistical methods in SPSS software and showed the following typical results (Table 2).

Testing research hypotheses

To evaluate the impact relationships between several variables in the research model, the study will test the research hypotheses using the test results obtained from the Bootstrap integration, based on the two leading indicators: Original Sample and P Value (Figure 2).

The results shown in Table 3 confirmed that all research hypotheses were found to have P Values that satisfy the required condition of being less than or equal to 0.05. In terms of the "Original Sample" value, it can be seen that the "Standardized Impact Coefficients" of these research hypotheses are all positive coefficients, proving that these impacts are all positive. Regarding the direct effects, the order of impact of the variables is arranged from most significant to most minor as follows: H6: Pleasure emotion of customers positively affects their emotional trust (0.512) > H8: Emotional trust of customers positively affects their purchase intention. (0.362) > H3: Popularity of product placement positively correlates to pleasure emotion (0.325) > H1: Similarity of product placement positively correlates to pleasure emotion (0.281) > H7: Pleasure emotion of customers positively affects their purchase intention (0.233) > H4: Professional of product placement positively correlates to pleasure emotion (0.232) > H2: Attractiveness of product placement positively correlates to pleasure emotion (0.140) > H5: Interactivity of product placement positively correlates to pleasure emotion (0.107). Regarding mediating effect, "H9: Consumers' pleasure emotion plays a mediating role in the effect on consumers' purchase intention" was also accepted with a Sig. value of 0.000 and an Original Sample of 0.186, confirming the significant and positive correlation.

R square

Before testing the research hypothesis, the study tests the Quality Criteria in the final step to describe the explanatory level of the independent variable for the dependent variable, including R square and f square. Regarding R square, indicating the variance explained in each of the endogenous construct, the requirements set out are: R Square > 0.75 = substantial; R

Square > 0.50 = moderate; R Square > 0.25 = weak; R Square < 0.25 = super weak.

The results shown in Table 4. proved that the R-square value of PE is 0.511, which is the only moderate R square found in this study. On the other hand, the R-square values of ET and PI are 0.262 and 0.272, respectively, which are both weak.

Effect size f square

Finally, the study will use the value "Effect size f square" to evaluate the role and importance of independent variables in the research model. Based on the required conditions given by author Cohen, the f Square index table will be evaluated as follows: f Square < 0.02 = the impact level is extremely small or has no impact $0.02 \leq f \text{ Square} < 0.15$ = small impact level $0.15 \leq f \text{ Square} < 0.35$ = average impact level $f \text{ Square} \geq 0.35$ = high impact level.

Table 5, the data processing results have shown the following conclusions about the effect size f square: First of all, towards PE, the PO variable has the most significant impact on the PE variable. With f square value of 0.168, the effect size of this variable on PE is considered the average impact level. Meanwhile, small impact levels belonged to these variables, such as: SI (0.127) > PR (0.079) > AT (0.036) and IN (0.023). Regarding PI, the ET has most significant impact with f square value of 0.133, followed by PE with 0.055, all considered as small impact levels. Finally, relationships between variables PE and ET are the only high impact level found in this study, with a f square effect size of 0.356.

CONCLUSION, DISCUSSION AND IMPLICATION MANAGERIAL

Conclusion

To sum up, the final research results show that out of the nine hypotheses set out above, all research hypotheses were accepted in this study. With the Sig. value smaller than 0.05, the latent variables in the research model all significantly impact on each other. With Beta values greater than 0, the relationships between variables are proven to be positive, for example: With regards to contextual variables, the results confirmed that all five dependent variables have a significant and positive effect on pleasure emotion, confirming H1, H2, H3, H4, and H5. Among them, the level of correlating to customer pleasure emotion is arranged in order from the most significant influence to the smallest effect, as follows: H3: Popularity of product placement positively correlates to pleasure

Table 2: Frequency Analysis

| Information | | Frequency | Per cent |
|----------------|-------------------------------|-----------|----------|
| Gender | Others | 31 | 6.3 |
| | Male | 273 | 55.8 |
| | Female | 185 | 37.8 |
| Age | <18 | 41 | 8.4 |
| | 18-22 | 282 | 57.7 |
| | 23-25 | 133 | 27.2 |
| | >25 | 33 | 6.7 |
| Occupation | Part-time jobs | 72 | 14.7 |
| | Full-time jobs | 110 | 22.5 |
| | Students/ University students | 241 | 49.3 |
| | Freelancers | 66 | 13.5 |
| Monthly income | Under 2 million VND | 110 | 22.5 |
| | 2 – 6 million VND | 195 | 39.9 |
| | 7 – 10 million VND | 124 | 25.4 |
| | Over 10 million VND | 60 | 12.3 |
| Total: | | 489 | 100 |

Source: Authors, 2024.

Table 3: Testing research hypotheses

| Correlation | Original sample (O) | P values | Conclusion |
|--|---------------------|----------|------------|
| H1: Similarity of product placement positively correlates to pleasure emotion | 0.281 | 0.000 | Accept |
| H2: Attractiveness of product placement positively correlates to pleasure emotion | 0.140 | 0.000 | Accept |
| H3: Popularity of product placement positively correlates to pleasure emotion | 0.325 | 0.000 | Accept |
| H4: Professional of product placement positively correlates to pleasure emotion | 0.232 | 0.000 | Accept |
| H5: Interactivity of product placement positively correlates to pleasure emotion | 0.107 | 0.000 | Accept |
| H6: Pleasure emotion of customers positively affects their emotional trust. | 0.512 | 0.000 | Accept |
| H7: Pleasure emotion of customers positively affects their purchase intention. | 0.233 | 0.000 | Accept |
| H8: Emotional trust of customers positively affects their purchase intention. | 0.362 | 0.000 | Accept |
| H9: Consumers' pleasure emotion plays a mediating role in the effect on consumers' purchase intention. | 0.186 | 0.000 | Accept |

Source: Authors, 2024

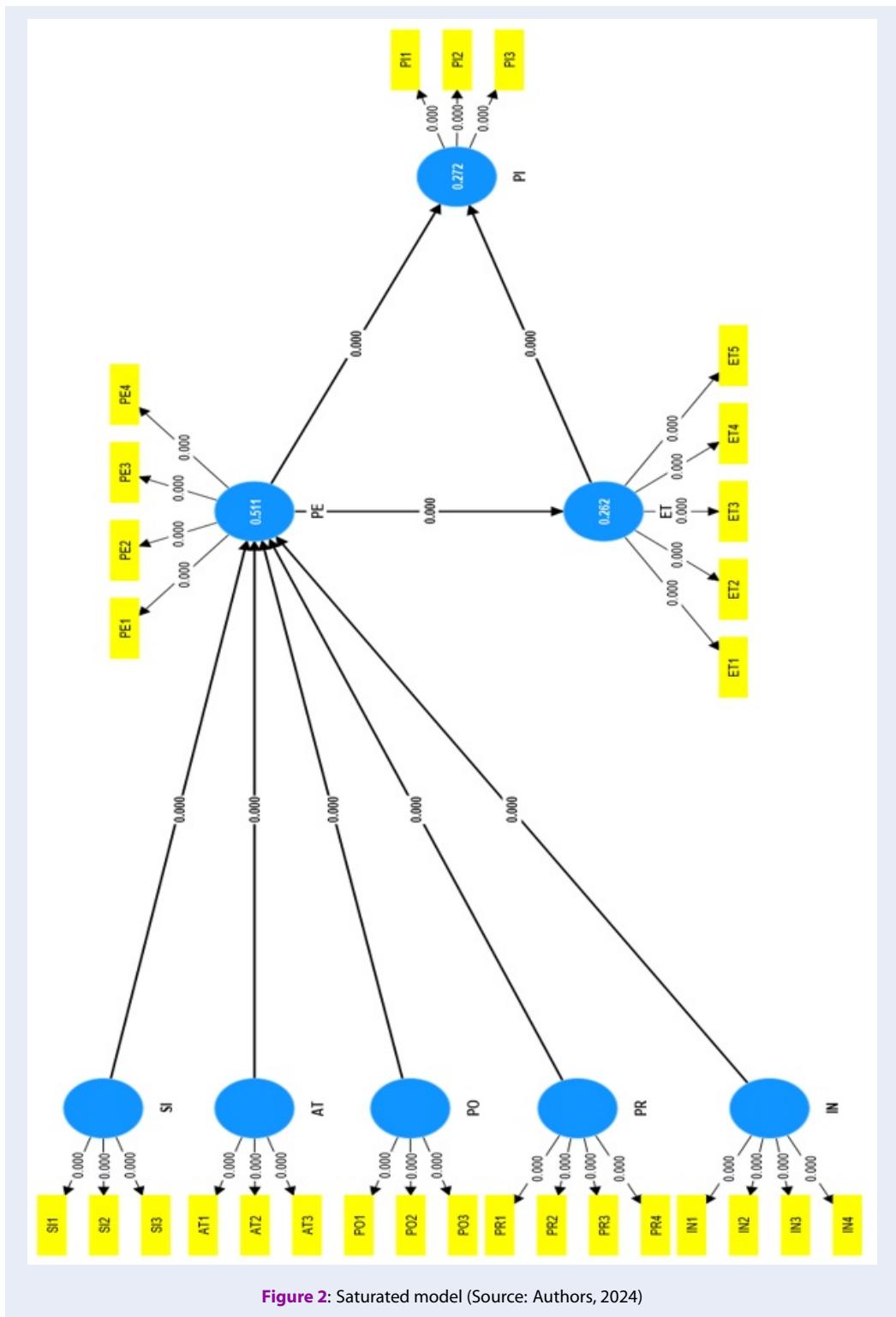


Figure 2: Saturated model (Source: Authors, 2024)

Table 4: R square

| | R-square | R-square adjusted |
|----|----------|-------------------|
| ET | 0.262 | 0.261 |
| PE | 0.511 | 0.506 |
| PI | 0.272 | 0.269 |

Source: Authors, 2024

Table 5: f square

| | AT | ET | IN | PE | PI | PO | PR | SI |
|----|----|----|-------|-------|-------|-------|-------|----|
| AT | | | | 0.036 | | | | |
| ET | | | | | 0.133 | | | |
| IN | | | | | 0.023 | | | |
| PE | | | 0.356 | | | 0.055 | | |
| PI | | | | | | | | |
| PO | | | | | 0.168 | | | |
| PR | | | | | | 0.079 | | |
| SI | | | | | | | 0.127 | |

Source: Authors, 2024.

emotion (0.325) > H1: Similarity of product placement positively correlates to pleasure emotion (0.281) > H4: Professional of product placement positively correlates to pleasure emotion (0.232) > H2: Attractiveness of product placement positively correlates to pleasure emotion (0.140) > H5: Interactivity of product placement positively correlates to pleasure emotion (0.107).

In respects of attitude variables, the results also defined that all two intermediate variables have a significant and positive effect on each other and on the behavior variable, which is consumer purchase intention, confirming H6, H7, and H8. Among them, the level of correlating to other intermediate variables and a dependent variable is arranged in order from most significant influence to the smallest effect as follows: H6: Pleasure emotion of customers positively affects their emotional trust (0.512) > H8: Emotional trust of customers positively affects their purchase intention (0.362) > H7: Pleasure emotion of customers positively affects their purchase intention (0.233).

Last but not least, the only mediating relationship in this study also found to have a significant and positive effect on the behavior variable, confirming the last research hypothesis H9. In other words, consumers' pleasure emotion is confirmed to not only have a mediating role in the effect on consumers' purchase intention (0.186), but also have a direct effect on emotional trust (0.512) and consumers' purchase intention

(0.233).

The research results show similarities with previous studies by Montgomery et al., Dedeoğlu et al., Eagle et al., Tran et al., Harker, Tran et al., Niu et al., Luong et al., Li et al¹²⁻¹⁹. However, the research results show that there is no fundamental difference between the Tiktok platform and the purchase intention of young Vietnamese consumers compared to other countries in the world, although the level of impact is different from previous studies.

Managerial Implications

Following the analysis above, it can be seen that to increase customer purchase intention, food and beverage small & medium-sized enterprises, as well as TikTok platforms, need to access both emotional trust and pleasure emotion of customers towards product placement in short-form videos on TikTok. However, in order to access those attitude variables to improve behavior variables of Vietnamese gen Z consumers, the most important thing is that these food and beverage small & medium-sized businesses need to pay attention to several contextual variables that belong to product placement's KOLs in short-form videos on Tiktok channels. KOLs that are chosen to take part in short-form videos on Tiktok channels about food and beverage fields should have a vast number of fans, and build a strong charisma towards the local customer, in order to make them enjoy watching their videos on

online channels. Moreover, these KOLs should regularly appear on news spots in various media, such as magazines, newspapers, and social networks, to ensure high public recognition, thereby helping the brand become more popular in the market.

Concerning the similarity of product placement in short-form videos on TikTok platforms, food and beverage small & medium-sized businesses should choose KOLs that have a similar image to the personal characteristics, interests and habits of Vietnamese Gen Z consumers nowadays, which are usually also famous people of the Gen Z generation with a free, dynamic, and creative spirit similar to the purchasing intentions of young customers. Secondly, KOLs chosen to advertise by food and beverage small & medium-sized businesses also need to experience these food and beverage products first before posting them on social networking platforms for consumers. Only KOLs choosing and trusting food and beverage products that have the same properties as their priority criteria can create empathy with customers. In addition, choosing KOLs with images associated with the food and beverage brand is also extremely necessary, since product suggestions from KOLs that suit customers' needs and preferences can attract customers' purchasing behavior more effectively.

Towards professional of product placement in short-form videos on TikTok platforms, KOLs are required to clearly understand the product's characteristics and audience, by memorizing and clearly explaining the ingredients, properties, and materials contained in these food and beverage products on their social media platforms, in order to make the customer more curious about the product. In other words, food and beverage small & medium-sized businesses should choose KOLs that have a deep understanding of the product's benefits and advantages for using, as well as knowing other related knowledge to the food and beverage products, to make these KOLs and their customers more confident in introducing and using the product according to the explanation provided in short-form videos on TikTok platforms. Especially in a market full of harsh competition between numerous KOLs and a variety of different brands like recently, these KOLs should have a high ability to persuade their followers to buy and use products that they promoted and suggested on their social media platforms by creating attractive points for both KOLs and brands that are different from other competitors in the market. One of the differentiation solutions to solve that problem is that these chosen KOLs should have professional skills in introducing products and related

fields, in order to provide their customers with valuable information about the food and beverage products and make them feel more excited when watching those videos.

Last but not least, to increase the attractiveness of product placement in short-form videos on TikTok platforms, food and beverage small & medium-sized businesses should choose a KOL that has an attractive appearance or acting, as well as an ability to express their attractive personalities, in order to make customers more interested in watching videos, loving the advertisements more, and feeling more attracted to short-form videos on TikTok platforms by these KOLs' attractive voice. In order to enhance the interactivity of product placement in short-form videos on TikTok platforms, these chosen KOLs need to create harmonious interactions and connections for their customers on short-form videos uploaded on TikTok channels in the following ways: (1) Enhancing viewers' viewing interest through diverse acting styles; (2) Creating a chance for customers to participate in online product-related discussions that take place on KOL's TikTok accounts; (3) Creating favorable conditions for customers to communicate and interact online with KOLs who have the same thoughts about the product on the channels; and (4) Using a large number of different KOLs in various business fields related to food and beverage products to help customers interact and communicate many times with the brand, thereby both improving brand recognition in the market and making customers easily remember the brand compared to other competitors in the same industry.

Limitation and Future research

Limitation

The study only limited the survey subjects to the group of Gen Z customers currently living and working in Ho Chi Minh City. In addition, because of time constraints, the research is also limited the research scope to only small & medium-sized food and beverage enterprises and short-form videos on TikTok platforms. Meanwhile, it can be said that the TikTok channel is now a social media tool that can be used by numerous different target customers in various countries, has several different forms of image development, and develops various industries and business fields in this platform.

Future research

(1) Expanding the target customer group of different ages or even other countries, instead of only surveying Gen Z consumers currently living and working

in Vietnam generally and Ho Chi Minh city particularly, in order to discover customer purchase intention in each other region and compare the new research findings with surveyed provinces and cities; (2) Expanding the business scope to large-scale food enterprises, or conducting small & medium-sized enterprises operating in other popular business areas on Tiktok platforms, such as clothing or cosmetics, in order to serve numerous different industries and business fields; and finally (3) Developing other forms on Tiktok besides short-form videos, such as long videos and live streams; (4) Exploring short-form videos on other social media platforms, such as Youtube Shorts, or Instagram, Facebook Reels, in order to develop more and more effective communication and marketing tools for both local and global businesses on online platforms.

ABBREVIATIONS

SEM: Structural Equation Modeling

EFA: Exploratory Factor Analysis

CONFLICT OF INTEREST STATEMENT

The authors declare that they have no conflicts of interest.

AUTHOR CONTRIBUTIONS

Author Sinh Duc Hoang: Responsible for the content: research ideas, data investigation, data processing.

Author Duong The Duy: Responsible for the content: writing the article content.

Author Pham Nguyet Minh: Responsible for the content: writing the article content.

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Kiểm tra mối quan hệ giữa việc đặt sản phẩm trong video ngắn trên tiktok và ý định mua hàng của người tiêu dùng trẻ Việt Nam

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TÓM TẮT

Nghiên cứu này xem xét mối quan hệ giữa việc đặt sản phẩm trong các video TikTok ngắn và ý định mua hàng của người tiêu dùng trẻ Việt Nam, tập trung cụ thể vào các doanh nghiệp vừa và nhỏ (SME) trong ngành thực phẩm và đồ uống (F&B). Nghiên cứu điều tra cách các thuộc tính khác nhau của việc đặt sản phẩm - bao gồm sự giống nhau, sức hấp dẫn về mặt thẩm mỹ, sự phổ biến, tính chuyên nghiệp và tương tác của người dùng - ảnh hưởng đến ý định mua hàng của người tiêu dùng bằng cách gợi ra phản ứng cảm xúc. Nhấn mạnh tầm quan trọng của sự gắn kết cảm xúc, nghiên cứu này tìm cách hiểu các cơ chế tâm lý và cảm xúc cơ bản trong hành vi của người tiêu dùng. Một phương pháp tiếp cận hỗn hợp được sử dụng, kết hợp dữ liệu định tính được thu thập thông qua bảng câu hỏi trực tuyến. Mẫu mục tiêu bao gồm 256 người Việt Nam được chọn từ các nhóm trên Facebook, đặc biệt chú ý đến hồ sơ nhân khẩu học của người tiêu dùng trẻ. Việc thu thập và phân tích dữ liệu được hướng dẫn bởi các kỹ thuật thống kê mạnh mẽ, bao gồm phân tích nhân tố khám phá (EFA) và mô hình phương trình cấu trúc (SEM), để xác định các yếu tố chính và đánh giá mối quan hệ giữa các thuộc tính của việc đặt sản phẩm và hành vi mua hàng của người tiêu dùng. Trọng tâm của nghiên cứu là khám phá những cảm xúc tích cực được kích hoạt bởi việc đặt sản phẩm chiến lược và tiềm năng của chúng trong việc nâng cao ý định mua hàng. Nghiên cứu này nhằm mục đích cung cấp những hiểu biết có thể hành động cho các doanh nghiệp vừa và nhỏ trong lĩnh vực F&B bằng cách xem xét sự tương tác giữa sự gắn kết về mặt cảm xúc và các thuộc tính cụ thể của vị trí sản phẩm. Bằng cách xem xét sự tương tác giữa sự gắn kết về mặt cảm xúc và các thuộc tính cụ thể của vị trí sản phẩm, nghiên cứu này nhằm mục đích cung cấp những hiểu biết có thể hành động cho các doanh nghiệp vừa và nhỏ trong lĩnh vực F&B. Những hiểu biết này dự kiến sẽ hỗ trợ các doanh nghiệp thiết kế các chiến dịch tiếp thị truyền thông xã hội hiệu quả hơn và có sức tác động về mặt cảm xúc hơn. Các phát hiện này làm nổi bật vai trò quan trọng của sự gắn kết về mặt cảm xúc trong việc định hình ý định mua hàng của người tiêu dùng, chứng minh cách các thuộc tính như vẻ đẹp, sự giống nhau và sự tương tác đóng góp đáng kể vào hiệu quả của việc đặt sản phẩm. Nghiên cứu nhấn mạnh nhu cầu các doanh nghiệp vừa và nhỏ phải tận dụng các thuộc tính này một cách chiến lược để củng cố kết nối với người tiêu dùng và thúc đẩy hành vi mua hàng. Nghiên cứu này đóng góp vào lĩnh vực tiếp thị kỹ thuật số rộng hơn bằng cách cung cấp các góc nhìn có giá trị về việc sử dụng các nền tảng mới nổi như TikTok để thu hút người tiêu dùng, với những hàm ý thực tế để nâng cao hiệu quả tiếp thị trong ngành F&B.

Từ khóa: Đặt sản phẩm, đặt thương hiệu, giải trí có thương hiệu, tài trợ trong chương trình, tiếp thị giải trí

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