

Factors Affecting Purchase Intention of TikTok Social Commerce in Thailand

Received: 20.12.2023

Revised: 05.02.2024

Accepted: 04.03.2024

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Abstract

This quantitative study explores the impact of social support, platform quality, and relationship quality on the purchase intentions of TikTok users in social commerce. Utilizing a 5-point Likert scale questionnaire, the analysis employs descriptive and inferential statistics, including frequency, standard deviation, Pearson correlation, and multiple regression, on a robust dataset of 825 valid responses from the Thai TikTok user base. Findings indicate TikTok's significant influence on consumer purchase intentions, with social support identified as non-significant. The insights offer actionable guidance for refining TikTok commerce strategies, emphasizing the improvement of platform quality and relationship quality. This research contributes substantively to academic discourse and provides practical implications for optimizing TikTok commerce strategies.

Keywords: TikTok, Social Commerce, Purchase Intention, Social Support, Platform Quality, Relationship Quality

Introduction

Social commerce, exemplified by platforms such as Facebook, Instagram, Line, and TikTok, represents a rapidly expanding domain of e-commerce that leverages social media and online social interactions to enhance brand visibility and boost sales. The practice of buying and selling via social media establishes a dependable and sustainable avenue for both buyers and vendors, offering an

alternative to conventional online methodologies (Alalwan et al., 2017; Mardjo, 2019). How does this modern approach to buying and selling, seamlessly integrated into social media, provide a dependable and sustainable channel for both consumers and sellers? This study aims to unravel the intricacies of this transformative phenomenon, offering valuable insights into the evolution of online methodologies. Demonstrating its significance, social



commerce serves as a vital platform for online shoppers, enabling them to peruse products, access reviews, scrutinize essential information, and explore exclusive offers. The adoption of social commerce fosters active engagement, consistently presenting pertinent product content in the consumer's news feed and social interactions, encouraging actions such as likes, comments, and tagging within their social network (Sarker et al., 2020). Social commerce is experiencing rapid growth and has garnered substantial attention from scholars and practitioners, particularly in response to recent revenue developments. Noteworthy is the recent expansion of social commerce to real-time operations, presenting a business model with substantial potential for significant sales. To enhance responsiveness to customer behavior within the realm of social commerce, a comprehensive understanding of its attributes is imperative for effective strategies (Sohn & Kim, 2020).

The COVID-19 pandemic has profoundly shaped consumer behavior in Thailand, leading business owners to explore more effective practices. The combination of extensive social media usage and e-commerce growth has given rise to social commerce as an innovative sales channel for businesses (Statista Research Department, Jan 11, 2023). Projections indicate a steady increase in Thailand's social media penetration rate from 2024 to 2028, rising by 2.7 (+3.3 percent) and reaching 84.49% in 2028 (Statista Research Department, Aug 15, 2023). The internet and smartphone adoption have spurred increased online activity among Thais on platforms like Instagram, Twitter, LINE, and TikTok. Despite Facebook's dominance, an expected decline in its user base opens doors for more penetrative

platforms like Twitter and TikTok, particularly favored by the younger generation (Statista Research Department, Jul 5, 2023).

Survey results from Thailand in February 2023 revealed that Facebook ranked as the most popular social commerce platform for online shopping, with a respondent share close to 63 percent. TikTok closely followed, with 52 percent of respondents utilizing it for online shopping (Statista Research Department, Mar 31, 2023). Exploiting its extensive user diversity, TikTok is emerging as a compelling platform for brands and businesses to actively promote their products. TikTok facilitates businesses in actively employing creative advertising strategies to showcase both their products and their identity as esteemed employers (Feldkamp, 2021). The significance of TikTok in the social commerce landscape highlights its role in shaping consumer preferences and providing businesses with a unique platform for effective promotion and engagement.

Recent studies underscore the significance of social commerce behavioral intentions in the decision-making processes (Mardjo, 2019; Oo et al., 2021). However, numerous technical and social challenges, notably multi-faceted trust concerns, characterize this landscape. The evaluation and significance attributed by consumers to referent's online testimonials, ratings, expressions of satisfaction or dissatisfaction, and product usage experiences constitute a crucial yet insufficiently comprehended factor (Hajli, 2020; Li, 2019). Research on the factors impacting consumers' engagement in TikTok-based social commerce in Thailand is currently scarce (Dancharoenpol, 2022; Dhaninee, 2021).



Gaps still exist in understanding how Thai consumers perceive the values and benefits of social commerce, shaping their purchase intentions (Liao et al., 2022). This research incorporates theories of social support, platform quality, and relationship quality, aiming to investigate their impact on consumers' purchase intention. The study reports survey results examining the factors influencing consumer purchase intention through TikTok commerce. The findings are presented and discussed to refine the preliminary research model derived from an extensive literature review. A comprehensive understanding of the factors shaping these constructs allows companies to develop effective strategies that enhance customer purchase intention on TikTok commerce. Addressing and bridging these knowledge gaps is imperative. As a result, the study reveals two crucial questions: What influences consumers in social commerce purchases? How do social and technical dynamics impact their choices? These questions are essential for understanding consumer behavior in the evolving landscape of social commerce.

Literature review and theory development

Social media, as defined by Liao et al. (2022), facilitates users' social behaviors and holds potential to reshape e-commerce, transitioning from product-centric to socially centered interactions and customer attention (Bugshan & Attar, 2020). Addressing this challenge necessitates a comprehensive approach, considering concerns related to product recommendations, information reliability,

and relationship trust (Busalim & Ghabban, 2021).

Forthcoming studies should concentrate on understanding the factors influencing consumer behavior, exploring how platforms shape user experiences, and developing strategies to ensure consistent growth. Essential considerations encompass comprehending the pivotal role of social support, platform quality, and relationship quality in shaping purchasing intention. These factors play a critical role in influencing consumer behavior in social commerce (Hossain et al., 2020; Rashid et al., 2020).

A meticulous examination of these aspects provides insightful perspectives and guidance for businesses. Customers can benefit from social knowledge, aiding them in understanding their online purchase goals and making informed decisions. Simultaneously, businesses gain insights into customer behaviors, helping them understand shopping experiences and expectations, ultimately informing effective business strategies (Liu et al., 2021a; Sohn & Kim, 2020). The study findings suggest that consumer purchase intention is shaped by pivotal emotional and technological factors, specifically social support, platform quality, and relationship quality.

Social support

Social support encompasses individuals' perceptions of care, responsiveness, and assistance within a group. Formally defined as perceived social resources available from non-professionals, it occurs in both formal and informal support structures (Cobb, 1976; Gottlieb & Bergen, 2010). Within a social network, the presence of social support may extend



sharing behavior from supportive information to commercial insights and recommendations. Perceptions of care and helpfulness in sharing important information create an obligation for users to exchange meaningful shopping insights, fostering friendship and trust (Liu et al., 2021b). This suggests a relationship between social support and the intention to engage in social commerce.

In online interactions, individuals encounter two primary forms of support: informational and emotional (Makmor et al., 2018). Emotional support involves benevolence, caring, kindness, understanding, and empathy, fostering a sense of care and belonging. Informational support provides recommendations or knowledge for problem-solving, indicating access to resources (House, 1983). Heightened perceptions of both supports increase the intention to use social commerce (Hammouri et al., 2021; Riaz et al., 2021; Sheikh et al., 2019). These factors collectively shape online social support, affirming the crucial role of both information and emotional support in driving the inclination towards engaging in social commerce.

Hypothesis 1: Emotional support positively influences TikTok purchase intention.

Hypothesis 2: Informational support positively influences TikTok purchase intention.

Platform quality

In this research, the definition of platform quality is modeled on the principles of website quality (Anttonen et al., 2011; Taivalsaari & Mikkonen, 2011). Platform quality is defined as the users' assessment of how well the platform's features align

with their needs, thereby contributing to the overall excellence of the platform (Aladwani & Palvia, 2002). The impact of design elements on users' social sharing and shopping behavior is crucial for companies evaluating their platform offerings. Understanding which aspects are most important to users has become a top priority for companies aiming to implement a successful strategy. In essence, attracting and retaining customers require a clear understanding of the platform qualities expected by online users (Busalim & Ghabban, 2021; Dirgantari et al., 2020).

System quality, information quality, and service quality are three direct measures of platform quality (Lin et al., 2021). These factors are based on the Information System (IS) success model initially presented by DeLone and McLean in 1992, subsequently refined in 2003 and 2004. This three-dimensional assessment is instrumental in understanding the primary factors that impact users' expectations and perceptions of the overall quality of the platform (DeLone & McLean, 1992; DeLone & McLean, 2003; DeLone & McLean, 2004). System quality involves assessing how effectively the platform meets fundamental requirements such as availability, reliability, and response time (McKinney et al., 2002). Information quality pertains to the accuracy, timeliness, and completeness of the content on the platform (DeLone & McLean, 2003). Lastly, service quality relates to users' evaluations of the support and services delivered by the service provider through the platform (Parasuraman et al., 1985). The perceived level of interaction on a social commerce platform is anticipated to improve customers' social experience, positively



influencing their intention to make a purchase (Hsu et al., 2018; Qalati et al., 2021).

Hypothesis 3: System quality positively influences TikTok purchase intention.

Hypothesis 4: Service quality positively influences TikTok purchase intention.

Hypothesis 5: Information quality positively influences TikTok purchase intention.

Relationship quality

Relationship quality refers to the comprehensive evaluation of the robustness of a relationship, conceptualized as a composite or multidimensional construct that encompasses distinct yet interconnected facets of the relationship (Crosby et al., 1990). In the field of studying relationship quality, scholars consider the interconnectedness of the three foundational variables: commitment, trust, and satisfaction, rather than treating them as separate entities. There is a consensus within the academic community that critical elements of relationship quality encompass customer satisfaction with the service provider's performance, trust in the service provider, and commitment to fostering an enduring relationship with the service firm (Kousheshi et al., 2020; Tran, 2020; Wisker, 2020).

Commitment involves the sustained aspiration to maintain a lasting relationship with both the buyer and the seller (Morgan & Hunt, 1994). Trust encompasses the belief that a service provider is honest and benevolent, a crucial aspect in social or economic transactions (Morgan & Hunt, 1994). Satisfaction represents an individual's emotional disposition resulting from the

assessment of interactive experiences with a service provider (Gustafsson et al., 2005). The success of social commerce relies on relationships, where commitment, trust, and satisfaction are vital for building and maintaining long-term connections. These three factors significantly impact a user's long-term intention to continue and mirror the overall sentiments of consumers towards a social media platform (Antwi, 2021; Hossain et al., 2020).

Hypothesis 6: Commitment positively influences TikTok purchase intention.

Hypothesis 7: Trust positively influences TikTok purchase intention.

Hypothesis 8: Satisfaction positively influences TikTok purchase intention.

This study's conceptual framework addresses prior research limitations, specifically the neglect of emotional factors and platform quality's impact on consumer behavior (Akram et al., 2021; Wang et al., 2021). Building upon existing research, it proposes a more encompassing framework that considers previous oversights. The holistic approach comprehends purchase intention in social commerce, exploring the relationship between TikTok commerce and consumers' intent to make purchases. Illustrated in Figure 1, the framework integrates factors like social support (emotional and informational), platform quality (system, service, and informational), and relationship quality (trust, satisfaction, commitment). This inclusive perspective aims to assist businesses in tailoring strategies to meet emotional needs, preferences, and motivations, fostering long-term loyalty (Molinillo et al., 2020).

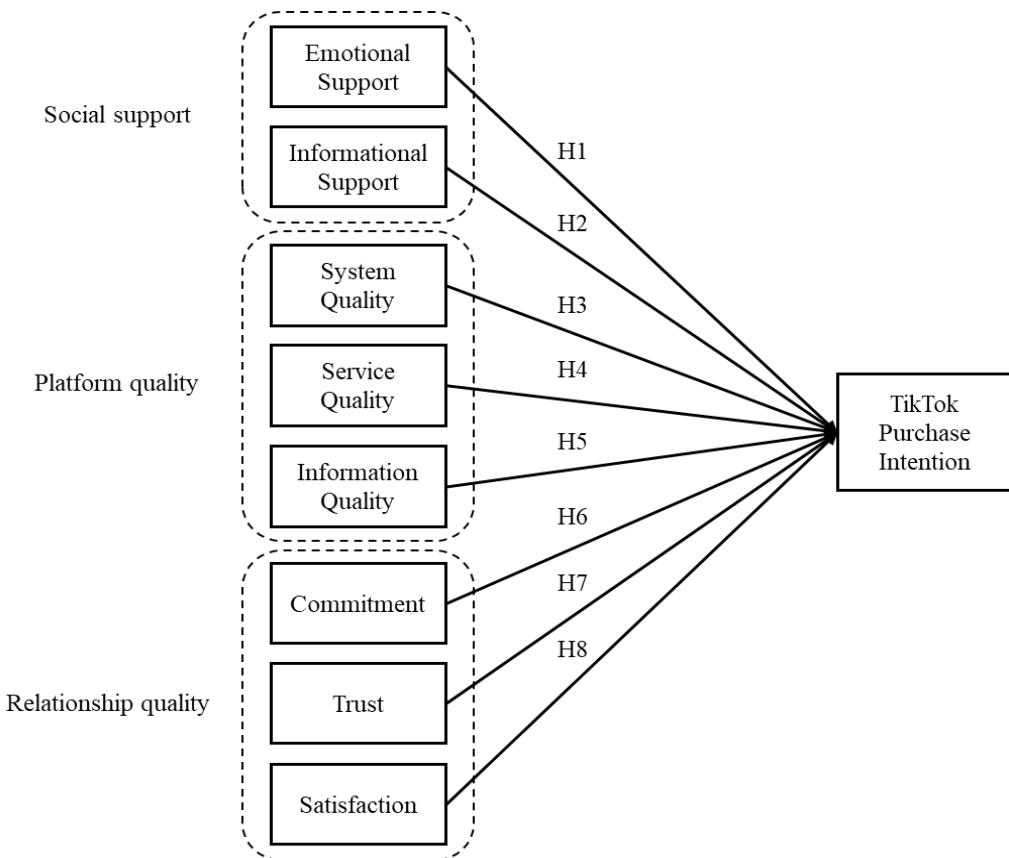


Figure 1 Conceptual Framework

Research methodology

This study specifically targeted consumers engaged in TikTok commerce, aiming to gain insights into their experiences and purchase intentions. Participants had to use TikTok commerce monthly for the past six months, making a purchase within that timeframe. Age eligibility was set at a minimum of 20 years, ensuring both purchasing power and legal capacity. Participants had to be residents of Thailand, aligning with the

local social commerce context. Focusing on a medium price range aimed to capture diverse social commerce users, and participants could choose product categories reflecting their frequent purchases, providing a nuanced understanding of their experiences and preferences.

This study adopts a positivistic paradigm and utilizes a quantitative research methodology. Data collection occurred in Thailand through a self-administered online survey with a structured



questionnaire. Employing a convenience sampling approach and sharing the survey link until a satisfactory sample size was achieved helped mitigate potential biases. Participation was voluntary, and participants encountered a screening question before proceeding to the main set of questions. Measurement scales from previous studies were integrated but modified to align with the social commerce framework. To ensure an accurate understanding, the questionnaire was translated from English to Thai. Scales from Liang et al. (2011) and informational quality scales from Wang et al. (2016) were adjusted. A 5-point Likert scale measured constructs within the research model, with 5 indicating "strongly agree" and 1 signifying "strongly disagree" (Liang et al., 2011; Wang et al., 2016).

A pilot test involving 30 individuals familiar with TikTok commerce platforms ensured the survey's reliability, yielding a Cronbach's alpha score exceeding 0.70 (George & Mallery, 2021). Purchase intention exhibited the highest reliability at 0.95, while system quality showed the lowest at 0.83. Robust statistical practices were adhered to, conducting tests for normality and linearity. The assessment of data normality utilized comprehensive normal probability plots, confirming that

residual values conform to a normal distribution. Simultaneously, scatter plot matrices examined the assumption of linearity, revealing a random dispersion of points, indicating the absence of heteroskedasticity issues. These meticulous analyses ensure data met essential criteria before deploying advanced statistical techniques, enhancing the academic integrity and reliability of the study's findings (Srinivasan & Lohith, 2017). Subsequently, responses from 825 participants were collected following the data screening process, and descriptive and inferential statistics, including frequency, standard deviation, Pearson correlation, and multiple regression, were deployed for comprehensive analysis.

Data analysis

Out of the collected questionnaires, 825 were considered for analysis. Table 1 presents the demographic distribution of respondents. The majority of participants were female (76.85%), aged between 28 and 42 (57.70%), and reported monthly purchases (51.14%). Additionally, a significant proportion made purchases ranging from 100 to 500 Baht (67.39%), primarily in the fashion category (33.31%).

**Table 1** Demographic and behavior (N=825)

Demographic and behavior	Frequency	Percent
Gender		
Male	191	23.15
Female	634	76.85
Age		
Below 21	30	3.63
21-27	179	21.70
28-42	476	57.70
43-63	140	16.97
Product category		
Electronic	16	1.94
TV	2	0.24
Mobile	10	1.21
Game	1	0.12
Beauty	233	28.23
Kid	34	4.11
Pet	37	4.47
Supermarket	45	5.44
Home	29	3.52
Car	4	0.48
Fashion	275	33.31
Food	126	15.26
Watch	3	0.36
Stationery	10	1.21
Purchase frequency		
Every week	154	18.67
Every month	422	51.14
Every 3 months	104	12.61
More than 3 months	145	17.58
Purchase amount		
Below 100	11	1.33
100 - 500	556	67.39
501 - 3,000	239	28.97
3,001 - 5,000	5	0.61
Over 5,000	14	1.70

This section presents an analysis of descriptive statistics, including means, standard deviations, and levels of agreement. Congruent validity was assessed by examining the average variance extracted (AVE) and indicator loadings. The results are outlined in Table

2, highlighting that satisfaction has the highest mean at 3.98, while emotional support has the lowest mean at 3.21. The rating scale used is as follows: 1.00-1.80 (Low), 1.81-2.60 (Low-Moderate), 2.61-3.40 (Moderate), 3.41-4.20 (High-Moderate), and 4.21-5.00 (High).

Table 2 Descriptive Statistics (N=825)

Mean Variables	Indicators	Max	Min	Mean	Std. Deviation	Rating Scale
Emotional support	AVEEMS	5.00	1.00	3.21	0.99	Moderate
Informational support	AVEINS	5.00	1.00	3.67	0.90	High
System quality	AVESYQ	5.00	1.00	3.72	0.79	High
Service quality	AVESEQ	5.00	1.00	3.57	0.83	High
Information quality	AVEINQ	5.00	1.00	3.67	0.75	High
Commitment	AVECMT	5.00	1.00	3.80	0.83	High
Trust	AVETST	5.00	1.00	3.70	0.84	High
Satisfaction	AVESTS	5.00	1.00	3.98	0.79	High
Purchase intention	AVEPI	5.00	1.00	3.92	0.77	High

The analysis of Pearson correlation coefficients revealed significant correlations (coefficient of 0.01) between all factors and TikTok commerce intention. Notably, satisfaction exhibited

the highest correlation (0.76), while emotional support demonstrated the lowest correlation (0.31), as depicted in Table 3.

Table 3 The correlation between constructs (N=825)

Mean variables	AVEEMS	AVEINS	AVESYQ	AVESEQ	AVEINQ	AVECMT	AVETST	AVESTS	AVEPI
AVEEMS	1.00								
AVEINS	0.72**	1.00							
AVESYQ	0.48**	0.54**	1.00						
AVESEQ	0.46**	0.48**	0.71**	1.00					
AVEINQ	0.35**	0.42**	0.62**	0.70**	1.00				
AVECMT	0.33**	0.39**	0.52**	0.54**	0.56**	1.00			
AVETST	0.32**	0.38**	0.49**	0.57**	0.62**	0.79**	1.00		
AVESTS	0.29**	0.40**	0.51**	0.53**	0.57**	0.77**	0.80**	1.00	
AVEPI	0.31**	0.40**	0.53**	0.54**	0.57**	0.68**	0.70**	0.76**	1.00

**. Correlation is significant at the 0.01 level (2-tailed).

According to the data in Table 4, the multiple regression analysis involving emotional support, informational support, system quality, service quality, information quality, commitment, trust, and satisfaction indicates that 55.08% (Adjusted R-Square = 0.5508) of the variability in the purchase intention on TikTok is explained by the predictors in our model, providing evidence of a reasonably good fit of the model. At a statistically significant level of 0.05,

system quality, information quality, commitment, trust, and satisfaction were identified as influential contributors to TikTok commerce intention. Specifically, satisfaction emerged as the most influential, displaying the highest regression coefficient ($\beta = 0.43$), followed by trust ($\beta = 0.14$) and commitment ($\beta = 0.12$). All these factors exhibited a positive impact on TikTok commerce purchase intention.

**Table 4** Coefficients^a (N=825)

	Unstandardized Coefficients		Standardized Coefficients		t	p	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	0.53	0.10			5.32	0.00		
AVEEMS	-0.01	0.02	-0.01		-0.33	0.74	0.45	2.22
AVEINS	0.03	0.03	0.03		0.95	0.34	0.41	2.41
AVESYQ	0.08	0.03	0.08		2.44	0.01	0.41	2.43
AVESEQ	0.04	0.03	0.04		1.26	0.21	0.36	2.76
AVEINQ	0.09	0.03	0.08		2.53	0.01	0.42	2.40
AVECMT	0.11	0.04	0.12		3.24	0.00	0.31	3.20
AVETST	0.13	0.04	0.14		3.33	0.00	0.26	3.84
AVESTS	0.42	0.04	0.43		10.84	0.00	0.29	3.41

a. Dependent Variable: AVGPI

R Square = 0.5557, Adjust R-Square = 0.5508, F = 112.08, Sig = 0.00 Significant level at 0.05

Conclusion and discussion

Despite the increasing prevalence of social commerce, a significant knowledge gap persists regarding how TikTok commerce features influence consumer purchasing intentions. While previous studies have explored these features, aligning consumer buying intentions remains a challenge for businesses. TikTok commerce is still in its early stages, especially in Thailand, where limited evidence provides meaningful insights (Kluabmart & Distanont, 2023; Zhou & Hattakitpanitchakul, 2023). The results illuminate TikTok commerce's landscape, emphasizing the interconnected nature of social support, platform quality, and relationship quality in influencing purchase intentions. This evidence not only corroborates existing conceptual studies but also introduces novel insights.

The study examined the impact of social support, platform quality, and relationship quality on TikTok consumers' purchase intentions. The outcomes supported

conclusions from prior research, indicating that various aspects of platform quality, including system quality and informational quality, as well as relationship quality components such as commitment, trust, and satisfaction (Hypotheses 3, 5, 6, 7, and 8), significantly influenced purchasing intentions (Antwi, 2021; Fu et al., 2020; Liang et al., 2011; Wang et al., 2016; Xu et al., 2021). In contrast, TikTok commerce intention showed no influence from social support, encompassing emotional and informational support, as well as service quality within platform quality (Hypotheses 1, 2, and 4). This deviation from prior research findings highlights a discrepancy, prompting a closer examination of factors influencing TikTok commerce intentions and revealing potential nuances in user behavior not previously identified in existing literature (Hajli, 2014; Hossain et al., 2020; Lal, 2017; Qalati et al., 2021; Sheikh et al., 2019).

In summary, this research not only aligns with established theories in the field of social commerce but also introduces novel empirical evidence, particularly within



the domain of Thai social commerce. The application of descriptive and inferential statistics in data analysis enhances the robustness and reliability of the findings, delivering crucial conclusions for practitioners aiming to develop strategies for designing and improving TikTok commerce platforms. These insights play a crucial role in steering future research directions and provide practical implications for effectively leveraging TikTok commerce platforms in culturally diverse markets.

Managerial implications

The managerial implications drawn from the findings of this study regarding Thai TikTok commerce hold significant relevance for businesses seeking to capitalize on the platform's growing potential. Insight into the determinants influencing consumer behavior becomes imperative for businesses aiming to optimize their social commerce strategies. Derived from the study, key areas are identified for managerial focus. To devise an effective TikTok commerce strategy, businesses must prioritize enhancing and maintaining system quality, informational quality, commitment, trust, and satisfaction—factors that notably influenced purchasing intentions, as evidenced by Hypotheses 3, 5, 6, 7, and 8.

Enhancing system quality in TikTok commerce demands investments in advanced technological infrastructure, ensuring seamless functionality and reliability, and regular updates of software and hardware components. To improve informational quality, accurate, timely, and relevant information aligned with

consumer needs should be provided, coupled with effective information dissemination channels (Qin et al., 2022). Commitment is cultivated through transparent communication, consistent and meaningful customer engagement, and reliable and responsive customer service. Building trust involves positive market reputation, ethical business practices, and fulfilling promises to customers. Customer satisfaction is ensured through regular feedback, prompt issue resolution, and continuous product or service enhancement based on insights (Soren & Chakraborty, 2024). These insights offer nuanced managerial implications for TikTok commerce strategy development in the evolving social commerce landscape.

Despite managerial recommendations, factors may limit the impact of emotional support, informational support, and service quality on TikTok commerce intention, as indicated by Hypotheses 1, 2, and 4. TikTok's unique content-oriented nature prioritizes entertainment, potentially overshadowing emotional or informational support, leading users to engage primarily for leisure rather than transactional purposes. Users may perceive TikTok as a platform for creative expression rather than seeking support, and the short-form video format may limit in-depth interactions. Demographic differences on TikTok compared to platforms where support influences may impact these factors' relevance (Masciantonio et al., 2021). Regarding service quality, the concept may be less tangible in the context of short-form video content, where creativity and trends may take precedence over traditional service-related attributes. These insights emphasize the need for businesses to adapt strategies to TikTok's dynamics,



redefining or supplementing traditional notions with innovative approaches tailored to the content-driven environment. Acknowledging these intricacies is crucial for businesses seeking optimization on TikTok, effectively engaging with users in this distinct social commerce landscape.

Limitations and further research

Exploring TikTok's distinctive dynamics and its impact on user intentions in commerce through targeted research could offer significant insights. However, the study faces limitations. The recent introduction of TikTok as a commerce platform may limit understanding of factors influencing user intentions. Empirical examination focused solely on TikTok, making outcomes less transferable to other platforms like Facebook or Instagram. Geographical constraints to Thailand's relatively homogeneous population may affect

findings' applicability to diverse social structures and cultures. Additionally, relying on survey data introduces potential variance between stated preferences and actual behaviors, necessitating cautious interpretation. Nevertheless, the study's insights into social support, platform quality, and relationship quality significantly contribute to understanding TikTok commerce intention, enhancing comprehension of commercial behaviors. Future research exploring additional social factors, adopting interpersonal interaction perspectives, and investigating different social commerce models like chatbot or live streaming commerce holds promise for deeper insights (Chen et al., 2022; Hossain et al., 2021; Zhou et al., 2023; Han, 2021; Lu & Chen, 2021; Sindhu & Bharti, 2023; Sun et al., 2019). These findings form a robust foundation for subsequent qualitative research initiatives aiming for deeper insights beyond the original quantitative study's scope.

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