LEVERAGING THE ROLE OF TIKTOK MARKETING IN SHAPING PURCHASE INTENT FOR OCOP PRODUCTS: A PERSPECTIVE THROUGH THE S – O – R MODEL

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Abstract. Social media is now a potent instrument for influencing customer behavior due to the quick digital change. TikTok is a new platform that has become quite popular among young people because of its captivating short-video style. TikTok marketing's impact on customers' intents to purchase One Commune, One Product (OCOP) items in Ho Chi Minh City is examined in this study using the Stimulus–Organism–Response (SOR) modelling. To ascertain how TikTok-based marketing campaigns affected young consumers' attitudes, sentiments, and intentions to make future purchases, data was collected from them and analyzed. With an emphasis on the mediating role of perceived value and customer engagement, the results should show both the direct and indirect effects of TikTok marketing on consumer behavior. The study advances theoretical knowledge of digital consumer behavior in emerging economies by incorporating ideas from social media marketing literature and applying them to the OCOP scenario. Practically, the results provide strategic implications for producers and policymakers to enhance communication strategies, strengthen brand recognition, and improve the competitiveness of OCOP products in the digital economy. All things considered, this study highlights the revolutionary potential of TikTok marketing as a cutting-edge medium for communication, not just for promoting regional goods but also for fostering long-term rural economic growth.

Keywords. Purchase intention, social media marketing, OCOP, Tiktok

1 INTRODUCTION

Businesses can now heavily utilize digital platforms, especially social media, in their operations thanks to technological advancements in a variety of fields. Social media is becoming an essential instrument that helps businesses reach their clients and has a direct impact on their intentions and buying decisions (Alharafsheh et al., 2023). In a more competitive market, companies seeking to improve their market position and increase profitability must now consider consumer behavior and happiness (Rao et al., 2021). Compared to conventional media, which mostly concentrates on one-way communication, social media marketing provides a two-way communication channel that helps businesses interact and connect with customers more successfully. As a result, interaction has become the primary focus of significant changes in management, marketing, and communication techniques.

According to Moghavvemi et al. (2016), social media has quickly developed into a practical means of contact and information exchange among users as digital technologies permeate every part of life. Contemporary social media platforms are multifaceted, encompassing areas like online video sharing in addition to personal networking (Basuki et al., 2022). Furthermore, they have developed into indispensable commercial instruments that facilitate transactions and electronic payments in addition to aiding the distribution of product information (Basuki et al., 2022). Since the internet and digital technologies have been so widely used, customers can now easily meet a variety of demands, from online buying to communication and information search. In this regard, social media marketing has become a cutting-edge promotional strategy that allows businesses to provide clients with pertinent and helpful material, increasing consumer interaction and fortifying brand awareness.

Over the past five years, Vietnam's "One Commune, One Product" (OCOP) initiative has made impressive strides and emerged as a major force behind rural economic growth. The Ministry of Agriculture and Rural Development (2024) reports that by November 2023, OCOP products had been assessed and ranked in all 63 provinces and cities, with 5,610 producers officially recognized and 10,881 products certified with three stars or above. With over 2,000 cooperatives holding OCOP products and over 34% of producers developing raw material linkages, the program has helped to transition from fragmented small-

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scale production to value chain-oriented development. An average revenue gain of almost 30% and a 17% increase in average product prices demonstrate how these changes have enhanced both quality and commercial performance.

Even with this encouraging trend, there are still a number of holes, especially in product promotion and communication. According to the 2023 OCOP Program survey, many manufacturers are still unable to properly exploit contemporary communication channels, lack systematic promotional tactics, and have limited opportunities for direct customer connection. Consequently, many OCOP products have not yet reached their full potential in terms of brand value and competitiveness.

Social media is a useful tool in the context of the rapidly advancing digital revolution, with over 4.8 billion users utilizing it for an average of 2.5 hours each day (Chaffey, 2022). At the start of 2024, TikTok had over 67 million users in Vietnam who were at least 18 years old, and its advertising reach reached 86.3% of the nation's internet users (ByteDance, 2024). The Department of E-commerce and Digital Economy (2024) projects that Vietnam's e-commerce market would expand by 20% from 2023 to reach over 25 billion USD in 2024, accounting for over 9% of the nation's total retail sales. These numbers demonstrate TikTok's significant potential as an internet marketing platform for OCOP goods.

TikTok has proven to be a successful marketing tool in addition to its entertainment value. According to Ying et al. (2025), purchase intention can be directly influenced by captivating short movies when paired with effective marketing techniques. Similarly, Alves et al. (2016) demonstrated that social media marketing positively impacted firms' financial success, while Duffett (2017) emphasized the noteworthy influence of digital media campaigns on the behavior of young customers.

Given this, the current study intends to investigate how young consumers' intentions to buy OCOP products in Ho Chi Minh City are influenced by TikTok social media marketing. By offering deeper insights into the relationship between TikTok marketing activities and purchase intention of OCOP products, suggesting efficient communication strategies, and boosting the value and competitiveness of the OCOP sector in the digital age, the findings are anticipated to make both theoretical and practical contributions.

Previous studies have extensively investigated the influence of social media marketing on consumer behavior across various digital platforms, including Facebook, Instagram, YouTube, and other social commerce environments (Godey et al., 2016; Hermanda et al., 2019; Moslehpour et al., 2021). More recent studies have shifted their attention toward TikTok because of its rapid growth and its integration of short-form video content, algorithm-driven recommendations, livestreaming, and user-generated content (Salhab et al., 2023; Alnaser et al., 2024). Existing findings suggest that factors such as trust, brand image, perceived value, customer experience, and consumer engagement significantly influence purchase intention in digital environments.

Although prior studies have extensively examined the influence of social commerce and social media marketing on purchase intention, several theoretical gaps remain. First, most existing studies have focused on general e-commerce products, well-established brands, or conventional online retail settings, while relatively little attention has been paid to local and community-based products such as OCOP products. Unlike commercial brands, OCOP products embody cultural identity, geographical characteristics, authenticity, and community value, all of which may shape consumer perceptions and purchasing behavior in unique ways. Second, previous studies have largely investigated established social media platforms, including Facebook, Instagram, and YouTube. In contrast, TikTok operates through a distinct algorithm-driven ecosystem characterized by short-form videos, livestream commerce, entertainment-oriented content, user-generated content, and intensive interactions between consumers, creators, and brands. These features create a more immersive and experience-oriented environment that differs substantially from traditional social commerce settings. Third, existing social commerce research has mainly emphasized direct relationships between social media marketing and purchase intention. However, the psychological mechanisms through which TikTok marketing influences consumers' behavioral responses toward OCOP products remain underexplored. In particular, the mediating roles of trust, brand image, brand engagement, perceived value, and customer experience have rarely been examined simultaneously within a single framework. Therefore, the present study extends the Stimulus–Organism–Response (SOR) framework by integrating the unique characteristics of TikTok marketing into the context of OCOP products. This

integrated perspective provides a more comprehensive understanding of how marketing stimuli embedded in the TikTok ecosystem shape consumers' cognitive and emotional states and ultimately influence their purchase intentions.

2 LITERATURE REVIEW

2.1. Concept

OCOP products are branded, locally manufactured goods and tourism services that showcase the local advantages and culture. Food, beverages, handicrafts, attractive plants, medicinal plants and items made from them, eco-tourism, community tourism services, and tourist attractions are the six product categories that are included in the OCOP Program.

As per the research conducted by Adawiyah (2020), TikTok is "an app released by the Chinese company ByteDance, which allows users to create 15-second videos with music, filters, and other creative features." TikTok was described by Supriyanto and colleagues in 2023 as "a platform where brands can experiment with services and market products using advertising hashtags." Three years later, this term was created. TikTok was most recently defined as "a social media platform with the TikTok Live feature that allows users to interact directly with their audience" by a study done in 2024 by Wijaya and associates. Marketers can communicate with their target audience in more genuine and interesting ways by utilizing this potent technology. TikTok Live's high degree of engagement enables companies to use innovative marketing techniques that optimize sales approaches to efficiently promote products and boost sales.

"An interdisciplinary and multifunctional concept that uses social media (often combined with other communication channels) to achieve organizational goals by creating value for stakeholders" is how Felix et al. (2017) define social media marketing. "As technology has advanced, marketing trends have changed to include digital marketing," according to Kristiyono et al. (2023). Many businesses that already have social media accounts have been impacted by the rise of digital marketing trends. Digital marketing that leverages social media's potential is known as social media marketing. Having a social media presence allows businesses to interact with customers in a unique way, which creates several opportunities (Kapoor et al., 2017). As a result, social media marketing has changed from being a novel and exciting concept to becoming a risky must for the majority of organizations nowadays (Platon & Orzan, 2012). Social media, according to Dewing (2012), are online platforms that make it easier for people to communicate and create content using electronic devices. According to Mersey et al. (2010), businesses see these technologies as helpful for advertising products and services and fostering customer contact. According to Laksamana (2020), social media is a group of Web 2.0 tools that make it easier to create and share material, which is consistent with the findings of Kaplan and Haenlein (2010). As a result, customers can interact, share information, and build new relationships (Libai et al., 2010).

According to Wells et al. (2011), one "psychological stage" in the decision-making process is purchase intention. It represents the customer's proactive preparation or decision to purchase a specific item (Rebelo, 2017). Given its importance in forecasting actual action, purchase intention can also be viewed as a manifestation of customer behavior (Venkatesh & Davis, 2000).

Purchase intention may be defined as the subjective probability of selecting a certain product, according to recent research (Prabhakar, 2022). Some people believe that purchase intention is what influences buyers to choose a certain brand of product. This implies that when consumers value and trust a product's quality, they are more inclined to continue purchasing it (Le et al., 2017). Finally, strategies that want to increase brand awareness among a larger audience and draw clients now necessitate knowledge of purchase intention (Nguyen, 2021).

2.2. Theoretical Model

Numerous studies on consumer behavior have used the Stimulus-Organism-Response (SOR) model, which was developed by Mehrabian and Russell (1974) and is based on environmental psychology (Russell & Pratt, 1980). This method holds that external stimuli can cause an individual's mental and physical states, which can then result in particular behavioral reactions. According to Jacoby (2002), external stimuli (S)

that cause an emotional or cognitive reaction (O) are what lead to a consumer's inclination to either avoid or engage (R). To completely comprehend how social media marketing (S), internal states (O), and customer purchase intention (R) interact, more investigation and clarification are needed. Customer decision-making is influenced by TikTok marketing content cues such trendiness, entertainment value, engagement, electronic word-of-mouth, and customization. On this platform, interesting, imaginative, and user-friendly material not only draws attention but also piques interest in the product. Customers react cognitively and emotionally when they see this information, which raises brand engagement and perceived value. Purchase intention is subsequently influenced by this, which is consistent with the SOR model's response.

This method assesses people's attitudes about technology by looking at two main things: whether they plan to use and accept the technology, as well as if they think it's easy to use and beneficial. The influence of the TikTok platform, a well-known social network, on customer behavior is evident when the TAM model is applied to the investigation's setting. In the example of TikTok, the platform's capacity to promptly tell users about OCOP items through brief videos exemplifies perceived utility. In terms of usability, TikTok has an intuitive user interface with straightforward navigation, which makes it simple to browse, access, share, and engage with content. Customers' opinions of TikTok are strongly influenced by these two elements—perceived utility and ease of use—which encourage them to interact favorably with OCOP product information and increase their propensity to buy. Real purchasing behavior is likely to happen if these causes are sufficiently powerful.

2.3. Developing Hypotheses and Proposed Research Model

Social media marketing is the practice of individuals or organizations using social media platforms to promote products, services, or charity causes to their intended audience (Jindal, 2020). In recent years, this activity has grown to be an essential part of business operations, enabling companies to interact with their clients quickly and easily (Felix, Rauschnabel & Hinsch, 2017; Seo & Park, 2018). Due to its capacity to engage with customers in an efficient manner and impact their purchase intentions, social media marketing has become increasingly important (AlSokkar et al., 2024). The literature has established a number of advantages that social media marketing offers to marketers. For instance, it lessens the burden on consumers to conduct information searches and promotes two-way communication (Laroche et al., 2013). Social media marketing initiatives have a beneficial effect on consumers' purchase intentions as well as their perceptions of and attitudes toward companies, all of which have an indirect impact on those intentions (Godey et al., 2016; Avadhanam, 2022). Finally, Salhab et al. (2023) shown that each of the five social media marketing aspects had a substantial influence on purchase intention.

H1: Social media marketing has a positive effect on purchase intention.

Social media marketing has an effect on customer confidence. Businesses may increase consumer trust in the brand if they comprehend and implement this well. Strong brand trust is facilitated when a company's goods and services continuously match or beyond the expectations of its clients, claims Amron (2018). Customers' trust in brands is increased when they can interact and connect with them on social media platforms (Elaydi, 2018). Furthermore, Salhab et al. (2023) noted that social media marketing has a big impact on trust and brand image. According to Lee and Jeong (2014), physical financial services, particularly in the context of multichannel banking, encouraged customers to use bank services after sufficient confidence was established.

H2: Social media marketing has a positive effect on trust.

Godey et al. (2016) claim that social media marketing is becoming a crucial component in enhancing a brand's reputation. The study of Seo & Park (2018) and Bilgin (2018), which indicate that social media participation significantly and favorably affects brand image. Furthermore, Seo and Park (2018) pointed out that social media marketing efforts have a big influence on a company's brand image. They concluded that customers may not recognize or remember a brand in contrast to its competitors if social media marketing is not active.

H3: Brand image is positively impacted by social media marketing.

Features including perceived relevancy, informativeness, interaction, and entertainment have a good effect on brand engagement in social media marketing (Hanaysha, 2022). In other words, these characteristics influence the attitudes and behaviors of customers, which in turn influence their level of brand involvement. 78% of marketers used social media to boost client contact, per a 2012 study (Ashley & Tuten, 2015). Furthermore, marketing campaigns on these platforms are expected to enhance brand value and positively affect customer interactions with the business (Kim & Ko, 2012).

H4: Brand engagement is positively impacted by social media marketing.

Social media marketing strategies also influence people's perceptions of a company's value. Chen and Lin (2019) assert that a company's perceived worth may be increased by utilizing social media as a marketing strategy. According to Al-Dmour et al. (2019), utilizing social media to draw in clients can increase their perceived value that same year. Similarly, a study on Instagram OVO by Khosasih and Secapramana (2021) shown that social media activity significantly influences consumers' perceptions of a product's value. Furthermore, social media marketing has a beneficial effect on perceived value, according to Yap (2022).

H5: Perceived value is positively impacted by social media marketing.

Although there is still some ambiguity surrounding the concept of trust, it can be broadly understood to relate to the competence, honesty, truthfulness, and dependability of an individual, service, or business. In the literature on trust management, there is currently no agreed-upon definition or standardized framework for trust (Kini and Choobineh, 1998). But according to several perspectives, brand trust is a crucial element of every business or brand (Sirdeshmukh et al., 2002; Chaudhuri et al., 2001; Erdem & Swait, 2004). It serves as the foundation for attracting new clients and maintaining the relationship between the brand and its clients. Actively interacting and connecting with customers may boost their confidence in a firm, claims Elaydi (2018). Feeling confident and at ease using items from a particular brand increases the likelihood that customers would make repeat purchases, form buy intentions, and even build brand loyalty (Tufahati et al., 2021). By fostering brand trust, national brands can boost consumers' purchase intentions, according to research by Aydin et al. (2014). This suggests that consumers' decisions to buy are positively impacted when they believe a brand to be reliable (Takaya, 2016). Therefore, fostering trust is essential to persuading consumers to buy OCOP (One Commune One Product) goods. To encourage purchasing behavior, it is crucial to identify efficient strategies for persuading consumers of the worth and quality of these goods.

H6: Purchase intention is positively impacted by trust.

Consumer perceptions of a corporation are summed up in its brand image, according to Campbell (1993). Kotler and Armstrong (1996), on the other hand, described brand image as "a collection of opinions about a specific brand.". Customers' decision-making processes heavily rely on this set of beliefs, particularly when weighing competing brands. Numerous studies have examined how brand image affects consumer behavior, particularly in the service sector (Lien et al., 2015). For example, customers are more inclined to choose products or services from businesses with a lengthy history. (Aghekyan-Simonian et al., 2012). Similarly, Schmitt (2012) asserted that customers' attitudes, beliefs, and impressions of a brand are reflected in its image. As a result, businesses have to give top priority to creating and preserving a favorable brand image. Furthermore, brand image has been found to be a significant element that directly affects customers' willingness to make an online purchase (Aghekyan-Simonian et al., 2012). Additionally, Malik et al. (2016) verified that purchase intention was positively impacted by brand image.

H7: Brand image has a positive effect on purchase intention.

“The extent to which consumers consider interacting with a brand's social media touchpoints” is how McKay (2017) described brand engagement. In addition to producing insightful data, consumer interaction with a brand helps companies create a brand that is precisely matched to the needs of its target audience (Kuvykaite & Piligrimiene, 2014). From the perspective of social presence and theoretical frameworks, social media is a powerful tool for fostering brand connections between companies and consumers, and vice versa (Osei-Frimpong & McLean, 2018). When a company creates engaging content that makes people feel good and has a positive attitude, customers are more inclined to visit and interact with its posts on social media (Osei-Frimpong & McLean, 2018). Social media use significantly raises customers' propensity to make a purchase (Wang et al., 2012). Social media facilitates consumer-brand communication, however

this issue has rarely been studied in connection with agricultural products, particularly OCOP products. This gap thus serves as motivation for the writers to examine how brand engagement relates to social media marketing on the TikTok platform.

H8: Brand engagement has a positive effect on purchase intention.

Businesses are placing greater focus on offering clients perceived value in order to satisfy the diverse needs of their clientele as a result of the rapid advancement of technology (Hanaysha, 2018). Personal experience and consumer preferences combine to create customer perceived value, where elements like enjoyment, aesthetics, quality of service, and return on investment are important (Chen & Tsai, 2019). Improving perceived value maximizes company success metrics while also improving the consumer experience. The clear correlation between purchase intention and perceived value has also been validated by numerous studies. For example, Mathur and Gangwani (2021) found that a client is more likely to make a purchase when the perceived value is higher. Choi et al. (2019) discovered that, with gender-specific variations, social factors and perceived value significantly influence purchase intention. Additionally, Yap (2022) verified that, under the correct conditions, perceived value had a significant and positive impact on purchase intention on online platforms.

H9: Perceived value has a positive effect on purchase intention.

Social media marketing is a planned approach to enhancing the whole customer experience in addition to being a promotional tool. According to Fajarwati et al. (2024), marketing campaigns on platforms such as TikTok, in particular, enhance the caliber of interactions between companies and customers, which influences engagement, loyalty, and buy intention. In a similar vein, Shafiq et al. (2023) note that social media marketing increases customer satisfaction through electronic word-of-mouth, which is an essential element of a positive customer experience. Haudi et al. (2022) claim that social media campaigns enhance the overall consumer experience by fostering brand loyalty and trust. Furthermore, it is shown by Malki et al. (2023) that social media CRM campaigns that are tailored to each user's interests can boost customer satisfaction considerably. Additionally, social networks and other digital marketing tools increase engagement and buy intention, particularly when attractiveness and entertainment value function as mediating elements to improve the consumer experience (Nwoye et al., 2022; Zulqarnain et al., 2023). In summary, social media marketing not only spreads information but also improves the customer experience by promoting engagement, contentment, trust, and loyalty. In the long run, this strengthens brand loyalty and raises purchase intention.

H10: Social media marketing has a positive effect on customer experience

A satisfying sensory experience has been shown to significantly boost purchase intention (Garg et al., 2014). Numerous touchpoints are included in the customer journey, ranging from the pre-purchase to the post-purchase phases, such as partner interactions, customer-driven engagements, and brand-owned channels. Positive perceptions of products and services are strengthened when these interactions are structured to stimulate the senses, satisfy expectations, and promote satisfaction (Pei et al., 2020). Mulyono and Sfenrianto (2022) demonstrate that chatbot satisfaction results in more positive encounters, which increases the likelihood of making a purchase even during difficult periods like the COVID-19 pandemic. The long-term influence of customer experience on consumer behavior is further demonstrated by Lin et al. (2022), who find that engaging digital experiences on short-video platforms not only increase purchase intention but also encourage repurchase intention. Additionally, Liu et al. (2022) investigate how authenticity and interaction in livestream-based tourism e-commerce influence customers' trust and flow experience. Their results highlight the critical role that customer experience plays in boosting sales by indicating that immersive and reliable experiences increase purchase intention. Therefore, it is possible to argue that a satisfying customer experience improves purchase intention and fortifies the bond between customers and companies.

H11: Purchase intention is positively impacted by customer experience.

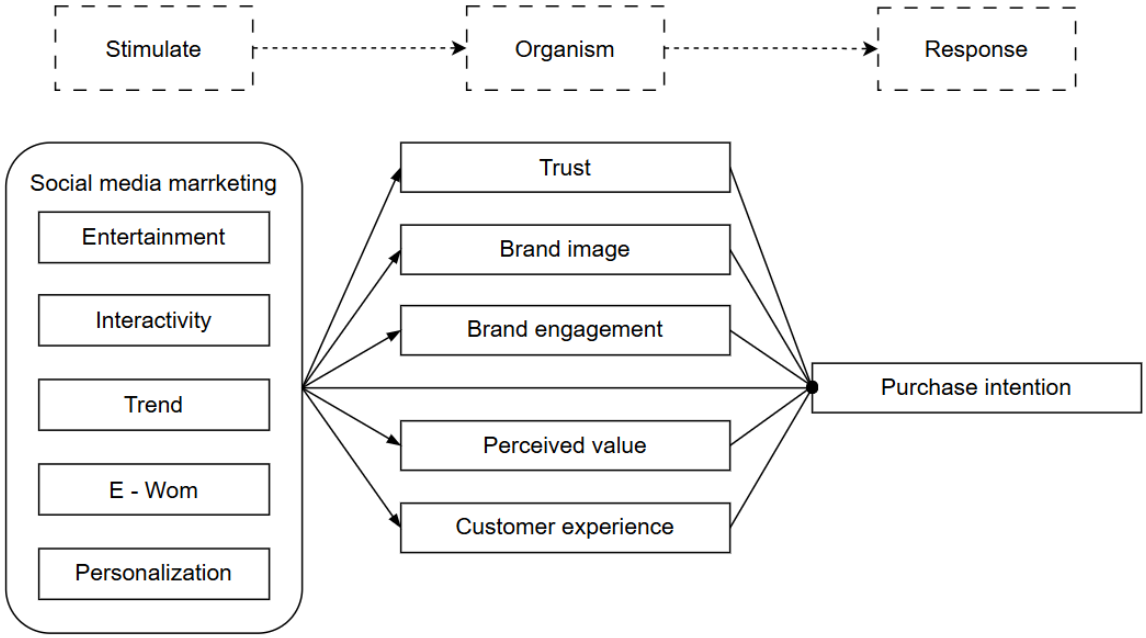


Figure 1: Research framework

3 METHODOLOGY

3.1 Qualitative esearch

For the most part, the preliminary investigation used a qualitative approach. To determine the extent of effect of the factors found, the study team used this approach to analyze, adjust, and increase the independent and dependent variables. The qualitative approach yielded preliminary concepts for creating a pilot questionnaire and elucidating significant connections between the measuring scales, with an exploratory and adjustment-focused goal.

Goal: To compile thorough information to produce an overview of how social media marketing campaigns impact young people's propensity to purchase OCOP goods in Ho Chi Minh City.

Qualitative research procedure: To talk about ideas and theoretical underpinnings, the writers used a group interviewing technique (preliminary interviews). The team created appropriate assessment scales and a questionnaire following the interviews. After that, the questionnaire was given to a number of specialists for improvement. After the measurement scales in the research model were established, a pilot survey was carried out to evaluate their convergent validity and reliability. Young TikTok social media users were given the link to the Google Form, which was used to conduct the pilot survey online. Consequently, 63 legitimate replies from survey respondents were gathered by the study team.

3.2 Quantitative research

The quantitative method was chosen as the major strategy during the main study period. Following the completion of the formal questionnaire, the research team distributed a Google Form link to the target respondents, which included Ho Chi Minh City-based students, office workers, public servants, freelancers, and homemakers between the ages of 18 and 35. After being gathered, the survey data was cleaned and processed to remove any invalid answers.

439 authentic samples were retained for further analysis out of the 442 responses that were received. The questionnaire was split into two sections to better understand participant characteristics. Age, location of work and residence, gender, occupation, and income were among the screening data gathered in the first segment. The primary subjects of the study were the focus of the second section. A five-point Likert scale with 30 observable variables was used to measure the factors (1), (2), (3), (4), and (5) impacting young consumers' tendency to purchase OCOP goods in Ho Chi Minh City.

The research team then conducted structural equation modeling (SEM), hypothesis testing, and descriptive analysis using SmartPLS 3 software. Because it is appropriate for theory extension in exploratory research, the PLS-SEM technique was chosen. Its main advantage is its ability to integrate many analytical techniques, including factor analysis, multivariate regression, and variable interaction testing, to offer a comprehensive understanding of the relationships inside the research model. The combination of measurement data and theoretical modeling allowed for the discovery of potential connections and a precise assessment of the role of each component within the model.

PLS-SEM was selected because of its suitability for exploratory research and theory extension. In addition, the proposed model contains multiple mediating variables and a relatively large number of measurement items, making PLS-SEM more appropriate than covariance-based SEM (CB-SEM). Furthermore, PLS-SEM is considered a robust approach for simultaneously assessing both measurement models and structural relationships while maintaining strong predictive capabilities (Hair et al., 2022). To address the possibility of common method bias (CMB), Harman's single-factor test was performed. The results indicated that the total variance explained by a single factor was below the recommended threshold of 50%, suggesting that common method bias was unlikely to be a significant issue. Furthermore, collinearity diagnostics showed that all variance inflation factor (VIF) values remained below the recommended threshold, providing additional evidence that common method bias did not substantially affect the results.

Ethical considerations were carefully addressed throughout the research process. Participation in the survey was entirely voluntary, and informed consent was obtained from all respondents before data collection. Participants were informed about the purpose of the study and assured that their responses would remain anonymous and confidential. The collected data were used exclusively for academic purposes, and respondents were allowed to withdraw from the survey at any stage without any consequences.

3.3 Survey Participants

The study's survey participants are young people in Ho Chi Minh City who want to purchase OCOP goods and use the TikTok social media platform. Students, college students, office workers, laborers, freelancers, homemakers, and those in other occupations with access to technology and regular TikTok users are all included in the chosen category.

3.4 Sampling method

Since this approach was thought to be the most suitable, purposeful sampling was used, focusing on participants who met specific qualifications. The chosen participants were told to utilize the influencers they followed as benchmarks while assessing the survey statements once it was confirmed that they frequently used social media and were acquainted with the influencers they named.

Participants were recruited through online questionnaires distributed via social media platforms, including TikTok, Facebook, Zalo, and university networks in Ho Chi Minh City. A purposive sampling strategy was employed to ensure that respondents met three criteria: (1) they were between 18 and 35 years of age, (2) they actively used TikTok, and (3) they had prior experience searching for or purchasing OCOP products. Although purposive sampling enabled the researchers to efficiently reach the target population, the possibility of sampling bias cannot be completely eliminated because respondents were selected from existing online communities. Consequently, the findings should be interpreted within the context of young consumers in Ho Chi Minh City and should not be generalized to all consumer groups in Vietnam. Nevertheless, the sample included respondents with diverse demographic characteristics in terms of age, occupation, educational background, income level, and purchasing frequency, thereby providing a reasonable level of representativeness for the study.

Hair et al. (2022) and Kock & Hadaya (2018) state that a sample size of 69 to 100 is necessary, and bigger samples are advised, to get statistically significant results ($p < .05$) with path coefficients ranging from 0.21 to 0.30. A minimal observation-to-variable ratio of 5:1 was also suggested by Hair et al. (2018) to ensure the quality of the analysis, with a preferred ratio of 15:1 or 20:1. This suggests that at least five respondents—ideally 15 to 20—are needed for each independent variable in the model. Hair et al. (2006)

state that the formula for determining the minimal sample size is n = 5 * m, where m is the number of variables observed. The 30 observed variables and six measurement scales in this study necessitate a minimum sample size of 150. To increase accuracy and reliability, the study team selected a sample size of 150–450.

3.5 Measurement scale

Following extensive deliberation, the research team decided on 30 observable factors in all, which were then operationalized using a Likert scale. A popular evaluation method that allows for the collection of data regarding participants' attitudes and perceptions through a series of questions or statements is the Likert scale (Gail M. Sullivan, 2013). In this study, a five-point Likert scale was employed, with the following options: (1) "Strongly disagree," (2) "Disagree," (3) "Neutral," (4) "Agree," and (5) “Strongly agree”. To further document the respondents' attributes, demographic questions were included. These included questions on their name, age, gender, job title, and work history. Using proposed factors that were gathered from previous studies, the questionnaire items were developed, as indicated in the table below.

Table 1. Research measurement scale

Factor	Adjusted Scale	Code	Source
Social media marrketing	Using TikTok to purchase OCOP products is an enjoyable experience.	SMM1	Kim & Ko (2012)
	The displayed content about OCOP products on TikTok appears attractive.	SMM2	
	TikTok allows sharing information about OCOP products with others.	SMM3	
	Conversations or exchanging opinions about OCOP products can be easily carried out through TikTok.	SMM4	
	I can easily express my opinions about OCOP products on TikTok.	SMM5	
	The displayed content about OCOP products on TikTok provides the latest information.	SMM6	
	Using TikTok to purchase OCOP products is very trendy.	SMM7	
	TikTok provides customized search functions for OCOP product information.	SMM8	
	TikTok offers personalized services that make it easier to search for and shop OCOP products according to one’s needs.	SMM9	
	I want to share information about OCOP products from TikTok with my friends.	SMM10	
	I want to repost content about OCOP products from TikTok to my personal page or other social media platforms.	SMM11	
Trust	Information about OCOP products on TikTok is highly reliable.	TRU1	Wibowo et al. (2020)
	Information about OCOP products on TikTok can be trusted to keep its promises.	TRU2	
	I completely trust the information about OCOP products on TikTok.	TRU3	
	Overall, the commitments about OCOP products on TikTok are reliable.	TRU4	
Brand image	Information about OCOP products on TikTok is shared by trustworthy channels.	BI1	Nurhandayani et al. (2019), Hien et al. (2019)
	Advertisements about OCOP products on TikTok indicate that the products are of good quality.	BI2	
	Information about OCOP products on TikTok is distinctive compared to other products.	BI3	

	Advertisements about OCOP products on TikTok do not disappoint viewers.	BI4	
Brand engagement	I gain benefits when following the community rules of OCOP product users on TikTok.	SBE1	Habibi et al. (2014), Laroche et al. (2012)
	I am inspired to take part in TikTok user community activities for OCOP products since it improves my mood afterwards.	SBE2	
	I am inspired to take part in TikTok user community activities for OCOP products since I can accomplish my own objectives.	SBE3	
Perceived value	Advertisements about OCOP products on TikTok show that the products are effective.	PV1	Sweeney and Soutar (2001)
	Advertisements about OCOP products on TikTok suggest that purchasing or using the products will create a good impression on others.	PV2	
	Advertisements about OCOP products on TikTok demonstrate that the products have a positive social image.	PV3	
	Advertisements about OCOP products on TikTok show that the products deliver value for money.	PV4	
Customer experience	I find that watching videos about OCOP products on TikTok provides an enjoyable and accessible experience.	CE1	Liu et al. (2022)
	My encounters with OCOP material on TikTok give me a sense of authenticity and boost my confidence in the goods.	CE2	
	The brand's content and interactions on TikTok provide me with an enjoyable and engaging experience	CE3	
Purchase Intention	Interacting with OCOP advertisements on TikTok helps me make better decisions before purchasing.	PI1	Choedon and Young-Chan (2020)
	Interacting with OCOP advertisements on TikTok increases my interest in buying the products and services.	PI2	
	I will purchase OCOP products promoted on TikTok.	PI3	
	I am highly likely to become a customer of OCOP products promoted on TikTok.	PI4	

3.4 Data collection method

To guarantee the topic's scientific rigor and objectivity, the research team collected and synthesized a variety of sources before beginning the investigation. The team specifically used high-value academic articles, domestic and international theses, and specialized magazines in science and economics. To stay up to date on the most recent material pertinent to the research subject, official documents posted online and on academic platforms were also studied.

In addition to public resources, the team additionally profited from a substantial quantity of scholarly materials that the supervising lecturer personally supplied throughout the study process. These were crucial sources that supported methodical analysis and evaluation while providing a deeper and more thorough grasp of the study subject.

The team created a strong theoretical foundation for the study by filtering, synthesizing, and processing the data after it was collected in order to extract the essential information. This led to the creation of a useful measurement scale that satisfies both practical and scientific needs, as well as the proposal of an appropriate research model.

By sending the link to the questionnaire to young individuals in Ho Chi Minh City who use TikTok and are considering purchasing OCOP items, the research team carried out an online poll. The survey was completed by 442 people in total. However, the study team examined and eliminated three surveys that did not fit the criteria during the data processing stage, primarily because the respondents had answered the screening questions incorrectly. As a result, 439 legitimate replies were obtained and utilized for the formal data analysis.

4 RESULTS

4.1 Initial Evaluation of the Research Sample

The study team gathered 442 replies from young consumers in Ho Chi Minh City after distributing the questionnaires; 439 of those responses were deemed legitimate after those that did not fit the criteria were removed. According to the analysis's findings, the age group of 19–24 made up the highest percentage (40.32%), followed by 25–29 (27.79%), 30–35 (20.5%), and 15–18 (11.39%). Regarding gender, females represented 58.09% and males 41.91%. In terms of education, most respondents held a university degree (44.6%), followed by college/vocational training (26.2%), postgraduate degrees (15.5%), and high school (13.7%). Occupations were concentrated in students (36.7%), office employees (24.1%), self-employed/business (19.4%), government employees (14.1%), and homemakers (5.7%). The most common income levels were VND 5–10 million (29.4%) and under VND 5 million (29.2%), followed by VND 10–15 million (26.0%) and above VND 15 million (15.5%).

In terms of exposure to OCOP product content on TikTok, the most frequent rate was 1–2 times per week (31.9%), followed by 1–3 times per month (30.3%), 3–5 times per week (22.8%), and daily exposure (15.0%). Common formats of exposure included live-stream selling (27.1%), review videos (26.4%), paid advertisements (25.5%), and promotions by KOLs/celebrities (21.0%). Regarding purchasing frequency, most respondents bought OCOP products once per month (31.9%), followed by 1–3 times per year (28.2%), 2–3 times per month (22.3%), and at least once per week (17.5%).

Table 2. Characteristic Data of Survey Participants

Variable	Category	Frequency	Percentage (%)	Cumulative Percentage (%)
Age	15 – 18 years old	50	11,39	11,4
	19 – 24 years old	177	40,32	51,7
	25 – 29 years old	122	27,79	79,5
	30 – 35 years old	90	20,50	100,0
Gender	Male	184	41,91	41,91
	Female	255	58,09	100,0
Educational Level	High school	60	13,7	13,7
	Vocational/College	115	26,2	39,9
	University	196	44,6	84,5
	Postgraduate	68	15,5	100,0
Occupation	Student	161	36,7	36,7
	Office employee	106	24,1	60,8
	Government employee	62	14,1	74,9
	Freelancer/Business owner	85	19,4	94,3
	Housewife	25	5,7	100,0
Monthly Income	Under 5 million VND	128	29,2	29,2
	5 – 10 million VND	129	29,4	58,5
	10 – 15 million VND	114	26,0	84,5
	Over 15 million VND	68	15,5	100,0
Frequency of Seeing OCOP content on TikTok	Daily	66	15,0	15,0
	3–5 times per week	100	22,8	37,8
	1–2 times per week	140	31,9	69,7
	1–3 times per month	133	30,3	100,0
Form of Content Exposure (OCOP on TikTok)	Livestream sales	119	27,1	27,1
	Product review videos	116	26,4	53,5
	Sponsored ads (TikTok Ads)	112	25,5	79,0
	Influencers/KOLs endorsements	92	21,0	100,0
	At least once per week	77	17,5	17,5

Frequency of OCOP Purchase	2–3 times per month	98	22,3	39,9
	Once a month	140	31,9	71,8
	1–3 times per year	124	28,2	100,0

4.2 Measurement Model

Two indicators were used to assess the measuring scales' reliability: (CA) Cronbach's Alpha and (CR) Composite Reliability. Even if the Average Variance Extracted (AVE) for the six constructions was higher than the cutoff value of 0.5, both CA and CR for all constructs passed the 0.7 threshold (Hair et al., 2017). These findings show that the constructs have sufficient levels of reliability and convergent validity. The measurement scales met Hair et al. (2017) reliability and convergence criteria based on the CA, CR, and AVE indices shown in Table 3. Specifically, the CA values exceeding the basic requirement of 0.70 (DeVellis, 2012) and ranging from 0.920 to 0.975 demonstrated good internal consistency.

The scales' AVE values, which ranged from 0.801 to 0.834 and all surpassed the 0.50 minimal threshold, demonstrated convergent validity (Chan et al., 2021). These findings demonstrate the measuring scales' high reliability and sufficient convergence, which lends support to their application in additional in-depth studies. In summary, the study model's measurement scales satisfy the necessary requirements for convergent validity, composite reliability, and internal reliability. This proves that the improved measurement model meets theoretical specifications and is prepared for further analytical processes.

Table 3. Reliability and Convergent Validity Testing

Factor	Cronbach's Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
BI	0,934	0,953	0,834
CE	0,873	0,922	0,797
PI	0,921	0,944	0,809
PV	0,921	0,944	0,809
SBE	0,920	0,949	0,862
SMM	0,975	0,978	0,801
TRU	0,929	0,950	0,825

The degree of correlation between an observed variable and its latent construct is indicated by the measurement model's outer loadings. An observed variable is deemed acceptable if its outer loading is more than or equal to 0.708, per Hair et al. (2022). Since 0.5 is obtained by squaring this value, indicating that the latent construct accounts for at least 50% of the variation in the observable variable, this criteria is acceptable. Researchers frequently round the cutoff to 0.70 for convenience in evaluation and to make it easier to interpret. According to Table 4's findings, every observed variable satisfies the quality standards, is included in the study model, and was not eliminated. All observed variables appear to be over the threshold, indicating a high degree of alignment with their latent structures, as indicated by the outer loadings, which generally fall between 0.881 and 0.94. With the lowest value being 0.881 and none falling below 0.70, the observed variables' outer loadings generally satisfy the quality requirements. In line with the suggested criteria, this offers compelling proof of convergent validity across all of the model's measurement scales (Hair et al., 2017; Chin, 1998). Therefore, no observed variables needed to be removed, and all scales are deemed reliable in measuring the latent constructs.

Table 4. Outer Loadings

	BI	CE	PI	PV	SBE	SMM	TRU
BI1	0,904						
BI2	0,910						
BI3	0,920						
BI4	0,918						
CE1		0,893					
CE2		0,905					

CE3		0,881					
PI1			0,899				
PI2			0,886				
PI3			0,918				
PI4			0,894				
PV1				0,892			
PV2				0,900			
PV3				0,900			
PV4				0,905			
SBE1					0,933		
SBE2					0,913		
SBE3					0,940		
SMM1						0,888	
SMM10						0,895	
SMM11						0,895	
SMM2						0,900	
SMM3						0,887	
SMM4						0,900	
SMM5						0,894	
SMM6						0,897	
SMM7						0,896	
SMM8						0,902	
SMM9						0,889	
TRU1							0,910
TRU2							0,891
TRU3							0,915
TRU4							0,916

The Heterotrait-Monotrait Ratio (HTMT) was used to assess the degree of overlap across variables and ascertain the discriminant validity of the measuring scales in order to investigate the uniqueness of the constructs in the model. Table 5's findings indicate that the range of HTMT levels is 0.594 to 0.847. Every number is below the widely accepted cutoff of 0.85 (Henseler et al., 2015) as well as the more lenient criterion of 0.90 (Teo, 2008). This implies that the model's constructs, which reflect distinct theoretical frameworks devoid of conceptual redundancy, have excellent discriminant validity. Specifically, Table 5 shows the HTMT values between the construct pairs BI–CE, CE–PI, PI–PV, PV–SBE, SBE–SMM, and SMM–TRU as 0.594, 0.701, 0.790, 0.786, 0.778, and 0.837, respectively. In order to preserve the required discriminant validity among the latent variables and prevent the constructs in the model from overlapping, all values fall under the permissible threshold (below 0.85). This proves the measurement model's soundness and dependability in differentiating the various theoretical conceptions. The analysis results confirm that no construct pairs exhibit excessively high correlations that could undermine discriminant validity. Since all HTMT values meet the recommended thresholds, the measurement model is considered well-structured, thereby reinforcing the overall reliability and validity of the study.

Table 5. HTMT Discriminant Validity Values

	BI	**CE**	**PI**	**PV**	**SBE**	**SMM**	**TRU**
BI							
CE	0,594						
PI	0,831	0,701					
PV	0,839	0,594	0,790				
SBE	0,847	0,608	0,811	0,786			
SMM	0,815	0,684	0,814	0,729	0,778		

TRU	0,779	0,578	0,793	0,729	0,815	0,837	

Using the Fornell–Larcker criterion, the discriminant validity of the study model between the latent constructs was assessed. As the square root of a construct's AVE surpasses all correlations between that construct and other constructs in the model, Fornell and Larcker (1981) defined discriminant validity as demonstrating that the measuring scale effectively captures distinctive variation.. The diagonal correlations (BI = 0.913, CE = 0.893, PI = 0.899, PV = 0.899, SBE = 0.928, SMM = 0.895, TRU = 0.908) in the same rows and columns are higher than the comparable off-diagonal correlations, as indicated in Table 6. This result demonstrates that each latent construct in the model explains its own observed variables more efficiently than any other construct, hence validating discriminant validity across the measurement structures. Overall, the results show that the model meets the Fornell-Larcker criterion, which guarantees that the latent constructs are conceptually separate and free of overlap in measurements. According to Henseler et al. (2015), discriminant validity should be assessed in conjunction with other criteria, especially the Heterotrait–Monotrait (HTMT) ratio, to further increase the results' robustness.

Table 6. Fornell–Larcker Criterion

	BI	**CE**	**PI**	**PV**	**SBE**	**SMM**	**TRU**
BI	0,913						
CE	0,538	0,893					
PI	0,771	0,632	0,899				
PV	0,779	0,534	0,728	0,899			
SBE	0,785	0,547	0,747	0,724	0,928		
SMM	0,778	0,634	0,772	0,691	0,737	0,895	
TRU	0,725	0,523	0,734	0,675	0,753	0,797	0,908

The Variance Inflation Factor (VIF) is a helpful metric for determining the possible danger of multicollinearity among independent variables, claim Hair et al. (2022). In particular, multicollinearity is unlikely to arise when VIF values are less than 3, moderate multicollinearity is suggested by values between 3 and 5, and major multicollinearity problems are highly likely when VIF values are larger than 5 (Hair et al., 2022). Multicollinearity among the independent variables in a structural model can distort or compromise the reliability of the calculated coefficients. However, the results of the VIF analysis demonstrate that the correlations among the predictors did not violate the premise of multicollinearity because all of the VIF values in this study fell well under the acceptable threshold (< 5), ranging from 2.283 to 4.827. Therefore, it can be concluded that multicollinearity has no impact on the model and that estimating the route coefficients is safe.

Table 7. VIF Coefficients

	VIF		VIF		VIF
BI1	3,206	PV1	2,852	SMM5	4,211
BI2	3,428	PV2	3,095	SMM6	4,335
BI3	3,810	PV3	3,158	SMM7	4,359
BI4	3,677	PV4	3,203	SMM8	4,693
CE1	2,363	SBE1	3,697	SMM9	4,153
CE2	2,367	SBE2	2,842	SMM10	4,441
CE3	2,283	SBE3	3,971	SMM11	4,281
PI1	3,000	SMM1	4,086	TRU1	3,470
PI2	2,912	SMM2	4,767	TRU2	2,870
PI3	3,687	SMM3	4,295	TRU3	3,569
PI4	3,075	SMM4	4,827	TRU4	3,721

4.3 Structural Model

In the structural model, the explanatory power of independent factors on dependent variables is evaluated using the coefficient of determination (R^2). Hair et al. (2014) state that weak, moderate, and strong explanatory power are indicated by R2 values of 0.25, 0.50, and 0.75, respectively. With an R2 of 0.728 and an adjusted R2 of 0.724, purchase intention (PI) in this study showed the highest explanatory level. This indicates that independent variables explained 72.4% of the variance in PI, with systemic error or factors not included in the model accounting for the remaining 27.6%. Similarly, brand image (BI) had an R2 of 0.606 and an adjusted R2 of 0.605, meaning that the predictors explained 60.5% of its variation while 39.5% remained unexplained. With a perceived value (PV) R2 of 0.478, 47.8% of the variation was explained and 52.2% was due to factors not included in the model. With an R2 of 0.542 and an adjusted R2 of 0.541, social brand engagement (SBE) had an explanation rate of 54.1% and an unaccounted-for rate of 45.9%. Finally, trust (TRU) achieved an R^2 of 0.635, indicating that 63.5% of its variance was explained by the model, whereas 36.5% could be attributed to unobserved factors. Overall, these results demonstrate that the independent variables possess moderate to high explanatory power across the model's constructs.

Table 8. Coefficient of Determination (R^2) and Adjusted R^2

	R Square	R Square Adjusted
BI	0,606	0,605
CE	0,401	0,400
PI	0,728	0,724
PV	0,478	0,477
SBE	0,542	0,541
TRU	0,635	0,634

A slight effect is defined as $0.02 \leq f^2 < 0.15$, a medium effect as $0.15 \leq f^2 < 0.35$, a strong effect as $f^2 \geq 0.35$, and an inconsequential influence as $f^2 < 0.02$. As stated by Cohen (1988), the f^2 statistic is frequently employed to evaluate the extent to which independent factors influence dependent variables. The SEM model's f2 values may be used to evaluate how independent factors affect purchase intention (PI).For the dependent variable PI, all influencing variables exhibited small effect sizes, with $0.02 \leq f^2 < 0.15$. Perceived value (PV) demonstrated the largest effect among the predictors of PI, with $f^2 = 0.052$, highlighting its notable role in shaping purchase intention. Brand image (BI) followed with $f^2 = 0.046$. Social brand engagement (SBE) and social media marketing (SMM) both showed $f^2 = 0.029$, while trust (TRU) had the smallest effect on PI with $f^2 = 0.024$. These findings show that although all factors have a substantial impact on PI, such effects are not very large. SMM had a significant impact on BI, PV, SBE, and TRU in relation to the other constructions. The biggest effect sizes found in the model were specifically found in SMM, with $f^2 = 1.536$ for BI, $f^2 = 0.915$ for PV, $f^2 = 1.186$ for SBE, and $f^2 = 1.739$ for TRU. These results highlight how important social media marketing is for improving brand perception, trust, engagement, and image—all of which increase young customers' propensity to make a purchase.

Table 9. f^2 Effect Size

	BI	CE	PI	PV	SBE	SMM	TRU
BI			0,039				
CE			0,065				
PI							
PV			0,030				
SBE			0,022				
SMM	1,536	0,671	0,029	0,915	1,186		1,739
TRU			0,022				

One tool for assessing a model's prediction ability is the Q2 statistic (Geisser, 1974; Stone, 1974). According to Hair et al. (2017), Q2 value greater than zero indicates that the model is predictively relevant for the dependent variables.. Additionally, Q2 levels of 0.25 and 0.50, respectively, suggest modest, medium, and large prediction accuracy, per Hair et al. (2019). All of the study's constructs have positive

Q2 values, according to the analysis results, indicating that the model has some predictive power. Specifically, brand image (BI, $Q^2 = 0.605$), purchase intention (PI, $Q^2 = 0.595$), social brand engagement (SBE, $Q^2 = 0.542$), and trust (TRU, $Q^2 = 0.634$) all exceed the 0.50 threshold, indicating high predictive accuracy. Perceived value (PV, $Q^2 = 0.476$) and customer experience (CE, $Q^2 = 0.400$) fall within the medium predictive range. According to these results, the majority of the constructs in the suggested model achieved a high degree of prediction accuracy, indicating medium to high predictive potential for the dependent variables.

Table 10. Q^2 Predictive Relevance Coefficient

	RMSE	MAE	Q^2_predict
BI	0.632	0.500	0.605
CE	0.779	0.625	0.400
PI	0.640	0.516	0.595
PV	0.728	0.606	0.476
SBE	0.680	0.558	0.542
TRU	0.607	0.440	0.634

To prioritize the importance of route coefficients, the PLS-SEM method uses non-parametric Bootstrapping analysis (Hair et al., 2014). T-values are checked using bootstrapping to see whether the route coefficients substantially differ from zero. To assure accuracy and dependability while assessing the linear structural model, the non-parametric Bootstrapping approach was applied to 439 data with 5000 resamples in this study.

Table 11. Bootstrapping Results

Relationships	**Original Sample**	**Sample Mean**	**T Statistics**	**P Values**
BI -> PI	0,206	0,206	4,865	0,000
CE -> PI	0,175	0,175	5,041	0,000
PV -> PI	0,154	0,153	3,604	0,000
SBE -> PI	0,142	0,142	3,067	0,002
SMM -> BI	0,778	0,778	30,501	0,000
SMM -> CE	0,634	0,633	18,420	0,000
SMM -> PI	0,179	0,178	3,779	0,000
SMM -> PV	0,691	0,690	22,340	0,000
SMM -> SBE	0,737	0,736	26,115	0,000
SMM -> TRU	0,797	0,796	31,373	0,000
TRU -> PI	0,140	0,140	3,429	0,001

Below is a ranking from highest to lowest of the effects of the independent and mediating factors on the dependent variable. The areas where social media marketing (SMM) has the most influence are perceived value (PV) ($\beta = 0.691$, $P = 0.000$), brand engagement (SBE) ($\beta = 0.737$, $P = 0.000$), brand image (BI) ($\beta = 0.778$, $P = 0.000$), and trust (TRU) ($\beta = 0.797$, $P = 0.000$). Purchase intention (PI) is influenced by both brand image (BI), with $\beta = 0.206$, $P = 0.000$, and customer experience (CE), with $\beta = 0.175$, $P = 0.000$. PI is directly impacted by SMM ($\beta = 0.179$, $P = 0.000$), PV ($\beta = 0.154$, $P = 0.000$), SBE ($\beta = 0.142$, $P = 0.002$), and TRU ($\beta = 0.140$, $P = 0.001$). Based on the structural model analysis and hypothesis testing, all of the hypotheses from H1 to H11 are supported. These findings indicate that young customers' intentions to purchase OCOP goods in Ho Chi Minh City were positively impacted by brand image, customer experience, perceived value, brand engagement, trust, and social media marketing. Additionally, social media marketing improves brand image, trust, engagement, perceived value, and customer experience right away.

5 DISCUSSION

A discussion on the impact of TikTok social media marketing on young customers' purchase intentions for OCOP items in Ho Chi Minh City was conducted based on the data analysis results. It was discovered that trust (TRU), brand engagement (SBE), perceived value (PV), and brand image (BI) all had mediation

effects.

The study team's cumulative findings were represented by 33 observed variables, which included one dependent variable, one independent variable, and five mediating variables, which were used to assess the factors affecting purchase intention. In order to test eleven hypotheses and use a bootstrapping-based empirical analysis, the study showed that six important factors—social media marketing (SMM), trust (TRU), brand image (BI), brand engagement (SBE), perceived value (PV), and customer experience (CE)—reflect the relationships influencing purchase intention.

With standardized path coefficients (β) of 0.797, 0.778, 0.737, 0.691, and 0.634 for TRU, BI, SBE, PV, and CE, respectively, the study demonstrated the impact of SMM on these mediating factors. Through indirect routes via the mediating factors, these interactions provide a crucial basis for augmenting the impact of SMM on purchase intention (PI).

Among the mediating factors, brand image (BI) had the most impact on buy intention (β = 0.206), indicating that brand image plays a crucial role in influencing young customers' purchase intentions in Ho Chi Minh City. This result is consistent with earlier research (Hermanda et al., 2019; Ali & Naushad, 2023; Tan et al., 2025). Our study only found a minor mediating role of BI, in contrast to Ali and Naushad's (2023) suggestion that brand image fully mediates the association between social media marketing and purchase intention.

The second most important element (β = 0.179) was social media marketing (SMM), which showed a favorable effect on purchase intention in line with earlier studies (Godey et al., 2016; Minh (2023); Salhab et al., 2023; Hermanda et al., 2019; Choedon and Young-Chan (2020); Vidyanata, 2022). In contrast to findings that indicate SMM only indirectly influences purchase intention (Avadhanam, 2022; Sohaib et al., 2022), the current study demonstrates a direct correlation between SMM and PI. In addition, our data show that SMM had a sizable impact on purchase intention, in contrast to Ali and Naushad's (2023) findings, which showed no discernible impact. This corroborates the results of Alnaser et al. (2024), who discovered that SMM positively affects perceived value and brand engagement. According to the study's findings, social media marketing may enhance brand perception and trust, which in turn promotes consumer connection and engagement (Salhab et al., 2023; Tan et al., 2025). The mediating roles of brand image and trust in the SMM–PI connection were also confirmed, in accordance with Moslehpour et al. (2021).

The favorable influence of customer experience (CE) on purchase intention was confirmed by its ranking as the third most influential factor (β = 0.175). According to Garg et al. (2014), pleasurable experiences greatly increase the propensity to buy. From pre-buy to post-purchase, the customer experience encompasses the full purchase process across a variety of touchpoints, such as partner interactions, user-generated content, and brand-owned platforms. Experiences reinforce favorable opinions of goods and services when they are created to arouse the senses, fulfill expectations, and provide satisfaction (Pei et al., 2020). Even during difficult times like the COVID-19 pandemic, Mulyono and Sfenrianto (2022) showed that customer happiness with chatbots enhances the entire experience and raises the possibility of making a purchase in digital service settings. Overall, positive customer experiences not only increase purchase intention but also strengthen the consumer–brand relationship. Liu et al. (2022) found that authenticity and interactivity in livestream e-commerce create a flow experience and trust, which in turn stimulates purchase intention. Lin et al. (2022) also noted that engaging experiences on short-video platforms reinforce initial purchase intentions and encourage repurchase, reflecting the long-term impact of customer experience.

The fourth most important element was perceived value (PV) (β = 0.154). Greater buy propensity is associated with higher perceived value (PV), and PV positively affects purchase intention by enabling buyers to share information about a product on social media and feel value before they even possess it. This result is consistent with earlier research (Choi et al., 2019; Chafidon et al., 2022). Furthermore, in line with previous research, perceived value acts as a mediator between SMM's influence on purchase intention (Alnaser et al., 2024; Chafidon et al., 2022).

Fifth place went to brand engagement (SBE) (β = 0.142). Through social media marketing initiatives, customers can engage with the company and user community in a meaningful and instructive manner. As a result, brand interaction serves as a mediator, both positively influencing and amplifying the effect of

social media marketing on purchase intention. This is consistent with prior research (Alnaser et al., 2024; Choedon and Young-Chan, 2020).

Lastly, the factor that had the least impact on purchase intention was trust (TRU) ($\beta = 0.140$). When making judgments about what to buy, consumers look for businesses that are trustworthy and keep their promises. Previous research supports the hypothesis that trust has a beneficial impact on purchase intention (Vidyanata, 2022; Salhab et al., 2023; Sohaib et al., 2022).

Through the mediating elements of perceived value (PV), customer experience (CE), brand image (BI), brand engagement (SBE), and trust (TRU), social media marketing (SMM) significantly influences purchase intention (PI). The association between social media marketing efforts and young customers' purchase intentions for OCOP items in Ho Chi Minh City is supported by these data, which also highlight the mediating roles of TRU, BI, SBE, PV, and CE.

The findings reveal that brand image exerts the strongest influence on purchase intention, whereas trust and brand engagement exhibit comparatively weaker effects. One possible explanation is that OCOP products are strongly associated with local identity, authenticity, and cultural values. Consequently, young consumers tend to rely more heavily on symbolic cues and brand perceptions when making purchase decisions. This finding differs from several previous studies in which trust was identified as the most influential determinant of purchase intention. In the context of TikTok, however, visually appealing content, storytelling techniques, and creator-generated content appear to shape consumer perceptions more effectively than conventional trust-building mechanisms.

The relatively moderate influence of perceived value may also be attributed to the experiential nature of short-form video content. Consumers are exposed not only to information regarding product quality and price but also to emotional and social values embedded in the content itself. Similarly, customer experience demonstrates a comparatively strong influence because the interactive nature of livestreaming, user-generated content, and algorithm-based recommendations creates more immersive experiences than those observed on traditional social media platforms.

From a theoretical perspective, these findings suggest that the mechanisms underlying consumer behavior in the TikTok environment differ from those identified in conventional social commerce settings. Therefore, the present study extends the SOR framework by demonstrating that multiple cognitive and emotional factors operate simultaneously to shape purchase intention in the context of OCOP products.

6 CONCLUSIONS

6.1 Theoretical contribution

Unlike previous studies that mainly focused on conventional e-commerce products and traditional social media platforms, this study extends the existing consumer behavior literature by applying the SOR framework to the context of TikTok-based marketing for OCOP products. The study also develops a more comprehensive framework by simultaneously examining the mediating roles of trust, brand image, brand engagement, perceived value, and customer experience. By doing so, the findings provide a deeper understanding of the cognitive and emotional mechanisms through which TikTok marketing activities influence consumers' purchase intentions. Therefore, this study contributes not only by confirming existing relationships but also by expanding the applicability of the SOR framework to a new digital and culturally embedded context.

Given the quickly growing field of social media marketing, this study significantly advances both the development of OCOP goods and the marketing industry.

First, the study provides detailed information about how TikTok social media marketing efforts affect young consumers' intents to buy OCOP items in Ho Chi Minh City. This understanding equips OCOP enterprises with valuable knowledge about consumer behavior, engagement levels, and the marketing factors that significantly impact purchase intentions. Based on these insights, businesses can develop digital marketing strategies aligned with market trends, optimize promotional content on TikTok, and enhance their reach to young consumers in major urban areas.

Second, this study plays an important role in establishing a theoretical foundation for future research, especially studies related to social media and OCOP products. By identifying key influencing factors and the relationships among variables, the research opens new directions for subsequent studies. This not only facilitates other researchers in accessing and developing new theories but also stimulates methodological innovation in marketing research.

Moreover, the findings provide practical guidance for enterprises, cooperatives, and regulatory agencies to better understand youth engagement trends on TikTok. This knowledge can be leveraged to design effective communication strategies, strengthen brand value, and promote OCOP product consumption in urban markets.

The contributions of this study are valuable not only for OCOP enterprises but also for broader marketing activities in the context of digital transformation. The research offers new directions for integrating social media into local product marketing strategies while providing insights into the consumer behavior of young people on TikTok. Consequently, the study supports the effective development and growth of OCOP enterprises in the modern market.

6.2 Practical Implications

On TikTok, social media marketing was revealed to be the third most important element directly influencing young consumers' intention to buy OCOP items. It also acts as a catalyst for other mediating factors to have an impact on purchase intention. The strategic significance of social media marketing in influencing consumer behavior is highlighted by this research. As a result, businesses that distribute OCOP products ought to give top priority to creating focused social media marketing plans on TikTok.

From the business perspective, several strategies can be emphasized: (i) strengthening engagement with audiences through livestreaming sessions and interactive Q&A videos to facilitate real-time communication; (ii) optimizing SEO performance, creating tiered hashtags, and curating playlists to enhance product discoverability; (iii) adopting trend-driven campaigns, promotional giveaways, and message-oriented initiatives that encourage content sharing; and (iv) investing in digital tools such as AI-powered chatbots and online communities to expand brand visibility and foster stronger purchase intention.

From the consumer perspective, active participation also plays a crucial role: (i) proactively searching for information, engaging with livestreams, and following hashtags related to OCOP products; (ii) resharing videos or sharing personal experiences with products, which not only enables access to promotions but also contributes to the broader dissemination of Vietnamese agricultural values; and (iii) following official TikTok accounts and joining OCOP consumer communities to stay updated, provide feedback, and strengthen collective consumer engagement.

For businesses, it is essential to establish a community of OCOP product users supported by a clear regulatory framework, while also implementing incentive programs such as discount codes for positive content and benefits for members who comply with product review guidelines. Firms should pay greater attention to consumer emotions by organizing forums and inspirational activities that highlight spiritual values, while personalizing experiences by creating opportunities for users to pursue personal growth. For consumers, it is important to actively adhere to community regulations and share consumption experiences in a positive and transparent manner to receive rewards or privileges from businesses. Additionally, consumers are encouraged to leverage training programs and courses to enhance personal skills such as content creation, personal branding, and developing as key opinion consumers (KOCs).

For businesses, it is essential to focus on developing authentic and highly persuasive content. Short videos that demonstrate real-life product effectiveness, integrate feedback from actual users and experts, or provide before-and-after comparisons can significantly enhance credibility. Communication efforts should also emphasize the symbolic value of products, such as sophistication, health consciousness, and support for domestic goods. Moreover, incorporating social dimensions into campaigns, including themes of environmental protection, farmer support, or the preservation of local culture, can strengthen consumer connection. Promotional strategies such as free trials or cashback incentives for sharing experiences may further stimulate purchase behavior and encourage organic word-of-mouth promotion within the community.

For businesses, it is important to optimize the customer journey on TikTok, covering all stages from initial information exposure through videos, livestreams, and hashtags to purchase completion and after-sales services. This process should include rapid response times, a simplified purchasing procedure, and timely delivery services. Content strategies should integrate entertainment and interactive elements, such as mini-games, hashtag challenges, or combined purchase experiences where customers receive vouchers for sharing unboxing videos. Gathering user feedback through comments, quick surveys during livestreams, or direct TikTok messages allows firms to adjust products and services promptly. Advanced technologies such as AI chatbots for instant consultation or AR filters that enable customers to virtually experience OCOP products before purchase can further enhance engagement. Post-purchase experience should also be prioritized, with efficient return or exchange policies, personalized thank-you messages, and creative content that provides usage or cooking instructions for the products.

For consumers, it is important to actively seek information about OCOP products from multiple sources rather than relying solely on advertisements. Participating in interactive activities such as polls, Q&A sessions during livestreams, or watching authentic product review videos can provide more reliable insights. Maintaining a thoughtful and rational attitude while avoiding impulse purchases driven by trends or emotions is equally crucial. Joining OCOP consumer communities to share experiences and provide product evaluations not only enriches personal knowledge but also supports other buyers. In addition, regularly updating oneself on promotional programs and discount codes available on TikTok can help consumers purchase OCOP products more cost-effectively and efficiently.

For OCOP enterprises, the findings suggest the importance of investing in short-form video production, livestreaming activities, and collaborations with KOLs and KOCs to increase brand visibility and strengthen consumer engagement. Businesses should also emphasize storytelling strategies that highlight product authenticity, local cultural values, and geographical uniqueness in order to strengthen brand image and increase perceived value.

For policymakers, the findings indicate the need to establish supportive policies that facilitate the digital transformation of OCOP enterprises. Training programs focusing on digital marketing, content creation, and social media management should be expanded to improve the digital capabilities of local producers. In addition, government agencies should strengthen quality control mechanisms and certification systems to enhance consumer trust in OCOP products.

For TikTok marketers and content creators, the findings highlight the importance of developing interactive and personalized content strategies. Marketers should take advantage of livestreaming features, user-generated content, and algorithm-based recommendations to improve customer experience and stimulate purchase intention. Greater emphasis should also be placed on maintaining content authenticity and encouraging long-term engagement with consumers.

6.3 Limitations and Suggestions for Future Research

After completing the project, the authors acknowledge that the study has made notable contributions; however, due to limitations in time and resources, several constraints remain. First, the sample size was relatively limited, with a modest number of respondents and insufficient diversity across demographic groups. The lack of clear differentiation among sample groups may reduce the extent to which the findings accurately reflect the behaviors of the wider youth population in Ho Chi Minh City.

Second, the study focused exclusively on young consumers aged 15 to 35 in Ho Chi Minh City, while excluding other provinces and age cohorts such as middle-aged or older consumers. This narrow scope restricts the ability to generalize consumer behavior and purchase intentions beyond the surveyed population.

Third, although the study examined several key factors influencing the intention to purchase OCOP products among young consumers in Ho Chi Minh City, there remain potential determinants not incorporated into the model. In addition, survey-based methods have inherent limitations, as consumer intention is a complex construct that may be shaped by latent psychological factors or influences beyond conscious awareness. Consequently, the findings can only provide a relative prediction of purchase

intention. To enhance validity, future research should adopt experimental approaches, which may yield more robust insights.

The present goal of this study was to evaluate how TikTok's social media marketing affected young customers' inclination to buy OCOP products in Ho Chi Minh City. As a result, the findings have limited generalizability. Future studies should extend the study period and expand the scope to include other Vietnamese provinces and regions in order to improve accuracy and external validity. Future research should consider additional facets of TikTok social media marketing that could affect purchase intention in order to give a more complete understanding of the factors at play. Finally, future research is encouraged to combine qualitative methods and experimental designs in order to achieve greater depth and precision. Such an approach would allow for a more nuanced and realistic reflection of young consumers' purchase intentions toward OCOP products within the rapidly evolving context of digital media.

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