

FACTORS INFLUENCING CONSUMERS PURCHASE INTENTION THROUGH TIKTOK OF CHANGSHA, CHINA RESIDENTS

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Abstract

The purpose of this study was to identify the factors influencing Changsha residents' purchase intention through TikTok short video platform. The variables used in this research framework including trust, perceived media richness, perceived price fairness, perceived convenience, and perceived host interaction. Purposive sampling technique was employed to recruit 200 respondents in Changsha City to participate in the study. The Multiple Linear Regression analysis was implemented as the statistical analysis. The results revealed that Perceived Media Richness was the most influent factor affecting consumers' shopping through TikTok short video platform for consumers in Changsha District. As a result, it was evident that the online store owners whose marketing their products via TikTok short video platform should emphasis on perceived media richness factor to enhancing consumers' purchase intention.

Keywords: *Perceived media richness, Perceived price fairness, Perceived host interaction, Purchase intention, Tiktok*

1. INTRODUCTION

A growing number of smartphones and other Internet-enabled devices via its applications and services are making the Internet more accessible and more productive. This has led to a huge increase in online shopping especially since the global COVID-19 pandemic in 2019, which has been increased the level of competition in the Internet market (Vazquez and Xu, 2009; Limbu et al., 2012). Compared with bricks-and-mortar shopping, where consumers must go to stores to buy goods, online shopping creates opportunities for different businesses to directly reach consumers around the world (Laohapensang, 2009; Al-Maghrabi et al., 2011).

TikTok, a social software for short videos of music creativity, was launched by the Chinese company ByteDance on September 20, 2016. It is a social platform for short videos for all