




# “Impacts of personalized advertising on online purchasing behavior of young consumers on TikTok Shop”

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# IMPACTS OF PERSONALIZED ADVERTISING ON ONLINE PURCHASING BEHAVIOR OF YOUNG CONSUMERS ON TIKTOK SHOP

## Abstract

The rise of social commerce has transformed online purchasing behavior, with platforms like TikTok Shop integrating personalized advertising to enhance consumer engagement. This study investigates the impact of perceived personalized advertising on online purchasing behavior among young consumers in Vietnam. The research examines how advertising value, perceived relevance, perceived novelty, and privacy concern mediate the relationship between personalized advertising and purchasing behavior. A quantitative approach was employed, collecting data from 287 young customers, aged 18 to 35, who had experience purchasing via TikTok Shop in 2024. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), the study tested both direct and indirect effects among the proposed variables. Findings indicate the total effect of personalized advertising on purchasing behavior through advertising value, perceived relevance, and perceived novelty with t-statistics of 8.075 and a p-value below 1%. Notably, perceived novelty emerged as the most influential mediator (t = 4.543 and p-value = 0.000), suggesting that creative and distinctive advertising is pivotal in motivating purchase decisions. The second and third influential mediators are advertising value (t = 3.600, p-value = 0.000) and perceived relevance (t = 3.598, p-value = 0.000). In contrast, privacy concern had no significant impact on purchasing behavior, implying that young consumers prioritize engaging and relevant advertisements over potential risks to personal data. These results provide meaningful theoretical contributions to digital marketing literature and offer practical implications for marketers.

**Keywords** PLS-SEM, personalized advertising, purchasing behavior, TikTok Shop, Vietnam

**JEL Classification** M10, M31, M37

## INTRODUCTION

The rapid growth of information and communication technology has led to significant transformations in many aspects of daily life, including the way people make purchasing decisions and consume goods and services (Azizah et al., 2022). One noticeable trend in recent years is the increasing reliance on social media platforms for online shopping. Social media marketing has become an important strategy for companies (Dolega et al., 2021; Phan et al., 2024). This shift highlights the growing influence of digital transformation on consumer behavior and the performance of enterprises (Nguyen et al., 2025). TikTok Shop is an online shopping platform integrated directly into the TikTok social media platform, allowing users to experience buying products right after watching advertising videos without leaving the app (Putri et al., 2024). Businesses and traders can also open online stores on TikTok Shop and sell their products (Barcelona et al., 2022; Hung et al., 2025). For this convenience, TikTok Shop quickly became one of the leading e-commerce platforms in Vietnam.



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**Conflict of interest statement:**

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The increasing reliance on personalized advertising in e-commerce has transformed how businesses connect with consumers, making marketing more targeted and efficient (Vashishth et al., 2025). Personalized advertising leverages data such as browsing history, purchase behavior, and demographic information to deliver tailored recommendations, increasing the likelihood of conversion (Aslam et al., 2021). Advanced technologies like artificial intelligence and machine learning, big data analytics are integral to this trend, enhancing firm performance (Nguyen et al., 2024). Platforms like Amazon, TikTok, and Facebook have capitalized on these capabilities, integrating personalized advertising seamlessly into their interfaces and driving significant growth in e-commerce sales. However, while personalized advertising offers clear advantages, it also raises concerns about consumer privacy and data security. Critics argue that excessive data collection can lead to breaches of trust and regulatory scrutiny, emphasizing the need for transparency and ethical practices in data handling (Putri et al., 2024). Despite these challenges, personalized advertising continues to dominate e-commerce strategies, reshaping how brands engage with consumers and paving the way for a more tailored and effective digital shopping experience.

Previous studies on the impact of personalized advertising on online purchasing behavior are often conducted across multiple social media platforms such as Facebook, YouTube, and Instagram in developed markets (Aslam et al., 2021; Dodoo & Wu, 2019; Nyrhinen et al., 2024; Odoom, 2022). Few studies focus on personalized advertising on a single platform, such as TikTok, in emerging markets. This study aims to fill this gap in the current literature on online purchasing behavior. Specifically, this research aims to evaluate the impact of perceived personalized advertising on online purchasing behavior by the mediating role of advertising value, perceived relevance, perceived novelty, and primary concern. This study contributes to providing some managerial implications to help businesses selling on TikTok Shop increase their ability to influence and promote young people's shopping behavior through personalized advertising.

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## 1. LITERATURE REVIEW AND HYPOTHESES

Personalized advertising has revolutionized modern marketing by tailoring content and product recommendations to individual consumers based on personal data (Dodoo & Wu, 2019). This personal information encompasses demographics, personal interests, social relationships, online behaviors, real-time locations, emotions, and similar data (Morimoto, 2021). This targeted approach, enabled by data analytics, artificial intelligence (AI), and machine learning, enhances user engagement and increases the likelihood of purchase (Chandra et al., 2022). Consider the last time you searched for something on Google and then encountered an advertisement for those identical products on your YouTube, TikTok, or Facebook feeds. This situation underscores the significance of advertising personalization in social media, which delivers highly pertinent information to clients while simultaneously heightening user privacy concerns.

Personalized advertisements can enhance impulsive purchasing by intentionally showing appealing items at suitable moments. Prior research in-

dicates that personalized advertising enhances impulsive buying by triggering emotional reactions and fostering a sense of urgency (Aslam et al., 2021; Dodoo & Wu, 2019; Nyrhinen et al., 2024). Moreover, personalized advertising can improve brand loyalty and brand love (Shanahan et al., 2019; Tran et al., 2021). Nevertheless, some researches have highlighted the adverse impacts of targeted advertising on social media. Lina and Setiyanto (2021) indicated that the click-through rate of personalized advertisements significantly declines when social media users become aware of the unlawful usage of their personal information. Aguirre et al. (2016) similarly concluded that customization may both enhance and detract from customers' connection with companies on social media. The mixed findings illustrate the 'Personalization-Privacy Paradox' in social media advertising (Canhoto et al., 2024), indicating that personalized advertising requires more studies.

Online purchasing behavior has transformed how consumers interact with businesses, enabling convenient access to a wide range of products and services through digital platforms. With the rise of e-commerce and mobile shopping, consumer

decisions are influenced by various factors, including price comparison, product reviews, convenience, and personalized advertising (Gu et al., 2021). Online purchasing behavior differs from traditional shopping as it involves digital interactions, often shaped by algorithm-driven recommendations and data-driven marketing strategies (Hadoussa et al., 2023). Consumers engage in online shopping for various reasons, such as time efficiency, ease of price comparison, and the ability to read customer feedback before making purchase decisions (Gulfraz et al., 2022).

Personalized advertising has significantly influenced online purchasing behavior by leveraging artificial intelligence (AI), machine learning, and big data analytics to deliver targeted marketing content (Dodoo & Wu, 2019). One of the key impacts of personalized advertising on online purchasing behavior is the increase in conversion rates. Studies show that targeted ads are more effective than generic advertisements in driving online sales (Mo et al., 2023). Odoom (2022) confirmed that perceived relevance, perceived intrusiveness and privacy concern affect online purchasing behavior. Aslam et al. (2021) found that perceived novelty, perceived relevance, and online payment facility directly affect online purchasing behavior. Similarly, Dodoo and Wu (2019) concluded that perceived novelty, advertising value, perceived relevance, and privacy concern impact online purchasing tendency. In this study, the authors analyze the impacts of personalized advertising on online purchasing behavior through the mediating role of advertising value, perceived relevance, perceived novelty, and privacy concern.

Advertising value is related to how consumers feel that advertising is useful and satisfies their needs. Dodoo and Wu (2019) pointed out that personalized advertising can significantly improve the perceived advertising value by providing relevant and useful information. When advertising provides useful information and is not annoying, consumers will feel valued and be willing to take action such as purchasing or sharing information (Tu et al., 2022). When consumers perceive advertising as providing useful, attractive and relevant information, they tend to respond by engaging in purchase behavior. Ducoffe (1995) confirmed that the value that consumers perceive from advertising plays a

decisive role in influencing their attitudes towards advertising, thereby influencing their consumption behavior. The more real value an advertisement brings to consumers, the more likely they are to engage in consumption behavior (Brackett & Carr, 2001; Charoensereechai et al., 2022).

Advertisements are more relevant to consumers' expectations when they are customized to their interests, needs, and behaviors. This is because personalization helps online sellers understand their consumers better, which helps them develop more relevant messages and consumers also perceive more value from the brand (Odoom, 2022). Personalized advertising helps users have a more relevant experience, making them feel cared for and receiving content that is tailored to their needs. Aslam et al. (2021) demonstrate that higher advertising relevance increases the likelihood of consumers responding positively and making a purchase. When advertising meets the needs and expectations of consumers, they tend to make purchase decisions more easily. The more directly the advertisement is related to the desires of consumers, the more likely they are to make a purchase (Aslam et al., 2021).

Perceived novelty is important in attracting consumer attention, especially in online advertising (Aslam et al., 2021). Personalization has the potential to bring novelty to advertising. By providing content tailored to each individual, personalized advertising helps users discover new products. Baek and Morimoto (2012) demonstrate that personalized advertising can create curiosity and interest, thereby evoking positive consumer responses, especially when the information provided is unique and uncommon. Zhang et al. (2017) confirmed that when advertisements have unique, creative, or novel elements, consumers are often stimulated, leading to curiosity and a higher likelihood of purchase. Novelty advertisements not only attract consumers but also make it easier for them to remember the product or service. Novelty advertisements help brands overcome consumers' boredom with traditional advertisements, thereby encouraging consumers to perform consumer purchasing behavior (Aslam et al., 2021).

While personalization makes advertising more relevant, it can also raise privacy concerns (Putri et al., 2024). Consumers may be concerned about

how their personal information is collected and used to create personalized ads (Balogh-Kardos et al., 2025). Personalized advertising can increase effectiveness; it can also make consumers feel their privacy is being invaded, reducing trust in the brand (Maseeh et al., 2021). Privacy concerns often stem from consumers not knowing how their personal information is being handled, which can lead to reluctance to engage with advertising (Morimoto, 2021). When consumers feel that their personal information is being violated, they tend to refrain from online shopping or interacting with personalized advertisements. Privacy concerns can reduce consumers' willingness to accept personalized advertisements, especially when they are not provided with sufficient information about how their data is collected and used. Privacy concerns can lead consumers to refuse to participate in online shopping activities or avoid interacting with targeted advertisements (Lu & Yi, 2023). Alkis and Kose (2022) demonstrated that when privacy is not guaranteed, consumers tend to refuse to use services that involve the collection of personal data.

Based on the above analysis of literature review, the authors propose the following hypotheses:

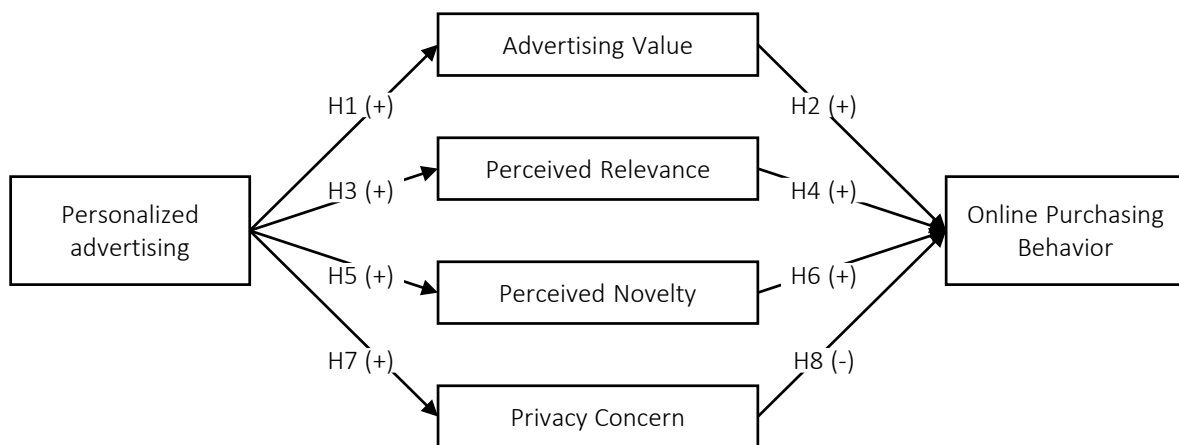
- H1: Perceived personalized advertising positively affects advertising value.*
- H2: Advertising value positively affects online purchasing behavior.*
- H3: Perceived personalized advertising positively affects perceived relevance.*
- H4: Perceived relevance positively affects online purchasing behavior.*
- H5: Perceived personalized advertising positively affects perceived novelty.*
- H6: Perceived novelty positively affects online purchasing behavior.*
- H7: Perceived personalized advertising positively affects privacy concern.*
- H8: Privacy concern negatively affects online purchasing behavior.*

- H4: Perceived relevance positively affects online purchasing behavior.*
- H5: Perceived personalized advertising positively affects perceived novelty.*
- H6: Perceived novelty positively affects online purchasing behavior.*
- H7: Perceived personalized advertising positively affects privacy concern.*
- H8: Privacy concern negatively affects online purchasing behavior.*

Based on the above-proposed hypotheses, the authors synthesize the research model in Figure 1. The research model investigates the impact of perceived personalized advertising on online purchasing behavior. In this research model, the dependent variable is online purchasing behavior, the independent variable is personalized advertising, the mediating variables are advertising value, perceived relevance, perceived novelty, and primary concern.

## 2. METHODOLOGY

In this study, the authors use Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze data. The authors used two steps to analyze the data. The first step is estimating the measurement model, which assesses the reliability and validity of constructs. The second step is estimating the structural model, which evaluates the relationships between constructs (Hieu et al., 2023).



**Figure 1.** Research model

This study employs a convenience sampling method, utilizing both paper-based and online surveys distributed via Google Forms. The online survey is disseminated through email, Facebook, and Zalo to reach the target participants. The respondents are young consumers in Vietnam, residing in Ho Chi Minh City, aged 18 to 35, who have previously made purchases on TikTok Shop. In 2024, Vietnam ranked fifth globally in terms of TikTok users, with a total of over 67.7 million users, representing 86% of internet users in Vietnam who have TikTok accounts (Thuy & Quang, 2025). The study focuses on young customers because they tend to adapt easily to new things and watch TikTok more frequently (Hung et al., 2025). We chose Ho Chi Minh City because it has a robust internet connection, and the young generation, such as Gen Z, prefers living and working there (Trang et al., 2025). To ensure relevance, the questionnaire includes screening questions, automatically terminating the survey if a participant does not fall within the age from 18 to 35 or do not living at Ho Chi Minh City or has never purchased from TikTok Shop. In the questionnaire, we guarantee the willingness to participate of respondents. If the respondents do not agree to take the survey, they can stop answering the questions. Data collection takes place over three months, from October to December 2024.

This study implemented multiple strategies to detect and reduce Common Method Bias (CMB) to ensure data quality. First, the questionnaire was carefully crafted to avoid ambiguous wording, and participants were informed of the anonymity of their responses. This approach minimizes social desirability bias, in line with recommendations from Podsakoff et al. (2003). Second, the independent and dependent variables were strategically positioned in different survey sections to reduce potential response bias. Finally, a thorough collinearity analysis was conducted to assess CMB risk further. Specifically, a full collinearity test was applied by regressing a randomly generated dependent variable on all conceptual variables of the study. The results showed that the highest VIF is 1.126, below the threshold value of 3.3, as Kock (2015) suggested.

The authors determine the PLS-SEM sample size using the 10-times rule proposed by Hair et al. (2019). In the research model, the maximum

number of structural paths leading to the dependent variable (Online Purchasing Behavior) is four, while the highest number of indicators per latent variable is five. According to this rule, the minimum sample size should be 10 times the largest number of indicators used to measure a latent variable or 10 times the largest number of paths leading to a dependent construct, resulting in a requirement of at least 40-50 observations. To ensure robustness, the authors distributed questionnaires to over 400 participants, yielding 287 valid responses, which were subsequently used to estimate both the measurement model and structural model in the study.

The measurement scales used in this study were adapted from established literature to fit the context of personalized advertising on TikTok and its impact on online purchasing behavior among young consumers. The framework consists of 28 items across six constructs: perceived personalized advertising, perceived advertising value, perceived relevance, perceived novelty, privacy concern, and online purchasing behavior. All items were assessed using a five-point Likert scale, allowing respondents to express their level of agreement or disagreement, ensuring reliable measurement of perceptions, attitudes, and behaviors. To ensure that the survey variables were appropriate for the research context, measurement scales from previous studies were adjusted and refined to accurately reflect the research criteria (Van Nguyen et al., 2023).

Perceived personalized advertising is assessed using five items adapted from Tran (2017), which measure consumers' perceptions of personalized TikTok advertising in terms of relevance, alignment with interests, and customization based on user preferences. Similarly, advertising value is measured using five items adapted from Ducoffe (1995) and Feng et al. (2023). To assess perceived relevance, five items adapted from Alalwan (2018) and Odoom (2022) are used, evaluating the degree to which consumers perceive personalized TikTok advertisements as pertinent to their shopping interests and behavioral preferences. Additionally, perceived novelty consists of four items adapted from Zhang et al. (2017) and Frassetto et al. (2024). Privacy concerns associated with personalized TikTok advertising are measured through four

**Table 1.** Measurement scales

Factors	Indicators	Sources	Items
Perceived Personalized Advertising (PPA)	Personalized advertising on TikTok makes recommendations that match my purchasing needs.	Tran (2017)	PPA1
	Personalized advertising on TikTok makes me feel like a unique customer.		PPA2
	I think that personalized advertising on TikTok enables me to purchase products that are tailor-made for me		PPA3
	I believe that personalized advertising on TikTok is customized to my needs.		PPA4
	Overall, personalized advertising on TikTok is tailored to my condition.		PPA5
Advertising Value (AV)	I feel that personalized ads on TikTok provide useful information.	Ducoffe (1995), Feng et al. (2023)	AV1
	I feel that personalized ads on TikTok provide valuable information.		AV2
	I feel that personalized ads on TikTok provide beneficial information.		AV3
	Personalized ads on TikTok save me time searching for the products I need.		AV4
	Personalized ads on TikTok Shop help me get information about products that match my income.		AV5
Perceived Relevance (PR)	I find the personalized ads on TikTok as relevant to me.	Alalwan (2018), Odoom (2022)	PR1
	I find the personalized ads on TikTok as important to me		PR2
	Personalized ads on TikTok mean a lot to me.		PR3
	I find the personalized ads on TikTok fit my interests.		PR4
	I find the personalized ads on TikTok fit with my preferences.		PR5
Perceived Novelty (PN)	Personalized ads on TikTok bring me novel products.	Zhang et al. (2017), Frasquet et al. (2024)	PN1
	Personalized ads on TikTok bring me unique products.		PN2
	Personalized ads on TikTok bring me striking products.		PN3
	I feel that personalized ads on TikTok are creative.		PN4
Privacy Concerns (PC)	I am concerned about privacy when I see personalized ads on TikTok.	Dodoo and Wu (2019)	PC1
	I am sensitive about giving my personal information when I see personalized ads on TikTok.		PC2
	I am concerned about information collected when I see personalized ads on TikTok.		PC3
	I am concerned about giving identifiable information when I see personalized ads on TikTok.		PC4
Online Purchasing Behavior (OPB)	I often buy products after seeing personalized ads on TikTok Shop.	Alalwan (2018), Putri et al. (2024)	OPB1
	I often buy products from TikTok Shop because it is easy to do.		OPB2
	I bought a product once after seeing an ad on TikTok Shop.		OPB3
	TikTok ads make me want to try new products.		OPB4
	I purchase more on TikTok Shop when I see ads that match my interests.		OPB5

items adapted from Dodoo and Wu (2019), focusing on consumer apprehensions regarding data collection, information security, and potential misuse of personal data. Lastly, online purchasing behavior is assessed using five items adapted from Alalwan (2018) and Putri et al. (2024), capturing consumer responses to personalized TikTok advertisements. Table 1 presents the details of indicators used in this study.

### 3. RESULTS

The demographic profile of the respondents provides a comprehensive understanding of the sample composition, which is crucial for analyzing the influence of personalized advertising on online

purchasing behavior on TikTok Shop. The study collected 287 valid responses, covering various demographic aspects such as gender, age, income level, and purchase frequency on TikTok Shop. The authors collected the data from October to December 2024. The data are only used for this study and not for other studies. Details are presented in Table 2.

In terms of gender, 59.9% are female (172 respondents) and 40.1% are male (115 respondents), suggesting that women may engage more actively in TikTok Shop purchases. Regarding age distribution, the majority of respondents (57.5%) are 18-24 years old, followed by 26.8% aged 25-30 and 15.7% aged 31-35. This indicates that TikTok Shop primarily attracts young consumers, especially Gen

**Table 2.** Demographics of respondents

	Characteristics	Frequency	Percent
Gender	Male	115	40.1
	Female	172	59.9
Age	18-24	165	57.5
	25-30	77	26.8
	31-35	45	15.7
Income	Below 5 million VND	134	46.7
	5-10 million VND	103	35.9
	10-20 million VND	33	11.5
	Above 20 million VND	17	5.9
Number of times purchased on TikTok Shop	1-3	117	40.8
	4-6	72	25.1
	6-10	15	5.2
	Above 10	83	28.9

Z, who are more receptive to personalized digital advertising. Income distribution shows that 46.7% earn below 5 million VND per month, while 35.9% earn 5-10 million VND, and only 5.9% earn above 20 million VND. This highlights that TikTok Shop's key users tend to have low to moderate income levels, which may influence their price sensitivity and purchasing decisions. For purchasing frequency on TikTok Shop, 40.8% have purchased

1-3 times, 25.1% have made 4-6 purchases, while 28.9% have shopped more than 10 times. This suggests that while many users are still new to TikTok Shop, a significant portion are frequent buyers, reflecting strong user retention.

In Structural Equation Modeling (SEM), outer loadings represent the correlation between observed indicators and their corresponding latent

**Table 3.** Reliability of the scales

Constructs	Items	Outer loading	CA	CR	AVE
Perceived Personalized Advertising (PPA)	PPA1	0.774	0.838	0.885	0.606
	PPA2	0.805			
	PPA3	0.777			
	PPA4	0.771			
	PPA5	0.764			
Advertising Value (AV)	AV1	0.723	0.801	0.862	0.556
	AV2	0.777			
	AV3	0.764			
	AV4	0.749			
	AV5	0.713			
Perceived Relevance (PR)	PR1	0.822	0.714	0.840	0.636
	PR2	0.805			
	PR3	0.764			
Perceived Novelty (PN)	PN1	0.794	0.783	0.860	0.605
	PN2	0.772			
	PN3	0.757			
	PN4	0.788			
Privacy Concern (PC)	PC1	0.784	0.767	0.850	0.587
	PC2	0.723			
	PC3	0.788			
	PC4	0.768			
Online Purchasing Behavior (OPB)	OPB1	0.807	0.883	0.915	0.682
	OPB2	0.813			
	OPB3	0.809			
	OPB4	0.811			
	OPB5	0.886			

constructs. A threshold of 0.70 or higher is generally accepted, indicating that an item significantly contributes to its construct (Hair et al., 2019). In Table 3, all outer loadings exceed this threshold, demonstrating strong reliability. Cronbach’s alpha (CA) values above 0.70 indicate acceptable reliability (Hair et al., 2019). In this study, all constructs exceed this threshold, confirming good reliability.

Composite Reliability (CR) provides a more comprehensive assessment of construct reliability by considering factor loadings and measurement errors (Fornell & Larcker, 1981). A CR value above 0.70 is acceptable, and above 0.80 is considered strong (Hair et al., 2019). The results show that all constructs exceed 0.80. These high CR values confirm strong reliability, reinforcing that the measurement model accurately captures the latent constructs. Average Variance Extracted (AVE) assesses convergent validity, ensuring that the latent construct explains more than 50% of the variance in its indicators (Fornell & Larcker, 1981). In this study, all constructs have AVE values above 0.50, confirming that they exhibit adequate convergent validity.

In this study, HTMT (Heterotrait-Monotrait) ratio is used to assess discriminant validity. A threshold of 0.85 is commonly used to evaluate the discriminant validity (Hair et al., 2019). In Table 4, all HTMT values are below 0.85, confirming ad-

equate discriminant validity. This result confirms that these constructs are well-differentiated.

The hypothesis testing results in Table 5 provide key insights into the direct relationships between the constructs in the model, with statistical significance determined by beta coefficients ( $\beta$ ), t-statistics, and p-values. A p-value below 0.05 indicates a statistically significant relationship, suggesting that the predictor variable has a meaningful influence on the dependent variable (Hair et al., 2019). This study supports all hypotheses except *H8*, indicating that personalized advertising significantly affects purchasing behavior through multiple mediating factors.

In structural equation modeling (SEM), the effect size values of 0.02, 0.15, and 0.35 represent small, moderate, and large effects, respectively (Hair et al., 2019). In this study, the effect sizes range from 0.001 to 0.293, with Perceived Novelty (PN) having the largest impact on Online Purchasing Behavior (OPB), while Privacy Concerns (PC) show a negligible effect. This result suggests that novelty strongly drives consumer behavior, whereas privacy concerns do not deter purchases.

The indirect effect analysis in Table 6 examines how Perceived Personalized Advertising (PPA) influences Online Purchasing Behavior (OPB) through mediating variables, with significance

**Table 5.** Hypothesis test of direct effects

Relationships	Beta	t-statistics	p-values	Effect size $f^2$	Results
PPA → AV	0.349	6.183	0.000	0.139	<i>H1</i> : Supported
AV → OPB	0.266	5.133	0.000	0.118	<i>H2</i> : Supported
PPA → PR	0.375	6.937	0.000	0.163	<i>H3</i> : Supported
PR → OPB	0.247	4.846	0.000	0.106	<i>H4</i> : Supported
PPA → PN	0.387	6.295	0.000	0.176	<i>H5</i> : Supported
PN → OPB	0.430	8.203	0.000	0.293	<i>H6</i> : Supported
PPA → PC	0.277	4.826	0.000	0.083	<i>H7</i> : Supported
PC → OPB	0.017	0.365	0.715	0.001	<i>H8</i> : Unsupported

**Table 4.** HTMT matrix

Constructs	PPA	AV	OPB	PN	PC	PR
PPA						
AV	0.421					
OPB	0.578	0.523				
PN	0.477	0.397	0.685			
PC	0.336	0.140	0.182	0.262		
PR	0.477	0.235	0.497	0.305	0.131	

**Table 6.** Hypothesis test of indirect effects

Relationships	$\beta$	Standard deviation	t-statistics	p-values	Results
<b>Specific indirect effects</b>					
PPA → AV → OPB	0.093	0.026	3.600	0.000	Supported
PPA → PR → OPB	0.091	0.026	3.598	0.000	Supported
PPA → PN → OPB	0.166	0.037	4.543	0.000	Supported
PPA → PC → OPB	0.005	0.014	0.342	0.732	Unsupported
<b>Total indirect effects</b>					
PPA → OPB	0.357	0.044	8.075	0.000	Supported

assessed using beta coefficients ( $\beta$ ), standard deviations, t-statistics, and p-values. A p-value below 0.05 indicates a statistically significant mediation effect (Hair et al., 2019).

For specific indirect effects, the results confirm that PPA significantly influences OPB through Advertising Value ( $\beta = 0.093$ ,  $p = 0.000$ ), Perceived Relevance ( $\beta = 0.092$ ,  $p = 0.000$ ), and Perceived Novelty ( $\beta = 0.166$ ,  $p = 0.000$ ). Among these, Perceived Novelty exhibits the strongest mediating effect between PPA and OPB, suggesting that consumers are more likely to make purchases when personalized ads are perceived as novel and engaging.

However, Privacy Concern (PC) does not significantly mediate the relationship between PPA and OPB ( $\beta = 0.005$ ,  $p = 0.732$ ). This finding suggests that privacy concerns do not play a critical role in shaping purchasing behavior, reinforcing the earlier direct effect analysis where PC was also found to have an insignificant impact on OPB. For total indirect effects, PPA has a significant overall indirect influence on OPB ( $\beta = 0.357$ ,  $p = 0.000$ ), confirming that AV, PR, and PN primarily mediate the impact of personalized advertising on purchasing behavior.

## 4. DISCUSSIONS

In this study, we examine the effect of personalized advertising on TikTok Shop on the purchasing behavior of 278 young customers in Ho Chi Minh City, Vietnam. Although limited in scope, it provides a relevant sample for examining personalized advertising in e-commerce. The number of respondents can satisfy the minimum sample size proposed by Hair et al. (2019). The results of this study indicate that Perceived Personalized Advertising (PPA) has a significant direct impact on Online Purchasing

Behavior (OPB). The total effect of PPA on OPB ( $\beta = 0.357$ ,  $p = 0.000$ ) demonstrates that personalized advertisements play a crucial role in influencing consumer purchasing decisions on TikTok Shop. These findings suggest that consumers who perceive advertisements as highly personalized are more likely to engage in purchasing behavior due to increased relevance and engagement with the content. This result aligns with previous research by Aslam et al. (2021) and Odooom (2022), which found that personalized social media advertising significantly influences impulse buying behavior by enhancing ad engagement and perceived usefulness. Similarly, Doodoo and Wu (2019) confirmed that personalized ads on social media directly influence consumers' impulse-buying tendencies by increasing ad relevance, novelty, and value.

While the total effect of PPA on OPB is significant, the study also highlights strong indirect effects through three key mediating factors: Advertising Value (AV), Perceived Relevance (PR), and Perceived Novelty (PN). Advertising Value serves as a significant mediator between PPA and OPB, indicating that when personalized ads are perceived as valuable, useful, and informative, they contribute positively to consumer purchasing behavior (Feng et al., 2023). The findings align with Odooom (2022), who found that perceived ad personalization enhances purchase intention through its impact on ad value. Similarly, this result aligns with the finding of Doodoo and Wu (2019) that PPA affects the OPB through the mediating role of AV.

Perceived Relevance also significantly mediates the relationship between PPA and OPB. When consumers find advertisements highly relevant to their preferences and needs, they are more likely to make purchases. This result aligns with Alalwan (2018) and Doodoo and Wu (2019), who

reported that relevance is a crucial factor in triggering impulse buying tendencies on social media. Similarly, Nyrhinen et al. (2024) highlighted that young consumers are particularly responsive to targeted advertisements that align with their social media consumption patterns.

Among the mediators, Perceived Novelty (PN) has the strongest effect with highest effect size, suggesting that consumers are more likely to purchase when they perceive ads as innovative, engaging, and different from traditional marketing content. The findings align with Dodoo and Wu (2019) and Adyantari (2023), who found that novel and engaging TikTok advertisements significantly influence young consumers' impulse buying behavior. This result is also similar to the result of Frasquet et al. (2024), who confirm the significant role of perceived novelty in online purchasing behavior.

Interestingly, Privacy Concern (PC) did not significantly mediate the relationship between PPA and OPB ( $\beta = 0.005, p = 0.732$ ). This result is similar to the finding of Odoom (2022). This finding suggests that while consumers may be aware of data privacy issues, these concerns do not deter their purchasing behavior on TikTok Shop. This result contrasts with Mo et al. (2023), who found that privacy concerns negatively affect consumer attitudes toward online advertising. However, it aligns with Putri et al. (2024), who reported that trust in the TikTok platform and sellers outweighs privacy concerns when it comes to actual purchasing behavior. Besides, the respondents in this study are young customers aged 18-35. According to Lyngdoh et al. (2023), young customers can share personal information on social media to get personalized products. Therefore, privacy concern is not a barrier for young customers while shopping on TikTok Shop.

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## CONCLUSIONS

This study investigates the impact of perceived personalized advertising on online purchasing behavior among young consumers in Vietnam. The findings demonstrate that perceived personalized advertising (PPA) significantly influences Online Purchasing Behavior (OPB). PPA effect on OPB by the mediating role of perceived Advertising Value (AV), Perceived Relevance (PR), and Perceived Novelty (PN). Among these mediators, Perceived Novelty (PN) exhibits the strongest effect, indicating that ads perceived as fresh, unique, and engaging are more effective in driving purchasing behavior compared to those that simply offer value or relevance. A particularly noteworthy finding is that Privacy Concerns (PC) do not significantly mediate the relationship between PPA and OPB. This suggests that while consumers may be aware of data privacy risks associated with personalized advertising, these concerns do not deter their purchasing behavior on TikTok Shop.

Based on the findings, the authors propose some implications for businesses and advertisers seeking to optimize their TikTok Shop advertising strategies. Firstly, advertisers should focus on increasing perceived novelty in their ads by leveraging TikTok's unique interactive and viral content formats. Ads that feature creative storytelling, user-generated content, and interactive elements such as challenges and live shopping events are more likely to capture consumer interest and drive conversions. Secondly, ensuring that ads are perceived as relevant to the target audience is crucial. Brands should fully use TikTok's powerful AI-driven personalization algorithms to ensure that ads are aligned with users' browsing history, interests, and engagement patterns. By enhancing ad relevance, brands can increase the likelihood of consumer engagement and ultimately, purchasing decisions.

Finally, advertising value should be emphasized by integrating elements that highlight product benefits, promotions, and incentives. This finding means that brands should design ads that clearly communicate the value proposition of their products, whether through special discounts, limited-time offers, or influencer endorsements. Influencers play a critical role in bridging the gap between brands and consumers, as their recommendations often serve as a form of social proof that enhances trust and credibility. Given that TikTok's audience highly values influencer recommendations, incorporating influencer marketing strategies into personalized ad campaigns can further enhance their effectiveness.

## AUTHOR CONTRIBUTIONS

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