

The influence of TikTok's live-streaming marketing on Vietnamese consumer's behavior in the cosmetic industry

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Abstract

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<p>This thesis focuses on the effect of live-streaming on TikTok on Vietnamese consumer behavior in the online cosmetics industry. The thesis investigates the effectiveness of these methods in altering consumer behavior, focusing on Vietnam, where innovative digital marketing is urgently needed as the industry grows.</p> <p>The theory part explained the theory concepts related to the marketing landscape in Vietnam, TikTok, Live-streaming, the cosmetics industry, and consumer behavior. The thesis uses quantitative research methods, and the existing study observes changes in consumer buying habits, loyalty towards a brand, and engagement. After gathering the 113 respondents, Excel was used to input and analyze the data.</p> <p>The key findings demonstrate the influence of TikTok's streaming on Vietnamese consumers' behavior in the cosmetics industry. Five critical elements impact consumer behavior the most. For example, The impact of social, Buyer feedback, Promotions, Trust, and Perceived usefulness. Based on the thesis, cosmetic companies can deeply understand consumer behavior trends in Vietnam and create more effective marketing strategies. For further studies, more attention can be paid to targeting a generation of consumers, segmentation, and a particular element of the influence of TikTok live-streaming on consumer behavior.</p>		
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Consumer Behavior, Live-streaming, Marketing, TikTok		

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1 Introduction

1.1 Background

Marketing is a method that helps an organization, a business, or an individual promote their products and services. Promotion, advertisement, and selling products and services are the main activities to describe briefly about marketing. Marketing is one of the most important departments for almost any company or business worldwide; it plays a crucial role in bringing products and services to customers. (Snyder 2023.)

We live in the fourth industrial revolution, when the Internet dominates almost every sector. Based on the development of the Internet, awareness, interest, and sales are generated by digital marketing as the most powerful method. To access the Internet, users must connect via electronic devices such as phones, computers, and tablets. Like digital marketing, it conveys messages of products and services via high-tech devices successfully connected to the Internet. There are some differences and similarities between digital marketing and traditional marketing. Both aim to bring the products and services to potential customers, educate the market or generate awareness, impact purchasing decisions, and influence customers' behaviors. Digital marketing applies Internet-connected high-tech devices to approach and engage with potential customers. In 1989, the World Wide Web was launched; it also set the stage for digital marketing, which brought the marketing sector in the world to a new era. (Novak 2024.)

Digital marketing in Vietnam, like in the rest of the world, is the largest expenditure compared to other marketing methods. In the Vietnamese market, the marketing method experienced an increase dramatically and became the most popular marketing format; however, in 2022, video advertising overtook and became the fastest-growing digital marketing format. Vietnam had approximately 77 million social media users in 2022, and they use social media to purchase and research products, services, and brands. Therefore, social media advertising plays a vital role and accounts for the largest digital advertising expenditure, and it also has been keeping a sustainable share of the total spending in Vietnam. (Nguyen 2023a.)

The World Wide Web was released in 1989, and since the early 90s, live-streaming was released; however, it was forgotten after 18 years until YouTube hosted the very first live event in 2008. It was understandable that there were just a few and far between live events, and it was popped up only for vital and special occasions. (Dosunmu 2023.) As a new marketing tool, live-streaming via e-commerce platforms has become increasingly well-known all around the world.

Live-streaming has grown dramatically in popularity worldwide as an interactive form of internet-based multimedia since 2011. (Needleman 2012 & Twitch 2017.) Streaming is defined as a method to transmit video via the Internet. The viewer is delivered a little bit of the video at the time; therefore, downloading the video is not necessary to watch the video. Live-streaming works in the same process; however, the recorded videos that were not saved before being sent to the viewer immediately, which means the viewer can receive the video's source in real-time. (Restream 2022.)

In Vietnam, live streams have become familiar to many social network users thanks to bringing high profits at low costs and reaching many potential buyers. Therefore, live-streaming is becoming an effective online sales channel and is even predicted to explode into a billion-dollar industry. (Ban Thoi Su 2023.) In addition, a recent report on Statista shows that 72% of Vietnamese online shoppers are engaged in live-streaming related to products and services. (Nguyen 2023b.)

Live-streaming on the TikTok platform in Vietnam has boomed as an outstanding trend; user interaction and content consumption are shaped differently. (Lan et al 2023). Same as other live-streaming platforms, on TikTok, live-streaming is an indispensable feature with real-time streaming and interactive format. (Jin & Matthew 2022.) It provides a good chance to connect to users or audiences; via these opportunities, their talents are shown up, and they can build a community on this platform. (King & Stark 2016.)

Plentiful demographics in different generations, such as the youth, teenagers, and beyond, have been attracted by live-streaming on TikTok in Vietnam. (Le 2023.) Immediacy and authenticity are two outstanding features of live-streaming which are the allure to the audiences. It provides creators an opportunity to share unfiltered moments and interact directly with viewers. It fosters the connection and breaks geographical boundaries. (Serazio 2023.)

Cosmetic marketing strategies have significantly developed when live-streaming on TikTok platforms has boomed. (Antonio 2024.) Customers can be engaged directly with beauty brands in real time. Via live stream, customers can give personal feedback and ask questions, which gives viewers a sense of loyalty and trust in the brands. Influencers who collaborate with the brands can endorse products during live sessions, which makes live sessions amplify reach and credibility. Therefore, live-streaming on TikTok platforms has emerged as a new tool for cosmetic companies to connect with their potential customers. (Wu 2022.)

In the case study analysis section, Vo Ha Linh's TikTok live-streaming session is used to assess TikTok's marketing influence on Vietnamese beauty industry clients. In a live session, TikTok content creator and beauty industry influencer Vo Ha Linh shows a variety of

cosmetic products and demonstrates how to apply them. This research examines Vietnamese consumers' engagement, viewer interactions, and purchasing behavior during Vo Ha Linh's live session. This case study shows TikTok live-streaming's impact on Vietnamese cosmetic consumers' views and purchases.

This thesis investigates how TikTok's live-streaming marketing influences Vietnamese Consumers in the cosmetic industry. By focusing on customers, the author seeks to understand their behaviors and preferences with cosmetic products promoted through TikTok. With this thesis, valuable insights could be provided for cosmetic companies to tailor their strategies to meet the demands and preferences of Vietnamese consumers in the digital age.

1.2 Thesis Objectives, Research Questions, and Limitations

Research objectives are the specific goals and aims of a research study in a clear and concise statement. They give information about the basic outline of the research and the expectation of the research to discover or learn in that scope of study. Research objectives are important in ensuring that the research development follows the correct track (Jain 2023).

The thesis focuses on analyzing the current landscape of live-streaming in Vietnam and the factors contributing to the popularity and development of live-streaming marketing. The study's objective is to comprehensively review existing literature, reports, books, and case studies to understand the prevalence, trends, and dynamics of live-streaming marketing in Vietnam. Vietnamese consumers were chosen as the main target group because of the boom of live-streaming marketing in recent years, which has dramatically grown and transferred the habit of purchasers. The thesis is implemented to analyze the influence of TikTok's live-streaming so that consumers can deeply understand its advantages and disadvantages.

The main research question is:

- What should Vietnamese cosmetic companies understand about the current consumer behavior trend based on the popularity of TikTok live-stream marketing?

The sub-questions are:

- What is currently the most effective marketing method in the Vietnamese market?
- What factors contribute to TikTok's live-streaming popularity as the marketing channel for cosmetic products?

- What factors influence Vietnamese consumers to purchase cosmetic products after exposure to TikTok live streams?

Limitations are a natural part of any thesis, helping the writer stay focused. This thesis focuses on marketing efforts and examines the consumer perspective, specifically highlighting the beauty industry's utilization of TikTok live-streaming, which has gained significant popularity in Vietnam.

1.3 Theoretical Framework

The theoretical framework is defined as a map for the thesis, and it helps the author understand why the theories already exist. (Vinz 2023.) A theoretical framework is essential for comprehending the impact of TikTok's live-streaming marketing on consumer behavior in the Vietnamese cosmetic industry. It offers a structured approach to this study. The framework integrates theories from marketing, consumer behavior, and social media studies. In addition, theories on consumer engagement and brand awareness help shed light on the impact of TikTok's live-streaming marketing on Vietnamese consumers' perceptions and purchasing decisions in the cosmetics sector.

1.4 Research Methodology and Data Collection

The research methodology is very important for several reasons. Firstly, it helps other researchers easily replicate the thesis. Secondly, if any questions arise later, the author can answer them easily. A research methodology helps the researcher to understand and define research questions, hypotheses, and objectives by providing a framework and guidelines. A good research methodology helps to ensure that all information is accumulated, valid, reliable, and free from errors and biases. While conducting research, the research methodology can help the author maintain and follow ethical guidelines while conducting research. In addition, the usage of time and resources can be optimized. (Sreekumar 2023).

The thesis uses literature reviews and quantitative research methods to fulfill the study's objectives. Scientific articles, books, and reliable Internet sources are explored.

Regarding the empirical study, the researcher has chosen a quantitative research approach to collect empirical data. The main research question and sub-questions are applied to make a thesis outline. The purpose of this method is to study how TikTok's live-streaming marketing affects consumers' behavior in the Vietnamese Cosmetic industry. Furthermore, to consider Vietnamese behaviors in this working environment as citizens, the self-administered survey technique is essential.

A survey was created using Google Forms, and some questions were prepared for all participants. The survey was available online; hence, there was no need to pay any expenses. Moreover, because it was online, it helped to save time, and the respondents could answer easily.

Data collection

Data collection methods are usually used to gather information relevant to research or study purposes. It helps the author to answer specific questions or solve problems by collecting relevant data. There are several data collection methods, such as surveys, interviews, observations, experiments, and document analysis. (Simplilearn 2023.) There are two types of data collection: primary data and secondary data.

Secondary data analysis is defined as using other research data to figure out answers or solutions that are not the same as the initial work. (Tripathy 2013.) The existing data sources should be from a variety of channels. Secondary data can be taken from a wide-scale survey or personal research that has data collected. (Johnston 2014.) Based on data sources, there are two types of secondary data: Internal sources and External sources.

Both primary data and secondary data were used in the thesis in order to understand the influence of TikTok's Live-streaming on Vietnamese consumer behavior in the cosmetic industry. The online survey was applied to collect the primary data, with the target group being Vietnamese consumers. Moreover, secondary data was collected to illustrate the theory concepts. The secondary was collected from existing research, books, scientific articles, and reliable online resources

1.5 Thesis Structure

There are six chapters in the thesis, each chapter is explained in more detail in Figure 1 below:



Figure 1. Thesis structure

In the introduction, Chapter One presents an overview of the thesis topics and their significance. In this part, information is given related to background information, such as background research, thesis objectives, research questions, and limitations. This chapter briefly describes the landscape of marketing on a global scale and the emergence of live-streaming marketing based on the development of the Internet and Digital marketing. In short, the Introduction section aims to give a basic overview of marketing.

The second chapter briefly introduces the marketing landscape in Vietnam. The information is collected by applying secondary data methods from reliable sources. The third chapter could be expanded deeper into the live-streaming marketing method in Vietnam and its impacts on marketing strategies on a wide scale. Lastly, a continuous case study is analyzed. Vo Ha Linh is the most famous TikTok influencer, and she is also one of the rare cases of a situation that effectively applies live-streaming in marketing.

The following part analyzes the effectiveness of live-streaming marketing through empirical research. Information about research methodologies and data collection methods is provided. The main question and sub-question mentioned above could be answered in chapter six, which is called the conclusion. The final chapter, which is called a summary, provides a concise recap of all the main points discussed throughout the thesis.

2 The Landscape of Marketing in Vietnam

2.1 History of marketing in Vietnam

The development of marketing in Vietnam has continued with the country's development since Vietnam became independent in 1945. (Clifford & Shultz 2011.) There are four primary revolutions of marketing in Vietnam:

Early Years and Pre-Reform Era:

There were no defined marketing concepts in Vietnam's early years and pre-reform era in the country's economic and social fabric (Nguyen 2015.) This era lasted until before 1986. At that time, the country's economy was centralized, and there were limitations to approaching market orientation principles (Vo 2023.)

During this difficult time, marketing strategies were something luxury. Vietnam found itself in a difficult economic environment when it needed to prioritize meeting the basic demands of the Vietnamese and rebuilding the national system. (Lomperis 2000.) Between the mid-1950s to the mid-1970s, Vietnam was deep in a war, which significantly impacted the country's economy and its development. The most important priority in the tumultuous period was survival rather than marketing and commercial activities. Marketing, as we understand it in the current life, is a luxury concern for most Vietnamese businesses and organizations. (Rust 2023.)

The most popular marketing method in that period was "Word-of-mouth". It was also a traditional form of marketing. Products and services were promoted to communities via personal relationships or connections, and it was also applied by almost all businesses in Vietnam at that time. (Robert et al. 2010.) Lacking opportunities to approach modern marketing concepts and techniques made Vietnamese businesses operate in domestic isolation. Neighboring countries applied modern marketing concepts on a large scale. (Masina 2006.)

During the pe-reform era, numerous subsequent changes helped shape the marketing landscape in Vietnam. The centralized economy was more strained than ever, and reforming and restricting started to emerge. In 1986, Doi Moi strategies were conducted to mark a crucial moment in Vietnam's economic history and open a new brighter future with the emergence of modern marketing methods (Hanoi 2001).

Doi Moi Era (1986 Onward):

In 1986, a vital moment in Vietnam's history, it was time for a new era called "DOI MOI." Doi Moi means "Revolution" in English. It brought a dramatic reformation of the economy.

It aims to revitalize Vietnam's stagnant economy and transfer it to a socialist-oriented market economy from a centrally planned system. (Pham 2025).

Liberalized trade was the primary market-oriented policy of the Doi Moi reforms, and private enterprise and global investors were encouraged at this time. Before the Doi Moi era, state-owned enterprises were the main pillars of Vietnam's economy, but they were also a barrier to improving innovation and upgrading productivity. Fortunately, Doi Moi emerged as a solution to diversify Vietnam's economy by promoting private sectors and fostering entrepreneurship. (Le 2022.)

A thousand new products crept into the Vietnamese market, thanks to opening its door and attracting foreign investment and trade. At that time, many international companies invested in Vietnam, and they brought new marketing techniques and technologies to the local market. Vietnam witnessed a boom in advertising, branding, and promotions. The company got a lot of attention from customers. (Freeman 1996)

Emergence of the Private Sector (1990s):

In the initial 1990s, Vietnam was known as a country with economic liberalization, there were numerous opportunities for both domestic and foreign businesses. The government conducted policies to attract outbound investors and trades, which led to the emergence of new marketing dynamics. Western companies started to explore the Vietnamese market and introduced their product to the local market via their modern marketing strategies. (Nguyen 2007.)

In addition, the marketing landscape in this era witnessed an enhancement of traditional marketing methods alongside modern ones. "Word-of-mouth" was the most famous and popular at that time; however, modern marketing techniques also started to gain attention. Television, radio, and newspapers have become popular advertisement platforms, allowing companies to reach more potential customers. (Robert et al 2010.)

Digital Revolution and E-Commerce (2000s Onward):

The marketing environment has significantly changed since the beginning of the 21st century due to the rapid digital revolution growth and e-commerce trends in Vietnam. At the same time, this period became critical for revising the ways how companies sell their products/ services to the target group of customers. (Khuong & Vu 2023.)

The emergence of e-commerce platforms such as Lazada, Shopee, and Tiki has revolutionized Vietnam's consumer behavior by providing convenient online marketplaces where they can buy all the items at home. (Phuoc et al 2023.) Hence, businesses have changed

their marketing strategies to adapt to their potential groups of customers. (Khuong & Vu 2023.)

Furthermore, since the Internet and smartphones are widespread in Vietnamese daily life and become an indispensable part. (Vietnaminsider 2022.) Hence, it paved the way for digital marketing to flourish in Vietnam. Facebook, Instagram, and TikTok have become the favorite channels of businesses to market their products and services. With millions of users, companies can advertise their products or services and even create brand awareness among their customers. (Nhat 2024.)

2.2 Current Market Trends

In this sense, market trends are the direction of the market in which one operates. Businesses can proactively ensure that disruption, potential impact, and sales loss never happen. (Medleva 2023.) Market trends also enable businesses to change how they operate and keep pace with market dynamics. Hence, they can maintain the competition with other companies. Consumers' interests, needs, and pain points are the primary elements that help identify market trends. When needs change, companies that have good vision quickly change strategies to meet the current customers' needs immediately. Moreover, demographics, economy, politics, technology, and social factors researched by marketing experts study the environment and impact future customer needs. (Heath 2023.)

The Vietnamese market is one of the dynamic ones where marketing practices are dramatically developed. (Shultz 2012.) Digital marketing channels are the most popular platforms; hence, they are becoming increasingly popular in the current marketing landscape. The rapidly developing Internet and smartphones are quickly becoming widespread in the Vietnamese market. Companies apply platforms such as social media, search engines, and mobile applications to engage with customers. Advertising based on social media channels, for example: Zalo, Instagram, TikTok, and Facebook, which are familiar to Vietnamese customers, businesses can engage with potential groups of consumers. (James 2021.)

Besides, influencer marketing is a powerful method for brands to advertise and connect to their audience. (Gallo 2022.) Vietnamese buyers, especially the Z generation demographic, often trust recommendations or suggestions from influencers on social media. Thanks to collab with influencers, companies can effectively advertise and promote their products or services, as well as build brand awareness. (Lafsvietnam 2023.) Another trend is personalized marketing strategies. With comprehensive consumer intelligence, businesses can send emails that people read and ads that they engage with. Value is maximized for consumers and then attracts them back. (Mehta 2023.)

The use of digital and traditional marketing channels:

It is undeniable that traditional marketing channels and digital ones are playing an important role in approaching and engaging with customers. Television, radio, newspapers, and outdoor advertising are called traditional marketing channels and are widely used because of their familiarity with the locals. Many businesses maintain the use of physical marketing to connect between different segments. A well-known phone market in the United States. Bus and taxi advertising are essential traditional physical techniques that are widely used currently. (Tuoitre 2014.)

Images below are about advertising on buses and taxis in Vietnam:



Image 1. Advertising On Bus and Taxi in Vietnam

As mentioned previously, social media platforms such as Facebook, Instagram, and TikTok have become an indispensable part of people's lives; hence, they have also become an integral part of marketing for businesses in Vietnam. In addition, Digital marketing in Vietnam is seen in different tools such as Search Engine Optimization (SEO), social media marketing, email marketing, and pay-per-click (PPC) advertising. (Nguyen 2022)

The figure below shows the percentage of internet users aged 16 to 64 in Vietnam. According to AJmarketing, those channels are the most popular in Vietnam.



Figure 2. Main Channels for brand research in Vietnam. (AJmarketing 2023.)

It is undeniable that social networks are the most popular channels for brand research in Vietnam. The percentage for this channel is 58.9%. The second rank is Search Engines with 51.3%. Surprisingly, Video Sites and Brand Blogs account for approximately 25%. Besides, consumer reviews, mobile apps, price comparison sites, and Brand Websites are around 34.5%. The figure shows that social networks and search engines are the most powerful channels for brand research in Vietnam. And digital marketing is on the way to replace the traditional marketing method in the era where the internet is dominating.

2.3 Role of Technology

Technology has played an important role in shaping marketing strategies in Vietnam. As internet and mobile phone usage have increased, consumers rely on digital platforms to make purchases. As a result, many businesses in Vietnam have transformed their online marketing; they optimize search engines and email marketing to approach their potential audience. (Hoang & Trinh 2023.)

Secondly, influencer marketing is booming due to social media's popularity. Companies are starting to collaborate with influencers to promote their products, services, and brand awareness. This trend is predicted to continuously increase, paralleling the increase in Vietnamese social media user rates (Lafsvietnam 2023.)

Next, technology solutions enable businesses to gather and evaluate customers' information, which businesses can use to create personal marketing. By implementing the tool,

they could keep watching the customers' data and youngsters' interests, hobbies, and purchasing models. Businesses can draw back the marketing ideas depending on what customers need. (Nguyen & Dao 2023.)

Finally, technologies are also a condition for digitalization. Businesses invest in platforms called e-commerce to sell their products and services, such as Shoppe, Zalada, TikTok shop, and Sendo. Mobile payments and e-commerce wallets like Momo Wallet, which is mostly used in Vietnam, make it easy to shop. (VNA 2024).

3 Live-streaming Marketing

3.1 TikTok platform

What is TikTok?

A social media platform where individuals post brief videos, i.e., less than 15 seconds to over one minute. TikTokers make a wide variety of videos, including humorous skits, lip-syncing to tunes, and exhibitions of talents. In actuality, members can watch videos produced by other TikTok creators. Similarly, they can produce a video and share it with other users. In the beginning, users could make only videos for around 15 to 60 seconds, but now, they also can make videos up to 10 or 15 minutes long. There are a lot of features to help the creators look amazing. For example, they can add music, filters, and effects. Moreover, to attract more users, TikTok creates challenges and trends. And it is also a way that TikTok connects users with the same interests. (Geysler 2024.)

The image below is the TikTok App Logo.



Image 2. TikTok app logo

TikTok's historical and revolution:

In September 2016, a Chinese company named ByteDance launched a Douyin application in China. This app was also launched globally; its name was TikTok in 2018. Since then, TikTok has boomed and increased in popularity. (Geysler 2024.) By 2023, TikTok reached 1.5 billion users, which increased 16% compared to 2022. The data is collected from the TikTok Annual Report 2024. The figure below shows the number of users that TikTok has every single year:

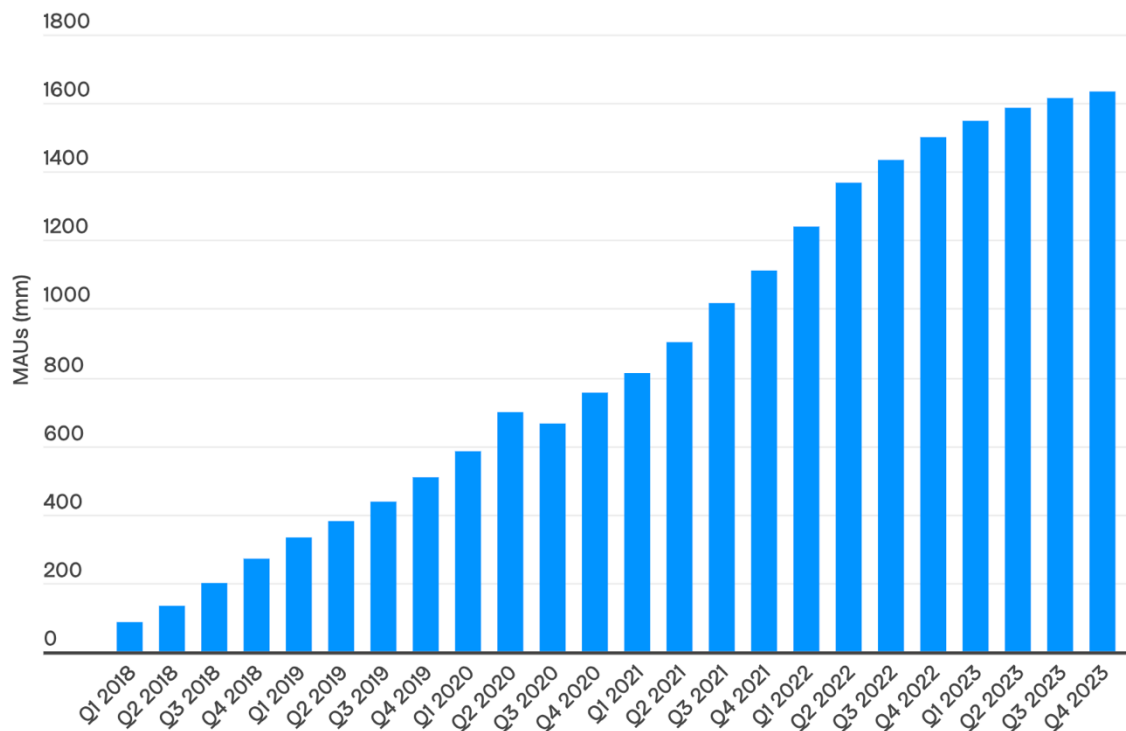


Figure 3. TikTok quarterly users from 2018 to 2023 in the world (Iqbal 2024.)

The figure also demonstrates that the number of TikTok users has increased dramatically, with around 100,000 users in 2018, and this figure will reach 1,6 billion users in 2023. (Iqbal 2024.) Throughout the figure, it is undeniable that TikTok is the social media which is the fastest growing ever all over the world.

TikTok shop

It is the application's e-commerce section where all the consumers can view and purchase goods directly from the TikTok videos. The users are also to show their products through brief video demonstrations, making it simple and hassle-free for all the consumers to purchase goods from the platform. They browse through a wide range of goods and services from a variety of categories. From this shopping section, one can purchase goods like fashion, beauty, gadgets, and accessories, among other items. Influential individuals recommend them and offered services linked to the products on the website. (TikTok 2023.)

TikTok offers live-streaming shopping features that enable sellers to host live sessions and directly promote products to buyers. Customers have the convenience of engaging with sellers in real time, allowing them to gather more information about products and make direct purchases without having to navigate away from the streaming page. Establishing a live-streaming feature to improve interaction between sellers and probable buyers, including the direct sale of certain products. The live-streaming feature is not restricted to official and

unofficial business account sellers but also to small and medium-sized businesses and micro-entrepreneur traders. Furthermore, there is a variant pricing scheme for purchases made livestream. (Vika 2023.)

3.2 TikTok's Live-streaming Function

Images below are about what TikTok's live-streaming looks like:

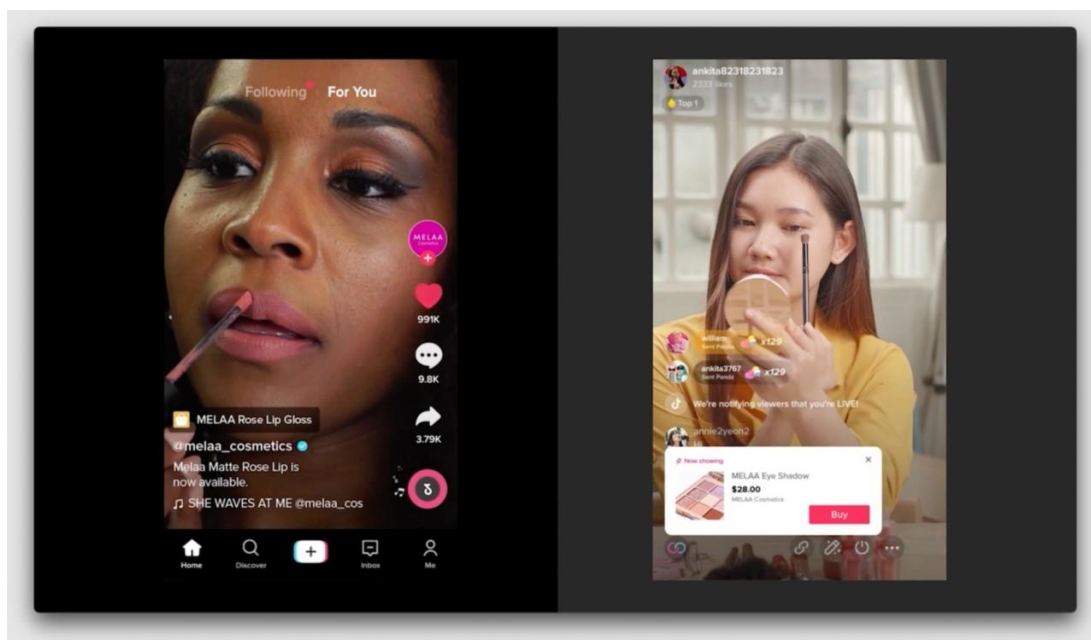


Image 3. Live Stream on TikTok (Giovanetti 2021.)

One of its popular features is Live-streaming which allows the streamer to interact with the viewers in real time. Viewers may ask the streamer questions by typing them, and the streamers can answer them immediately. TikTok users can broadcast Live Video by opening the TikTok App. On the home screen, they can tap “+” see below, then select “Live” as their content. Once the live-streaming session commences, their followers receive notifications, and they can enter the stream. (FasterCapital 2024a.)

During the live sessions, there are “Gifts” on the audience screen, where viewers can purchase virtual gifts and give the gifts to the live streamer as a token of appreciation and support. After that, the creators can earn virtual gifts that can be converted into real money via TikTok's monetization program. The price of gifts is around 5 to 5,000 coins, equal to 0,05\$ to 50\$; those received coins could be moved to the Wallet section, which can be withdrawn with 100\$ as a minimum amount. (FasterCapital 2024b.)

In Vietnam market:

With the development of TikTok worldwide, Vietnam also rapidly grew; therefore, companies and brands in Vietnam started to leverage the live-streaming feature as a popular method to increase their revenue and connect with potential customers. (Do 2024) TikTok live-streaming marketing benefits a primary function, which is the ability to reach broader and different target audiences in Vietnam. Based on the Statista Research Department data, in 2024, Vietnam had more than 67.7 million users. (Statista 2024.) This function allows users to get a notification of live stream sessions whenever the user's following commences their live stream ones.

General review of the cosmetic industry and its landscape in Vietnam:

When people mention cosmetics, things that come to their minds are products related to health and the beauty category. The products are applied to care for human skin, such as the face and body. Moreover, cosmetics are also a method that helps to change a person's appearance. In addition, it helps people add fragrances known as "Perfume." Besides, some cosmetics are also made with significant special aims. (Surya & Gunasekaran 2021.)

Images below are examples of skincare, makeup, and hair care products:

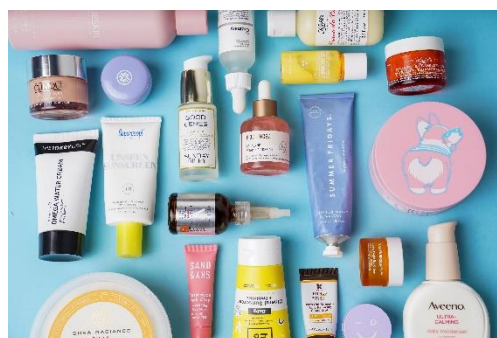
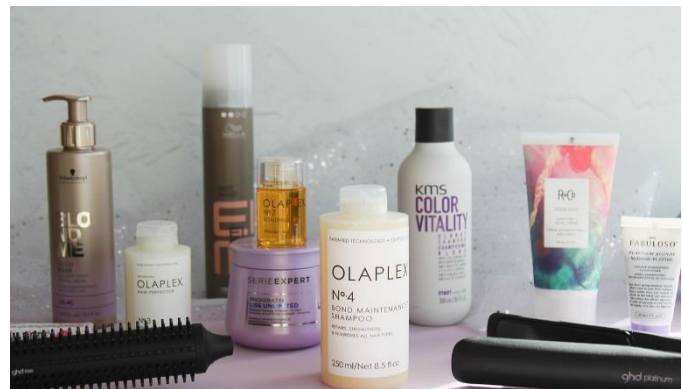


Image 4. Examples of skincare, makeup, and hair care products (DS 2023 & Rao 2024.)

Cosmetics in Vietnam are fast-growing, which reflects the growth of demands in the beauty and self-care sectors. High-quality products have become more priority when consumers

make purchases to enhance their appearance and confidence. Local brands and international ones are competing in the Vietnam market by releasing a thousand types of cosmetic products, leading to a lot of choices for customers such as skincare, makeup, and haircare products. Moreover, part of Vietnamese consumers is aware that they must protect the environment, therefore, they choose products made from natural and eco-friendly ingredients. Social media is the most powerful platform for the development of the cosmetic industry in the current context. (Nguyen et al 2023.)

3.3 Consumer Behaviors

Customer Behavior is the making of decisions to buy, choose, select, use, or dispose of products or services. The decision-making process is influenced by psychological, social, cultural, and economic factors, among others. Companies must comprehend the customer's motivations, preferences, attitudes, and patterns of buying to make the right products and marketing strategies. In this regard, companies and brands adapt their marketing strategies and create more exciting advertising campaigns. (Sotak 2016.)

Customer Behavior plays an important role:

The figure below shows the importance of Consumer behavior in multi-aspects.



Figure 4. Importance of Consumer Behavior (Bhat 2024.)

- Better marketing and communications: Along with technology development, living standards and trends are also being upgraded. Companies and brands understand that these elements influence consumers' purchase habits; hence, organizations can effectively design and convey the story and value of products to consumers.

Thus, understanding consumer behavior plays a vital role in the marketing sector to help marketers reach their targets. (Bhat 2024.)

- **Improve customer retention:** Existing customers can bring more benefits and value to companies than finding a new group of customers, as well as selling new products and services to existing customers which is easier. To retain potential customers and maintain strong relationships with customers which can help entrepreneurs to get more loyal consumers. Their loyalty can be evidence to demonstrate the sustainability of the business and boost business development, as well as spreading positive "word-of-mouth". (Bhat 2024.)
- **Increase customer loyalty:** A comprehensive relationship with customers also makes more customers, resulting in high levels of company revenue through the brand. Additionally, analyzing trends can create in terms of sales by selling a specific number of products and offering discounts by selling high-quality of products. (Bhat 2024.)
- **Better plan inventory:** To balance demand and supply, companies should do some research about customer attitudes, and then companies can plan to store raw materials. In the service sector, it can help to get a better plan for human resources. (Bhat 2024.)
- **Increase sales:** If a company wants to be a success, it must understand and target specific market niches. by fully identifying customers' favorite items, they can talk fully by calling close amounts to seize the bargain. In this case, I prefer a favorite approach to identify customers' preferences to assist customers as opposed to a seed plan for some customers. Subsequently, people can make more money. (Bhat 2024.)
- **Research competition:** Competition is an indispensable part of doing business. Therefore, companies can have a better position in the market by studying consumer purchasing attitudes. They can plan and price their products and services to have competitive benefits. (Bhat 2024.)

Consumer behavior trends in Vietnam:

The trends in consumer behavior in Vietnam are changing significantly. As the country continues to gain in economic terms and urbanization, Vietnamese citizens are becoming savvier and more sophisticated as far as their purchase habits are concerned. The launching of e-commerce and online stores has made Vietnamese people accustomed to home shopping instead of walking to shopping malls as before for a long period. (Burrage 2023.)

Nowadays, there is an increase in demand for quality and branded products whenever Vietnamese consumers want to purchase any products. With the growth of the economy, the locals can earn more money, and they are ready to pay more for high-quality products or services from famous or reliable brands, particularly in the fashion, and cosmetics sectors. (Burrage 2023.)

Vietnamese consumers who participate in TikTok's live-streaming sessions have observed a significant change in their behavior. These sessions, characterized by dynamic discussions and genuine material, have significantly shaped consumer choices. Through the use of real-time product demonstrations and direct interaction with creators, live-streaming has effectively built trust and fostered engagement among viewers. The newfound trust frequently leads to a renewed interest in the item and subsequent purchases. What is more, the reintroduction of more jovial and fascinating shopping was made possible through the use of such meetings for Vietnamese buyers. TikTok live streams are responsible for changing customer behavior in Vietnam.

Elements that Impact Consumer Behaviors

Perceived usefulness

Perceived usefulness is the most important influence on consumers' intention to use. Consumers can feel more secure and confident when making decisions if they feel useful with the products; hence, it is a good signal to create trust. The usefulness of a product is determined by its ability to solve a problem, provide a benefit, or deliver value to a customer. Decisions to continue to use the product depend on whether customers are aware of the usefulness of the product or not. When users find the service beneficial and fulfill their requirements, they can continue using it independently of external factors. (Wang 2022.) According to the result of a hypothesis by authors Ariningsih and Prasaja in 2022, the feeling of usefulness had the most impact on consumer's intention to use. In addition, in 2019, Suleman and Zuniarti pointed out that if consumers were aware of the positive usefulness of the product, they could decide to shop online.

Trust

Trust is another serious issue for the successful functioning of new e-commerce views. (Falahat & Chia 2019.) The image of the product or brand should be created through the positive stimulation of the consumer who is not in physical contact with the product. (Mbeté 2020.) According to Corbitt and Yi (2003), individuals who view a website as having excellent quality are more likely to feel secure and happy while engaging in e-commerce activities. In their study, Komiak and Benbasat (2023) highlight the correlation between customer

trust in online commerce and the streamer's awareness and product trust. According to this theory "Trust in streamer" includes streamer reliability, service quality, and streamer recommendation. Mahliza (2020) further emphasized the significance of trust in online purchases. A study conducted by Alam and Usman (2021) found that trust in the usage of e-commerce platforms has a strong and positive influence on consumers' intention to make purchases. Based on previous research, it is evident that trust plays a crucial role in online sales on the TikTok platform.

Promotions

Promotion is the use of stimuli, creating pressure in terms of time and quantity that can encourage consumers to make decisions as fast as possible. The promotion has a significant influence on making purchasing decisions. (Lo et al 2016.) With the same product, consumers are more interested in the one that runs promotion campaigns and it can make consumers feel more attractive compared to the opponents. (Putra, 2019.) When customers come across promotional signs, such as discounts or gifts, they often make fast purchases without much hesitation. (Wiranata & Hananto 2018.) Customers who participate in promotions can feel attractive and valuable in their purchases. (Kaven et al 2021.) Examining the impact of promotions on product purchase preferences, it is evident that advertising through TikTok live-streaming yields a favorable influence on consumer choices. (Pongratte et al 2023.) Rahman also demonstrated that promotions have a significant impact on purchasing decision-making. (Rahman et al 2019.)

Buyer Feedback

Online reviews have emerged as a crucial source of information for consumers making purchasing decisions and a valuable tool for sellers seeking insights into consumer buying behavior. (Wu & Yang 2023.) Assessing customers' opinions is widely regarded as a trustworthy source of information. (Dwidienawati et al 2020.) Online customers often engage in information gathering before making judgments, since acquiring knowledge about goods and services from past experiences may enhance the trustworthiness of online buyers. It was found that online reviews consist of three primary elements: text comments, images, and ratings. (Tran 2020.) Consumers can gather information from text reviews, images, and ratings to develop a comprehensive understanding of the product and make informed purchasing choices. Ivan and Diana concluded that online reviews significantly influence online purchasing decisions. (Ventre & Kolbe 2020.)

The impact of Social

Ajzen (1991) and Orapin (2009) have proposed that a person's behavior can be influenced by external factors such as the influence of social. (Lim et al 2016.) Social groups have an impact on consumers' purchasing behavior by establishing "expectations" or "pressure" on people, which might stimulate the inclination to make a purchase. (Jacinda 2023) Close relationships, friends, celebrities, social influencers, or groups of social networks are groups of people who have the ability to impact consumers' purchasing decisions. This is a group of people who influence consumers' opinions, attitudes, rules, and behaviors (Bimaruci & Ali 2020). Consumers often gravitate towards purchasing products endorsed by social influencers, viewing it as a testament to their quality and credibility (Gantulga & Ganbold 2022). According to Jain (2020), social influence has a significant impact on Generation Y. As per the research conducted by Lim and An (2021), individuals are more inclined to purchase a product when they observe a higher level of endorsement from those around them. According to a study conducted by Bai and Gong (2019), social influence plays a crucial role in shaping purchase attitudes. In fact, it is considered the most influential factor when it comes to predicting purchase intention.

4 Case study: Vo Ha Linh Live Stream session on 4/4/2023

The case study demonstrates the significant influence of TikTok live-streaming in the Vietnam market. It also helps readers connect with and deeply understand the reasons why much information is given in the theory part. Moreover, the case study can give companies general information about TikTok's live-streaming achievements in the cosmetics industry.

Vo Ha Linh, born in 1990, is a Beauty YouTuber and a Beauty TikTok Influencer dwelling in Northern Vietnam in Vinh City and has become a top trend on social media. Võ Hà Linh, who began her work as a content creator focusing on the appraisal of products, has spent four years laying the groundwork for an amazing array of achievements. TikTok influencer Võ Hà Linh is among them, having more than 4.0 million followers and 92.6 million likes. Consequently, she is renowned for his support by the online community known as “Chien Than Review” for her indisputable and straight-outlaw product reviews and circumstance reports, which have alerted many consumers to shun risk. (DanTri 2023.)

Images below are about Vo Ha Linh live stream sessions on 4/4/2023

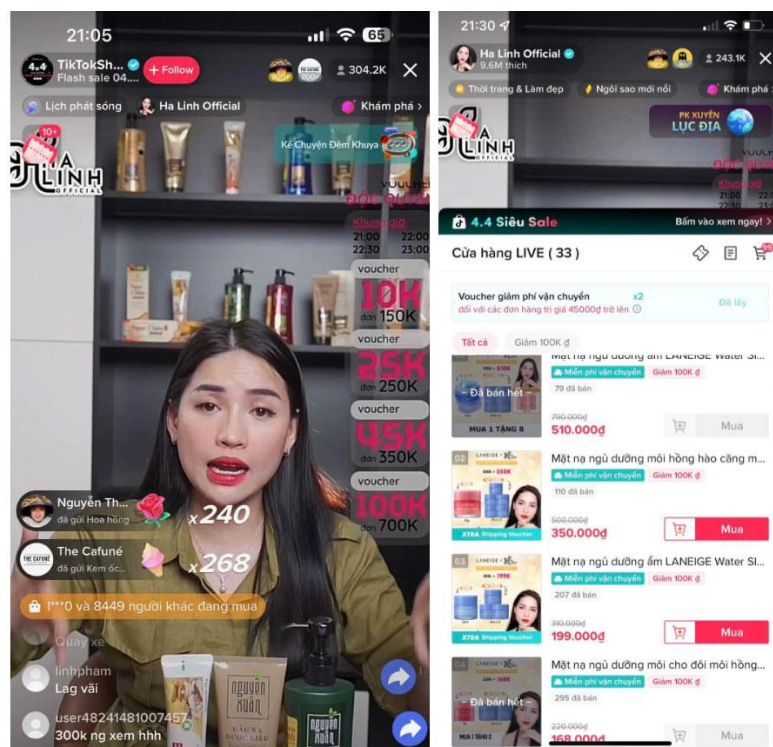


Image 5. Vo Ha Linh live stream sessions 4/4/2023.

On April 4th, 2023, Vo Ha Linh and Tiktok shop posed an incredible live stream session that gathered over 300,000 viewers only 10 minutes after starting the live stream. Just one hour later, this stream received an impressive 11 million likes, and 58,000 people purchased the product simultaneously. The live stream session was intense, shaping the shopping system

failure of TikTok shops in Southeast Asia. Moreover, the generated revenue from this live stream may amount to an impressive 1.5 million dollars. The live stream centers on a hair care product called “Hoa Linh.” Everyone was exposed and created a huge impact and many views and comments by the best example of advertising through a shampoo brand. This person is perceived as the most successful one in the TikTok Shop. However, there are varying opinions regarding her alleged practice of lowering prices during live streams, directly impacting small distributors. Because they believe she is ending the relationship. (Ha 2023.)

5 Empirical Research and Data Analysis

5.1 Questionnaire Design

A questionnaire form was created with a self-administered survey, and it was used in the thesis. Thirteen questions were included in the survey form, which took them approximately 4 minutes to answer. To make the survey more diverse, there are different types of questions, such as multiple-choice, dichotomous, and checkbox questions. To collect the data more easily so the survey runs on a wide scale, the survey is written in Vietnamese to ensure that all respondents can answer all the questions. There was an introduction at the top of the survey to give some basic and the purpose of the survey to the respondents.

Consequently, the survey's structure can be described. The first and second questions aim to collect respondents' demographic information. Age and gender information can be answered with those questions. Next, question 3 aims to identify which is the most favorite marketing method. Then, questions 4 to 6 aim to identify respondents' interaction with TikTok's live-streaming in general. Especially in question 4, which asked the respondents to watch TikTok's live stream or not; if the answer was no, the respondents could move directly to question 12. Questions 7 and 8 aim to identify how respondents are interested in TikTok's live-streaming of cosmetic products. Question 9 aims to identify which aspects of a live stream session are the most important. The data collected from question 9 helped the author understand the buying decision trend. Moreover, questions 10 and 11 identify consumer behavior regarding releasing the final decision-making and their understanding of using TikTok shop. Finally, questions 12 and 13 were designed to evaluate the famous Vo Ha Linh and her booming live-stream sessions related to the case study part of the thesis.

5.2 Data Collection

As mentioned above, the online survey was conducted using the Google Forms platform, where it was designed. The survey link was released in the largest city in Vietnam, Ho Chi Minh City, which was the primary economy of the nation. The survey was also released on social media such as Facebook and Instagram. Moreover, from May 4th to May 6th, the author successfully collected data. The duplicate responses were deleted, and 113 valid respondents were used to analyze empirical data.

5.3 Data Analysis

The primary data collection process was completed. The following part analyses the data. Excel was the tool that was used to input data after collecting, and it also visually represented the data.

5.3.1 Demographic Background

The first part of the survey was question 1 and the second question was to acquire the participants' demographics. The first question asked was the age of the participants.

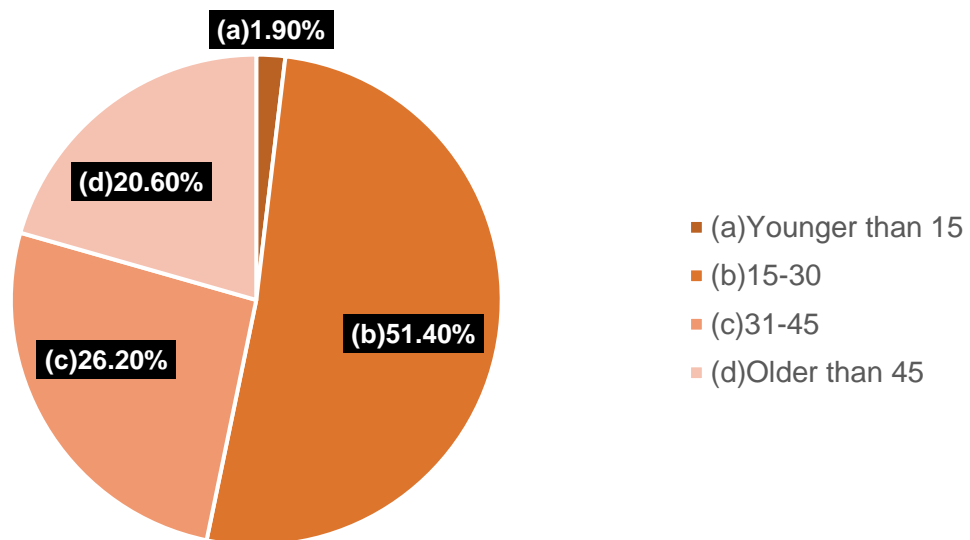


Figure 5. The age group of the participants

Figure 5 illustrates the results of question 1. The percentage for the age group 15 to 30 is the highest with 51,4%, equal to 57 respondents out of 113 participants. Moreover, the figures for the age groups of 31 to 45 years old and older than 45 years old are nearly equal, with 26,2% (29 respondents) and 20,6% (23 respondents), respectively. And the percentages of the age group younger than 15 make up the lowest rate with only 1,9%(3 respondents).

Next, the second question is about participants' gender. With the question, there are 113 participants joined to answer.

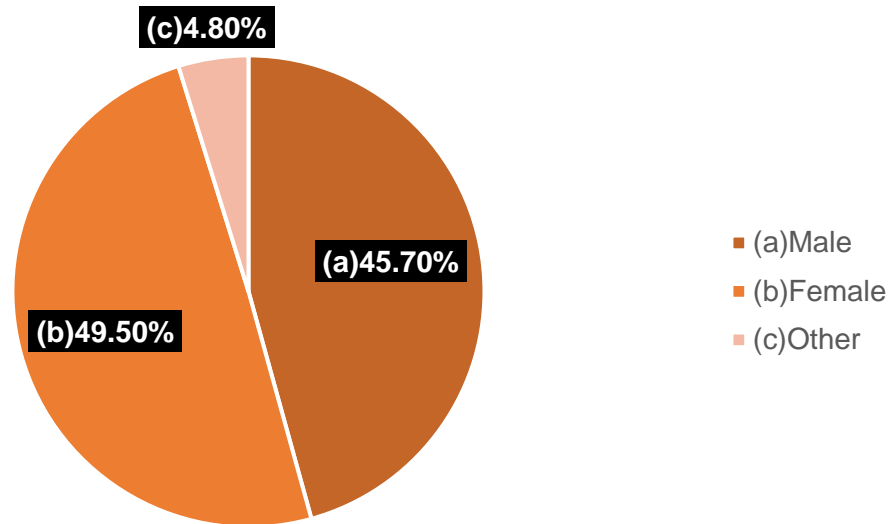


Figure 6. Gender

Based on the data from Figure 6, it is clear that the percentage of the female category is the highest accounting for 49,5% (55 respondents), and the figure for the group of males makes up 45,7% (51 respondents). The lowest percentage of the category is a group of others with 4,8% (7 respondents).

5.3.2 The interaction of consumers with marketing methods

First, to deeply understand consumers' interaction with marketing methods, it is essential to analyze the most effective method that can attract consumers nowadays. Figure 7 below is the result of the question 3. The aim of the question is to compare traditional and digital marketing methods that are more effective.

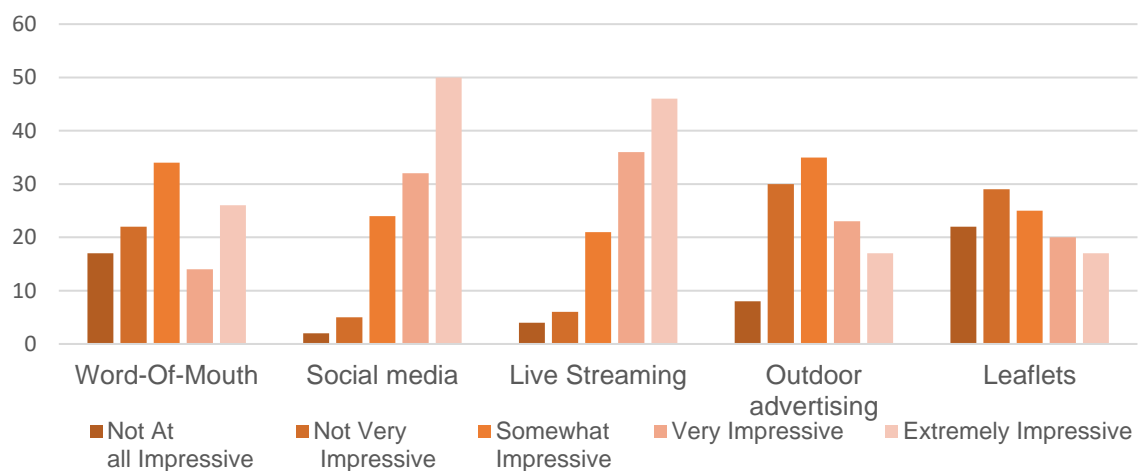


Figure 7. The most impressive marketing method

Accordingly, the data gives information about five different types of marketing methods. Based on the result, 113 respondents answered the question. As mentioned above in the theory part, the Internet dominates the marketing sector in this era. There is no doubt that social media and live-streaming categories received the highest amount of response. Social media categories received 50 responses, equal to 50 participants with "extremely impressive" evaluations, and 32 and 24 were selected for "very impressive" and "somewhat impressive," respectively. In the same category, the number of selects for "Not at all impressive" and "not very impressive" received 2 and 5 responses respectively.

Next, live-streaming marketing methods also received many responses, with 46 participants evaluating them as "extremely impressive." 32 respondents selected "very impressive," and 24 thought "somewhat impressive." Four and six respondents thought it was "not at all impressive" and "not very impressive," respectively.

Three traditional marketing methods were mentioned in the evaluation form. There is no dispute that many respondents felt more "not at all impressive" and "not very impressive" about word-of-mouth, outdoor advertising, and leaflets categories.

In terms of the leaflets category, 27 respondents felt that it was "not at all impressive," 29 selected for the "not very impressive" evaluation, and 25 people thought that it was "somewhat impressive." Respectively, 15 and 17 participants selected the categories "very impressive" and "extremely impressive."

In the outdoor advertising category, 30 and 35 respondents felt it was "not very impressive" and "somewhat impressive," respectively. The "extremely impressive" evaluation received 17 responses from 17 participants. The figure for the "very impressive" evaluation was 23 responses, and "not at all impressive" was 8 selected.

Finally, a marketing method that emerged a very long time ago was word-of-mouth. With the data collected via the survey, 32 and 34 respondents were evaluated as "not very impressive" and "somewhat impressive," respectively. The evaluation "not at all impressive," "extremely impressive," and "very impressive" received almost the same number of responses from 17, 16, and 14 respondents, respectively.

5.3.3 The interaction of consumers with live-streaming on TikTok platforms

Accordingly, questions 4 to 6 are about the interaction of consumers with the live-streaming on the TikTok platform. The figure below is about do the respondents watch TikTok's live-streaming or not.

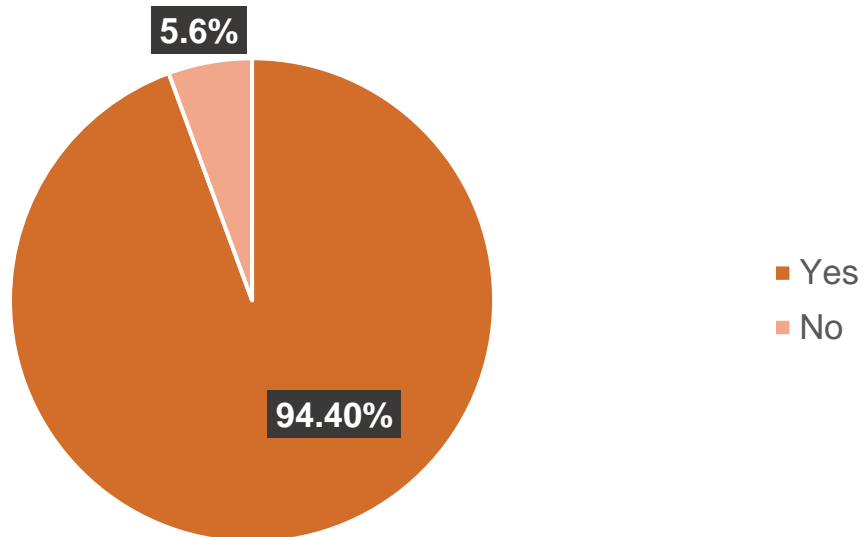


Figure 8. Do the consumers watch live-streaming on TikTok?

Based on the data, 113 respondents answered the question. It was clear that a vast majority of respondents who watched TikTok's live-streaming, 94,4% of participants, responded "yes," equal to 106 respondents. Seven participants responded "no," with question 4 making up 5,6%.

Then, question 5 illustrated what devices were used to watch TikTok's live-streaming.

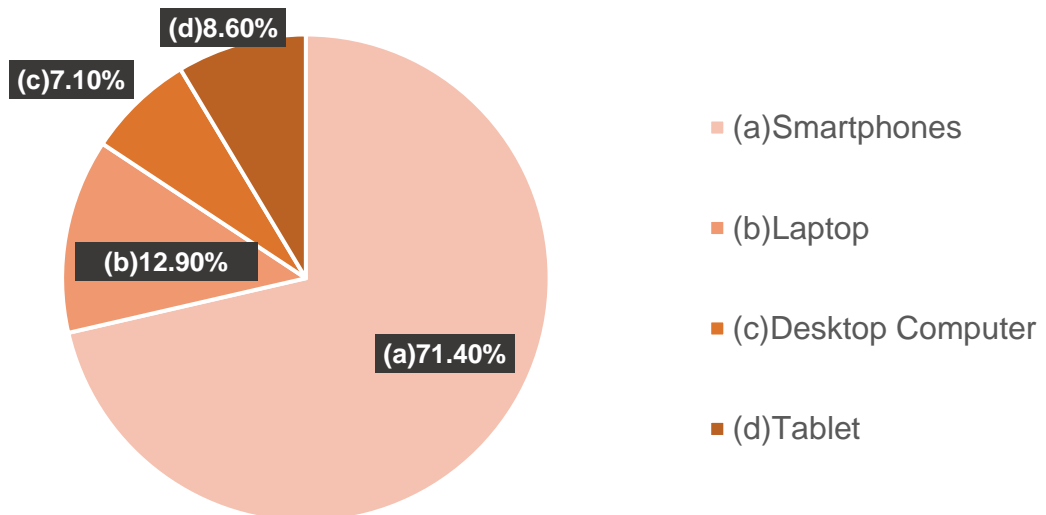


Figure 9. Which devices are used to watch TikTok's live-streaming

As shown in Figure 8 below, a majority of the respondents preferred the Smartphone mode of watching live-streaming on the TikTok platform. Of the 101 respondents, 72, comprising

71.4%, chose Smartphones. Furthermore, the proportions of the Laptop that I used to view the stream were 12.9% (13 responses), those of the Desktop that I used were 7.1% (7 responses), and of the Tablet used to view the stream was 8.6% (9 responses).

Furthermore, figure 10 below illustrates the frequency of watching live-streaming on TikTok's live-streaming, it was also the purpose of question 6. The uneven proportions of all responses are shown in the pie chart below.

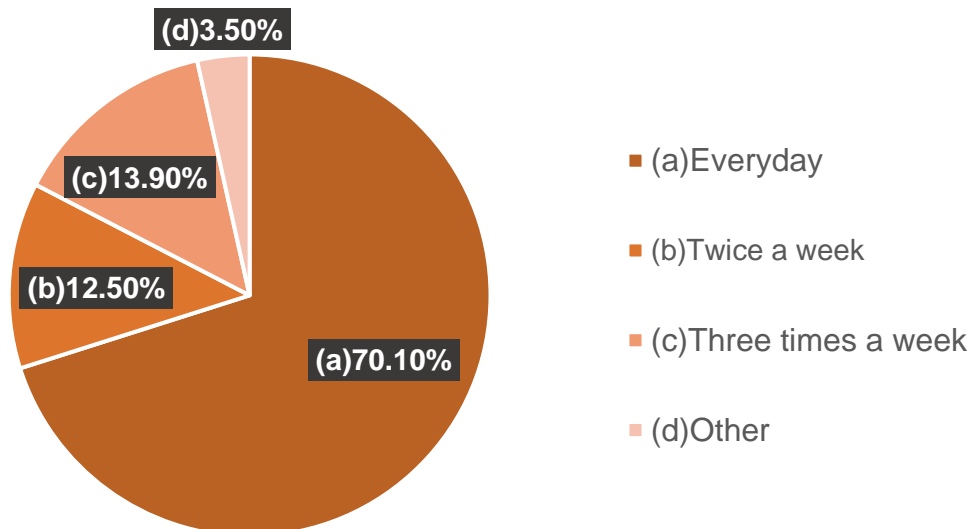


Figure 10. The frequency of participants who watched TikTok's live-streaming

Thus, the data shows that the “Everyday” option has the largest percentage count. In my case, it was 70.10%, which corresponds to several 73 responses. Additionally, 13 and 14 participants answered that they watched the live stream of TikTok twice a week and three times a week, respectively. This equals 12.5% and 13.9% of respondents. In the “Other” option, 3.5% of people answered that they watched 5 and 6 days a week. This option was selected by 5 people in total. To summarize, there are in total of 105 responses to question 6.

5.3.4 The Interaction of Consumers with Cosmetic Products throughout TikTok's Live-streaming

Subsequently, question 7 aims to evaluate the appeal of TikTok's live-streaming of cosmetics products. The Figure below shows the result of question 7.

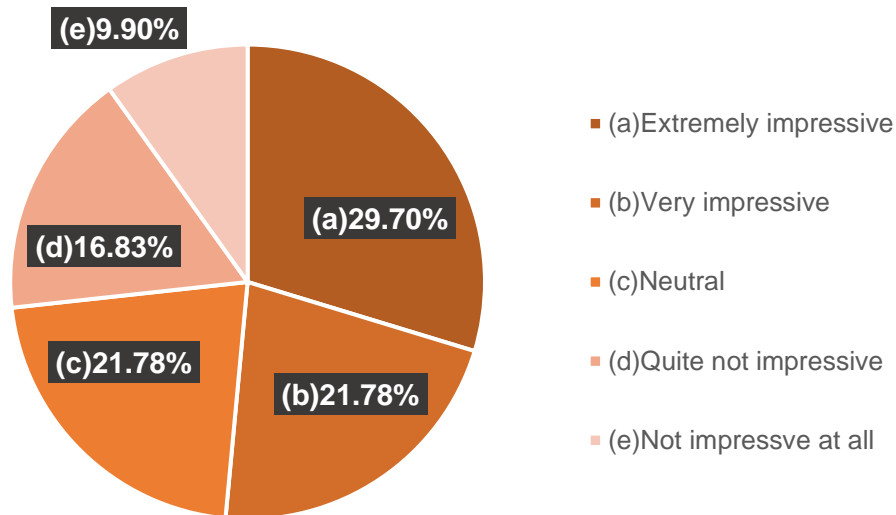


Figure 11. The appeal of TikTok's live-streaming of cosmetics products

The opinions of the 101 respondents based on the survey data also varied by impressiveness. A total of 29.7% (30 respondents) consider the subject "extremely impressive," thus presenting a high level of positive thinking. Much less, 21.78% (22 respondents), believe this is "very impressive," which is still very positive. Another hefty percentage, 9.90% (10 responses), believe that this is "not impressive at all," which also represents a significant percentage of negative attitudes. At the same time, 21.78% (22 respondents) are "neutral," indicating that they do not feel the strong influence of any of the extremes. 16.83% (17 responses) are confident that "quite not impressive." Of the majority of positive, many show neutrality or negative attitudes.

Then, question 8 asks about the percentage of participants who decided to buy cosmetic products after watching a live stream on TikTok.

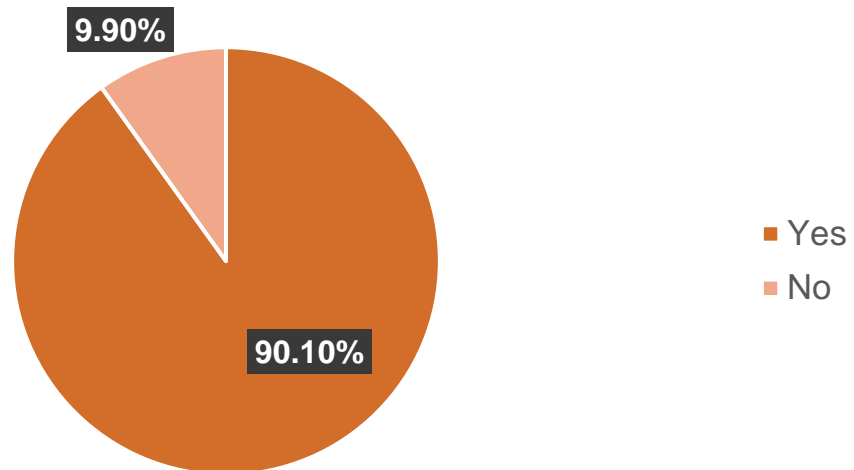


Figure 12. The percentage of participants who decided to buy cosmetic products after watching live-streaming on TikTok

From 101 respondents, it is known that 90.10% (91 responses) of people said yes. Therefore, a significant amount of people have bought something because of TikTok. On the contrary, 9.90%(10 responses) said no. Hence, larger quantities of people are not influenced by TikTok's livestreams. From this data, it can be confirmed that TikTok has an influence on the people from this sample group on the topic. The idea suggests that TikTok can indeed be used as a marketing tool to advertise companies that produce cosmetics. Furthermore, it also shows that a large number of people make their own choices probably without the influence of TikTok.

Subsequently, question 9 aims to evaluate the consumer's assessment of the ease of buying cosmetics through Live-streaming on the TikTok shop platform. The figure below shows the results of the question.

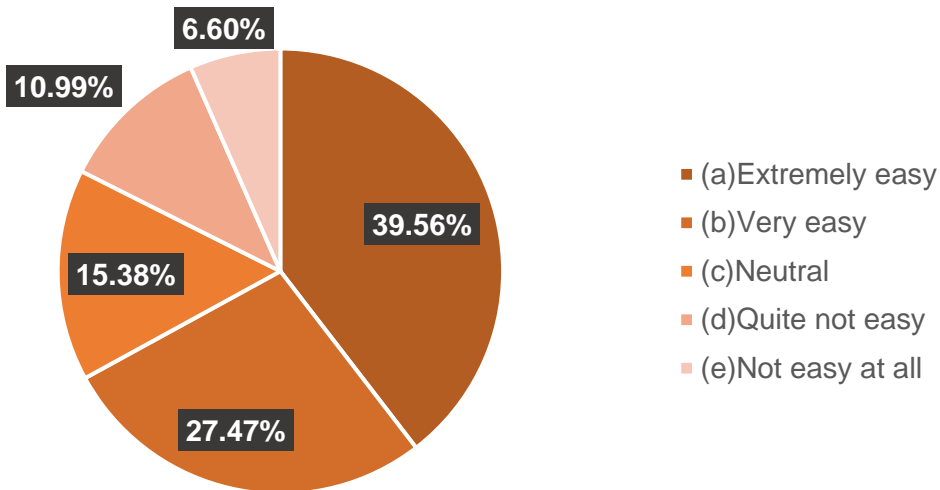


Figure 13. The consumers' assessment of the ease of buying cosmetics

First, 101 considered answering the question to determine people's opinions on how easy the process of buying the commodities was via Live-streaming from the TikTok shop platform. The highest percentage, 39.56% or 36 respondents says it was "extremely easy." In this case, the majority of the people were able to find it easy to access their cosmetic products via the platform. On the other hand, 27.47% or 25 participants "very easy" was a high percentage. However, 6.60% or 6 individuals said "not easy at all," 15.38% or 14 people showed it was "neutral," while 10.99% or "quite not easy". 14 individuals, or a slightly higher percentage of people say it was neutral, while others say it was not exactly easy to make purchases via the platform. Thus, a higher percentage was able to get satisfied while making their purchase via the TikTok shop platform. However, some also were faced with the challenge of access to it.

5.3.5 The Elements that Impact on Respondents Decision-making

There are questions 10 and 11 aimed to analyze which elements or factors influence their final decision before they want to buy cosmetic products via TikTok's live-streaming platform. The data was collected from the result of question 10 which respondents could choose many options at the same time, and the data is shown in the Figure below.

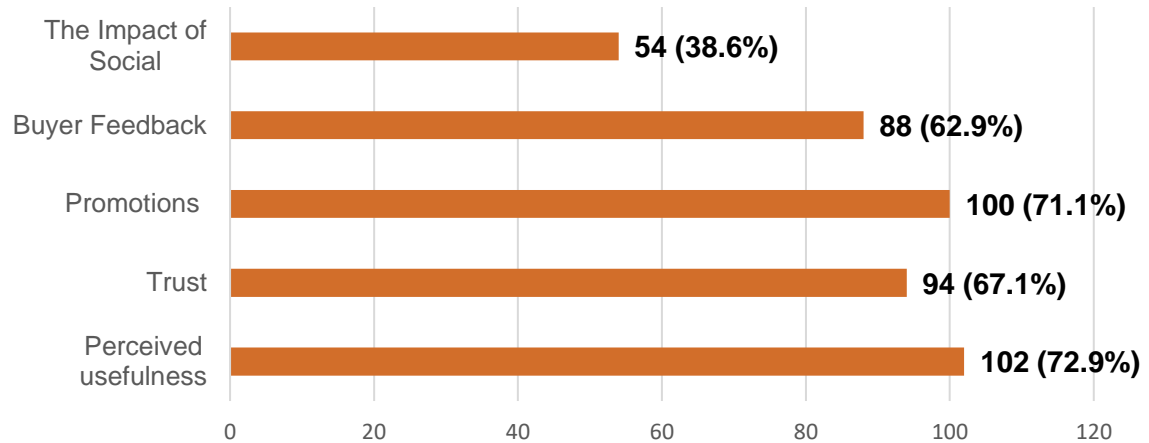


Figure 14. Elements influence the consumer's final decision

Based on the data, some general answers can be given. Firstly, "perceived usefulness" determines the choice of 72.90% of the respondents, which is equal to 102. It may be claimed that people trust things that bring them utility. Secondly, "trust" determines the choice of 67.10% (94 responses). It may imply that people want to trust a manufacturer; therefore, consumers buy only from the best manufacturer as they believe. "Promotions" constitute 71.10% (100 participants). It may be claimed that most people pay attention to special offers, discounts, and packages. 88 respondents (62.90%) claimed that "buyer feedback" formed their choice, and it may be assumed that respondents prioritize the quality of products. Finally, the answer "the impact of social" rang in 38.60% (54 respondents). It may be claimed that in the modern world, social media and influencers play a role in every person's decisions.

Next, question 11 analyzed which elements of TikTok live-streaming were the most important to consumers. Similarly, respondents could choose many options at the same time. The Figure below is the result of the question.

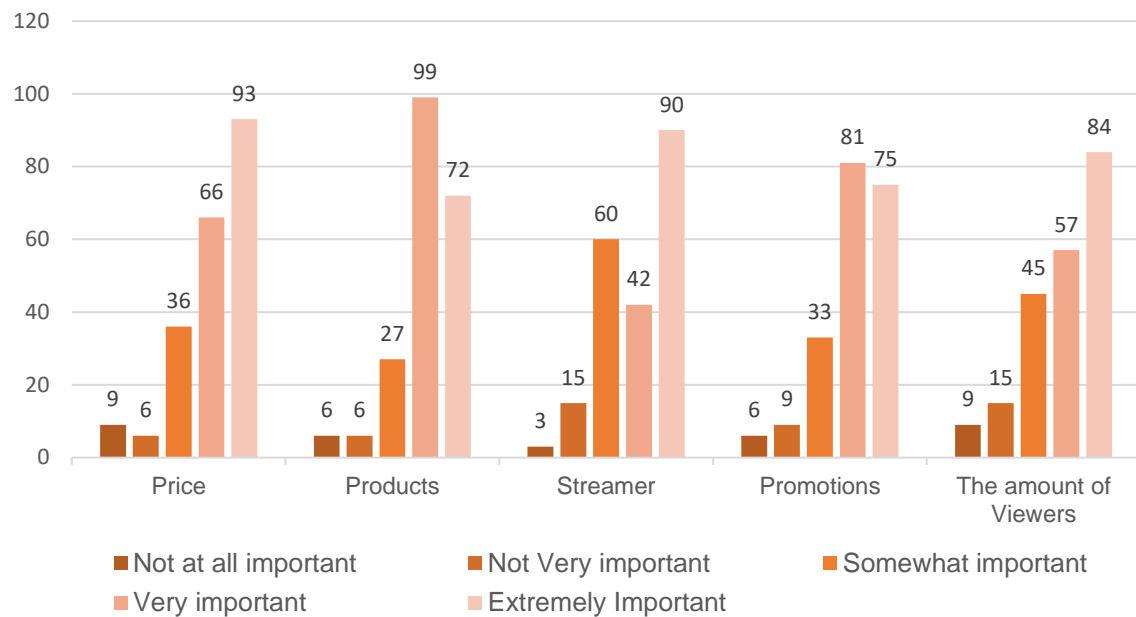


Figure 15. The important elements of TikTok's live-streaming session

Based on the data, it is clear that all subjects are important to respondents. Firstly, around 90 respondents thought that the "Price" and "Streamer" were "extremely important." In the same category, approximately 72 respondents said the "Products" and "Promotions" factors were also "Extremely Important." The figure for "the number of viewers" also played an "extremely important" role, with 84 responses.

Regarding "Very important" options, 99 responses for the "Products" element. The number of participants who chose the "Price" and "Promotions" elements was 66 and 81, respectively. Only 44 believed the "Streamer" element was "Very Important."

Under 50 respondents who chose the "Somewhat" category, there were four elements, except for "Streamer". 60 participants selected the last element in the same category.

Very few people chose the "Not very important" and "Not at all important" categories. Based on the chart, no more than 15 people chose for all factors. Only the factors "Streamer" and "The number of Viewers" were rated "Not Very Important" by 15 respondents. The rest of the chart has no more than 10 choices.

5.3.6 The Interaction of Consumers with TikTok's Live-streaming Influencers.

The rest of the questions aimed to evaluate consumers' interaction with TikTok influencers; as mentioned above, the platform influencer was Vo Ha Linh, for example. Question 12 illustrated how many participants knew Vo Ha Linh. The result is shown in the Figure below:

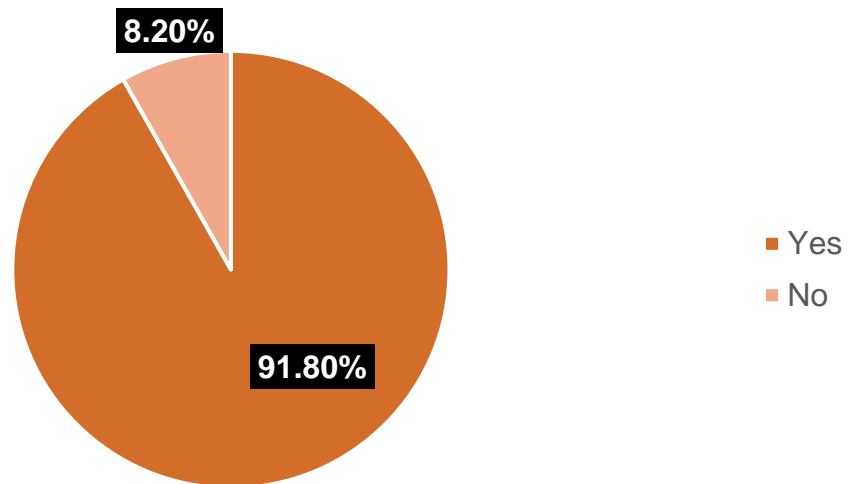


Figure 16. The familiarity of the respondents with Vo Ha Linh

Question 12 inquired about the respondents' familiarity with Vo Ha Linh. The findings reveal that most of the people, 91.80% (103 respondents), responded "Yes" to the question. The rest, 8.20% (10 respondents), answered "No" to the query, indicating a small proportion of those unfamiliar with Vo Ha Linh. The incorporation of these figures shows that Vo Ha Linh could be a relatively big individual among the people surveyed, given the large percentage that responded positively. The high number of people unfamiliar with Vo Ha Linh implies that the individual is well-known among the population that was surveyed.

As mentioned above, the live-streaming session on 4/4/2023 was one of the biggest live-streaming sessions at that time in Vietnam. Hence, question 13 aims to demonstrate the popularity of the live-streaming sessions. The data is shown in the Figure below:

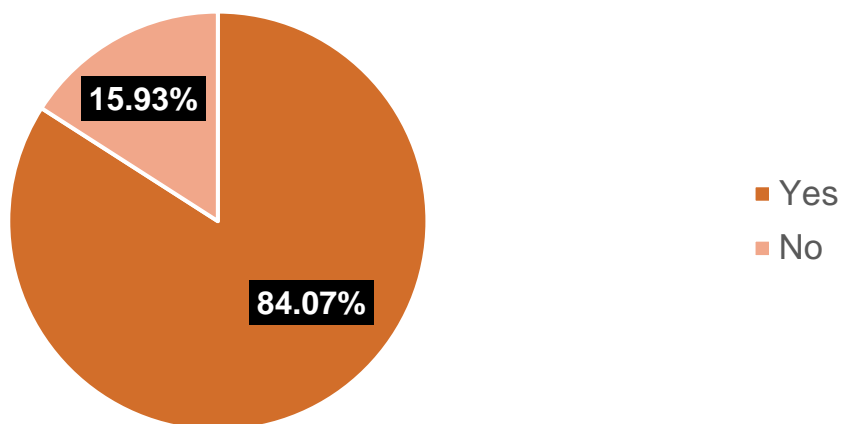


Figure 17. The familiarity of the respondents with Vo Ha Linh's live-streaming session on 4/4/2023

It extracted if the major respondents answered “yes” or “no” as follows: as per the data 84.07% (95 responses) of the respondents knew a live stream. Thus, the Vo Ha Linh session was well known or promoted among the surveyed population, and Consequently, this indicated a large amount on Twitch and willing; thus, the involved segment of a promoted target group is within the covered population. Also, as per the data, 15.93% (18 responses) of the respondents answered “no”. Thus, they were not aware of those strides because either they were not that accessible to the podium or the issue was not supposed to attract more attendees. Finally, it suggests the data extracted can be used, for example, to show the educating Vo Ha Linh session available to the covered survey population. in conclusion, there are also a few who did not know, that space for all opting to fill next time by the utilization of promotion or other appropriate.

6 Conclusion

The current chapter is the final section of the study. It answers the research questions, explains the reliability and validity, and suggests recommendations for further research.

6.1 Answers to Research Questions

The aim of this thesis is to help cosmetic businesses deeply understand consumer behavior trends in Vietnam so that they can create more effective marketing strategies. To support the aim of the thesis, the following main research question was formed:

What should Vietnamese cosmetic companies understand about the current consumer behavior trend based on the popularity of TikTok live-stream marketing?

Undoubtedly, TikTok's live streaming plays a crucial role in Vietnam's marketing field. It is clear that almost all respondents who took part in the survey argue that one of the most impressive marketing methods is live-streaming. Moreover, with many respondents who watched TikTok's live-streaming every single day, it is clear that watching TikTok's live-streaming every day plays a vital role. Based on a deep understanding of consumer behavior, cosmetics companies can create live stream sessions suitable for consumer behavior trends. It allows influencers and brands to present cosmetic products directly to consumers, encouraging them to buy products. Second, owing to the interactivity of live-streaming, viewers can ask questions and see the real-time use of the product. For example, consumers can ask sellers for feedback on the use of the product and the effect after using it. Such an interactive approach can increase consumer confidence and belief in the product. Last but not least, the company can reach more potential and loyal consumers through live-streaming. However, there are still cultural factors that can significantly affect consumer behavior. Namely, consumers can be embarrassed to ask questions openly or post comments because of the possibility of public insults.

In order to support the main research question, the following sub-questions research was formed:

The first sub-questions:

What is currently the most effective marketing method in the Vietnamese market?

The predominant marketing approach in the Vietnamese market is becoming digital-focused. The country's rapid internet penetration and adoption of smartphones are fuelling several digital marketing avenues. Such approaches as social media marketing, influencer marketing, content marketing, and live-streaming marketing are becoming popular as they

are highly effective in engaging Vietnamese consumers, particularly in behavior. The predominant approach to live-streaming marketing in Vietnamese is through social media platforms such as Facebook and, increasingly, Zalo and TikTok. This is because of influencer marketing, particularly through livestream channels. Influencers create a special session to promote the brand's products during a live stream. The influencer first uses the described products and then discusses them with the viewers. The brand's logo and the product's description are presented during the influencer's session. Additionally, the influencer interacts with the users, answers their questions, and gives exclusive discounts for the first time. Moreover, the influencer may ask various questions and polls for further research.

The survey findings clearly show that digital marketing was the most popular method in Vietnam. A large number of people selected Social media and live-streaming platforms. Hence, it could be understood that people pay much attention to social media or live-streaming marketing methods.

As mentioned above, Social media and live streaming, also commonly known as digital marketing, have been booming in the recent decade. This has also transformed the marketing landscape in Vietnam from traditional methods such as word-of-mouth, outdoor advertising, and leaflets to digital marketing. It is understandable that nowadays when the Internet is used the most in the marketing field, traditional marketing methods can no longer bring value and effectiveness to companies. Moreover, consumers tend to watch TikTok's live-streaming daily, and it is a golden opportunity for the cosmetic company to reach potential consumers.

To summarize all the evidence, the first sub-question can be answered: Social media and TikTok's live-streaming are Vietnam's most useful marketing methods.

Second sub-question:

What factors contribute to TikTok's live-streaming popularity as the marketing channel for cosmetic products?

There are many factors that help TikTok's live-streaming marketing to become more and more popular.

Firstly, according to the survey results, most of the respondents evaluated the appeal of TikTok's live-streaming of cosmetic products from neutral to extremely impressive. It could be understood that the live-streaming sessions about cosmetic products on the TikTok platform receive a lot of positive evaluations, even though there are also some limited ones.

Secondly, based on the data of respondents who bought cosmetic products after a live-streaming session did so. It could be said that people enjoy buying cosmetic products. By watching TikTok's live streaming, consumers can get many promotions or better prices, which are only available during live stream sessions. Thirdly, the ease of buying cosmetics also makes TikTok's live-streaming more popular; almost all respondents felt very easy to use.

On the other hand, in the current era, TikTok's live streaming is one of the most popular marketing methods, which consumers can easily use regardless of age. It meets all the demands of a digital marketing tool.

In short, based on those pieces of evidence, there are many elements that could make TikTok's live-streaming popular.

Final sub-question:

What factors influence Vietnamese consumers to purchase cosmetic products after exposure to TikTok live streams?

The rising impact of TikTok live streaming on customer behavior, particularly in the Vietnamese cosmetic business, may be attributed to many notable factors. The evaluation of usefulness is a crucial factor to be considered. It is the priority that the consumers believe in how confident they can be that this product helps them perform the desired functions and benefits to improve their beauty routine. The live stream influencers often use the product and its benefits before the audience's eyes and exhibit them in action. This results in the elevation of the perceived value and convenience of use of the item. Trusting is also the cornerstone of purchasing patterns. Vietnamese consumers are proud to trust the items they like from the influencers they follow. In the end, the TikTok stream presents a different kind of one-of-a-kind user experience, making people feel more accountable and more special than seeing a publication; this distinct video marketing is distinctive from the kind of openness and intimacy that video marketing lacks. The influencer also transfers issues to the system from which they might not have within their control, and once they provide an independent assessment of the influencer. There are also cases in which viewers consult with the host, who promptly answers all client queries. The promotion also affects clients who believe in the new phenomenon and make the acquisition. Bonuses for clients, day-to-day discounts for live broadcasts, and exclusive agreements that make the purchase for some particularly determined scammers all make sense. Promotional stuff built on the human fear of losing launches a desperate feeding frenzy. Feedback is an essential factor. Testimonials can be present during a broadcast if some individuals have already purchased a product or have evaluated something, and the host reviews them, remarks on them, or

just shows them. Feedback from people who have tried the merchandise may significantly bolster the consumer's decision to buy. A kind of test product has already been, and it is not that everybody lies. Social factors should also be stressed as having an extensive effect. Due to its interactive aspect, live translations can foster the spirit of getting involved and engaging – the users actively join the influencer and one another, which creates the atmosphere of being present. Participation in social communities notably enhances the likelihood of conformity to group norms and tendencies; hence, Vietnamese customers' will to shop may increase exponentially.

6.2 Validity and Reliability

The definition of validity in research is the accuracy of a measurement method, and the definition of reliability is the consistency of a method's measurements. (Middleton 2023.)

The thesis used both primary and secondary data, hence enhancing its trustworthiness. The researcher acquired up-to-date and dependable secondary data from reputable sources, including academic journal articles, published books, scientific publications, e-books, and trusted internet sites. In addition, primary data was obtained via an online poll that specifically examined how TikTok's live-streaming marketing impacts consumer behaviors in Vietnam in the beauty industry. Specifically, a series of closed-ended inquiries was formulated and sent to the participants. Afterward, the author carefully observed and analyzed the gathered data using Excel. It is important to acknowledge that if the participants are given the same questionnaire at a later period, such as weeks or months following the first assessment, there is no assurance that their replies could correspond with the present study results.

The validity of the study, the purpose of the online survey was to inquire about respondents' demographic characteristics, their interaction with consumers with marketing methods, their interaction of consumers with live-streaming on TikTok platforms, their interaction of consumers with cosmetic products throughout TikTok's live-streaming, the elements that impact on respondents decision-making, and the interaction of consumers with TikTok's live-streaming influencers. The resulting output can be considered highly valid as all issues addressed in the questionnaire are crucial in assisting the researcher in achieving the objectives and answering the research question. In addition, the author utilizes a technique of refraining from asking questions that might result in biased answers and ensures that only suitable respondents are chosen to provide their responses.

6.3 Suggestions for Further Research

For further research, there are several aspects to a deeper understanding of the impact of TikTok's live-streaming marketing on consumer behavior in the cosmetic industry in Vietnam. Firstly, a potential research direction is to conduct a comparison of the effectiveness of live-streaming on TikTok with other platforms such as Facebook or Instagram. Secondly, further research can be explored by conducting a comparison between the impact of TikTok's live-streaming in Vietnam and other countries such as neighboring ones. Engagement levels, conversion rates, and consumer perceptions are the purpose of the study to build a deeper understanding of the specific effects of TikTok's live-streaming marketing in the cosmetic industry.

On the other hand, further research can consider an aspect related to the influence on consumer behaviors on the TikTok channel. The research can be dug deeper into the target group of consumers. It can focus on consumers in Vietnam, different regions, generations, types of jobs, etc. From there, the thesis can be analyzed in terms of personality or characteristics, and then, a deep understanding of consumer preferences can be used to create more effective marketing campaigns.

Lastly, an interesting research area could be investigating the kind of relationship or connection TikTok's live-streaming marketing and consumer trust and loyalty have in the context of the Vietnamese cosmetic industry. In other words, for the given research area, one may examine the effect of transparency and authenticity provided during product demonstrations on TikTok or how it affects consumers' perception of a brand that uses a marketing approach. All the identified sectors influencing consumer trust and loyalty towards TikTok live-streaming marketing can help brands create the right marketing approach to attract Vietnamese consumers and maintain relationships with them in the long term.

7 Summary

To sum up, the present thesis has looked into the extensive effect of TikTok's live-streaming progressive marketing on Vietnamese consumers' behavior in the cosmetic industry. Moreover, Chapter 2 is about the marketing landscape in Vietnam, which aims to understand the history of marketing in Vietnam and its trends in the current context. Particularly, the marketing landscape in Vietnam experienced many changes, along with changes in the Vietnamese economy throughout the period. Besides, the current market trends section explains transferring traditional marketing methods to digital ones.

The next chapter's streaming marketing section explains and provides information about TikTok and its history. In addition, the same chapter provides a general review of the cosmetic industry and its landscape in Vietnam. And one of the most important sections was also explained in the same chapter: Consumer Behavior. The case study of the 4/4/2023 session of Vo Ha Linh's stream has allowed us to gain valuable information on the features and effectiveness of live-streaming for Vietnamese consumers.

The empirical part, written in Chapter 5, involved developing a survey using an online platform to collect data from a group of Vietnamese respondents. The data was then collected and statistically analyzed using the Excel Microsoft tool. In Chapter 6, the research question and sub-questions were answered. Moreover, in the same Chapter, the validity and reliability sections were also explained. There are some suggestions for further research. In the final chapter, a thesis summary is written.

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Sự ảnh hưởng của Live Streaming marketing trên nền tảng TikTok lên hành vi người tiêu dùng ở Việt Nam trong lĩnh vực mỹ phẩm.

Xin chào!

Tôi đang viết một luận án về sự ảnh hưởng của live stream marketing trên nền tảng TikTok lên hành vi người tiêu dùng ở Việt Nam trong lĩnh vực mỹ phẩm.

Bài khảo sát gồm 13 câu hỏi và mất tầm 3-4 phút. Các thông tin được cung cấp trong bài khảo sát sẽ được bảo mật và sử dụng nhằm mục đích nghiên cứu thực nghiệm.

Nếu có bất kì thắc mắc gì, hãy liên lạc với tôi qua email: Triet.Pham@student.lab.fi

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1. Tuổi của bạn là:

- Nhỏ hơn 15
- 15-30 tuổi
- 31-45 tuổi
- Lớn hơn 45 tuổi

2. Giới tính:

- Nữ
- Nam
- Khác

3. Phương pháp tiếp thị mỹ phẩm nào bạn cảm thấy hấp dẫn nhất

	Not At All Impressive	Not Very Impressive	Somewhat Impressive	Very Impressive	Extremely Impressive
Truyền Miệng	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mạng xã Hội	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Xem live stream	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bảng Quảng Cáo, quảng cáo trên xe bus, taxi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tờ Rơi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Bạn có xem live stream trên TikTok không?

(Nếu Câu Trả lời là không, mời bạn di chuyển tới câu 13)

- Có
- Không

5. Bạn sử dụng TikTok trên thiết bị nào?

- Smartphone
- Laptop
- Desktop Computer
- Máy Tính Bảng
- Muu: _____

6. Bạn xem Live stream trên TikTok bao nhiêu lần mỗi tuần?

- Mỗi Ngày
- 2 ngày mỗi tuần
- 3 ngày mỗi tuần
- Muu: _____

7. Bạn đánh giá như thế nào về các phiên live stream về mỹ phẩm trên TikTok?

- Rất hấp dẫn
- Hơi hấp dẫn
- Trung Lập
- Hơi không hấp dẫn
- Hoàn toàn không hấp dẫn

8. Bạn đã bao giờ mua sản phẩm mỹ phẩm sau khi xem một buổi trực tiếp quảng cáo trên TikTok chưa?

- Có
- Chưa bao giờ

9. Đối với bạn, những khía cạnh nào của buổi trực tiếp quảng cáo trên TikTok là quan trọng nhất?

	Not at all important	Not very important	Somewhat important	Very important	Extremely important
Giá tiền	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sản Phẩm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streamer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giảm Giá và ưu đãi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lượng người tương tác	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Yếu Tố nào giúp bạn đưa ra quyết định cuối cùng trước khi mua mỹ phẩm?

- Bạn nhận thấy được sự hữu ích của sản phẩm
- Niềm tin vào nhãn hàng và streamer
- Giảm Giá và Ưu đãi
- Đánh giá của các khách hàng khác
- Sự ảnh hưởng của xã hội

11. Đánh giá của bạn về mức độ dễ dàng khi mua mỹ phẩm thông qua Live stream trên nền tảng TikTok shop?

- Rất Dễ sử dụng
- Hơi dễ sử dụng
- Bình thường
- Hơi khó sử dụng
- Rất khó sử dụng

12. Bạn có biết Võ Hà Linh không?

- Có
- Không

13. Bạn có biết về phiên live stream của Vo Ha Linh ngày 4/4/2023 không?

- Có
- Không