

# Questionnaire

## **Topic: Factors influencing the impulse buying behavior of students on TikTok Shop**

Hello everyone,

Our team at FPT University – Can Tho Campus is currently conducting a study on the factors influencing the impulse buying behavior of students on TikTok Shop. We kindly request a few minutes of your time to complete the survey below. We assure you that all personal information collected will remain completely confidential and will be used solely for research purposes.

To ensure the authenticity of our findings, we hope you will respond honestly and accurately, selecting the options that best reflect your experiences. This will greatly assist us in our research efforts.

Our team sincerely thanks you and looks forward to your enthusiastic participation!

### **1. Screening question**

Please let us know if you have ever shopped on TikTok Shop?

- Ever (Continue the survey)
- Never (Stop the survey)

### **2. Measure the level of evaluation of factors affecting online impulsive buying behavior on TikTok Shop**

(1: Very disagree → 5: Very agree)

#### **2.1. Scarcity (SC)**

Code	Items	Very disagree	Disagree	Normal	Agree	Very agree
SC1	You think about the deadline for a promotion I can buy on TikTok Shop.					
SC2	You are worried about the remaining time of the promotion when shopping on TikTok Shop.					
SC3	You think about the limited quantity of that product when shopping on TikTok Shop.					
SC4	You are worried about out of stock when shopping on TikTok Shop.					

#### **2.2. Serendipity Information (SI)**

Code	Items	Very disagree	Disagree	Normal	Agree	Very agree
SI1	You happened to see a product you wanted to buy before, while shopping on TikTok Shop.					
SI2	You find things that will surprise you when you shop on TikTok Shop.					
SI3	You get more than you expect when you shop on TikTok Shop.					

SI4	TikTok Shop gives you fresh information while shopping.					
SI5	TikTok Shop gives you information relevant to the product you want to buy in a surprising way.					

### **2.3. Trust (TR)**

Code	Items	Very disagree	Disagree	Normal	Agree	Very agree
TR1	You trust that there is no risk when shopping on TikTok Shop.					
TR2	You trust that online shopping on TikTok Shop can be trusted.					
TR3	You trust that TikTok Shop offers a variety of products that meet my needs.					
TR4	You trust that TikTok Shop sells products honestly.					
TR5	You trust that the quality of products on TikTok Shop matches the description information.					

### **2.4. Hedonic Motivation (HM)**

Code	Items	Very disagree	Disagree	Normal	Agree	Very agree
HM1	Shopping on TikTok Shop helps you relax and reduce stress.					
HM2	You will be more motivated to shop if the product is discounted or promoted on TikTok Shop.					
HM3	You will be more motivated to shop when you buy products as gifts or for others on TikTok Shop.					

### **2.5. Shopping Lifestyle (SL)**

Code	Items	Very disagree	Disagree	Normal	Agree	Very agree
SL1	The product has similarities with products from famous brands, so it makes you buy faster on TikTok Shop.					
SL2	Because it is a newly launched product, it makes you buy faster on TikTok Shop.					
SL3	Because this is a product from a famous brand, it is easier for you to buy on TikTok Shop.					
SL4	Products with differences in design and shape make it easier for you to buy on TikTok Shop.					

### 2.6. Product Presentation (PP)

Code	Items	Very disagree	Disagree	Normal	Agree	Very agree
PP1	Products on TikTok Shop are fully described with information to help you make a quick buying decision.					
PP2	Product illustrations on TikTok Shop are of high quality, attracting you to make a quick purchase.					
PP3	Illustrations of products on TikTok Shop are depicted from many different angles to help you make an easy buying decision.					
PP4	Suggested information related to products on TikTok Shop is rich and diverse to help you make buying decisions easily.					

### 2.7. Online impulse buying (OIB)

No.	Items	Very disagree	Disagree	Normal	Agree	Very agree
OIB1	Before visiting TikTok Shop, you had no plans to buy the product.					
OIB2	While browsing TikTok Shop, you have no intention of buying this product.					
OIB3	Buying products on TikTok Shop, comes spontaneous to you.					

### 3. Respondent information

Full name: ..... Birth year: .....

Email: ..... Province/City (Code in the raw data: Q1): .....

Please indicate your gender (Code in the raw data: Q2)

- Female (0)
- Male (1)

The name of the school where you are currently studying is (Code in the raw data: Q3):

- Can Tho FPT University (1)
- Can Tho University (2)
- Can Tho Medicine and Pharmacy University (3)
- Nam Can Tho University (4)
- Can Tho College (5)
- College of Medicine (6)
- Can Tho FPT Polytechnic College (7)
- Others (8)

What is your average monthly income? (*Code in the raw data: Q4*)

- Under 3 million (1)
- From 3 - 5 million (2)
- From 5 - 10 million (3)
- Over 10 million (4)

Thank you for your answers!