TikTok Marketing and Handmade-Product Purchase Decisions among Thai Nguyen Students

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***Abstract*—This undergraduate thesis studies which TikTok marketing factors are associated with Thai Nguyen students' reported decisions to buy handmade products. The analyzed sample contains 252 valid student questionnaires. The author evaluates measurement scales and a regression model, reporting adjusted R-squared of 0.454. Video content and trust appear among the stronger predictors in the source discussion. The student also creates the Nhanh Sao Troi TikTok page and posts a small set of handmade-product videos as a practical demonstration. Because sampling is local and the channel trial is short, the statistical relationships are not causal effects and early attention cannot establish sales growth. This summary combines the survey result with the limited implementation while preserving their different evidentiary roles.**

***Index Terms*—handmade products, TikTok Shop, student survey, consumer trust, video content**

I. Introduction

Handmade items require shoppers to judge appearance, originality, and seller reliability from short videos and product information. The thesis asks which TikTok marketing features relate to purchase-decision scores among students in Thai Nguyen. It also tests a small channel example, but the survey and posting trial answer different questions [1]. Earlier ICTU undergraduate theses on related topics provide context [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography.

II. Methods

The student gathers 252 valid questionnaires after excluding respondents outside the analyzed purchase group, evaluates scale reliability and factor structure, and fits a multiple regression. The source then describes building the Nhanh Sao Troi channel and posting introductory videos for handmade products. The survey is local and observational; the channel trial has few videos and no matched control or complete shop-order ledger [1].

III. Results

The manuscript reports adjusted R-squared of 0.454 for its purchase-decision model. Its discussion places video content and trust among the leading positive factors. The practical channel attracted initial attention and interaction, but the short test does not establish a sustained order or revenue effect. These findings describe reported associations within the surveyed students and a separate early content demonstration [1].

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IV. Discussion

Visual content can explain handmade qualities while trust helps reduce uncertainty about materials and delivery. Still, cross-sectional survey scores cannot show that a specific video caused a purchase. Future work should sample beyond one student population, predefine measures, retain video-level analytics, and verify completed orders. Earlier ICTU brand and online-sales projects provide design and commerce context for the trial [1].

V. Conclusion

The thesis identifies survey associations between TikTok marketing factors and handmade-product purchase decisions, with an adjusted R-squared of 0.454 in its local sample. The demonstration channel illustrates implementation. Generalization and a real sales effect require broader sampling and longer transaction-linked observation [1].

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