Exploring Factors Influencing Gen Z's Continuation Intention on TikTok Social Network: A Case Study in Can Tho City, Vietnam.

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ABSTRACT

The aim of this study is to gain a more profound understanding of the factors that motivate individuals from Generation Z, commonly known as Gen Z, to persistently engage with the popular social media platform TikTok. To ensure a comprehensive analysis, a quantitative research approach was employed, involving a sample size of 316 participants from Generation Z. The research employed confirmatory factor analysis, structural equation modelling, and Cronbach's alpha to validate the anticipated factor structure, examine the relationships between variables, and determine the reliability of the measurement scales. Furthermore, the study employed a combination of exploratory factor analysis, confirmatory factor analysis, and structural equation modelling to uncover latent characteristics. The data analysis utilised the software programmes Amos and SPSS. During the testing phase, various traits such as digital interaction, archiving, self-actualization, escapism, and gratification were considered. The study's outcomes provide novel insights into previously undisclosed information and shed light on the motivations behind Generation Z's persistent use of the TikTok social media platform. These findings may prove valuable to social media network administrators and developers in their endeavours to enhance user engagement on their platforms.

Keywords: Continuation intention, TikTok, Social network, Social network, Social media platform.