

THE IMPACT OF E-COMMERCE ON CONSUMER BEHAVIOR IN VIETNAM

Field of Study Social Sciences, Business and Administration	
Degree Programme Degree Programme in Business and Administration	
Author(s) Thao Ngo	
Title of Thesis The impact of E-commerce on consumer behavior in Vietnam	
Date 15/08/2023	Pages/Number of appendices 55
Client Organisation /Partners	
<p>Abstract</p> <p>In the contemporary landscape, the proliferation of the internet and the advent of Innovation 4.0 have renewed online shopping a pressing concern. The rapid growth of e-commerce has transformed the way products and brands engage with customers, profoundly impacting consumer behavior. The thesis aimed to investigate the impact of e-commerce on consumer behavior in Vietnam. Drawing on a comprehensive review of literature from various sources, including newspapers and the internet, the goal was to research key factors shaping consumer buying patterns in the digital age.</p> <p>The study examines the influence of societal factors, psychology, personal, and culture on virtual shopping. It provides an extensive overview of the customer concept, consumer behavior model, purchasing decision behavior, e-commerce infrastructure, its current state, types of e-commerce, and the benefits it offers. Furthermore, the research explored how e-commerce affects traditional brick-and-mortar retail, shedding light on "multichannel" shopping, where consumers seamlessly transit between offline and online channels. The study also considers e-commerce's potential to bridge global shopping disparities.</p> <p>A survey was conducted to gain insights into consumers' attitudes, expectations, shopping behavior, preferences, and psychology regarding e-commerce. The results of 100 participants in this survey highlight that convenience, price, discounts, and other special offers are the three most influential factors in consumer purchasing decisions. Perceived risk has the most significant negative impact; however, pricing significantly influences the final purchase decision. According to the research, age, education, occupation, and income do not appear to sway purchasing decisions. These findings have practical implications for e-commerce businesses in Vietnam.</p>	
<p>Keywords</p> <p>E-commerce, shopping online, consumer behavior, decision – making process, Vietnam</p>	

CONTENTS

1	INTRODUCTION	5
2	BUYING BEHAVIOR.....	10
2.1	Theoretical Model of Customer Behavior.....	10
2.2	Consumer behavior	12
2.3	Factors influencing customer behavior	13
2.4	Customer decision-making process	16
3	E-COMMERCE	19
3.1	The foundation and development in the world	19
3.2	Types of E-commerce	21
3.3	Situation of E-commerce in Vietnam.....	24
3.4	Benefits of E-commerce	26
4	THESIS IMPLEMENTATION.....	29
4.1	Data Collection	29
4.2	Results.....	30
4.3	Summary of the survey's results	39
4.4	Answer the research question.....	39
5	DISCUSSION	43
	REFERENCES	45
	APPENDIX 1: QUESTIONNAIRE FOR SURVEY	49
	APPENDIX 2: OPEN ANSWERS FOR QUESTION 14 AND QUESTION 15.....	54

LIST OF FIGURES

Figure 1. E-commerce activities in Vietnam (Kemp and Sarah 2019).....	6
Figure 2. Quantitative research method (Fleetwood, Dan 2023).....	8
Figure 3. Theory of Planned Behavior model adapted (Ajzen, I. 2005, 118).....	11
Figure 4. Buyer's Black Box models (Kotler et al., 2018, 159).....	12
Figure 5. Factors influencing behavior (Kotler et al. 2018, 159).....	13
Figure 6. Consumer buying process Models (Kotler and Keller 2012, 166).....	16
Figure 7. Abraham Maslow's Hierarchy of Needs Models (Kotler and Keller 2012, 161).....	17
Figure 8. The development of the Internet (Middle Georgia State University, 2016)	20
Figure 9. The development of the Internet (Middle Georgia State University, 2016)	21
Figure 10. Types of E-commerce models (Bloomenthal, Andrew 2023).....	22
Figure 11. Social platform market in Vietnam (Q&Me, 2022).....	25
Figure 12. E-commerce advertise esteem in Vietnam 2014-2022 (Nguyen, Minh 2022).....	25
Figure 13. E-commerce growth by category (Kemp and Moey, 2019)	26
Figure 14. Age (n=100).....	31
Figure 15. Gender (n=100).....	31
Figure 16. Occupation (n=100).....	32
Figure 17. Frequency of shopping online (n=100)	33
Figure 18. Types of products or services to purchase online (n=100)	33
Figure 19. Method to use for online shopping (n=100)	34
Figure 20. Factors influence to decide (n=100)	35
Figure 21. Source to read a product review (n=100)	36
Figure 22. Payment method (n=99)	36
Figure 23. Online shopping trends compared to physical stores (n=99)	37
Figure 24. Factors contributing to satisfaction (dissatisfaction).....	38

1 INTRODUCTION

At the end of the 1900s and the beginning of the 2000s, Vietnam had firmly established the groundwork for the Internet's presence within its borders, a development that began in 1997. The advent of the Internet marked a transformative chapter in Vietnam's information and communication landscape, connecting the nation to the global network. In its nascent stages, the Internet in Vietnam boasted only a few million users. Nevertheless, over 25 years of development, this number has surged to 68.7 million users, constituting 70% of the country's population. This statistic underscores Vietnam's position as one of the top 20 countries worldwide with a significant demand for internet access. (Hoa, 2022)

Due to its rapid expansion in recent years, the Internet has become an integral and pervasive component in various facets of life, including services, communication, and e-commerce. The synergy of technological advances and the proliferation of online businesses has given rise to the concept of e-commerce and web-based shopping, ushering in a transformation in both human existence and the realm of information technology. (Hoa, 2022)

The fast spread of the Internet and technology in Vietnam has made e-commerce proliferate. This has changed how people interact with products and affect their consumer behavior. E-commerce has surged as a robust influence on consumer decision-making (Hoa, 2022). To gain a more profound comprehension of consumers' changing shopping patterns, the writer has selected "The impact of E-commerce on consumer behavior in Vietnam" as the primary focus of this research thesis.

E-commerce has shed its novelty appeal and has become a pervasive form of commerce in Vietnam. The online marketplace has enabled consumers to make purchases effortlessly by simply clicking on their phones or computers, liberating them from the conventional restrictions of time, place, or service availability. It offers various products, prices, and user reviews, facilitating informed comparisons and decisions. According to Kemp and Sarah (2019), an astounding 89% of consumers in Vietnam have searched online for products they plan to buy, with a remarkable 78% of these searches leading to actual online purchases.



Figure 1. E-commerce activities in Vietnam (Kemp and Sarah 2019)

According to the Country Commercial Guide for Vietnam (2023), it should be observed that Vietnam had around 69 million smartphone users in 2022, indicating a significant 71% internet penetration rate. Forecasts anticipate that this figure will surge to over 82 million by 2025. These high levels of internet access and smartphone usage are expected to offer robust and lasting backing for the sustained expansion and solidness of the online retail sector in Vietnam. The impact of online shopping on consumer conduct has undoubtedly been significant, driving a substantial change in the retail environment. The features of ease, diversity, and customer-oriented experiences in the online world have transformed the traditional shopping model, resulting in noticeable changes in buying tendencies. As Vietnam's e-commerce industry progresses, it offers prospects for novel opportunities and indicates triumph for companies functioning in this digital age.

Hence, this study aims to thoroughly explore and analyze how e-commerce has significantly impacted consumer shopping behavior in Vietnam. The study also investigates the factors that attract consumers to brands. Although there have been numerous specialized studies on this topic in the Vietnamese context, certain limitations still exist. Nonetheless, it is imperative to acknowledge that electronic commerce constitutes a subject of profound global discourse, bearing immense significance. Moreover, this study aims to elucidate the influence of electronic commerce on consumer behavior, with a specific focus on the urban centers of Ho Chi Minh City and Hanoi, Vietnam, as this comprehension holds significant implications for understanding the concept of omnichannel retailing within the country.

Thesis Objectives

Two primary objectives drive this study:

- To objectively identify the underlying causes of e-commerce's influence on consumer behavior.

- To ascertain the specific factors within the realm of e-commerce that actively engage customers and provide them with discernible benefits.

In recent years, Vietnam's digital economy, technological advancements, and the integration of artificial intelligence have witnessed continuous growth, catalyzing the expansion of e-commerce. Within the context of Vietnam's economic development, it is crucial to emphasize the unambiguous significance of e-commerce. It is essential to note that Ho Chi Minh City and Hanoi are the primary contributors to the substantial pool of e-commerce revenue generated from consumer transactions within the nation. Therefore, this research seeks to address two fundamental research questions, with a focus on comprehending the factors shaping consumer shopping behavior in these two pivotal cities:

1. What specific e-commerce factors have exerted a substantial impact on the shopping behavior of Vietnamese consumers?
2. Why has e-commerce been successful in attracting and retaining customers in Vietnam?

This research will primarily target individuals aged 18 to 35, as this demographic constitutes a substantial portion of the consumer base in Vietnam. Furthermore, the younger population in this age bracket demonstrates a heightened proficiency in utilizing the Internet to access various online shopping e-commerce platforms. Respondents for this survey will encompass individuals residing in remote regions of Vietnam and consumers hailing from the metropolitan areas of Ho Chi Minh City and Hanoi.

Research method

Research methodology encompasses the systematic procedures, techniques, and strategies used to collect, analyze, and interpret data systematically. It acts as an overarching framework that guides the entire research process and ensures the rigor and validity of the research findings. A systematic and empirical technique is quantitative research used in various fields to collect and analyze numerical data. It relies on systematically collecting numerical data subject to rigorous statistical analysis. The ultimate goals of quantitative research include deriving conclusive findings, identifying discernible patterns, and rigorously testing formulated hypotheses. (Bryman, 2019, 48-61)



Figure 2. Quantitative research method (Fleetwood, Dan 2023)

As shown in figure 2, there are three main methods in quantitative research: survey research, correlational research, and experimental research. The author adopted a sole and predominant quantitative research methodology in this thesis. The research methodology used in this study followed a quantitative approach characterized by the systematic collection of empirical data. This approach aimed to elucidate the multiple dimensions that encompass the influence of e-commerce on consumer behavior, as well as the process by which consumer opinions are formed during online shopping transactions. The research design emphasized survey research methods, which are carefully employed to increase the efficiency of data collection. Specifically, the author will conduct online surveys to gain insights into consumers' first-hand experiences with online shopping in different geographical regions, particularly in Ho Chi Minh City and Hanoi. The results of these surveys provide a substantial and invaluable source of primary data, which contributes significantly to the comprehensive exploration and resolution of the preliminary research questions.

Thesis structure

The thesis follows a structured framework comprising five chapters, each carefully and comprehensively researched to ensure optimal results. The opening chapter offers a brief, comprehensive overview of the e-commerce landscape in Vietnam.

The second and third chapters are dedicated to a comprehensive literature review. The second chapter then delves into the intricacies of consumer-related concepts, consumer behavior, influential determinants, and prevailing consumer models. The third chapter explains the fundamental aspects of e-commerce, including its definitions, evolution, associated benefits, and various typologies. This comprehensive exploration aims to provide the researcher with a better understanding of consumer behavior and the evolutionary dynamics of e-commerce in the Vietnamese context.

Chapter four begins with the practical implementation of the research. Here, the author explains the rationale behind selecting a quantitative research methodology for data collection. Furthermore, the author operationalises this research methodology by conducting surveys that tap into the experiences and insights of consumers. The resulting data from this research methodology is subjected to a thorough analysis and evaluation to identify the factors within the e-commerce arena that have a discernible influence on consumer behaviour in Vietnam. Besides, this chapter synthesises and links the research findings to the underlying theoretical framework. This section systematically addresses the research questions.

The final chapter acts as a concluding segment, encapsulating the essence of the entire research endeavour. This paper thoroughly summarises the research findings and discusses how e-commerce is expected to grow in Vietnam. The author provides practical recommendations for future research.

2 BUYING BEHAVIOR

As defined by the Consumer Protection Law of Vietnam (2010), the term "consumer" represents a fundamental and multifaceted concept with a central role in the operation of markets and the broader economic landscape. Consumers participate in economic activities by actively procuring and utilising various goods and services to fulfil their varied needs, desires, and demands within their everyday lives. This definition underscores the significance of consumers as integral actors in economic transactions and their diverse roles in shaping market dynamics and driving economic progress.

The notion of a consumer is a crucial and intricate component of marketing and economics. Businesses must grasp consumers and their actions to efficiently tailor their products and marketing techniques. Furthermore, the consumer concept is fundamental in formulating policies that safeguard and advance individuals' and organisations' entitlements in economic consumption activities.

2.1 Theoretical Model of Customer Behavior

Theoretical models of consumer behavior provide a basic framework for understanding and explaining the mechanisms by which consumers decide about purchasing services. Over time, various theoretical models have been formulated, each offering a different perspective on the complex decision-making process.

Theory of Planned Behavior

According to Ajzen, I. (2005, 117-118), all conditioned human behavior is subject to an evaluation process shaped by individual beliefs and personal perceptions, ultimately culminating in shopping behaviour. The Theory of Planned Behavior (TPB) is a robust communal psychological framework that offers profound insights into human behavior, including consumer behavior. Created by Icek Ajzen in 1995, TPB represents an evolution and widespread application of the Theory of Reasoned Action (TRA), initially formulated by Fishbein in 1967. TPB is a theoretical construct for understanding and predicting various behaviors, including the purchase decision process. In this context, human behavior is influenced by three critical factors in figure 3.

Planned Behavior Model adapted

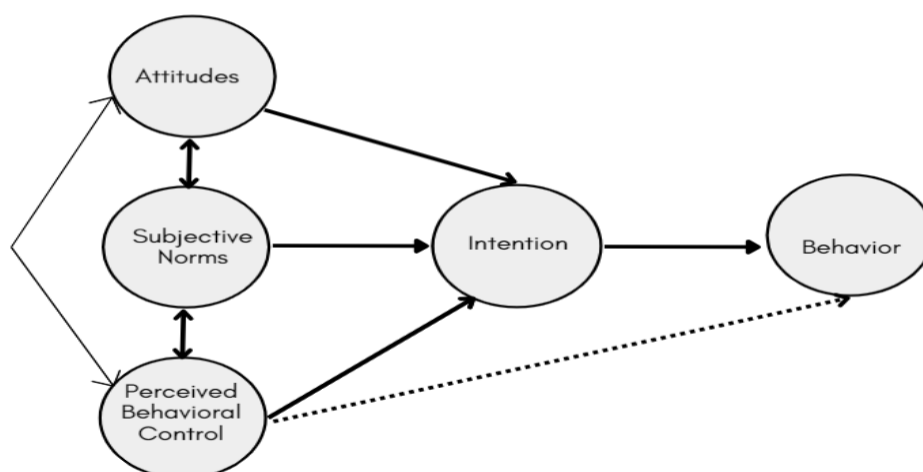


Figure 3. Theory of Planned Behavior model adapted (Ajzen, I. 2005, 118)

Behavioral beliefs, attitudes, and, subsequently, individual evaluative judgments, either positive or negative, reflect an individual's views about the outcomes of behavior and their degree of desirability. Subjective norms (SN) represent an individual's perceptions of behavior, shaped by the influences of those in their social environment, such as family and friends, and the perceived pressure of these views on behavior. It explores an individual's awareness of what others expect or approve. Control beliefs in behavior performance include an individual's confidence in facilitating or inhibiting factors in the version of the behavior. It also includes perceived behavioral control (PBC) to perform the behavior and how effectively it can be performed. These factors influence each other and have positive or adverse effects. (Ajzen, I. 2005, 119)

The Theory of Planned Behavior (TPB) has found widespread application in various contexts, primarily due to the interplay of three core factors that collectively shape an individual's intention to engage in a particular behavior. In particular, it will serve as a central predictor of real-world behavior. In essence, a robust sense, when present in an individual, significantly increases the likelihood that this intention will be translated into actual, observable behavior. (Ajzen, I. 2005, 119)

Customer Behavior Model

Philip Kotler is a renowned scholar in marketing, and his significant contributions to consumer behavior and marketing are both well-known fields. Although he did not formulate a specific "customer behavior model" that bears his name, his conceptual frameworks and marketing principles have been seamlessly integrated and applied to various consumer behavior models and theories. Philip Kotler's perspective on customer behavior does not constitute a discrete model per se but rather contributes to a deeper understanding of consumer behavior by exploring the impact of both the marketing and social environment (Kotler et al. 2018, 156-157). Kotler emphasized that the consumer's decision-making process is influenced not only by marketing elements, represented by the 4Ps (product, price, promotion, place), but also by a range of social influences, including

family dynamics, peer groups, cultural nuances, social class, and a myriad of other factors. (Kotler et al. 2018, 74-75)

These combined marketing and social factors collectively form a constellation of elements influencing consumers' purchase decisions and cultivating their shopping awareness. Understanding how these factors influence consumer behavior is essential to understanding shopping behavior and effective marketing strategies. (Kotler et al. 2018, 159)

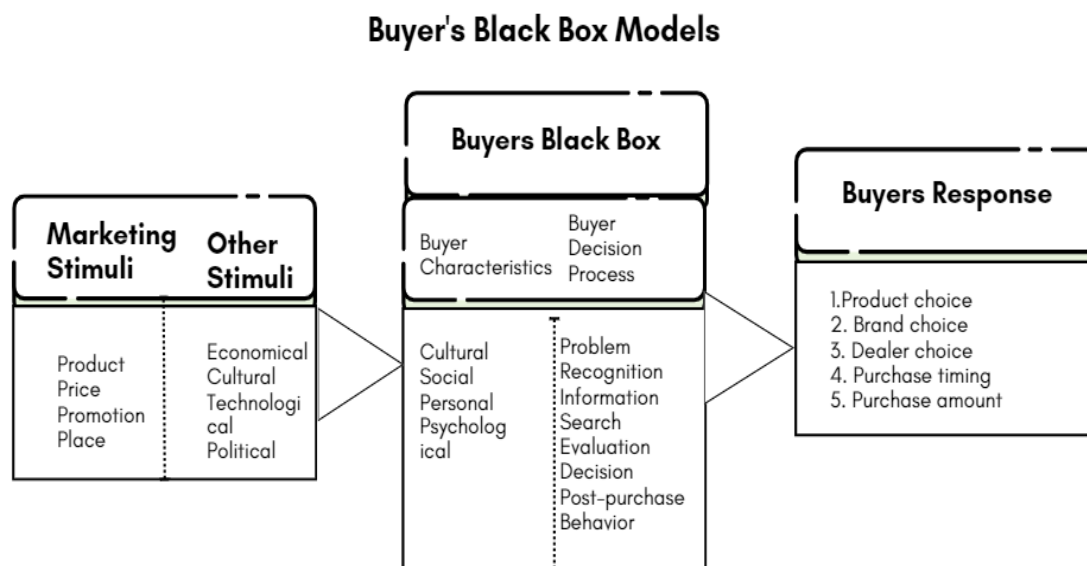


Figure 4. Buyer's Black Box models (Kotler et al., 2018, 159)

Based on figure 4, this model of consumer behavior illustrates how marketing stimuli and various influencing factors impact the mysterious realm of the consumer's consciousness, thereby provoking appropriate responses. Within this model, companies must pick up an extensive grasp of the inner workings of the consumer's "black box" as stimuli are processed and responses are manifested. The black box can be broken down into two primary components: firstly, it encompasses the consumer's inherent characteristics that significantly influence their perceptions and subsequent reactions to stimuli. Second, it includes the complex process of consumer decision-making and the consequential outcomes of those decisions. Post-purchase behavior is of paramount importance to marketers and businesses alike because of its ability to provide valuable feedback. This feedback enables necessary adjustments to be made in response to consumers' evolving preferences and continues developing and refining products and services. (Kotler et al. 2018, 158)

2.2 Consumer behavior

Nassè, T. B. (2021) argued that consumer behavior, as studied in the context of rigorous academic research and marketing studies, is a broad and interdisciplinary field of inquiry. This is about carefully learning how people, groups, or organizations plan, acquire, use, and eliminate various products, services, experiences, or ideas. This multifaceted and complex discipline delves deeply into the nuanced intricacies of how consumers navigate their choices. It entails thoroughly

comprehending the underlying causes, cognitive mechanisms, and external influences that intricately shape and guide their consumption behavior.

According to Chand, Smriti (2023), consumer behavior is the systematic study of how different customer segments make choices, purchase, and process product-related information to meet their needs and achieve satisfaction when purchasing goods or services. It is considered a fundamental aspect of consumer behavior and a key driver of that behavior. As a result, marketers continually conduct market research to understand better the variables that affect customers' purchasing decisions. This knowledge enables them to introduce products that are better suited to consumers, remove outdated products from their range, and choose the most effective methods of product presentation. Consumers are considered vital actors in the marketplace and fulfil multiple roles. In addition, consumers act as information providers, shoppers, payers, and decision-makers throughout purchasing goods.

2.3 Factors influencing customer behavior

According to Kotler, P., & Armstrong, G. (2018, 159), several factors play a crucial role in influencing consumer behavior. These factors can be categorised into four main groups: cultural, social, personal, and psychological.

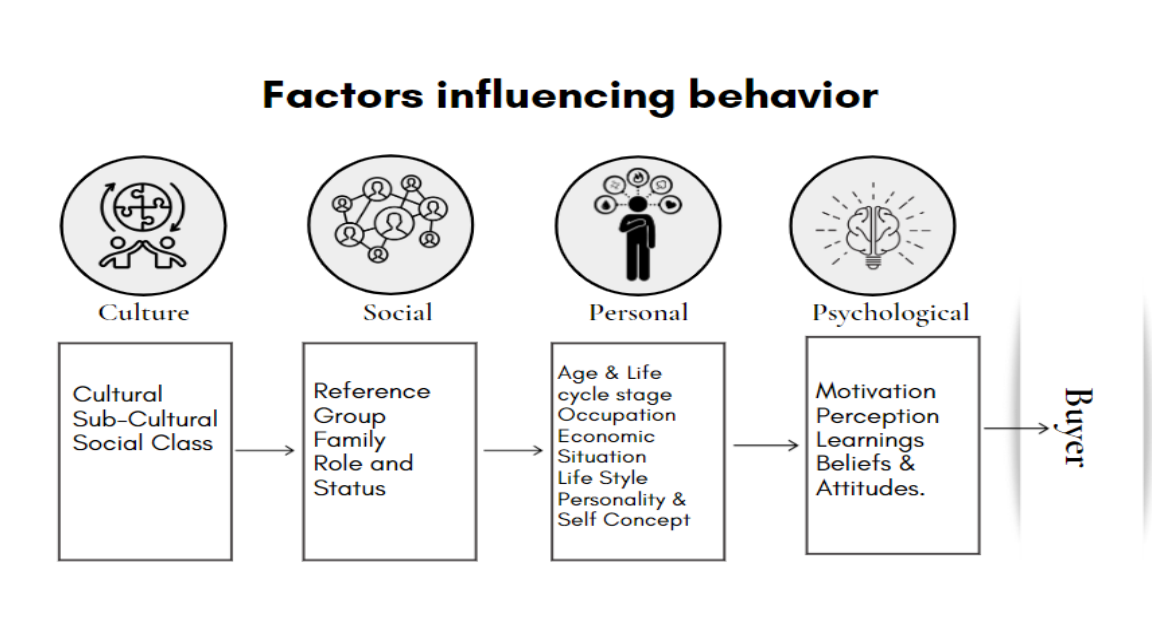


Figure 5. Factors influencing behavior (Kotler et al. 2018, 159)

Culture is the first essential determinant that significantly influences consumer behavior in electronic commerce. Cultural values, traditions, and social standards significantly shape customers' attitudes, interests, and expectations. Kotler et al. (2018, 159-162) demonstrated that cultural elements, such as the dichotomy between individuality and collectivism and uncertainty avoidance, affect consumer behavior considerably. The significance of culture becomes increasingly crucial in e-commerce, as consumers frequently need to surpass cultural norms to embrace a novel shopping behavior.

The family is the most influential **social factor** in shaping consumer behavior. Within the family, individuals grow, develop, and are nurtured, setting the course for their personality, culture, and style. As a result, family members are profoundly influenced by this environment, particularly by the influences and upbringing of their parents. In addition, consumers often seek advice or opinions from family members or friends within the family circle before purchasing. (Kotler et al. 2018, 164)

Life is inherently intertwined with society, categorising individuals into different social strata and classes. People participate in numerous social groups, each characterised by its social status. As a result, individuals within other social types have other shopping preferences. (Kotler et al. 2018, 168)

Consumer behavior is also influenced by social elements such as peer groups. These groups influence consumer behavior. Affinity groups include individuals who influence each other, such as family members, friends, colleagues, and members of social organisations. Aspirational groups are individuals affected by the trends set by idols or figures they admire. This framework illustrates the complex social factors contributing to consumer behavior and highlights the significant influence of family, social status, and peer groups. (Kotler et al. 2018, 162-163)

Kotler et al. (2018, 167) said that **personal factors** are one of the significant factors. Age is a crucial determinant of consumer behavior. Customers' different wants and needs are closely linked to their age groups. Preferences and interests differ markedly between generations, including young people, adults, and older people. In addition, mature individuals are often more cautious in their spending and have greater financial sophistication than their younger counterparts.

Occupation emerges as a critical factor that significantly impacts consumer purchasing behavior. Different disciplines give rise to specific shopping behaviors due to the inherent variance in consumers' needs in line with the demands of their professional roles. As a result, consumers' preferences harmonize with the unique requirements of their respective occupations. (Kotler et al. 2018, 167)

Income is a direct and consequential determinant of consumer spending behavior. Individuals with higher incomes tend to gravitate towards products characterized by superior quality and higher price points. Conversely, those with more limited financial resources tend to favor budget-conscious and cost-effective choices, with affordability a higher priority. It is important to note that income mildly impacts consumer behavior regarding essential items. (Kotler et al. 2018, 168)

Consumer behavior is influenced to a large extent by the level of education of the individual. Higher-educated consumers tend to be more informed and knowledgeable about products and services. This increased awareness leads to careful product selection, evaluation, and comparative analysis. Extensive research and scrutiny are often observed, culminating in selecting the most advanced product options. Conversely, individuals with a lower level of education often rely on recommendations and tend to carry out less in-depth research before making a final decision to purchase a product. (Kotler et al. 2018, 168-169)

Lifestyle, characterised as an individual's way of life, significantly impacts how consumers behave when making purchases. Personal lifestyles intricately shape perspectives on the world, self-identity,

and personality, all profoundly influenced by the environment. Individual lifestyles, therefore, impact consumer preferences and practices within the private sphere and the broader social context. (Kotler et al. 2018, 168)

This comprehensive account highlights the complex and multifaceted interplay of different factors in consumer behavior. It highlights the nuanced dynamics through which age, occupation, income, education level, and lifestyle influence individual purchasing decisions. (Kotler et al. 2012, 256)

Psychological factors have a significant role in determining consumer behavior within e-commerce, owing to their inherent characteristics and substantial influence on individual decision-making processes. Psychological aspects encompass several components, such as motivation, perception, and attitude, all of which play a crucial role in shaping customer behavior in electronic commerce. This section explores psychological aspects based on theoretical frameworks as proposed by Kotler et al. (2018, 169)

Motivation is the primary motivator that elicits consumers' inclination to participate in e-commerce platforms actively. As elucidated by Kotler et al. (2018, 169), the concept might assume diverse manifestations, including the necessity for convenience, the inclination towards diversity, or the attainment of emotional gratification. In the context of Vietnam, where a fast-paced and hectic lifestyle characterises the urban environment, the desire for convenience significantly influences consumer behavior toward online shopping. This may encompass circumventing congested road conditions, optimising time allocation, or enjoying the comfort of engaging in retail activities beyond customary operating hours.

Perception is a major psychological factor encompassing how consumers perceive and interpret information, constructing meaning within their surroundings. A skillfully designed user interface can enhance the perceived trustworthiness of an e-commerce site, consequently reasonably influencing consumer attitudes. (Kotler et al. 2018, 172)

Implication for e-commerce in Vietnam

Vietnam demonstrates a collectivist societal structure characterized by the prominent involvement of family and community. Frequently, purchasing decisions are shaped by the collective needs of the family or community rather than being driven only by individual tastes. Moreover, cultural norms and taboos might influence purchasing behavior on online platforms. For instance, products with cultural sensitivity may be less likely to be purchased online. Seasonal celebrations, such as Tet (Vietnamese New Year), determined by the lunar calendar, notably influence consumer shopping patterns. During these festivals, specific categories of products assume heightened significance owing to their alignment with cultural customs. E-commerce companies must grasp these cultural differences to adjust their marketing strategy appropriately. One such approach could be curating content that aligns with Vietnamese cultural norms and providing special promotions during periods of cultural significance. Hence, comprehending the cultural landscape is not solely a subject of scholarly curiosity but a crucial strategic pursuit for e-commerce enterprises seeking triumph in Vietnam. (Le, Huong 2023)

In Vietnam, it is imperative to recognize the significant influence that branding and website design wield. The evaluation of authenticity and quality frequently relies on the aesthetic and practical aspects of an e-commerce platform, hence exerting an impact on consumers' purchase choices. Attitude comprises a collection of cognitive, affective, and behavioral attitudes towards a particular object or concept. Vietnamese customers may prefer brands that align with their social position, aesthetic preferences, or ethical values. Hence, e-commerce platforms that can customize their offerings and marketing communications to align with the self-perception of their intended consumer segment have the potential to gain advantages. Understanding the complicated connection between these psychological aspects offers e-commerce platforms significant knowledge regarding strategies to effectively allure, involve, and maintain a customer base. For example, recognising the considerable impact of convenience as a driving factor may prompt businesses to streamline their user interfaces and enhance their delivery services. Acknowledging the significance of perception and attitude may foster a more targeted approach to branding, harmonising with the cultural and social intricacies that characterise the Vietnamese consumer base. (Le, Huong 2023)

2.4 Customer decision-making process

The consumer decision-making process involves identifying the products they need to buy, searching for information, evaluating outcomes, and finally making a purchase decision. Economic, psychological, and environmental factors influence all of these consumer behaviors. Consumer decision-making is a highly complex process that begins with recognising a need and ends with the completion of the purchase. Each customer has unique daily needs and makes different purchase decisions. This helps marketers understand how consumers choose products and services to promote and improve outcomes. Therefore, the customer decision-making process represents a critical constituent of consumer behaviour within the marketing domain. According to Kotler, P., & Keller, K. (2012, 166-173), consumer decision-making involves five basic processes.

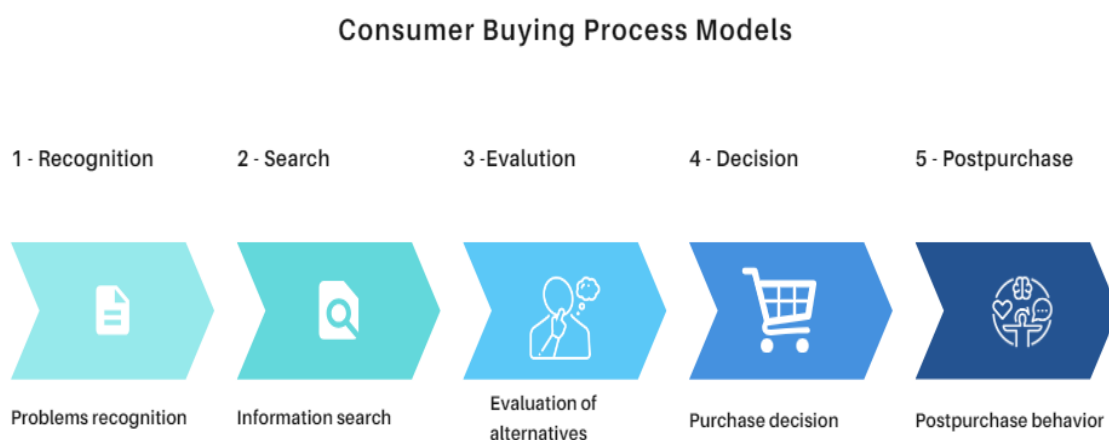


Figure 6. Consumer buying process Models (Kotler and Keller 2012, 166)

Problem recognition, as the essential arrangement within the buy handle, is a fundamental concept in consumer behavior. This stage is subject to internal and external stimuli that lead individuals to identify their requirements and desires for specific products or services. Abraham Maslow's Hierarchy of Needs is a prominent psychological framework for understanding human needs and motivational drivers. This theoretical construct organises human needs into five distinct levels: physiological needs- safety needs- social needs- esteem needs- and self-actualisation needs, typically represented in a pyramid, with the most basic needs at the base and more advanced needs moving up the hierarchy. (Kotler and Keller 2012, 167)



Figure 7. Abraham Maslow's Hierarchy of Needs Models (Kotler and Keller 2012, 161)

Maslow's Hierarchy of Needs (Kotler & Keller, 2012, 161) shows that customers have lower-level needs before moving on to higher ones. On the other hand, marketers who understand this hierarchy can tailor their messages, products, and marketing accordingly. However, individuals may deviate from Maslow's hierarchy of needs as various factors influence consumer behavior. Identifying and understanding customer needs based on Maslow's Hierarchy of Needs is a valuable tool for marketers to develop markets and offer products that resonate with customers.

An information search is a second step in the assessment process and occurs right after it has been established that there is a need. Customers seek data from various sources depending on their situation, case, and information about the item. Consumers are directly affected by the four primary sources of information. Individual data sources come from people inside one's family, companions, and neighbors, who give assessments and bits of knowledge based on their encounters. . (Kotler and Keller 2012, 167)

Merchandising sources of data such as promotions, trials, deals, staff, and presentations are the other category. There are public sources of information, such as newspapers, the media, or vetted online publications. There are experiential sources of information where customers get practical feedback from people with previous experience, and this source varies depending on the type of product. (Kotler and Keller 2012, 167)

The next stage is the evaluation of alternatives. After comprehensively exploring product-related information from multiple sources, consumers selectively evaluate choices that offer superior product quality and maximize their benefits. Consumers meticulously compare, measure, and weigh the available options to identify the product that best meets their needs and capabilities. The suitability of a particular choice is assessed against a set of product-specific criteria, including the extent to which it meets all the consumer's perceived needs and expectations. (Kotler and Keller 2012, 168)

Customers begin purchasing after selecting a product that meets their needs and preferences. At this stage, customers consistently attach considerable importance to several factors, including the retail outlet, the level of assistance provided by sales staff or advisers, the payment methods available, and the overall convenience of the retail environment. Geographical accessibility and suitability for the consumer's transport needs must be considered when choosing a retail outlet. In addition, additional criteria such as advisory services, pricing structures, and product displays require negotiation between both parties to evaluate the above criteria effectively. (Kotler and Keller 2012, 170)

Post-purchase behavior is the summit of the buyer decision-making handle. After purchasing a product, customers experience a complex range of emotional responses, from satisfaction to dissatisfaction. In cases where customers are satisfied with their purchase, they are likely to experience feelings of joy, develop an increased level of trust in the supplier, and actively engage in word-of-mouth recommendations to their social networks. Conversely, when customers are dissatisfied, they may express their dissatisfaction through various actions such as criticism, complaints, initiating product returns, and potentially expressing negative sentiments about the brand or company. In more extreme cases, dissatisfied consumers may stop using the brand's products altogether. As a result, gaining a comprehensive understanding of consumer shopping behavior is paramount to businesses. It is an invaluable tool for assessing product satisfaction and facilitating product improvements. In addition, this understanding of consumer behavior enables organizations to implement effective customer care strategies to retain customers and build lasting relationships. Theoretical models of consumer behavior provide a basic framework for understanding and explaining the mechanisms by which consumers decide about purchasing products and services. Over time, various theoretical models have been formulated, each offering a different perspective on the complex decision-making process. (Kotler and Keller 2012, 172)

3 E-COMMERCE

Following Winter, Dayna (2023) states that electronic commerce, commonly called e-commerce, encompasses all the activities conducted online to buy and sell goods or services. E-commerce entails executing transactions through online platforms such as websites, marketplaces, and other digital channels. Furthermore, integrating e-commerce optimization into a broader digital commerce transformation strategy can attract a more extensive customer base and increase profits, as highlighted by McKinsey (2023).

On another note, as per the International Trade Administration (2023), E-commerce is an ongoing sales channel that spans various industries, encompassing brand awareness advertising as an integral component of a business's digital strategy. E-commerce enables organizations to reach a global customer base while providing a convenient and accessible shopping experience. Following the World Health Organization's (WHO) definition, electronic commerce encompasses the entire process, including product production, sales, advertising, and distribution, all conducted through online purchasing and payment methods. It is worth noting that physical products and digital information are delivered online, making the shipment process seamless and transparent. (Magenest, 2022)

E-commerce has ushered in numerous benefits for both sellers and buyers alike. It retains traditional shopping activities and offers various opportunities while granting access to global markets. However, e-commerce also presents challenges related to security and heightened online competition for businesses and consumers. Furthermore, it has transformed how companies approach the market and conduct transactions. Effective utilization of e-commerce demands a comprehensive analysis of products, services, target markets, competitors, and operational costs to establish efficient distribution channels and cost-effective pricing strategies for market penetration. (Bigcommerce, 2023)

3.1 The foundation and development in the world

The beginnings of electronic commerce can be attributed to the Berlin blockade and the airlift in 1948-49. A system for ordering goods was established during this time, primarily utilizing telex communication. Electronic commerce, or e-commerce, has existed since the early 1970s with the introduction of electronic data interchange (EDI). This technology facilitated the electronic exchange of standardized documents, invoices, and purchase orders between businesses, marking the initial integration of technology into commercial transactions. (Zwass, Vladimir 2023)

However, the groundwork for modern e-commerce was laid in the 1990s by David Kiriakidis when the Internet became widely accessible to the public—this period proved a significant juncture, as the Internet's accessibility provided a foundation for the contemporary e-commerce terrain. It permitted businesses to create online stores, communicate with customers, and carry out transactions electronically worldwide, essentially transforming the approach to conducting commerce in the digital age. (Fleximize, 2023)

The World Wide Web (WWW) was first introduced to the public in 1991 and provided a user-friendly means of accessing information and services online. This period saw the emergence of the first digital retail stores and online marketplaces. Throughout its history, e-commerce has undergone challenging phases of development, incorporating new technologies, business models, and consumer behaviors. Nowadays, it includes an assorted run of exercises, from online retail markets and computerized commerce to membership administrations, digital downloads, and more. This evolution has fundamentally transformed how businesses and consumers engage in trade. (Zwass, Vladimir 2023)

The evaluation of e-commerce globally is a fluid and consistently changing situation, influenced by numerous components, such as technological advancements, alterations in the behavior of customers, legislative frameworks, and economic patterns. E-commerce has grown substantially globally, with double-digit growth rates in numerous regions. This growth has been propelled by the growing accessibility of the Internet and mobile devices, alongside shifts in consumer preferences. (Zwass, Vladimir 2023)

Marketplaces have become significant players in the e-commerce world. They have established a range of platforms and applications that provide customers with valuable product diversity and competitive prices, such as Amazon, Ladaza, Ebay,... These platforms have also taken a lengthy process of development and improvement to reach their current state. (Zwass, Vladimir 2023)

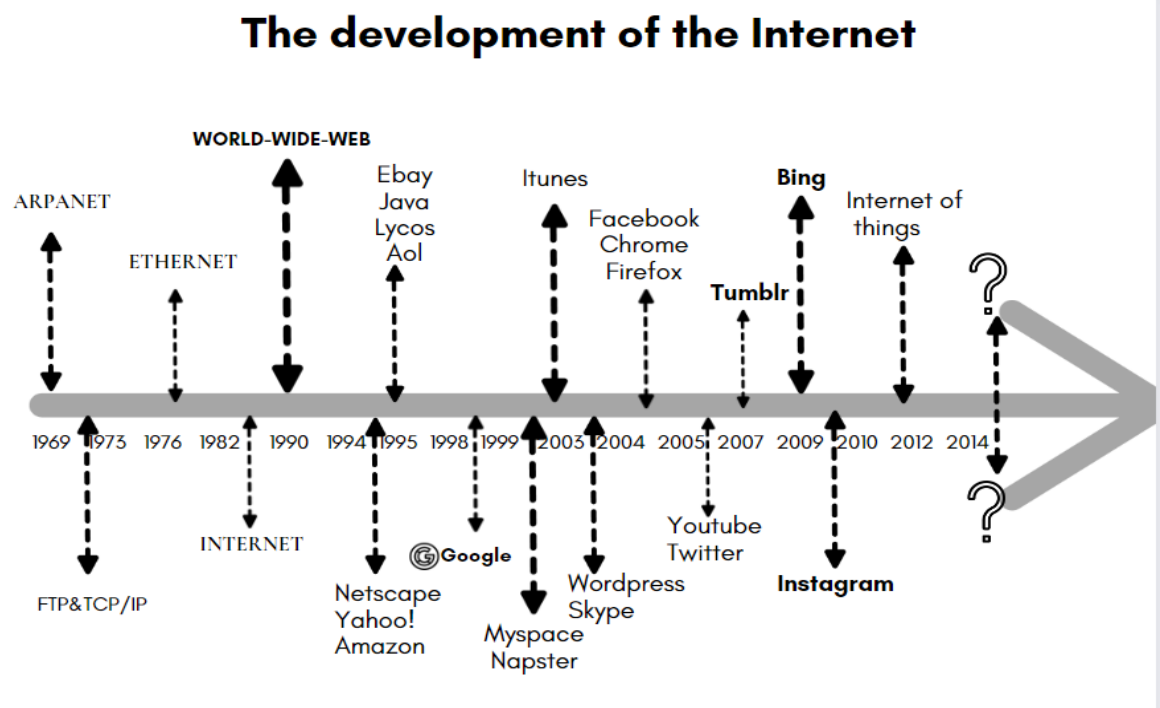


Figure 8. The development of the Internet (Middle Georgia State University, 2016)

According to Statista's Market Insights (2023), the projected revenue in the e-commerce worldwide market is expected to reach 3.64 trillion USD by 2023. The expected income is set to involve a

yearly development rate (CAGR 2023-2027) of 11.17%, coming about in an assessed showcase volume of 5.56 trillion USD by 2027. With an estimated market value of 1.319 trillion USD by 2023, a significant portion of the generated revenue is expected to come from China.

Global consumers increasingly favour online shopping due to its convenience, broader product selection, competitive pricing, and enhanced user experience. This pattern has been pushed even more by the COVID-19 epidemic, as lockdowns and restrictions prompted proactive shoppers to purchase more. (McKinsey, 2023)

Figure 9 shows worldwide retail electronic commerce deals totalled roughly \$5.2 trillion in 2021. This number is anticipated to extend with an estimated 56% development within the coming time, reaching approximately \$8.1 trillion by 2026. In 2022, China's spending in advertising is anticipated to end up the biggest in the world, with online deals bookkeeping for about half of the country's add-up to retail values. This is followed by the UK as the second largest market, with 36% of retail sales conducted online. South Korea and Denmark come next, with online retail sales accounting for 32% and 20%, respectively.

Furthermore, in 2022, emerging e-commerce markets are primarily focused on Asia. Regarding online sales, it is pertinent to highlight that the Philippines and India currently appear as the nations experiencing the most rapid growth in e-commerce. Projections indicate that e-commerce sales in these two countries are anticipated to increase by over 25%. (Chevalier, Stephanie 2022)

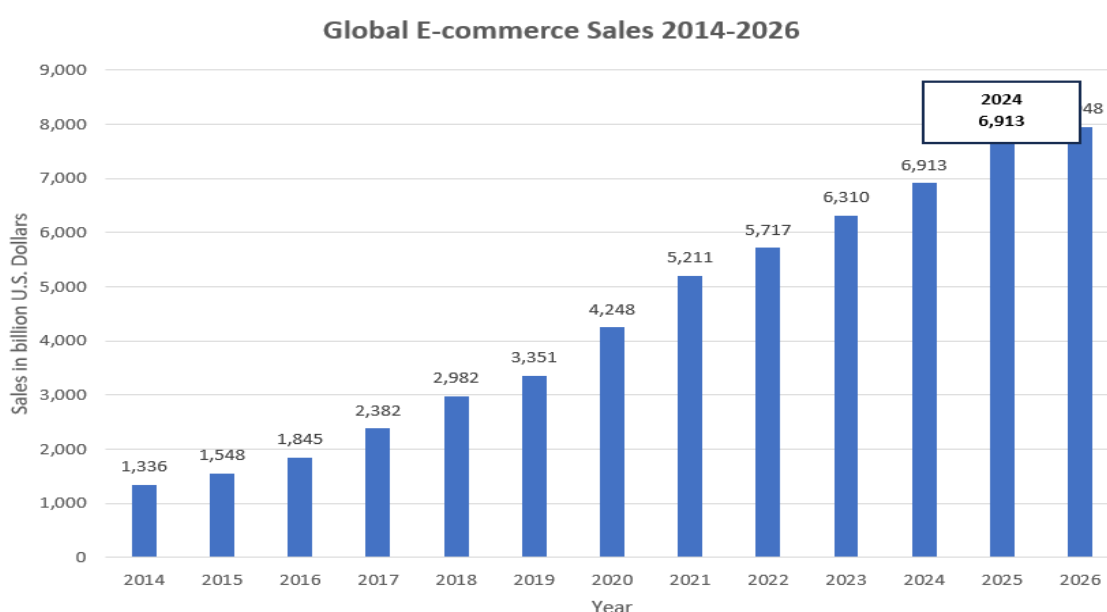


Figure 9. The development of the Internet (Middle Georgia State University, 2016)

3.2 Types of E-commerce

E-commerce, also known as electronic commerce, covers a range of online transactions and business models. Types of e-commerce may overlap or be combined in various ways, depending on the specific business model and industry. E-commerce has revolutionised the way businesses and individuals transact and interact with one another in the digital era. (Bloomenthal, Andrew 2023)

Types of E-commerce models

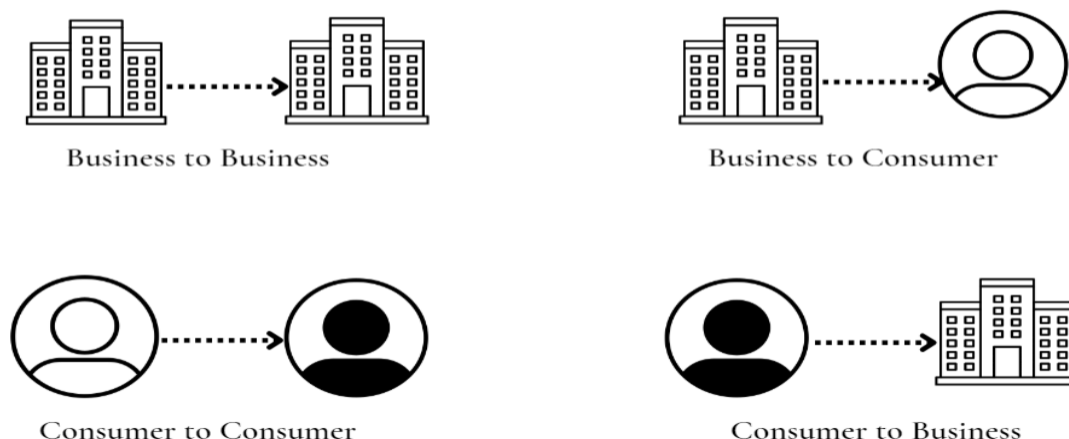


Figure 10. Types of E-commerce models (Bloomenthal, Andrew 2023)

Business to customers (B2C) e-commerce

E-tail - short for "electronic retail" - refers to the online retail business conducted through e-commerce. Companies use the Internet to sell customers products, services, or information. This term gained prominence during the dot-com boom of the late nineties when internet-based shops and goods sellers were a novel concept. Today, many virtual stores and online shopping platforms are available on the Internet, offering an extensive array of consumer products. Amazon is the most well-known illustration of one of these platforms, dominating the B2C sector. (Lutkevich, Ben 2022)

Direct sales to a product's end-users constitute a B2C e-commerce company's principal business activity. B2C enterprises directly interact with consumers who will ultimately use the goods rather than delivering products to an intermediary. This business model can be employed to sell both goods (such as on the website of a nearby sports equipment shop) and services (like a mobile application for scheduling gardening services). It is the most commonly utilised business model and likely what most individuals envision when considering e-commerce. (Bloomental, Andrew 2023)

B2C interactions refer to companies communicating with their customers. While online purchasing is a precise instance, it is vital to comprehend that selling is the culmination of the marketing procedure. Marketing begins before a product is purchasable and continues until the point of sale. As a result, B2C commerce involves various marketing activities, including identifying needs, promoting goods, and sometimes even distributing them all over the Internet. E-business allows for these processes to be executed with significantly reduced costs and at a faster rate. (Pradhan, Shivam 2022)

Business-to-business (B2B) e-commerce

Like in business-to-consumer (B2C) transactions, an e-commerce enterprise can directly sell products to an end user. However, the end user is not a consumer but another business entity. E-

commerce transactions between two firms are classified as B2B or business-to-business. Collaboration between a business and various other entities, such as suppliers or resource providers, is required to generate utilities or offer value. Alternatively, these entities may be part of a company's distribution channel that delivers products to end consumers. A computer network is employed to initiate orders, track the manufacturing process, oversee the delivery of components, and facilitate financial transactions. Likewise, a company can enhance and optimise its distribution system by exerting real-time control as events occur over inventory in transit, both within the organisation and within the possession of various intermediaries. (Pradhan, Shivam 2022)

Consumer to Consumer (C2C) e-commerce

This idea is making a comeback from the past. C2C businesses are websites where people can sell their things to other people. C2C businesses have yet to take off due to the popularity of big websites such as eBay and Etsy. There were also other sites like Craigslist and Facebook Marketplace that people could use for free. However, new businesses have now realised the value of providing a more customised experience for direct consumer transactions, as seen in platforms like Poshmark and Grailed. (Shopify, 2023)

Individuals engage in consumer-to-consumer (C2C) e-commerce platforms to facilitate the disposal of items they no longer find helpful or need, covering a range of goods such as clothing, electronic devices, or furniture. In addition, C2C e-commerce serves as a channel for people to market their products or services, including handmade products or digital offerings. The benefits to consumers of C2C e-commerce are many. Foremost among these benefits is the opportunity for individuals to supplement their financial resources by trading items that are no longer of personal use. In addition, C2C e-commerce provides a convenient way for transactions between buyers and sellers without needing a physical visit to a brick-and-mortar store. In addition, this form of e-commerce facilitates price comparison and helps consumers easily find specific items of interest. (Rakic ,Rodoljub 2022)

Furthermore, e-commerce technology secures market processes in such transactions, addressing the security issue when buyers and sellers participate in one-to-one transactions anonymously. As a result, payment intermediation is another technical advancement that has evolved to assist C2C transactions. (Pradhan, Shivam 2022)

Consumer to Business (C2B) e-commerce

C2B (consumer to business) is another model that is only sometimes first thought of but is gaining traction. Customers sell goods or services to companies in this online shopping business model. It is similar to a sole trader serving a more significant business. (Dematas, Darren 2023)

Customers benefit enormously from C2B e-commerce. The capacity to win cash by offering their aptitudes or administrations to organisations is essential to remunerate. Usually, it is cost-effective for customers to provide products or administrations without setting up their own company or site. Customers can effortlessly contact businesses and arrange terms and costs for their items or administrations utilising C2B e-commerce. (Rakic, Rodoljub 2022)

This is the opposite of B2C. It is when a consumer interacts with a business. As a result, the customer gives something to the company. (Khushi, Techy 2020)

Other types of e-commerce

B2G (Business to Government) commerce: A form of trade and interaction in which private sector companies provide goods, services, or solutions to government entities, including federal, state, and local governments. This engagement typically involves meeting government needs, fulfilling requirements, or securing government contracts. Indeed, B2G e-commerce can foster a strong relationship between enterprises and government agencies. By working together to achieve common goals, G2B e-commerce can create an environment of collaboration, transparency, and efficiency that benefits both businesses and the government. For instance, Government agencies often commission enterprises to provide IT services, including hardware and software services, technical support, and cybersecurity measures. This example stands out as a notable transaction between companies and government agencies. It involves a variety of products and services that are vital for public administration and service delivery. B2G interactions are crucial for ensuring the smooth running of governmental operations and meeting the requirements of citizens and constituents. (Khushi, Techy 2020)

C2G (Consumer to Government) e-commerce: Interactions between individual citizens and government entities are facilitated through digital channels or online platforms in what is commonly called C2G interactions. In these instances, individual citizens engage with government agencies or departments to obtain public services, access information, provide feedback, make inquiries, or participate in civic activities using different digital technologies and communication tools. By using technology to facilitate communication and make government information and services accessible to the public. C2G interactions aim to enhance government transparency, accessibility, and agility. Digital platforms and e-government initiatives have boosted citizen participation and promoted a more effective and all-encompassing government-citizen interface. (Simonov, Vlastyslav 2023).

3.3 Situation of E-commerce in Vietnam

Vietnam is among the top five countries in terms of the cross-border e-commerce sector's remarkable growth, with a yearly expansion rate of 20%, according to eMarketer. Social commerce is a branch of the e-commerce industry that merges digital platforms and social media to facilitate social interactions and the purchasing and offering items and services. In 2021, this sector contributed to 65% of Vietnam's online retail industry, totaling \$22 billion. Giulia Interesse (2023). The previous year, the country's leading four platforms – Shopee, Lazada, Tiki, and Sendo – generated 135 trillion VND (equivalent to 5.73 billion USD) in revenue. Shopee and Lazada hold the positions of the two largest e-commerce platforms in Vietnam. At the same time, Tiktok Shop has rapidly risen to become the third-largest retail e-commerce platform in the country despite starting its operations only in mid-2022. (Vietnam Plus, 2023)

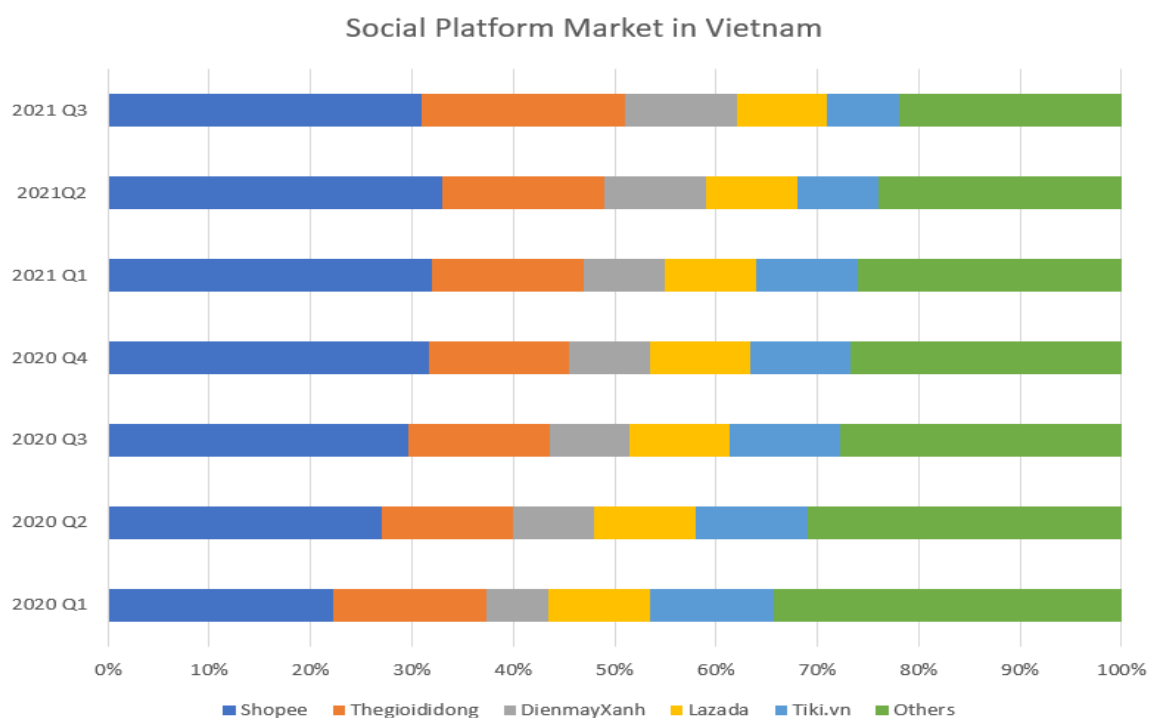


Figure 11. Social platform market in Vietnam (Q&Me, 2022)

Furthermore, the e-commerce market's value is estimated at approximately 16.4 million USD, indicating a 7.5% increase in total revenue from retail goods and services in 2022. Around 57-60 million Vietnamese individuals were involved in online shopping, with their average spending falling between 260-285 USD. With a projected 20% growth rate in the web economy by 2022, Vietnam has been identified as one of Asia's most rapidly developing web economies. (Nguyen, Minh 2023)

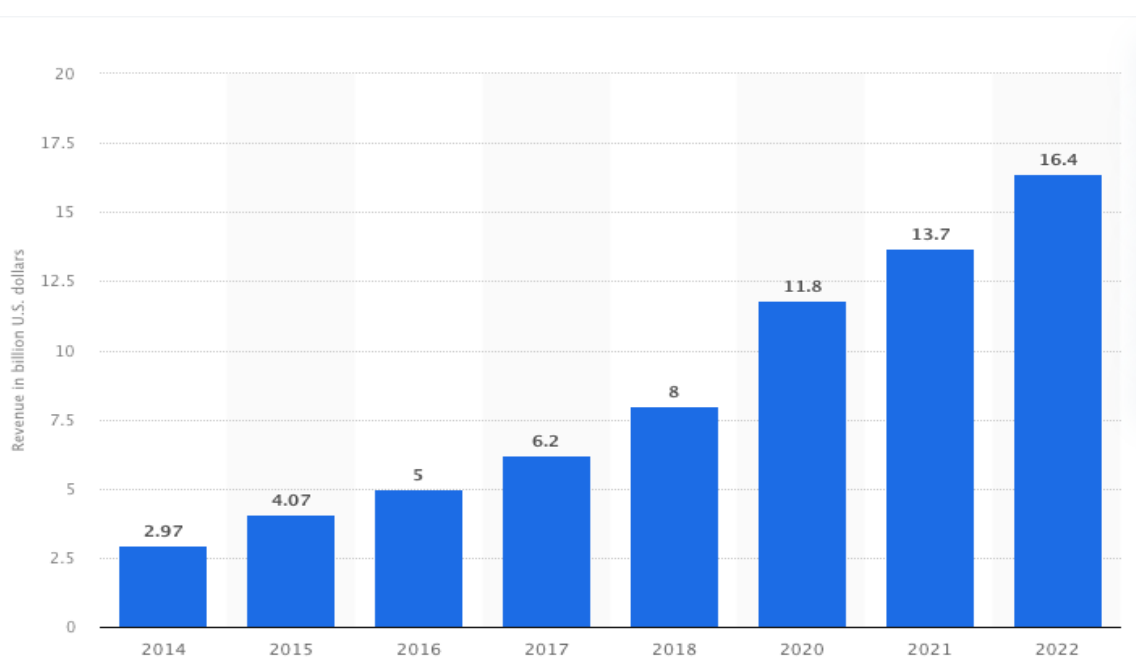


Figure 12. E-commerce advertise esteem in Vietnam 2014-2022 (Nguyen, Minh 2022)

Interesse, Giulia (2023) said that the anticipated expansion in the user base of Vietnam's e-commerce market shows a consistent upward trajectory between 2023 and 2027. It is expected to increase to 15.5 million users, reflecting a compound annual growth rate (CAGR) of 24.61 per cent. By 2027, the projected user count is set to reach its highest point at 78.44 million individuals.

On the other hand, the most sought-after products for online consumers are clothing and footwear, followed by consumer electronics, household appliances, and personal care products. The chief digital marketplaces are websites encompassing e-commerce platforms, succeeded by social media platforms. Meanwhile, Kemp and Moey (2019) said that consumption of consumer goods has increased by 29% compared to the previous year, with categories such as fashion and beauty, toys, hobbies, dining, and personal care experiencing a rapid growth rate of up to 30% in figure 13.



Figure 13. E-commerce growth by category (Kemp and Moey, 2019)

3.4 Benefits of E-commerce

The digital landscape has brought about significant changes in various aspects of our lives, and e-commerce is no exception. Today, more and more consumers are turning to the internet to fulfil their needs, with the convenience of having goods delivered to their doorsteps at the click of a button. In addition, the accessibility of online shopping at any time, with e-commerce platforms operating 24/7, including holidays and weekends, offers consumers unparalleled convenience and flexibility. As a result, more and more consumers are turning to Internet purchasing as their preferred mode of consumption.

Conversely, businesses are also reaping the benefits of e-commerce. Their sales volumes continue to grow, and they can considerably lower the costs of running traditional companies. The e-commerce sector is a dynamic and constantly evolving landscape that offers numerous benefits to its customers. From a consumer perspective, e-commerce is highly valued for its convenience. Shoppers can enjoy a safe and hassle-free shopping experience from the comfort of their homes, free from the worries of traffic congestion, parking availability, and other challenges typically

associated with brick-and-mortar retail. There are five main benefits of e-commerce for customers. (Emilev, Erlan 2022)

Braindigit (2022) said that E-commerce enables customers to avoid intermediaries by directly contacting manufacturers and authorised dealers, leading to significant cost savings. Consumers can easily compare prices across multiple stores and select the most suitable product without a considerable expenditure of time or money. Otherwise, suppliers have saved substantial costs by reducing expenses such as hiring employees and renting premises, leading to lower prices for customers purchasing through traditional channels. Such practices enable suppliers to gain competitive advantages in the market. Furthermore, monthly promotional programs offered by e-commerce platforms provide customers with additional opportunities to save money.

The greatest benefit of online shopping is the significant **time saved** for customers. Online shops provide diverse products in one convenient location, from essential groceries to cosmetics, furniture, entertainment, and more. Customers no longer must travel from one physical store to another to find desired items. Everything they require is accessible on e-commerce platforms. Customers can purchase their selected items conveniently with an internet connection. Online businesses typically assist around the clock, meaning help or support is readily available. Furthermore, nearly all shops provide home delivery services, regardless of whether the goods are bulky or lightweight. All clients must do is supply their details and address; the transportation will handle everything else. Also, customers can select from various payment methods, including Cash on Delivery (COD) or online payment alternatives. Overall, the timesaving and convenience aspects of e-commerce considerably improve the shopping experience, making it a preferable choice for many customers. (Quinn, Malloy 2019)

Convenience is undoubtedly a noteworthy benefit of online shopping. Clients can procure anything without leaving the comfort of their homes or workplaces, even during overtime or while doing household chores. Unfavorable weather, traffic congestion, health concerns, and other problems can discourage customers from traveling outside. Under such trying circumstances, online shopping offers an exceptional retail experience. Additionally, customers can purchase goods from anywhere worldwide, unrestricted by geographical bounds, by simply having an internet connection and providing their details. Online shopping presents the ultimate convenience to customers. (Emilev, Erla 2022)

E-commerce undeniably eradicates obstacles for sellers, **increasing buyers' access to products**. The e-commerce sector empowers buyers to select goods or services from any retail store globally. Customers can enjoy a greater diversity of product options than conventional shopping. Frenzied in-store purchases are unnecessary as online stores are always stocked with a broad range of products without the burden of inventory costs. Many products are available to customers through e-commerce with no spatial limitations. Therefore, companies offer customers many options, including hard-to-find items that may not be available in traditional stores. (Emilev, Erla 2022)

However, e-commerce still has its limitations in some places. Although customers can purchase more products online compared to traditional shopping, it does not guarantee that online products will be in stock. If this happens, customers may need to wait for a few days. (Q. Malloy, 2019)

E-commerce transactions take place online. Customers have frequently expressed that online shopping needs a practical experience. To address this, online stores have provided exhaustive product information, including dimensions and models to materials and colours; e-commerce stores offer all the necessary information and images for customer convenience whilst shopping. Customers can compare prices and quality and determine if the item provides value for money by bringing a product from another website. They can also assess a product's worth by reviewing feedback from other customers. (Accountlearning, 2023)

In addition, e-commerce platforms offer customers product guarantees, which enable a clear understanding of product quality before purchasing. If a customer is dissatisfied with a product as described, online retailers permit returns or refunds based on their preferences. Retailers aim to provide optimal conditions for customers, even if they change their minds about a purchase. While orders are being processed, retailers aid customers in making any needed changes to their demands. During the delivery process, customers are supplied with tracking numbers to verify the status of their orders and approximate delivery dates. (Braindigit, 2022)

4 THESIS IMPLEMENTATION

Data collection is a systematic, structured process of acquiring data or information from various sources. Its primary goal is to aid research, analysis, and decision-making across multiple fields and disciplines. This systematic approach assists researchers and analysts in obtaining the necessary data to derive insights, make informed decisions, and advance their studies. Data analysis is a critical process in research that entails inspecting, cleansing, converting, and interpreting data to identify significant patterns, reach conclusions, and arrive at informed judgments. It is an indispensable phase in several research fields, such as commerce, the social sciences, and the natural sciences. (Bryman et al. 2019, 11)

4.1 Data collection

According to Hox, J. J., & Boeije, H. R. (2005), data collection is an organized and systematic approach to gathering information from diverse sources. It is a fundamental and essential phase within research, analysis, and decision-making and is relevant across various domains and disciplines. Researchers and analysts use multiple methodologies, including surveys, interviews, observations, experiments, and retrieving data from databases or records to collect relevant data for their research objectives. This careful process is crucial in providing essential information for gaining insights and guiding informed decision-making. There are two types of data collected: secondary data and primary data.

Secondary data: Researchers used secondary data analysis as a research strategy, using existing data collected for a different purpose to conduct new research or gain additional insights. Researchers analyze and interpret this previously collected data to answer their research questions or explore new areas of study. (Bryman et al., 2019, 295-296). According to Hillier (2022), secondary data sources represent a highly prized and indispensable research resource. They allow researchers to scrutinize data predicated upon expansive, high-calibre databases, thereby facilitating the resolution of research inquiries by augmenting their secondary dataset. Predominantly, secondary data emanates from extraneous organisations. Nevertheless, the ambit of secondary data also encompasses information initially gathered within an organizational context and subsequently repurposed for research purposes.

In this research endeavor, secondary data sources have included e-books, e-journals, websites, newspapers, published documents, and government records, all of which have been judiciously utilized by the author for data collection. These secondary data sources have been subjected to exhaustive scrutiny and analysis, including their delineation, benefits, categorization, models, and consumer behavior model. The author has collected secondary data sources mostly from Google Scholar and the internet. However, the author still encountered specific difficulties while collecting secondary data. Some e-books did not permit access to specific chapters. Or the definition of consumer behavior required numerous days, multiple sources from books, and various websites to compile. The author spent a significant amount of time, approximately 25 days, researching the consumer behavior aspect more than e-commerce. The remaining time was allocated to studying e-commerce in Vietnam. It is imperative to acknowledge that while secondary data methods did not

inherently guarantee authenticity, the author has skillfully used these secondary data sources to synthesize primary data competently and selectively. This approach has contributed significantly to this research's speedy and effective direct data acquisition.

Primary data, or material gathered directly from its source to achieve a specific research objective, is the foundation of empirical research. Various intentional techniques, such as surveys, interviews, experiments, observations, or the distribution of questionnaires, are frequently used to gather this kind of data. These techniques give researchers access to firsthand data, assuring its relevancy and compatibility with their research concerns. Contrary to secondary data, which is information that people or organizations have already collected for goals unrelated to the researcher's, this data collection is then used for the current research project. (Hox, J. J., & Boeije, H. R. 2005)

As previously deliberated, the author has chosen a quantitative methodology to develop an online survey tailored for Vietnamese consumers. Surveys continue to be the primary modality for data accrual. The questionnaire's formulation draws its theoretical underpinnings from the literature review. The target demographic consists of customers aged 18-35 with prior online shopping experience, and all participants must meet the minimum age criterion of 18 years.

The survey instrument comprises 15 questions and inquiries encompassing the purchasing process, customer contentment, and the repercussions of e-commerce. These queries are structured in a multiple-choice format, check box, and short paragraph to facilitate nuanced responses. The questionnaire comprises four principal sections: participants' particulars, online shopping proclivities, decision-making dynamics, and customer experience and satisfaction. The survey will be disseminated across diverse online platforms, including online shopping groups and residents from two district Vietnamese provinces. This outreach strategy will harness the expansive reach of social media platforms such as Facebook and Zalo for four days. Upon accumulating 100 participant responses, the author will conduct meticulous data analysis to extract the most salient insights. This analytical undertaking is envisaged to significantly contribute to elucidating the research inquiries intrinsic to this scholarly pursuit. This survey will help the writer confirm the content analyzed in secondary data.

4.2 Results

The survey was administered in an online format utilizing Google Forms. Through various social media platforms, including Facebook, Zalo, and Instagram, the author disseminated the questionnaire to Vietnamese residents residing in Ho Chi Minh City, Hanoi, and rural areas. The acquisition of responses transpired over a four-day interval, with the author diligently awaiting the participation of 100 respondents. One hundred two participants responded to the survey, but the author excluded and discarded their responses due to two invalid cases. Navigating the landscape of language barriers, the author found it necessary to engage with each participant individually, elucidating the intended significance of certain questionnaire items. Notably, the initial phase of the survey was beset with geographic obstacles, as some recipients initially harbored suspicions that the survey link was linked to potential account security risks. All respondents involved in the survey hail from the two prominent epicenters of e-commerce activity within Vietnam, Ho Chi Minh City and

Hanoi. This strategic selection ensures that the resultant survey findings faithfully encapsulate their authentic shopping experiences, practices, and challenges. The survey instrument comprises 15 questions meticulously drawn from the extensive literature synthesis presented in Appendix 1. Participants' responses to these questions have been methodically transformed into numerical data for subsequent analysis.

Demographic information

1. What is your age?

100 responses

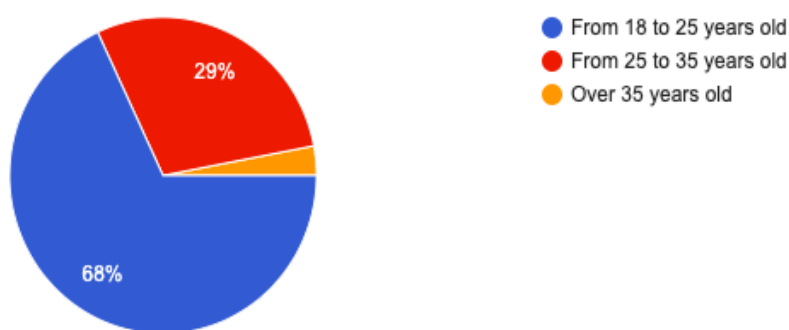


Figure 14. Age (n=100)

Committing the survey, the author initiated a set of demographic questions to gain insights into the participants' backgrounds. The research's intended age range was from 18 to 35 years. This data from the age question indicates that most participants are young individuals and middle-aged, accounting for 97% of the total percentage of the age. Through the age group question, it becomes possible to obtain a more comprehensive understanding of shopping habits and the impact of e-commerce on consumers.

2. What is your gender?

100 responses

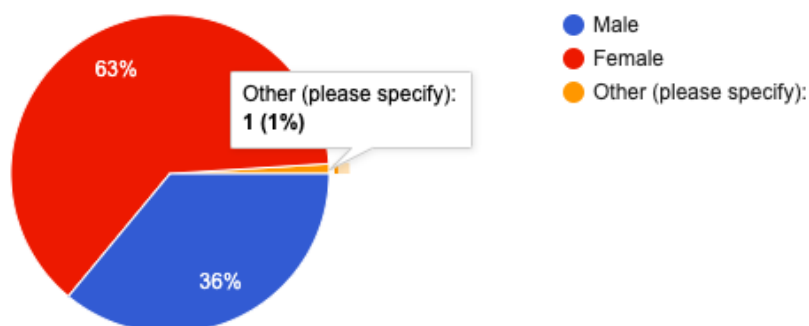


Figure 15. Gender (n=100)

As illustrated in figure 15, females constituted a significantly higher proportion of the survey participants than males and those identifying as "Other" gender, with the female gender category nearly doubling that of males and other genders.

3. What is your occupation?

100 responses

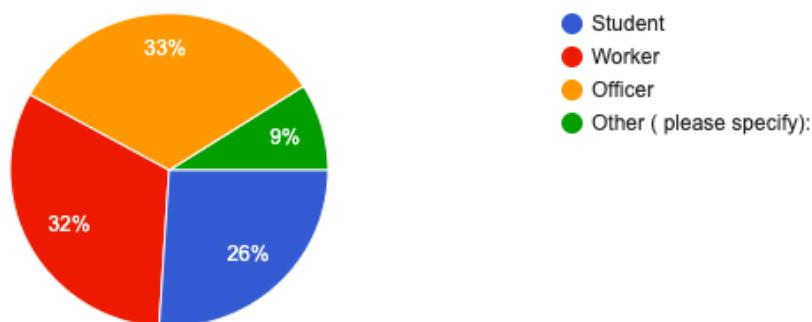


Figure 16. Occupation (n=100)

Subsequently, the third question pertains to the respondents' occupations. The outcomes of this question are visible in figure 16 of the survey results. Anticipatedly, individuals employed as workers and officers were presumed to have higher incomes than students, which might also translate into higher purchasing needs. In contrast, students were nearly the same proportion as those employed, accounting for 32% of the total. Workers and officers typically enjoyed higher disposable incomes and financial stability, affording them more comfortable shopping capabilities. Conversely, students with more advanced technological knowledge may be more inclined to shop online than some workers and officers. Consequently, this distinction between these two demographic groups is mirrored in their perspectives and viewpoints, offering a holistic understanding of the survey findings.

The fourth question was, 'Where do you live in Vietnam?'. This established the survey participants' current geographical location, ensuring the data's accuracy. The answer options included Ho Chi Minh City and Hanoi, the two cities the author was targeting. As depicted in the survey results, it is evidenced that 73% of the survey participants reside in Ho Chi Minh City, while 23% reside in Hanoi.

Online shopping habits

5. How often do you shop online?

100 responses

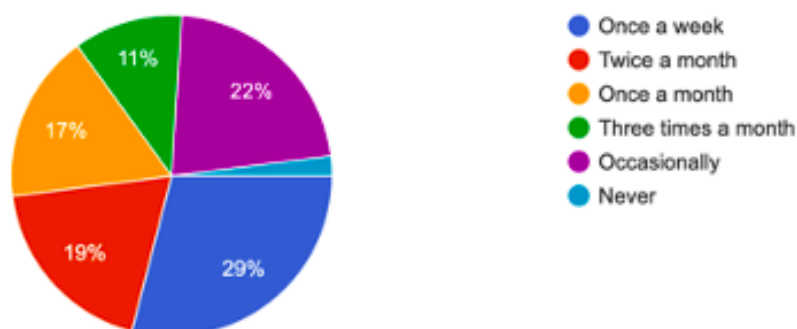


Figure 17. Frequency of shopping online (n=100)

The majority who purchase online once per week demonstrated regular and continuous use of e-commerce platforms. Occasionally online shopping ranked second, indicating occasional interactions with online stores. The minors might show a more cautious or cost-conscious attitude to online shopping, with 19% choosing to purchase twice a month. With most respondents using e-commerce platforms at least once a month, figure 17 highlights how crucial online buying is to current consumer habits. The varying frequency also indicates various preferences and incentives that affect consumers' online purchasing behavior.

6. What types of products or services do you typically purchase online?

100 responses

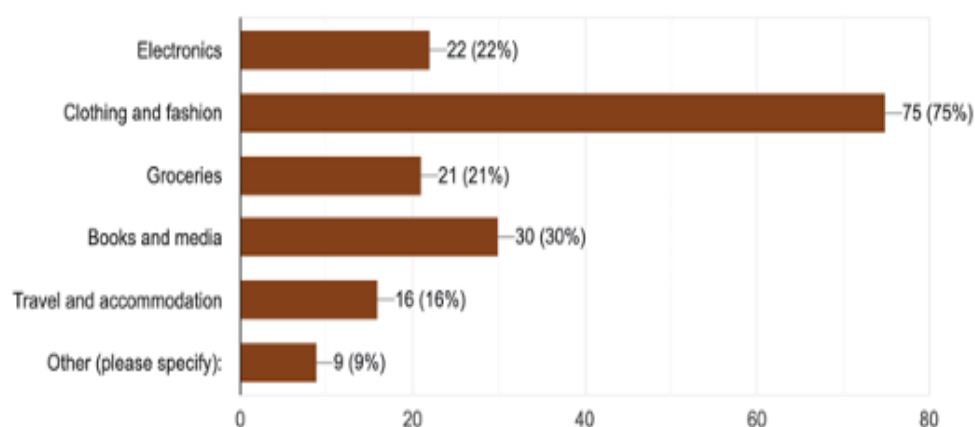


Figure 18. Types of products or services to purchase online (n=100)

Most participants preferred to buy clothes and fashion-related things online. This demonstrated the high convenience and confidence of online fashion purchasing, which may be ascribed to the selection, regular sales, and simple return procedures. Following, respondents chose books and

media, indicating the continued usefulness of digital platforms for requirements related to literature and entertainment. The participants selected electronics, another important e-commerce area, demonstrating their familiarity and dependence on online platforms for tech purchases. Despite being an essential requirement, groceries only had a small online purchase rate, possibly due to consumers' preference for in-store evaluations of perishables or the advent of specialty food delivery services. Figure 18 highlights the complex dynamics of online buying, with fashion and clothing leading the way while being complemented by a variety of other areas that together define the digital consumer environment.

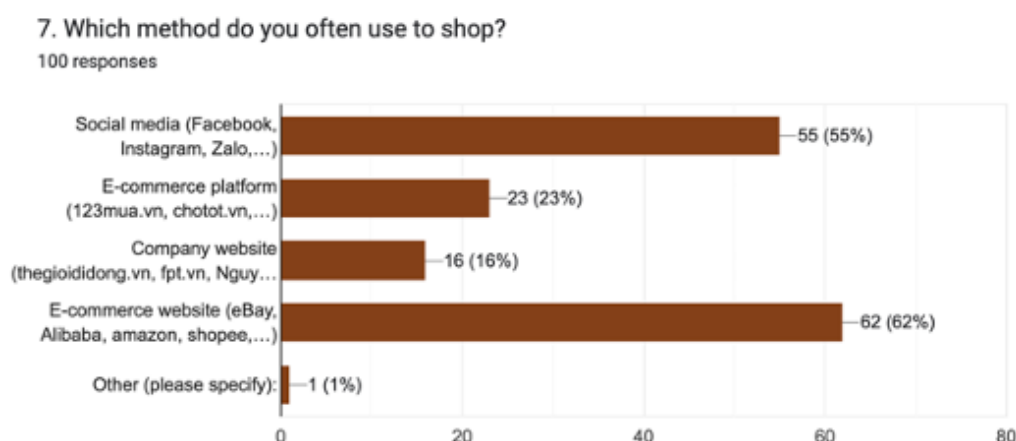


Figure 19. Method to use for online shopping (n=100)

Surprisingly, e-commerce companies like eBay, Alibaba, Amazon, and Shopee stand out as the top options. This high proportion demonstrated these platforms' dependability, usability, and broad product selections. Social media platforms, including Facebook, Instagram, and Zalo, are the second most favored approach. This information demonstrates how social connection and online commerce are increasingly intertwined as these platforms develop to support direct purchase capabilities. The participants use local e-commerce sites like 123mua.vn and chotot.vn, highlighting the value of tailored local purchasing experiences that address regional demands. The respondents visited company-specific websites, such as thegioididong.vn and fpt.vn, demonstrating brand devotion or the desire to make direct-from-source purchases that may provide authenticity or targeted incentives. Only 1% of respondents use other unnamed techniques, indicating that the platforms mentioned above dominate in influencing people's online buying behaviors today. Figure 19 highlights the dynamic digital shopping environment, with social media platforms and local websites challenging top global e-commerce companies for market share.

Decision- making process

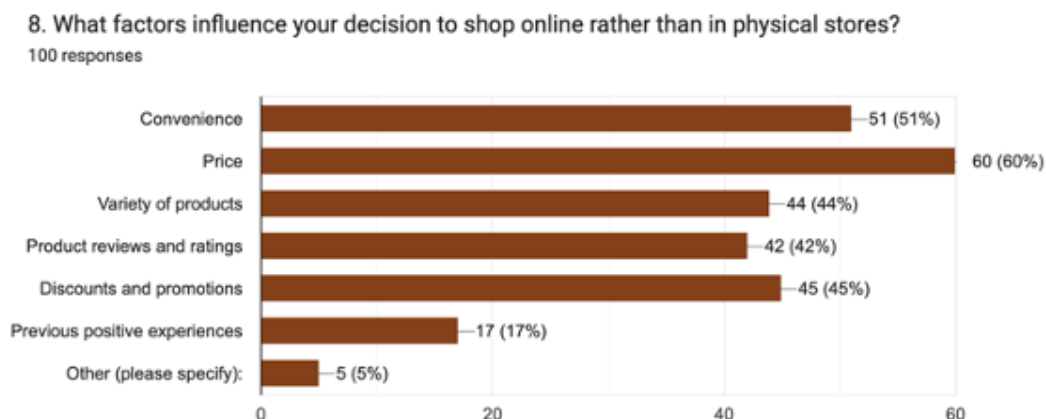


Figure 20. Factors influence to decide (n=100)

Price was a primary consideration, with more participants stating it. The apparent cost-effectiveness and convenience of pricing comparisons online might drive customers to digital marketplaces. Also, convenience was significant. The current consumer's need for efficiency made purchasing without time or location limits appealing. Online discounts and unique offers attracted more participants. However, respondents chose e-commerce platforms over brick-and-mortar retailers because of their vast product selection. Product reviews and ratings were essential, indicating the relevance of peer input and transparency in buying choices. Figure 20 shows that financial concerns, convenience, and promotion drive online buying.

'Do you read reviews or ratings before making an online purchase? If yes, please write more details (how often)' was the question nine. The author responded by allowing participants to answer "yes" or "no" independently. In this question, 82 participants responded, indicating that a significant proportion of respondents are interested in product reviews before seeking online products, with 64% of the surveyed individuals responding positively, stating that they consistently and regularly check product reviews and search for products online. This shows that consumers are not only aware of e-commerce but also actively leverage the opportunities for online shopping. The survey results also reveal that only 18% of those surveyed have never searched for online product reviews, which is still a relatively small portion of the total surveyed. This presents an excellent opportunity for e-commerce businesses to utilize customer product reviews to develop and tap into this potential market.

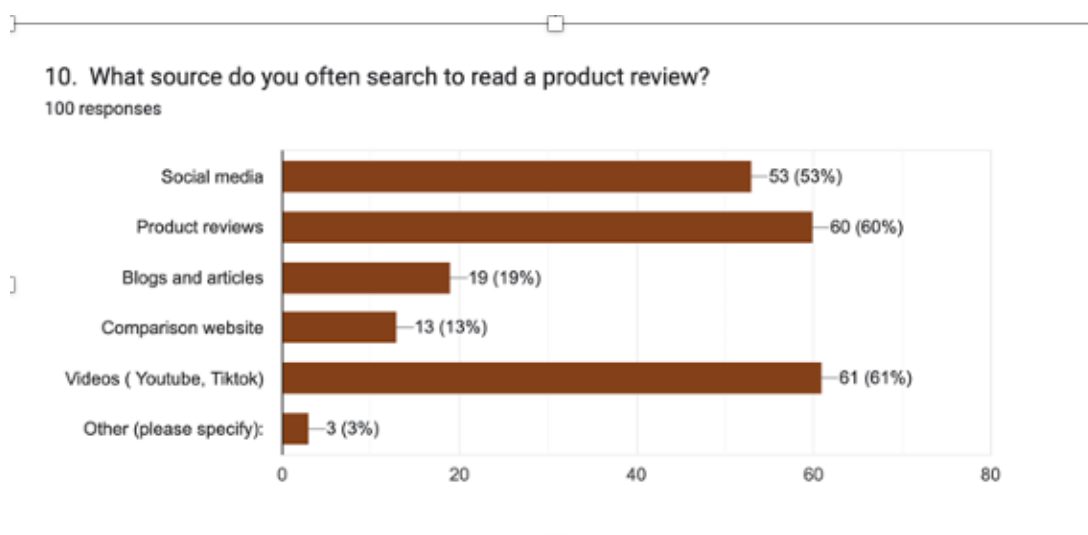


Figure 21. Source to read a product review (n=100)

Videos from YouTube and Tiktok led participants. Visual material and video evaluations increasingly influence customer choices, stressing the significance of demonstrations and first-hand encounters. Respondents trusted direct product reviews on e-commerce websites or review-centric platforms. This data shows that many purchasers trust personal reviews before buying. Influencer recommendations and user evaluations on social media were essential to participants. Blending social networking and product discovery shows how influencers and peers impact contemporary consumers' buying journeys. Blogs and articles with in-depth product analysis demonstrated the value of lengthy and well-articulated reviews for specific purchasers. Comparison websites with side-by-side product reviews helped buyers make the best decisions. A small percentage chose other undefined sources, suggesting specialized channels that meet requirements. Figure 21 shows customers' many ways to learn about products, with video and direct evaluations ranking high.

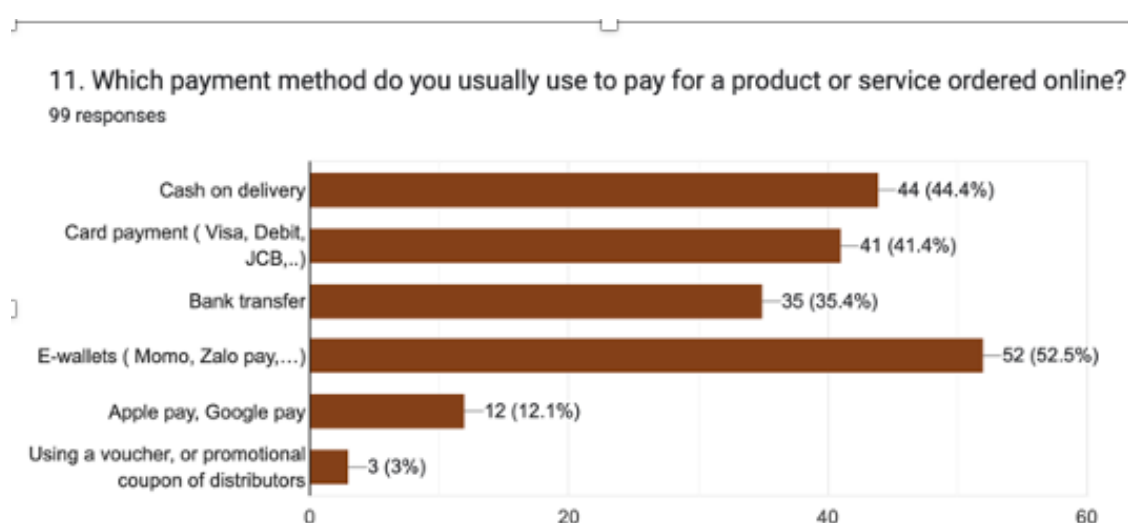


Figure 22. Payment method (n=99)

E-wallets like Momo and Zalo Pay were the most popular. This highlights the digital shift in financial transactions and customer faith in digital wallets' simplicity and security. Cash on delivery remained popular. This proposes combining conventional transactional preferences with online purchases, reflecting the comfort and confidence of physical transactions. Card payments, including Visa, Debit, and JCB, demonstrated the worldwide dominance of bank-backed payment systems. As their primary payment gateways, Apple Pay and Google Pay reflect digital companies' development in financial services and impact on daily transactions. Finally, vouchers or promotional coupons demonstrated the appeal of discounts and unique incentives in shopping. Figure 22 shows a diverse online retail payment environment with e-wallets at the forefront.

12. Do you tend to spend more or less money when shopping online one time compared to in physical stores?

99 responses

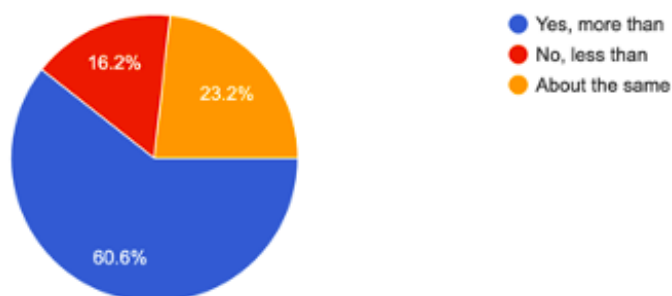


Figure 23. Online shopping trends compared to physical stores (n=99)

A shocking of respondents said participants spent more online than in stores. This might be due to various products, online advertising, or one-click purchases on digital platforms. The lack of physical browsing may lead to impulsive purchases, or online retailers' numerous discounts and bargains may make them spend less online. Many participants spent similarly on both platforms, demonstrating a consistent budgeting strategy regardless of buying medium. Figure 23 shows that online spending is rising while some customers spend equally or less online.

Customer experiences and satisfaction

13. What factors contribute most to your satisfaction (or dissatisfaction) with online shopping?

[Copy](#)

101 responses

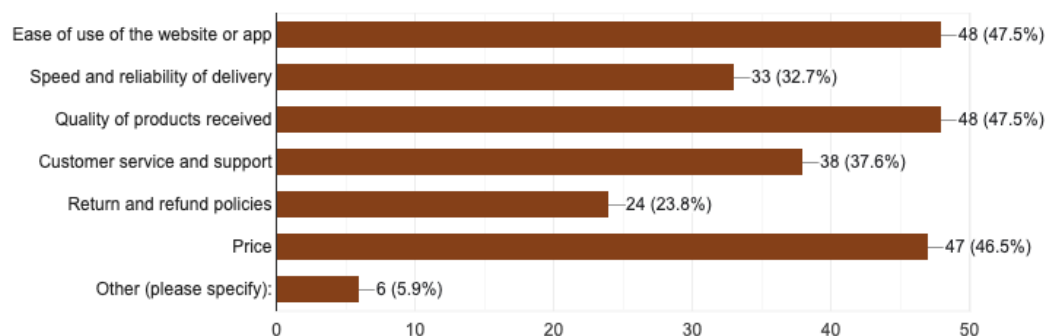


Figure 24. Factors contributing to satisfaction (dissatisfaction)

Two critical factors in satisfaction were "Ease of use of the website or app" and "Quality of products received." This shows that a satisfying online buying experience relies on a smooth digital interface and high-quality products. Respondents highlighted competitive pricing in the digital market by citing "Price" as a consideration. Efficiency in logistics is valued by users, who prioritize "speed and reliability of delivery." "Return and refund policies," a significant worry for internet customers, were essential at a low rate. Figure 24 shows how technological, logistical, and qualitative factors affected online buying pleasure.

The fourteen question was, "Please share any specific experiences or challenges you've encountered while shopping online that have influenced your satisfaction". This question is an open-ended query about participants' experiences when shopping online. The author can better understand participants' positive and negative experiences and disappointments. A total of 70 participants responded to this question; however, most participants had similar experiences. The author can summarise the participants' experiences in Appendix 2. Most customers encounter issues related to the supplier's delivery time, lower-than-expected product quality, payment errors, inadequate packaging, and incorrect sizing, which are negative experiences. On the other hand, most participants still prefer online shopping due to its convenience, cost-effectiveness, and numerous online shopping benefits.

"Is there anything else you would like to share regarding the impact of e-commerce on your consumer behavior?" this was question 15. Including this question in the survey facilitated participants' open commentary on the determinants of consumer behavior in e-commerce, effectively culminating the study. From a total of 100 participants, 68 respondents provided answers to this question. However, only 25 individuals consented to share their opinions, while the remaining 43 chose not to offer comments. Notably, the author gathered valuable insights from those who expressed their views. Based on the responses from the participants, the author can once again affirm that e-commerce has brought various customer benefits. One of these advantages is the usefulness and convenience of purchasing desired items with just a click. Only a minority still prefer

traditional shopping methods that allow them to see products in person. E-commerce in Vietnam is still rapidly evolving, significantly impacting consumer shopping habits.

4.3 Summary of the survey's results

This survey provides valuable insights into the online purchasing behaviors of participants from Ho Chi Minh City and Hanoi, Vietnam, primarily comprising females from 18 to 25 ages, including employees and students. The data highlights a strong preference for e-commerce, mainly clothing and fashion accessories, reflecting both convenience and price as key drivers. A notable shift is observed as consumers increasingly turn to social networking sites for their purchases, indicating a transformative change in the digital landscape.

Key factors influencing online purchases include convenience, competitive pricing, discounts and promotions. E-commerce platforms catering to these preferences gain a competitive edge. User feedback plays a significant role in consumer choices, mainly through user reviews and ratings. Multimedia content from product review websites and video platforms replicates the sensory aspect of in-store shopping, providing an essential message for e-commerce businesses and marketers.

The preference for e-wallets and cash on delivery indicates a transition to digital transactions, balancing innovation and customer confidence. Participants' perspective on online spending suggests that shopping doesn't necessarily lead to increased spending, reflecting a complex interplay of variables. User satisfaction hinges on website or app usability, product quality, and pricing, emphasizing the importance of high-quality user experiences. Reliable and fast delivery services are now expected in online shopping.

While participants shared stories highlighting issues and achievements, more profound insights into specific accounts are essential for business improvements. Despite some reluctance to provide open-ended feedback, participants' insights are invaluable for understanding consumer behavior in the complex e-commerce environment.

In conclusion, participants' reluctance to provide extensive feedback may arise from concerns about privacy, differing opinions, or the sensitive nature of financial discussions. Nevertheless, the insights provided by those who did respond are crucial for comprehending consumer behavior in the intricate e-commerce landscape.

4.4 Answer the research question.

The first question was, "What specific e-commerce factors have exerted a substantial impact on the shopping behavior of Vietnamese consumers? ". Undoubtedly, the effect of e-commerce on consumer behavior in Vietnamese is a subject of profound significance. This convergence of survey data and theoretical principles highlights the pivotal role of competitive pricing, convenience, discounts, and special offers in shaping consumer behaviour in the Vietnamese e-commerce landscape.

The allure of competitive pricing is manifest. These digital marketplaces leverage their virtual existence to operate with significantly leaner cost structures than their traditional brick-and-mortar counterparts. They are unburdened by the onerous overhead costs associated with physical store

spaces, encompassing rent, utilities, and in-store staff. Consequently, e-commerce platforms can offer their products at notably competitive prices, appealing to the discerning economic sensibilities of Vietnamese consumers. The concept of price elasticity, which posits that price changes directly impact the quantity demanded, is germane to this discussion. Vietnamese consumers exhibit a propensity for heightened price sensitivity and are predisposed to conducting thorough price comparisons. This reflects a rational and economically informed consumer mindset that characterizes purchasing decisions. The ease of accessing various e-commerce options further amplifies this sensitivity, enabling consumers to discern optimal price points. Consequently, competitive pricing acts as a potent attractor within the Vietnamese e-commerce milieu, underpinned by the economic principle of price elasticity.

The seamlessness with which e-commerce facilitates price comparisons stands as a paradigm of its consumer-centric design. Vietnamese consumers increasingly value the expeditious ability to evaluate prices and product features across multiple sellers, a process characterized by real-time convenience. This aligns harmoniously with the theoretical construct of rational consumer behavior, underpinned by the core tenet of making informed and economically advantageous decisions. E-commerce platforms, by their digital infrastructure, empower consumers with a wealth of information at their fingertips. This transparency extends to the pricing landscape, where discerning consumers are well-equipped to engage in informed purchasing. The ease of comparing prices obviates the need for protracted physical store visits and exhaustive research. Thus, consumers experience a time-efficient shopping process, reinforcing their desire for efficiency.

The convenience factor associated with e-commerce stands as a cornerstone in redefining the shopping behavior of Vietnamese consumers. The survey data unequivocally attests to consumers' profound appreciation for the convenience afforded by e-commerce platforms. This convenience is rooted in the ability to conduct shopping without the encumbrance of physical store visits. Consumers highly regard such freedom from geographical constraints and time-bound schedules. The capacity to engage in retail transactions from virtually any location, whether it be the comfort of one's home, the bustling ambiance of a café, or even during the late hours of the night, is emblematic of the broader consumer trend favoring convenience in the shopping experience.

E-commerce platforms leverage consumer psychology by employing discount mechanisms such as flash sales, seasonal promotions, and daily deals. These tactics create a sense of urgency and anticipation, tapping into consumers' desire for favorable deals. The concept of saving money is a powerful motivator that drives consumers toward online shopping. This strategy exploits the perception of a unique, time-sensitive opportunity, compelling swift action to secure perceived benefits.

E-commerce platforms enhance their appeal with promotional strategies like loyalty programs, referral bonuses, and free shipping for larger orders. These tactics improve the overall shopping experience and foster customer loyalty. It's well-established in consumer behavior that consumers are likelier to engage with platforms offering exclusive benefits and incentives. Loyalty programs create attachment and reward, encouraging return visits. Referral bonuses attract new customers while reinforcing the loyalty of existing ones through word-of-mouth marketing. Free

shipping for larger orders leverages cost-saving principles and enables consumers to maximize their purchases. These strategies cater to consumers' rational behavior as they seek to maximize their utility by capitalizing on these benefits. The impact of e-commerce on the shopping behavior of Vietnamese consumers can be attributed to the interplay of these factors. When purchasing online, shoppers weigh various aspects, including price, convenience, discount, and promotion. When analysed through the lens of economic, marketing, and behavioral theories, the data collected in the survey underscores the transformative role of e-commerce in shaping consumer behavior in Vietnam.

Understanding these factors is vital for businesses seeking success in the evolving e-commerce market in the region. E-commerce businesses should consider these factors to enhance customer satisfaction and foster loyalty.

The second research question was "Why is e-commerce successful in attracting and retaining customers in these regions?" which is addressed by the author by synthesizing the theoretical framework with empirical data obtained from online surveys. E-commerce has achieved remarkable success in attracting and retaining customers in Vietnam. This achievement can be attributed to the convergence of many multifaceted factors, clearly demonstrated in the survey data. A comprehensive analysis of the reasons behind this victory, both from a practical and theoretical perspective, provides valuable insights into the traction dynamics of e-commerce.

As the author answered the first question, convenience, price, and discounts are three factors determining success and attracting consumers to online shopping in Vietnam. E-commerce's proficiency in delivering unparalleled comfort constitutes a pivotal catalyst for its accomplishments. E-commerce contributes substantially to utility enhancement by rendering accessibility, time efficiency, and the abrogation of geographical constraints. This synergy aligns harmoniously with economic paradigms that underscore maximizing consumer welfare and utility. Competitive price mechanisms and discount campaigns are economic foundations entirely consistent with the theory of price expansion and rational consumer behavior. Shoppers are inescapably drawn to e-commerce through fair price comparisons and, by extension, the assistance of informed purchasing decisions.

E-commerce platforms offer an extensive and diversified array of products that cater to the disparate needs of consumers. Economic theory, notably the market segmentation theory, expounds upon the efficacy of diversifying product offerings to accommodate a broad spectrum of consumer preferences. This diversification is congruent with the foundational principles of supply and demand, where consumers manifest varying tastes and preferences.

Product information and reviews play a pivotal role in influencing online shopping propensities, as evinced by the survey data, aligning harmoniously with the domain of information economics. Consumers pivot upon peer reviews and feedback to make enlightened purchase decisions, a phenomenon congruent with information asymmetry theories. E-commerce platforms are instrumental in rectifying this asymmetry by furnishing transparent product information and alleviating consumer uncertainties.

The profusion of diverse online payment methods, as substantiated by the survey, aligns aptly with theories of financial inclusion. In regions characterized by burgeoning e-commerce markets, providing various payment options engenders enhanced accessibility to digital transactions. This resonance extends to theories emphasising the accessibility of financial services and digital inclusion. The burgeoning popularity of e-wallets as preferred payment instruments signals a more pervasive digital shift in financial transactions. The theoretical underpinnings of this transformation can be discerned within the purview of digital economics, which underscores the integration of digital technologies into various facets of economic activities.

The favorability of local e-commerce platforms among survey respondents is rooted in the theoretical framework of market segmentation and regional marketing. Tailoring shopping experiences to cater to regional idiosyncrasies and demands dovetails astutely with an appreciation for local market dynamics.

As corroborated by the survey data, the conspicuous prevalence of mobile devices as conduits for shopping coheres with theories related to mobile commerce and mobile marketing. Mobile devices confer heightened flexibility and accessibility, aligning seamlessly with theories that expound upon consumer mobility and the paramountcy of convenience.

The substantial investments made by e-commerce platforms in cultivating trust, ensuring secure transactions, reliable delivery, and transparent return policies resonate with trust and relationship marketing theories. Providing customer service and support significantly enhances confidence, thereby amplifying customer satisfaction.

The e-commerce sector's triumph in captivating and retaining customers within these regions is a multifaceted tapestry woven from the threads of economic, marketing, and behavioral theories. The practical harmonization of these elements with theoretical underpinnings underscores the robustness of e-commerce as a transformative force in the retail landscape. Holistic comprehension of these dynamics, viewed through empirical and theoretical prisms, is imperative for businesses seeking to successfully navigate the evolving e-commerce terrain.

5 DISCUSSION

This study aimed to comprehensively explore the profound impact of e-commerce on consumer shopping behavior in Vietnam. It sought to identify the factors attracting consumers to specific brands and platforms. Although specialized studies had previously examined this topic in the Vietnamese context, this research addressed the necessity for a more comprehensive understanding of electronic commerce, which holds significant global significance. Moreover, this study concentrated on Ho Chi Minh City and Hanoi, focusing on their role in shaping the concept of omnichannel retailing within the country.

The data's reliability was safeguarded through a meticulously designed survey instrument, anchored in an extensive theoretical part. Targeting a specific demographic with prior online shopping experience ensured the survey's relevance to the research questions. Notably, two invalid cases from Hanoi and Ho Chi Minh were excluded during data analysis. Language barriers were effectively managed through individual engagement with participants, clarifying questionnaire items and thereby enhancing response validity. Despite encountering challenges, such as initial suspicions among participants due to geographical obstacles and resistance related to survey link security concerns, the study navigated these intricacies with methodological care, bolstering the overall robustness of the research endeavor.

Through the lens of theoretical frameworks and empirical data, the author has uncovered several key insights, the critical role of competitive pricing, convenience, discounts, and special offers in shaping consumer behavior within the Vietnamese e-commerce landscape. Competitive pricing emerged as a compelling driver, supported by the lean cost structures, and unburdened overhead costs e-commerce platforms enjoy compared to traditional brick-and-mortar stores. Vietnamese consumers demonstrated heightened price sensitivity, emphasizing rational and economically informed purchasing decisions. The seamless comparison of prices, facilitated by e-commerce, resonated with the rationality underpinning consumer behavior, driving informed choices.

The convenience offered by e-commerce was pivotal in redefining shopping behavior and liberating consumers from geographical constraints and time-bound schedules. The ability to shop from anywhere at any time is aligned with the broader trend favoring convenience in the shopping experience. Discount mechanisms and promotions played an instrumental role, catering to consumers' desire for favourable deals and a sense of urgency. Loyalty programs, referral bonuses, and free shipping enhanced the shopping experience, reinforcing customer loyalty.

The growth of e-commerce in Vietnam has significantly transformed consumer behavior. Competitive pricing and the convenience of online shopping have driven economically informed choices. Discount mechanisms, loyalty programs, and promotions have satisfied consumer preferences for deals, enhancing overall satisfaction. This underscores e-commerce's profound impact on consumer behavior, urging businesses to embrace these factors for success in Vietnam's evolving e-commerce market.

Future research in the realm of e-commerce should consider a multi-faceted approach. First, exploring the evolving landscape of sustainability in e-commerce is crucial. Investigate how environmental and sustainability concerns continue to influence consumer purchasing decisions and delve into the strategies and responses employed by e-commerce platforms to align with these evolving values. Second, post-pandemic consumer behavior is a dynamic field that merits extensive research. It examines how it continues to grow beyond the pandemic's immediate impact, considering factors like remote work, health consciousness, and digitalization. Lastly, the effect of ongoing innovations in e-commerce, including drone deliveries and AI-driven recommendations, on consumer behavior is an area ripe for exploration, offering insights into how these technologies shape consumer preferences, convenience, and personalization. These three research areas collectively provide a comprehensive view of e-commerce's future trends and dynamics.

REFERENCES

- Accountlearning (2023). Top 5 advantages of E-commerce to customer. Internet Publication. <https://accountlearning.com/top-5-advantages-of-e-commerce-to-consumers/>. Accessed 22.09.2023
- Ajzen, I. (2005). Attitudes, personality, and behavior. 2nd ed. New York: Open University Press. <https://psicoexperimental.files.wordpress.com/2011/03/ajzeni-2005-attitudes-personality-and-behaviour-2nd-ed-open-university-press.pdf>. Accessed on 24.09.2023
- Bigcommerce (2023). E-commerce: The history and future of online shopping. Internet Publication. <https://www.bigcommerce.com/articles/ecommerce/>. Accessed 23.09.2023
- Bloomenthal, Andrew (2023). E-commerce Defined: Types, History, and Examples. Internet Publication. <https://www.investopedia.com/terms/e/ecommerce.asp>. Accessed 21.09.2023
- Braindigit (2021). Benefits of E-commerce to customers. Internet Publication. Updated: 28.02.2021. <https://www.braindigit.com/Blog-details/post/11/benefits-of-e-commerce-to-customers>. Accessed 22.09.2023
- Bryman, A., & Bell, E. (2019). Business Research Methods. 5th ed. London: Oxford University Press. <https://studylib.net/doc/26009508/bell--e.--bryman--a.--and-harley--b.--2019-.business-resea>. Accessed on 26.09.2023
- Chand, Smriti (2023). Consumer Behavior: Meaning/ Definition and Nature of Consumer Behavior. Internet Publication. <https://www.yourarticlelibrary.com/marketing/market-segmentation/consumer-behaviour-meaningdefinition-and-nature-of-consumer-behaviour/32301>. Accessed 22.09.2023
- Chevalier, Stephanie (2022). Global retail E-commerce sales 2014-2026. Internet Publication. Updated: 21.09.2022. <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>. Accessed 20.09.2023
- Dematas, Darren (2023). 10 Types of E-commerce Business models that work right now. Internet Publication. Updated 23.08.2023. <https://www.ecommerceceo.com/types-of-ecommerce-business-models/>. Accessed 21.09.2023
- Emilev, Erlan (2022). 5 key benefits of E-commerce for customers. Internet Publication. <https://www.growave.io/blog/5-key-benefits-of-ecommerce-for-customers>. Accessed 22.09.2023
- Fleximize (2023). History of E-commerce. Internet Publication. <https://fleximize.com/articles/006970/history-of-ecommerce>. Accessed 20.09.2023
- Fleetwood, Dan (2023). Quantitative Research: What is it, Tips, Examples. Internet Publication. <https://www.questionpro.com/blog/quantitative-research/>. Accessed 19.09.2023
- Hillier, Will (2022). What is secondary data? A complete guide. Internet Publication. <https://careerfoundry.com/en/blog/data-analytics/what-is-secondary-data/>. Accessed on 18.10.2023

Hox, J. J., & Boeijs, H. R. (2005). Data collection, primary versus secondary.

file:///Users/macbook/Downloads/hox_05_data+collection,primary+versus+secondary.pdf.

Accessed on 25.09.2023

International Trade Administration (2023). Ecommerce Defined. What is e-commerce? Internet Publication. <https://www.trade.gov/ecommerce-definitions>. Accessed 19.09.2023

International Trade Administration (2022). Vietnam-Country Commercial Guide. E-commerce. Internet Publication. Updated 15.12.2022. <https://www.trade.gov/country-commercial-guides/vietnam-ecommerce>. Accessed 19.09.2023

Interesse, Giulia (2023). E-commerce in Vietnam: Insights into cross-border business opportunities with China. Internet Publication. Updated: 24.07.2023. <https://www.vietnam-briefing.com/news/e-commerce-in-vietnam-insights-into-cross-border-business-opportunities-with-china.html/>. Accessed 21.09.2023

Kemp, Simon and Moey, Sarah (2019). Digital 2019 Spotlight: E-commerce in Vietnam. Internet Publication. Updated 18.09.2019. <https://datareportal.com/reports/digital-2019-ecommerce-in-vietnam>. Accessed 19.09.2023

Khushi, Techy (2020). What are the different types/categories of E-commerce or E-commerce Models? Internet Publication. Updated 16.08.2020. <https://techykhushi.medium.com/what-are-the-different-types-category-of-e-commerce-or-e-commerce-models-e5945c9754e8>. Accessed 21.09.2023

Kotler, P., & Armstrong, G. (2018). Principles of Marketing. 17th ed. Harlow: Pearson Education. https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODIjY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDVmYw==.pdf. Accessed 22.09.2023

Kotler, P., & Keller, K. (2012). Marketing management. 14th ed. New Jersey: Prentice Hall. https://cdn.website-editor.net/25dd89c80efb48d88c2c233155dfc479/files/uploaded/Kotler_keller_-_marketing_management_14th_edition.pdf. Accessed 25.09.2023

Law on protection of consumer's right (2010). <https://vbpl.vn/TW/Pages/vbpqen-toanvan.aspx?ItemID=10500>. Accessed 22.09.2023

Le, Huong (2023). Xu hướng hành vi người tiêu dùng Internet ở Việt Nam. Internet Publication. <https://gobranding.com.vn/xac-dinh-xu-huong-hanh-vi-nguoi-tieu-dung-tren-internet/>. Accessed on 23.09.2023

Lutkevich, Ben (2022). E-commerce. Internet Publication. <https://www.techtarget.com/searchcio/definition/e-commerce>. Accessed 21.09.2023

Maganest (2022). Thương mại điện tử là gì? Tổng quan về TMĐT ở Việt Nam. Internet Publication. Updated: 09.05.2022. <https://magenest.com/vi/thuong-mai-dien-tu-la-gi/>. Accessed 19.09.2023

- McKinsey & Company (2023). What is e-commerce? Internet Publication. Updated: 29.06.2023. <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-e-commerce>. . Accessed 19.09.2023
- Middle Georgia State University (2016). Web Development Tutorials. Internet Publication. <https://itwebtutorials.mga.edu/html/chp1/history.aspx>. Accessed 20.09.2023
- Nassè, T. B. (2021). The concept of consumer behavior: Definitions in a contemporary marketing perspective. *International Journal of Management & Entrepreneurship Research*, 3(8), 303-307. <https://doi.org/10.51594/ijmer.v3i8.253>. Accessed on 27.09.2023
- Nguyen, Minh (2023). E-commerce market value in Vietnam from 2014 to 2022. Internet Publication. Updated 15.09.2023. <https://www.statista.com/statistics/986043/vietnam-ecommerce-market-value-revenue/>. Accessed 19.09.2023
- Pradhan, Shivam (2022). What is e-commerce? Explain the benefits and types of e-commerce. Internet Publication. <https://www.geeksforgeeks.org/what-is-e-commerce-explain-benefits-and-types-of-e-commerce/>. Accessed 21.09.2023
- Quinn, Malloy (2019). Benefits of E-commerce for customers and business. Internet Publication. Updated: 22.01.2019. <https://www.cloudtalk.io/blog/benefits-of-e-commerce-for-customers-and-businesses/>. Accessed 22.09.2023
- Rakic, Rodoljub (2022). What are the B2C, B2B, & B2G, C2C, C2B, G2B & G2C, B2G& C2G Business types of E-commerce? Explanation with Examples. Internet Publication. Updated: 28.12.2022. <https://medium.com/@eSamurai/what-are-the-b2c-b2b-b2g-c2c-c2b-g2b-g2c-b2g-c2g-business-types-of-e-commerce-d8fa28718c21>. Accessed 21.09.2023
- Shopify (2023). 6 Types of E-commerce Models you need to know in 2023. Internet Publication. Updated: 25.05.2023. <https://www.shopify.com/blog/types-of-ecommerce>. Accessed 21.09.2023
- Simonov, Vlastyslav (2023). What is C2G ecommerce? Understanding the basics. Internet Publication. Updated 01.02.2023. <https://hostadvice.com/blog/monetization/ecommerce/what-is-c2g-ecommerce/>. Accessed 21.09.2023
- Statista's Market Insight (2023). E-commerce-Worldwide. Internet Publication. <https://www.statista.com/outlook/dmo/ecommerce/worldwide>. Accessed 20.09.2023
- Thu Hoa (2022). THE VOICE OF VIETNAM-VOV WORLD. 25 years of Internet connection, foundation for Vietnam's digital economy and digital society. Internet Publication. <https://vovworld.vn/en-US/current-affairs/25-years-of-internet-connection-foundation-for-vietnams-digital-economy-digital-society-1154445.vov>. Accessed 19.09.2023
- Vietnam Briefing (2023). E-commerce in Vietnam: Insights into Cross-Border Business Opportunities with China. Updated: 24.07.2023. <https://www.vietnam-briefing.com/news/e-commerce-in-vietnam-insights-into-cross-border-business-opportunities-with-china.html/>. Accessed 20.09.2023

Vietnam Plus (2023). Vietnam's e-commerce market to reach 20 billion USD by year-end. Internet Publication. Updated: 05.05.2023. <https://en.vietnamplus.vn/vietnams-ecommerce-market-to-reach-20-billion-usd-by-year-end/252549.vnp>. Accessed 20.09.2023

Vietnam Plus (2023). Vietnam's e-commerce forecast to continue booming. Internet Publication. <https://en.vietnamplus.vn/vietnams-ecommerce-forecast-to-continue-booming/247944.vnp>. Accessed 20.09.2023

Winter, Dayna (2023). What is e-commerce? A Comprehensive Guide (2023). Internet Publication. Updated: 26.05.2023 <https://www.shopify.com/blog/what-is-ecommerce>. Accessed 19.09.2023

Zwass, Vladimir (2023). E-commerce. Internet Publication. <https://www.britannica.com/money/e-commerce>. Accessed 20.09.2023

APPENDIX 1: QUESTIONNAIRE FOR SURVEY

1. What is your age?

- ☐ From 18 to 25 years old
- ☐ From 25 to 35 years old
- ☐ Over 35 years old

2. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other (please specify):

3. What is your occupation?

- ☐ Student
- ☐ Worker
- ☐ Officer
- ☐ Other (please specify):

4. Where do you live in Vietnam?

- ☐ Ho Chi Minh City
- ☐ Ha Noi

5. How often do you shop online?

- ☐ Once a week
- ☐ Twice a month
- ☐ Once a month
- ☐ Three times a month
- ☐ Occasionally
- ☐ Never

6. What types of products or services do you typically purchase online?

- ☐ Electronics
- ☐ Clothing and fashion
- ☐ Groceries
- ☐ Books and media
- ☐ Travel and accommodation
- ☐ Other (please specify):

7. Which method do you often use to shop?

- ☐ Social media (Facebook, Instagram, Zalo,...)
- ☐ E-commerce platform ([123mua.vn](#), [chotot.vn](#),...)
- ☐ Company website ([thegioididong.vn](#), [fpt.vn](#), Nguyen Kim.vn,...)
- ☐ E-commerce website (eBay, Alibaba, amazon, shopee,...)
- ☐ Other (please specify):

8. What factors influence your decision to shop online rather than in physical stores?

- ☐ Convenience
- ☐ Price
- ☐ Variety of products
- ☐ Product reviews and ratings
- ☐ Discounts and promotions
- ☐ Previous positive experiences
- ☐ Other (please specify):

9. Do you read reviews or ratings before making an online purchase? If yes, please write more details (how often)

Your answer _____

10. What source do you often search to read a product review?

- ☐ Social media
- ☐ Product reviews
- ☐ Blogs and articles
- ☐ Comparison website
- ☐ Videos (Youtube, Tiktok)
- ☐ Other (please specify):

11. Which payment method do you usually use to pay for a product or service ordered online?

- ☐ Cash on delivery
- ☐ Card payment (Visa, Debit, JCB,..)
- ☐ Bank transfer
- ☐ E-wallets (Momo, Zalo pay,...)
- ☐ Apple pay, Google pay
- ☐ Using a voucher, or promotional coupon of distributors

12. Do you tend to spend more or less money when shopping online one time compared to in physical stores?

- ☐ Yes, more than
- ☐ No, less than
- ☐ About the same

13. What factors contribute most to your satisfaction (or dissatisfaction) with online shopping?

- ☐ Ease of use of the website or app
- ☐ Speed and reliability of delivery
- ☐ Quality of products received
- ☐ Customer service and support
- ☐ Return and refund policies
- ☐ Price
- ☐ Other (please specify):

14. Please share any specific experiences or challenges you've encountered while shopping online that have influenced your satisfaction:

Your answer

15. Is there anything else you would like to share regarding the impact of e-commerce on your consumer behavior?

Your answer

APPENDIX 2: OPEN ANSWERS FOR QUESTION 14 AND QUESTION 15

Question 14: Please share any specific experiences or challenges you've encountered while shopping online that have influenced your satisfaction.

The participants gave various answers, for example:

Firstly, "sometimes the wrong size was delivered." Secondly, "the product quality was sometimes not as expected." Thirdly, "it was convenient; I just need to open the app to make a purchase". Next, "Payment Failure: Are you suffering from a "payment failure" issue with your online purchases or e-commerce websites? There could be several reasons behind a payment failure. One of them would be a website crash, and the other could be your card number not being valid. Make sure that the credit card information entered by the customer is correct. If it is, ensure you have enough funds in your account. Try changing payment methods if possible". Sometimes, "the quality of material is bad". Besides, "some online stores at the e-commerce level have hired people to write reviews for them, which is why sometimes the received product quality is not what I expected."

Additionally, "I bought the products without knowing that most of the reviews were fabricated. Therefore, the quality of the product was terrible compared to the description". On the other hand, "I hate the service attitude of some shops when responding to customer advice when delivering the wrong product." Then, "the videos posted to promote the products are great, but in one of the orders I placed, when I received the product, it was distorted, they did not package it carefully, and there was no box. And some people gave the product bad reviews, which made me hesitant". "Sometimes stores don't have the sizes or my favourite one, so searching and buying shopping online can deal with my problems". Finally, "some products look the same but with different prices or different demonstrations. They make me confused sometimes. Some sell the same products, but the promotion pictures and descriptions are different and distracting".

Question 15: Is there anything else you would like to share regarding the impact of e-commerce on your consumer behavior?

There were answered this question from the participants, instance:

Firstly, "E-commerce makes it more convenient for me to buy the products I need. You can only travel a little to purchase products". "The behavior of online shopping nowadays is increasing highly". "Many individuals take advantage of it to commit fraud and bomb sales. Traditional shopping needs to be updated since e-commerce is rising".

On the other hand, "traditional shopping has more advantages of physical contact with products to evaluate their quality more precisely". "Mobile is blurring the line between online and offline shopping. The biggest impact e-commerce has had on consumer shopping habits is that consumers can shop from anywhere, anytime. They no longer must wait until store hours to make a purchase". "While the ability to research and shop online has been around for a while, mobile devices have taken e-commerce to the next level because shoppers can use the machine at any point during the sales cycle".

However, “denying this form’s good aspects is impossible; some points still need customer improvement”. For example, “chat with customers at the fastest speed possible, promoted products must be the same as the outside, and defective products must be refunded or exchanged for another product. I hope to fix some of those problems”.