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Factors influencing E-commerce customers' satisfaction in Vietnam

Thesis

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Thesis abstract

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The objective of the thesis was to introduce insights into how consumers make purchase decisions between different retailers. It includes an analysis of Sendo.vn, one of the leading e-commerce platforms in Vietnam. By providing an analysis on elements influencing customers' satisfaction, Sendo.vn's advantages were identified. In addition, the company's discouraging factors, which should be eliminated for better performance, were discovered.

In order to achieve the stated aims, a quantitative approach was adopted through the use of a survey including 27 questions, conducted in July 2018 among targeted customers aged from under 18 to over 40 years, in order to enhance Sendo.vn's current services. The objectives were to identify the key factors influencing customers' buying satisfaction.

The thesis includes two primary parts, a theoretical framework and an empirical study. The first one focuses on introducing the definition of e-commerce, followed by an overview of e-commerce in Vietnam. In addition, customer behavior and its key factors are dealt with. The second part consists of the analysis of the survey.

In conclusion, e-commerce customers play two roles: they are both online users and traditional consumers. Therefore, apart from online-related aspects, common factors, such as price, still have effects on customers' satisfaction, especially in a price-driven market like Vietnam.

Keywords: e-commerce, customer behavior, online shopping, Vietnam

TABLE OF CONTENTS

Thesis abstract.....	2
TABLE OF CONTENTS	4
Tables, Figures and Pictures.....	6
1 INTRODUCTION	8
1.1 Necessity of the study	8
1.2 Thesis objective	9
1.3 Research design	9
1.4 Thesis structure.....	10
2 THEORETICAL FRAMEWORK	12
2.1 E-commerce.....	12
2.1.1 Definition.....	12
2.1.2 Classification.....	13
2.1.3 Overview of global electronic commerce	14
2.1.4 Overview of Vietnam electronic commerce market.....	17
2.1.5 Sendo.vn and its market share	18
2.2 E-customer satisfaction.....	18
2.2.1 Definition.....	18
2.2.2 Influencers	20
2.2.3 Information Quality.....	21
2.2.4 System Quality.....	22
2.2.5 Service Quality.....	24
3 METHODOLOGY	25
3.1 RESEARCH METHOD.....	25
3.2 DATA COLLECTION METHOD	25
3.2.1 Primary data	25
3.2.2 Secondary research.....	26
3.3 QUESTIONNAIRE DESIGN.....	27
3.3.1 Measurement scales.....	27
3.3.2 Questionnaire design	28

3.4 SAMPLING DESIGN.....	30
3.4.1 Sampling techniques.....	30
3.4.2 Sample characteristic.....	31
3.4.3 Sample size	31
3.5 LIMITATION	32
4 EMPEIRICAL RESULTS.....	33
4.1 ANALYSIS	33
4.1.1 Gender.....	33
4.1.2 Age	34
4.1.3 Occupation.....	36
4.1.4 Income	37
4.2 CONCLUSION AND RECOMMENDATION.....	38
4.2.1 Information quality	38
4.2.2 System quality	40
4.2.3 Service quality	43
4.2.4 Customer satisfaction	46
BIBLIOGRAPHY.....	49
APPENDIX.....	52
APPENDIX 1: E-COMMERCE MARKET	52
APPENDIX 2: FORM OF QUESTIONNAIRE.....	54

Tables and Figures

Figure 1: Research process.....	10
Figure 2: Thesis structure	Error! Bookmark not defined.
Figure 3: People participating in online shopping.....	13
Figure 4: B2C e-commerce sales worldwide in trillion, 2012-2017.....	15
Figure 5: B2C E-commerce sales worldwide by region 2012 – 2017	15
Figure 6: Vietnamese population and number of Internet users between 2005 and 2014.....	17
Figure 7: Original research model.....	20
Figure 8: Characteristic of Gender	Error! Bookmark not defined.
Figure 9: Characteristic of Age.....	35
Figure 10: Characteristic of Occupation.....	36
Figure 11: Percentage of Income group.....	38
Figure 12: Information Quality Assessment	39
Figure 13: System Quality Assessment	42
Figure 14: Service Quality Assessment	45
Figure 15: Customers' Satisfaction	47
Table 1. Estimate statistic E-commerce activities in 2017 and 2021 at some Asian countries (Vietnamese E-commerce 2018, 19–25).....	16

Table 2. B2C e-commerce revenue in Vietnam from 2012 to 2015 (Statista 2018).	17
Table 3. Dimensions of Information Quality (McKinney 2002, 296–315).	21
Table 4. Dimension of System quality (McKinney 2002, 296–315).	23
Table 5. Initial measurement scales.....	28
Table 6. Frequency of Gender.	33
Table 7. Frequency of Age.....	34
Table 8. Frequency of Occupation.	36
Table 9. Frequency of Income.	37
Table 10. Agreement degree of Information Quality.	39
Table 11. Agreement degree of System Quality.	41
Table 12. Agreement degree of Service Quality.	44
Table 13. Agreement degree of Customers' Satisfaction.	46

1 INTRODUCTION

In this section, necessity of the study, aims of the thesis and research questions will be disclosed. Further explanation on the study structure will also be presented.

1.1 Necessity of the study

E-commerce is one of the fast-growing industries in Vietnam. E-commerce has grown at tremendous speed in Vietnam since its introduction to the market since 2000. According to a report from VECITA in 2014 (Vietnam's e-commerce lags, but ready to take off, 2015), one online buyer in Vietnam spends about US\$145 per year, therefore the revenue for the B2C E-commerce sector reached about US\$2.97 billion per year, accounting for 2.12% of the total goods retail sales throughout the country. Many retailers are now drawn to the model due to its convenience in establishment and its huge market pool, leading to a competitive environment in Vietnam. Therefore, now the game is not just about offering a wide range of products but to understand how customers make decisions between retailers who provide identical products.

With 12 international standards acquired, Sendo was certified **PCI DSS security** by Control Case (Sendo.vn achieve PCI DSS Level 1 Certification, 2014). Therefore, Sendo becomes the safest Electronic Commerce in Vietnam and the only one has trading platform payment system – which minimizes customer's information leaking risks.

However, empirical studies of these factors in Vietnam E-commerce context are limited. Sendo has not gotten a high market share in Vietnam. In this case, I want to find out the position of Sendo.vn in customer's satisfaction.

1.2 Thesis objective

The main aims of the study include:

- Choosing factors which affect Sendo.vn's customer satisfaction.
- Proposing the solutions to gain customer satisfaction of Sendo.vn

To solve the research's objectives, the following questions need to be clarified:

- What are factors affecting customer satisfaction of Sendo.vn?
- How to Sendo.vn enhances its customer satisfaction?

1.3 Research design

First of all, the author defines clearly the problem and research objectives. From books, articles, journals from both libraries and mainly online recourses, author explores the concept of e-commerce definitions and models, followed by an overview on Vietnamese e-commerce market. The second main part includes customer satisfaction definition and factors influence them. For this part, one article was intensively used: "The DeLone and McLean model of information systems success" by DeLone and McLean. After the theoretical literature review, the author decides to apply quantitative research. Consequently, the author constructs questionnaires and scale measurement. All the collected data will be analyzed in the later step. Finally, the conclusion and recommendation will be given for Sendo.vn to improve their customer satisfaction effectively. The figure 1 will demonstrate shortly research process:

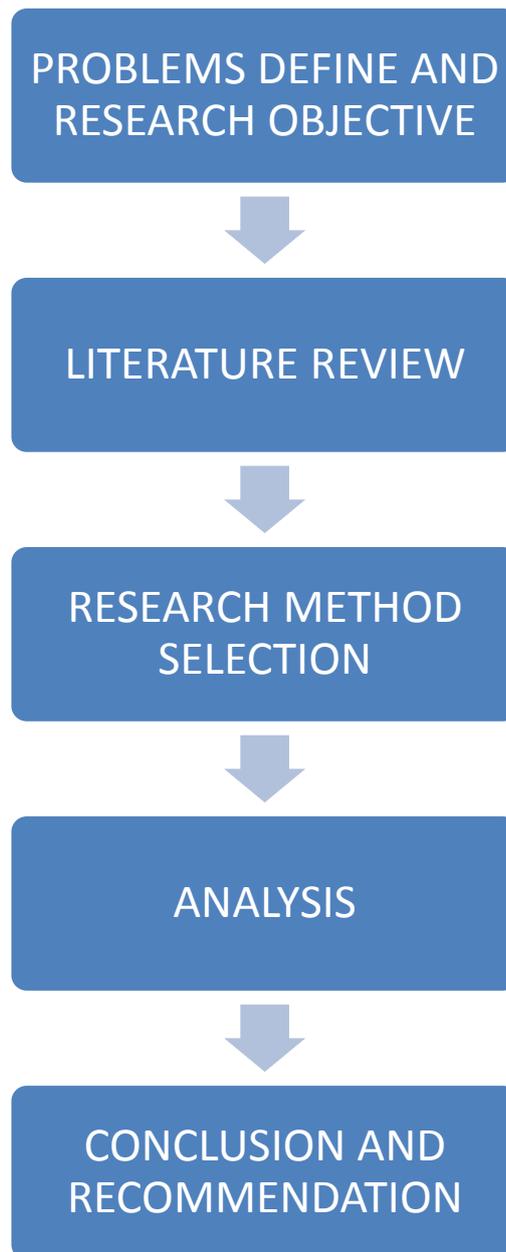


Figure 1. Research process.

1.4 Thesis structure

This first chapter illustrates an overview of E-commerce in generally global and specifically in Vietnam. It gives the research objectives and questions. From which, the author comes up with the thesis structure which are introduced below.

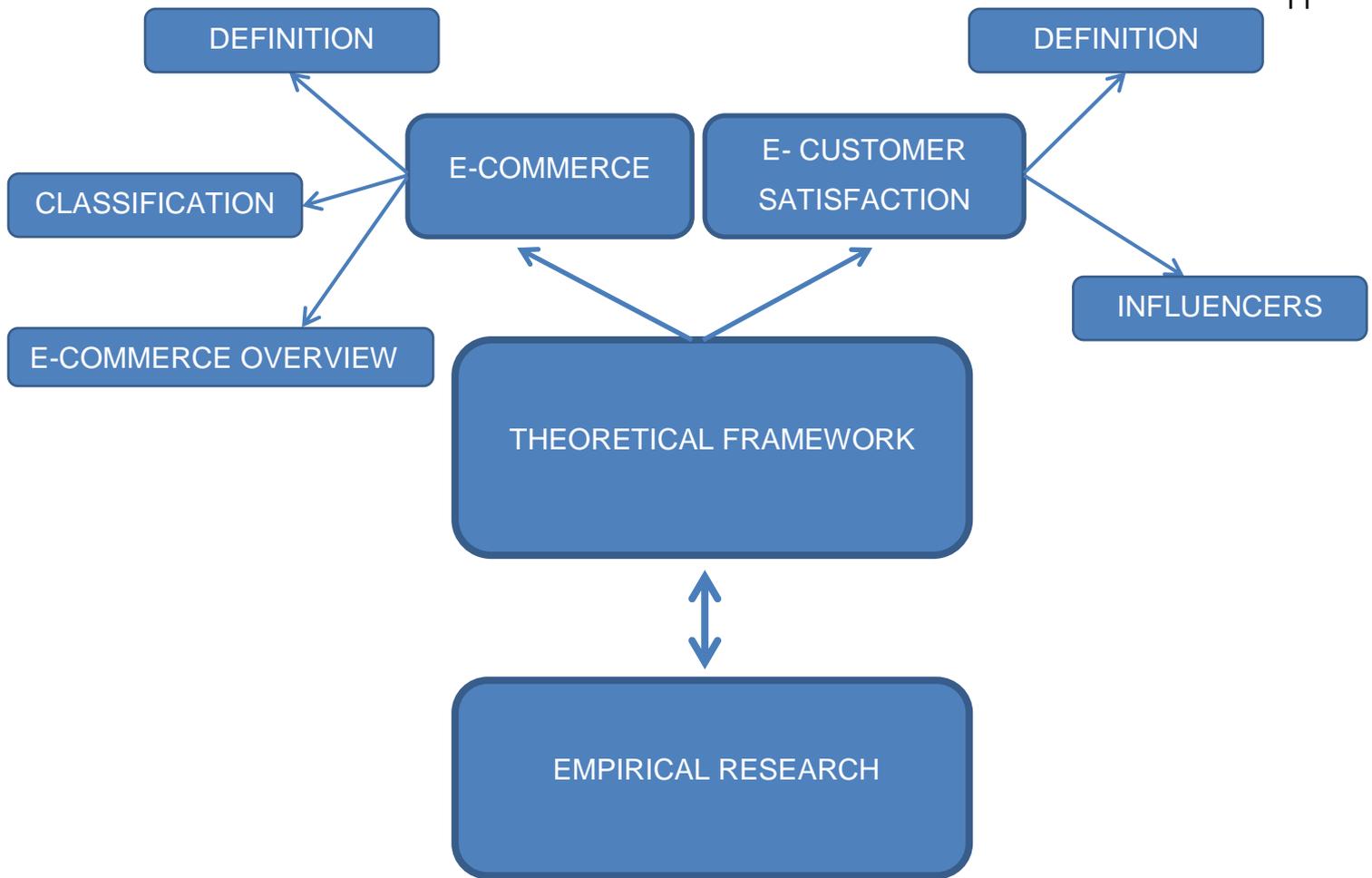


Figure 2. Thesis structure.

The main part of the thesis starts with theoretical framework which covers 2 main topics: E-commerce and E-customer satisfaction. Related theories and literature are reviewed in this chapter in order to clarify the key terminologies, models and framework adapted. It also mentions a specified examination on interactions between relevant factors and customer satisfaction to build the research framework.

Research method that will be used to analyze are then determined. After the literature review, quantitative method has been chosen. Reasons on choosing this method are provided along with its advantages and limitations.

Following the explanation, the empirical research mainly focuses on the design of the questionnaire and data collected from it. The final part of this study is also in charge of clarifying the research questions initiated at the beginning and covers the conclusion and suggests recommendations for Sendo.vn.

2 THEORETICAL FRAMEWORK

2.1 E-commerce

2.1.1 Definition

In the past, consumers have to go to physical stores to buy things they need directly. It is time-consuming and also inconvenient for customers, especially those who stay a long way from stores. Nowadays, change continues to flourish as the Internet becomes more accessible and popular, electric commerce (E-commerce) service becomes a hot trend. Electric commerce is a kind of E-business which is the purchasing, exchanging of goods and services through computer networks.

Electronic Ecommerce are beneficial for both sellers and buyers. It not only maintains traditional activities but also creates new opportunities for business. When companies accept and apply E-commerce website, it is considered a new channel to increase the number of business transactions. Customers can purchase products or services through the website of company. Moreover, saving on physical store rental overhead allows sellers to offer the same product with a much lower price. Companies can approach the global market with lower operating cost and provide customer with high quality services through the Internet's interaction. This way, companies can reduce cost, create a potential global market and customize products to suitable customer's demand.

Furthermore, it is a win-win situation, where e-clients also benefit from this shopping method. First of all, it is more convenient for buyers as websites make it quicker for every shopping experience. Clients are welcome to explore thousand or even millions of choices without the need of inspecting each brand personally. It is time-saving because favored products are presented and accumulated for customers without them spending time looking for them. Secondly, consumers are more likely to get a good deal online. It has been suggested (Pi *et al.* 2011, 7120)

that on an e-commerce flat form; prices are easily accessed and compared, leading to better final purchasing decisions. Not to mention, more discounts campaigns are provided online than in physical stores due to the lower operating costs.

All these advantages are drawing more traditional customers to the e-commerce channel. Results of Vecita's report in 2014 (Vietnam E-commerce Report 2014, 2014) shows that 58% of Internet users prefer to buy online (Figure 3)

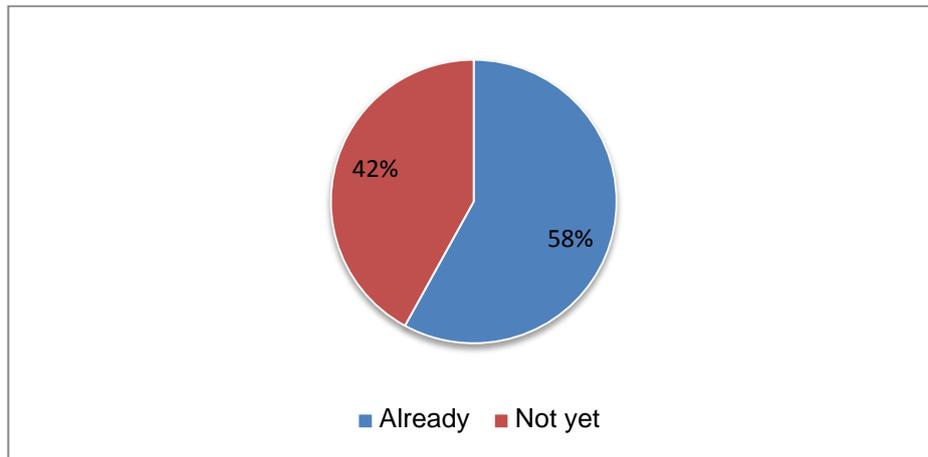


Figure 3. People participating in online shopping.

Source: VECITA

Last but not least, information and communication networks help people accessing worldwide market information better. It facilitates the integration between the trading of national system and global system (Gereffi 2001, 1616). Therefore, many believe that using electronic commerce in businesses toward developing countries could help nations across the globe overcoming trade geographical barriers.

2.1.2 Classification

Overall, E-commerce is defined by the nature of transactions or the relationship between participants. The main categories of electronic commerce transactions are analyzed below:

Business-to-Business (B2B): This type of transaction shows the relationship between businesses to businesses, rather than the customer. After registration on the B2B Exchange, businesses can search for partners, place order, negotiate, and make payments through the Internet system. B2B E-commerce helps businesses to reduce the cost and time on gathering information from the market, advertising their products, and negotiating, which enhance business opportunities. For example, Alibaba Group is an E-commerce / online auction platform which connects Chinese producers with overseas purchasers.

Business-to-Consumer (B2C): This is a form of E-commerce transactions between companies and consumers (clients). Traders use online channels to reach the individual customer. The platform is also usually used to launch marketing campaigns. An example of B2C model in E-commerce is Amazon.com. It is one of the largest multinational online retailers in the US.

Consumer-to-Consumer (C2C): This type of E-commerce links the transactions of consumers. It is encouraged by the growth of the electronics market or online auction, such as eBay. The advertising of personal services over the Internet and the online selling of knowledge and expertise are other examples of C2C.

Consumer-to-Business (C2B): The concept describes a model, in which individuals use the Internet to sell product or services to business or individuals who seek vendors to bid on products or services for them. C2B model is also called a reverse auction, which allows buyers to name their own price or demand, which is usually binding, for a specific commodity or service. The website collects the bids, then offer to the sellers. In this kind of transaction, the consumers decide the price of a particular product rather than the supplier. For instance, Elance is the first C2B model E-commerce site. Another well-known C2B travel service platform is Priceline.com

2.1.3 Overview of global electronic commerce

According to a report by eMarketer in 2017, e-commerce is a fast-growing industry. The estimated revenue of B2C e-commerce worldwide reach 2.290 trillion US dollar in 2017 that increased 23% than in 2016. Moreover, E-marketer also estimated the total revenue of B2C sales worldwide to reach over 4.4 trillion USD in 2021, which is double the sale gained in 2017.

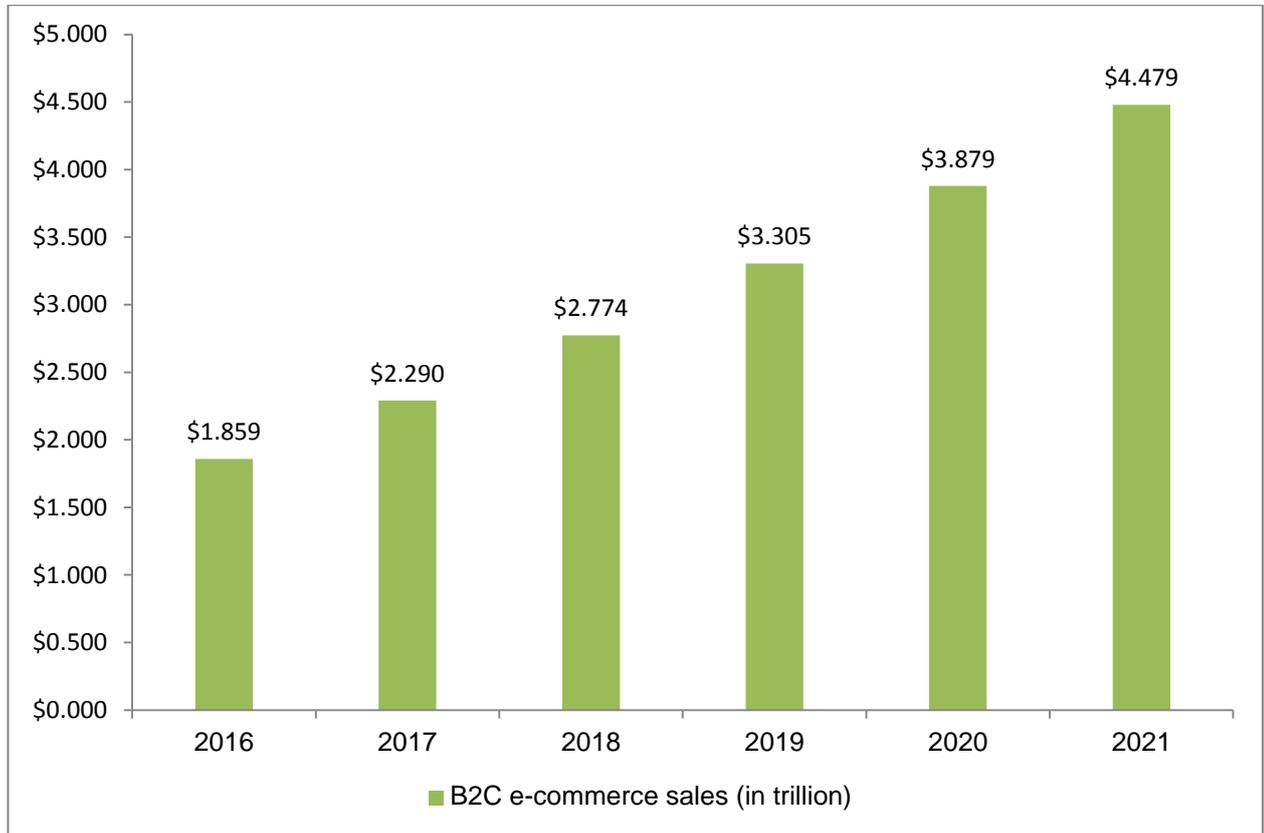


Figure 4. Worldwide Retail and Ecommerce Sales: eMarketer's Estimates for 2016–2021 (eMarketer 2017).

B2C E-COMMERCE SALES WORLDWIDE BY REGION FROM 2012 TO 2017						
	2012	2013	2014	2015	2016	2017
<i>Asia-Pacific</i>	\$301.2	\$383.9	\$525.2	\$681.2	\$855.7	\$1,052.9
<i>North America</i>	\$379.8	\$431.0	\$482.6	\$538.3	\$597.9	\$660.4
<i>Western Europe</i>	\$277.5	\$312.0	\$347.4	\$382.7	\$414.2	\$445.0
<i>Central & Eastern Europe</i>	\$41.5	\$49.5	\$58.0	\$64.4	\$68.9	\$73.1
<i>Latin America</i>	\$37.6	\$48.1	\$57.7	\$64.9	\$70.6	\$74.6
<i>Middle East & Africa</i>	\$20.6	\$27.0	\$33.8	\$39.6	\$45.5	\$51.4
<i>Worldwide</i>	\$1,058.2	\$1,251.4	\$1,504.6	\$1,771	\$2,052.7	\$2,357.4

Figure 5. B2C E-commerce sales worldwide by region 2012–2017 (eMarketer 2013).

According to the Figure 5 below, which presents the total revenue of B2C worldwide e-commerce by region in 2012–2017, sales in all countries show growth during the period. In the course of 6 years, together the two regions accounts for more than 60% of the revenue in B2C e-commerce worldwide. The total revenue of North America ranked number one in 2012 (379.8 million USD) and 2013 (431 million USD) followed by Asia-Pacific region ranking number two in 2012 (301.2 million USD) and 2013 (383.9 million USD). However, in next 2 years, sales in Asia-Pacific area (525.2 million USD in 2014; 681 million USD in 2015) outperform that of North America area (482 million USD in 2014; 538.3 million USD in 2015). While number of North American online purchasing increases steadily, Asian online consumers show a clear tendency in making a purchasing order through the Internet. In other word, in the latest two years, Asia-Pacific area e-commerce market becomes the biggest market worldwide.

Table 1. Estimate statistic E-commerce activities in 2017 and 2021 at some Asian countries (Vietnamese E-commerce 2018, 19–25).

Year	Nation	China	India	Indonesia	Thailand	Philippines
2017	Estimated number of e-commerce clients (million)	581.5	176.8	28.7	11.9	33.8
2021	Estimated number of e-commerce clients (million)	867.7	306.8	42.1	14.1	50

In addition, it has been proposed that e-commerce market growth rate in the Asia-Pacific area is extremely high (Vietnamese E-commerce 2018, 19–25). For instance, the Chinese and Indonesian and Philippines E-commerce markets are expected to expand at a rapid speed of over 40% in the period of 5 years (from 2017 to 2021). Especially, Indian markets are expecting 130 million online customers to join the current 176.8 million online purchasers, meaning 73% growth in market. Last but not least, Thai's market is estimated to reach 14.1 million buyers in 2021. In the next few years, the emerging countries in the Asia-Pacific region will be the biggest contributors to the growth of global E-commerce.

2.1.4 Overview of Vietnam electronic commerce market

During the course of 4 years, the number of Internet users in Vietnam in 2017 increase more than 30% (Figure 6). In 2014, the population of Vietnam is 90.9 million people with 39.8 million internet users accounting for 43.8% of the population. In 2017, within 94.9 million Vietnamese citizens, there are 52.1 million Internet users accounting for 54.9% of the population. In other word, on average, one out of every two Vietnamese uses Internet on a regular basis. From 2014 to 2017 there is an increase of 4 million in population, however; 12.3 million more people have access to the Internet. To sum up, Vietnam's internet is developing quickly in the 4 years period.

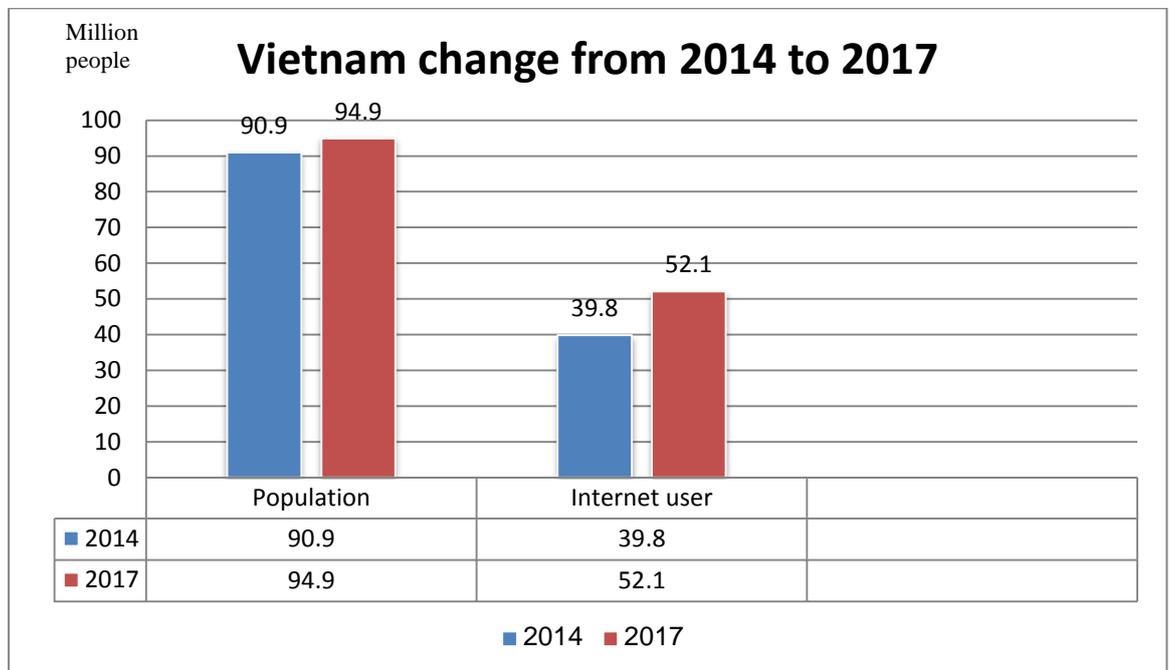


Figure 6. Vietnamese population and number of Internet users between 2014 and 2017 (Moore.vn 2015–2017, Statista 2017).

Table 2. B2C e-commerce revenue in Vietnam from 2012 to 2015 (Statista 2018).

Year	2012	2013	2014	2015
Revenue (billion U.S dollars)	0.7	2.2	2.97	4.07

In addition, it is revealed that the revenue of B2C e-commerce reaches 4.07 billion USD, which doubles the sales 2 years before. In only 4 years, the sales increased by 3.37 billion, equivalent to 480% growth in sales. Vietnam e-commerce market is becoming a potential market.

2.1.5 Sendo.vn and its market share

Sendo.vn is an e-commerce project, which was supported by FPT Corporation. In 2012, the market witnessed the official launch of the site. Then, in 2014, Sendo.vn established Sen Do Technology Joint Stock Company. Taking one step further in expanding the channel, Sendo bought a big e-commerce site in Vietnam at that time - 123Mua.vn.

According to Vietnam E-commerce 2014 of VECITA (2014), Sendo.vn's market share amounted for 14.4% of the Vietnamese e-commerce market, ranking number two. The leader of the e-commerce market was Lazada with 36.1% of total market shares. In addition, Sendo.vn was in the fourth place in exchange value.

Overall, Sendo.vn is a potential e-commerce platform.

2.2 E-customer satisfaction

2.2.1 Definition

Satisfaction is one of the most important standards in the B2C online environment. Customer satisfaction can lead to higher customer loyalty. Satisfaction and loyalty are the key elements which determine the success of the business (Khristianto et al 2012, 28). According to the research of David King & Efraim Turban (2012, 39-44), 80 per cent of delighted customers come back to the shop in two months. However, 87% of consumers, who find the shopping experience under delivered, would leave their Internet retailers without complaints. This is devastating for merchants as the true reasons behind their losing loyal customers are never revealed.

It is suggested that the customer satisfaction is the gap between consumer anticipation and what they experience (Kotler et al 2009). Customer satisfaction is achieved only when the experience exceeds a customer's expectation. There are 3 levels for customer satisfaction:

- If actual results are lower than expected, then the customers are dissatisfied.
- If the actual results match the expectation, customers will be satisfied.
- If the actual results are higher than expected, the customers are very pleased.

The relation between expectations and customer satisfaction has not only been stressed by one but many researchers. According to Oliver & Anderson (1987,76-88), "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with a consumer's prior feelings about the consumer experience." From their perspective, "satisfaction may be best understood as an on-going evaluation of the surprise inherent in a product acquisition and/or consumption experience."

On the other sides, there have been many definitions of satisfaction that has been proposed by a number of researchers before. It also has been defined in a lot of ways by different researchers. The satisfaction of online shopping differs from the traditional way. Since the online environment involves interactions of both marketing and technological aspects, customer e-satisfaction is more complicated than the physical environment. According to Straub et al. (2001), the online customer plays a multi-role; they play a role of a traditional customer and also a role of the computer user. In the other words, in order to attract and retain customers, not only the marketing aspect should be taken into consideration. Technological issues play a crucial part as well. Previously, many researchers worked to propose and apply several factors by analysing customer e-satisfaction. This based on three main qualities: Information quality, System quality and Service quality (Khalifah et al 2014, 3320-3326). In addition, according to Delone and McLean (2003, 24) specified e-satisfaction is affected by three factors: Information quality, System quality, and Service Quality.

2.2.2 Influencers

Multiple researchers have examined the topic of customer satisfaction. However, studies on customer satisfaction in the context of e-retailers are scarce. One of the most typical researches in this field is performed by DeLone and McLean (2003). The authors have developed a model introducing three aspects, which are Information Quality, System Quality and Service Quality. The framework is shown in Figure below.

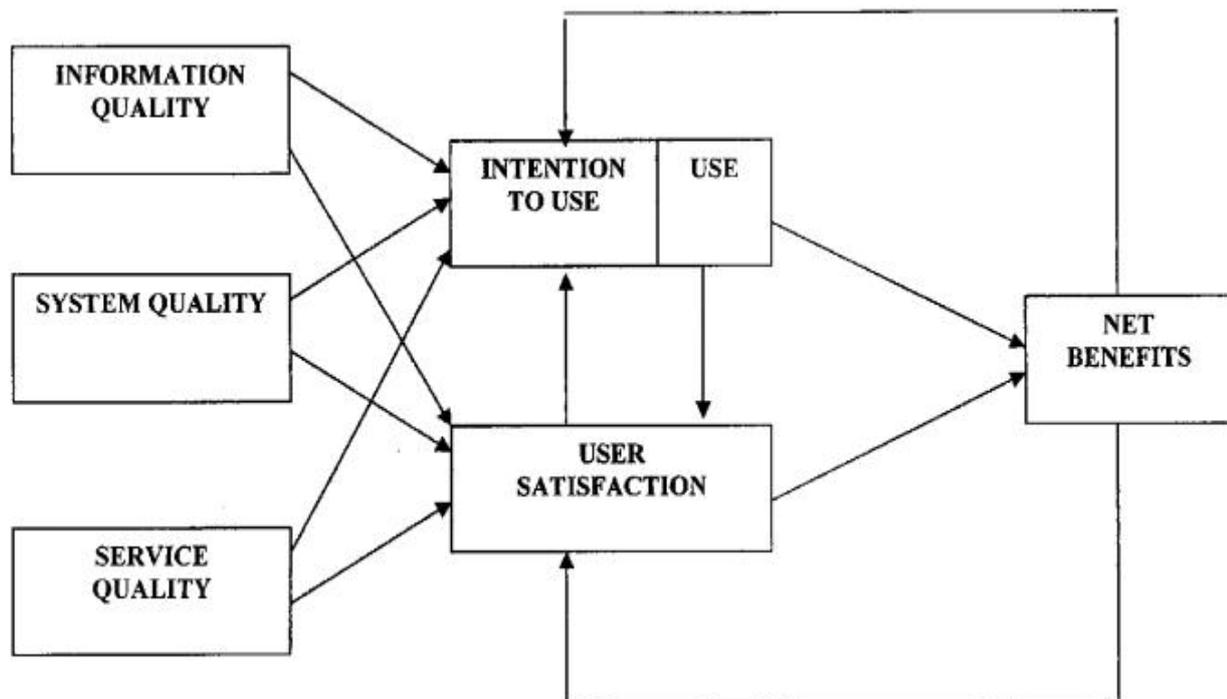


Figure 7. DeLone and McLean model (DeLone & McLean, 1992–2003).

In general, this research model can be divided into three main parts. The left part involves the independent variables, which are three factors that effect Intention to use and user satisfaction that are Information quality, System Quality, and Service Quality. The dependent variables are then displayed on the rest of the model. It includes the right-hand side part and the middle part. The right part involves the independent variables, which determine the Net Benefit. The middle part consists of Intention to Use and User Satisfaction. To sum up, the main factors influences e-customer satisfaction are: Information Quality, System Quality and Service Quality.

2.2.3 Information Quality

High information quality has long been found associated with system use, user satisfaction and net benefits (DeLone and McLean, 1992, 2003). According to Delone and McLean (1992, 2003) “information quality is the quality of information system output”. That is the quality of the information represented to the end user. According to McKinney (2002, 296-315) three key dimensions relating to information quality are: Understandability, Reliability and Usefulness. (Table 3)

Table 3. Dimensions of Information Quality (McKinney 2002, 296–315).

Dimensions	Definition	Manifest Variables
Understandability	Concerned with such issues as clearness and goodness of the information	Clear in meaning Easy to understanding Easy to read
Reliability	Concerned with the degree of accuracy, dependability, and consistency of the information	Trustworthy Accurate Credible
Usefulness	Users’ assessment of the likelihood that the information will enhance their decision	Informative Valuable

- Understandability is affected by the clearness of the information. High-quality information is information that is represented in a short and brief way. It minimizes time spent on reading website which suits perfectly with the scanning web style of majority of Internet users nowadays. According to Guglielmo (1998, 1), “It seems the majority of users – some 79 percent – merely scan pages without taking the time to read what they find ...”. Still, the information must be explainable and customers can understand it easily. The way information is presented helps the user to read it easily,

thus attracts the users to use the website. For example, it is suggested that some fonts are considered to be more attractive to users and should be used more often (Plamer and Griffith 1998, 38–42).

- Reliability is the combination of accuracy, dependability and consistency of the information. “The reliability of e-commerce website content facilitates consumers to perceive lower risks, better justifications for their decisions and ease in reaching the optimal decisions, and in turn, affects satisfaction and purchasing intention” (Cheung and Lee, 2005)
- Usefulness in information use to assess the value of the information that will affect consumer's decision. Gehrke and Turban (1999, 3) insist that the usefulness of the website content is crucial as it is the key element. If customer find answer for their questions on the website, it is easy to attract customers. On the other hand, if information presented is perceived as useless or uninformative by consumers, clients are more likely to turn away from the website due to anger.

Understandability of Sendo.vn is the way the information representation on its website. Besides that, whether information represents on its site useful or not also affects the Sendo.vn's performance. In addition, Reliability which is shown under the form of accuracy and credibility of information listed on the website is also critical. Information quality plays an important role when it comes to customer satisfaction of all e-commerce website. Sendo.vn is not an exception.

2.2.4 System Quality

A system quality of is a measurement of how the website processing system itself and it also focuses on the result of the interaction between the user and the system. The key capacity of the system enhances customer experiences. Consumers and system quality is largely characterized by the interaction between consumer and the website.

Table 4. Dimension of System quality (McKinney 2002, 296–315).

Dimensions	Definition	Manifest Variables
Access	Refers to the speed of access and availability of the web site at all times	Responsive Quick loads
Usability	Concerned with the extent to which the web site is visually appealing, consistent, fun and easy to use	Simple layout Easy to use Well organized
Navigation	Evaluates the links to needed information	Easy to go back and forth A few clicks

- “Access refers to the speed of access and availability of the website at all times. Consistent with the end user computing literature, the speed with which a computer system responds has been argued to be an important factor influencing the usability and emotional responses from users” (Chin and Lee 2000, 7) . In the e-commerce field, the respond time of the system affects the user’s satisfaction. According to Gehrke and Turban (1999, 2), the speed of page-loading is rated as the most important element of successful website design. 53% of mobile website users are reported to leave the webpage if the web does not load after three seconds of waiting (David, 2016)
- Usability is the process that helps customers to use the website easily. “Usability is involved with the extent to which the website is visually appealing, consistent, fun and easy to use. In end-user computing literature, system quality has been represented by ease of use” (Cheung & Lee 2005, 4). This is determined as the degree to which a system is “user-friendly” (Doll and Torkzadeh 1988, 259-274). Users come to a web with their intentions in mind. A website is considered useful when they are able to find information they need quickly and easily, assisting in achieving their initial goal upon entering the website. (Parasuraman and M. A, 2002).

- Navigation is the systems that a user can use to move around a website. Some examples of web navigations styles are: Navigation bar, Sitemap, Dropdown menu, Flyout menu, Named anchor. So often users find themselves lost after several clicks, leading to them giving up and exit the web.

2.2.5 Service Quality

The objective of any business is to achieve economic survival. This could be achieved through not only the increase of loyal customers but also the maintaining a competitive edge over competitors, both of which were linked with service quality (Abdullah 2006, 41-45).

- Responsiveness represents the ability of providers in replying quickly to the requirements and make quick suggestions for clients when they have problems with the use of services. By receiving customer's responses, that company may conceive what its customers require or desire. Consequently, the company not only improves the service gratification but also boosts customer trust (Gummerus et al 2004, 177-178).
- Assurance is something will certainly be true or will certainly happen. The assurance comes from many different aspects. The commitments before and after receiving the products should be consistent. Due to the lack of face to face interaction, e-retailers are expected to form customers trust prior to their purchases, usually under the form of good feedback or comments provided by former clients. Besides that, assurance is the safe feeling while using the website. It means that your personal information will not be compromised at any costs. If the system witnesses error frequently and are considered not safe, the website cannot become a successful E-commerce. A recent study (Pauline et al. 2002, 385) concludes that if customers do not believe that a website is secure, they will not intend to buy on this website.

3 METHODOLOGY

3.1 RESEARCH METHOD

Mentioned in many books such as Essential of Marketing Research and Marketing Strategy, there are two kinds of research methods, quantitative research method, and qualitative research method. The author decides to use quantitative research method due to the fact that quantitative research helps to explore the questions such as how many, how often, how much (Saunders et al. 2012). On the other hand, the quantitative method can reach a large size of the sample and facilitate statistical analysis.

Firstly, its method, surveys, can cover a large number of participants which is essential for getting various points of view from as many potential customers as possible. Especially, the target is to identify Sendo.vn's competencies from point of view of Vietnamese online purchasers which could reach over 30 million people. Secondly, the approach results in quantitative data. This data type can be clearly presented and analyzed. Last but not least, it is the most time-saving method for Sendo.vn's clients to join which can lift the number of participants as well as response rate

3.2 DATA COLLECTION METHOD

3.2.1 Primary data

There are two main ways to conduct this survey: an online survey or offline survey (direct questionnaires). The authors chose direct questionnaires because target customers could be identified through some screening questions and number of valid samples can be controlled. Moreover, this type of survey will be conducted at a specific time and get a reliable result due to the fact that author can explain the questions directly to the participants and control the progress of collecting data.

Data will be collected by the quantitative research method through questionnaires design.

The designing questionnaires consist of three parts:

- Part 1: This part includes questions that identify who are customers of Sendo.vn to reach target customers.
- Part 2: Determining the scale measurement of factors that influence customers' satisfaction. There are 17 questions presented in this part
- Part 3: These are some questions on personal information such as gender, age, income, and occupation to ensure the reliability of data.

3.2.2 Secondary research

Secondary data is the kind of analyzed data which had already been collected for some purposes. This kind of data is processed and stored (Saunders et al. 2012). Furthermore, secondary data is called “desk research” which includes internal and external aspects. There are three basic subgroups of secondary data including documentaries, survey, and multiple sources.

Secondary data is not directly collected by the researcher but is obtained from available sources. Secondary data under processed are newspapers, journals, articles, printed books, reports, and other sources. It helps researchers explore research problem and use related information effectively. There are two main sources of secondary data are internal data (inside the firm) and external data (outside the firm)

- **Internal data** includes general information about Sendo.vn, and documents are reached through the company’s employees.
- **External data** includes journal researches about Customer satisfaction in E-commerce, the relevant studies of Information Quality, System Quality and Service Quality effect on Customer Loyalty. Moreover, the materials from reports of some famous organizations are also being used, for example, Moore Corporation, Vietnam E-commerce and Information Technology Agency (VITA), Nielsen and so on.

3.3 QUESTIONNAIRE DESIGN

The questionnaire is organized to involve many questions for the goal of data collection from respondents. The questionnaire of this study includes three parts (1) screening question, (2) survey questions, (3) personal information. The questions in part 2 will use a 5-point Likert scale to evaluate Customers' agreement level for 5 factors.

Before designing the questionnaire, the scales that are used to measure the dimensions of Information quality, System quality, Service quality and Customer satisfaction are built. These measurement scales will be presented clearly in the following section.

3.3.1 Measurement scales

This process is a set of scale descriptors which represents for a range of possible responses to a question. Scale measurements consist of four basic scale levels: nominal, ordinal, interval and ratio. In addition, there are some scales to measure attitudes and behaviors in which measure customer attitudes, behaviors and intention; namely, Likert scales (Hair et.al. 2010). During the research, the authors tend to apply two kinds of them; they are nominal scale and Likert scale.

Nominal Scales

This scale requires respondents to answer questions based on a few given choices in order to collect raw response (Hair et al. 2010). Without ranking the set of response, nominal scales can use for screening questions and general information.

Likert scale

This scale asks respondents to answer whether they agree or not with the given statements based on their behaviors and believes. Rensis Likert (1931, 21-22) demonstrated that Likert scale initially had five scale descriptors: 'strongly disagree', 'disagree', 'neither agree nor disagree', 'agree' and 'strongly agree'. Beyond the original five-point format, the Likert scale is often expanded to seven-point scale, and most researchers will use interval scale. The Likert scale is the

most suitable for research designs that apply self-administered survey, personal interview, and an online survey.

3.3.2 Questionnaire design

The main purpose of this research is analyzing factors that affect satisfaction of Sendo.vns' shoppers. Questionnaire in the survey is divided into 3 parts.

Part 1: Using screening questions for eliminating low-quality surveys. The selected respondents are participants who bought products on Sendo.vn before. Nominal scales will be applied in this part.

Part 2: This is the main part of the questionnaire. In this part, the authors use Likert scale to measure the impact of three factors (Information Quality, System Quality, Service Quality) to Sendo.vn's Customer Satisfaction. Each variable Information Quality, System Quality and Customer Satisfaction encompass more than five statements and they will be measured by referring to a 1 to 5 point scale to express customer's satisfaction degree. These statements will be constructed based on the characteristics which perform the concept from the literature review and they must be consistent with the research purpose. The summary question will be shown in table 5

Part 3: This part consists of four questions which are about gender, age, occupation and income of respondents. This information will be measured based on nominal scales, answers from respondents help us to identify the customer segmentation.

Table 5. Initial measurement scales.

Measurement scales		Source
INFORMATION QUALITY		
Ease to read	The information on Sendo.vn is easy to	Cheung

	read	and Lee
Understandability	In general, information on Sendo.vn is understandable for you to use	2005
Accuracy	The information on Sendo.vn is accurate	McKinney
Trustworthiness	The information on Sendo.vn is trustworthy	2002
Catergorising	Products are separated based on its quality group	
Informativeness	The information on Sendo.vn is informative for your usage	
SYSTEM QUALITY		
Responsiveness	Sendo.vn is responsive to your request quickly	Cheung and Lee
Loading speed	Sendo.vn is quickly loading all the text and picture	2005
Organization	Sendo.vn is well organized	McKinney
Ease to use	Sendo.vn is easy to use	2002
Back-forth navigation	It is easy for you to go back and forth between pages on Sendo.vn	
Efficient searching tools	Sendo.vn is providing a few clicks to locate information	
SERVICE QUALITY		
Expectation matching	Sendo.vn products match your expectations	DeLone and
Products quality	Sendo.vn products match what Sendo.vn promised to provide	McLean
Delivery service	Service delivery is in an easily accessible form	2003
Willingness of staffs	Sendo.vn's staffs are always willing to support customers	
Accessibility	It is easy to contact with Sendo.vn	
CUSTOMER SATISFACTION		
Preferred Website	Sendo.vn is your preferred Website	Cheung

Future purchases	You will continue to purchase on Sendo.vn in the near future	and Lee 2005
Friend Recommendation	I will recommend Sendo.vn to anyone who needs my advice	
First Selection	When you need to purchase, Sendo.vn is your first selection.	
Likelihood to switch to other E-commerce provider	You seldom consider switching to another Website	
Purchasing commitment despite of price	You still purchase on Sendo.vn although its competitor offers better prices.	

3.4 SAMPLING DESIGN

3.4.1 Sampling techniques

Saunders et al. (2012) defined that sampling techniques offer a series of methods that help researchers minimize the overload of collected information by collecting data from a sub-group rather than all possible cases.

According to Hair (2010), sampling methods are divided into two categories include non-probability and probability. **Non-probability** samples are samples that are chosen from the total population. Participants are not informed.. Within the scope of this research, there is not an efficient population list available or customer's database of Sendo Vietnam. Therefore Non-probability Sampling method is selected and applied in this research.

There are many sampling techniques in non-probability sampling methods. In practice, non-probability with **convenience sampling** technique is used to collect information in this research.

Convenience sampling comprises of choosing samples at the conveniences of the researchers. The sampling error estimates cannot be calculated so one limitation

of this method is the lack of sampling accuracy. Therefore, the data can be unreliable for research on a wider target population and cannot be generalizable to the target population (Hair et al. 2010). Nevertheless, this sampling method can help researchers to get a bulk of respondents in a short time and with an appropriate budget.

The target population in this research is only the customers, who live in Ho Chi Minh City and have experienced purchasing on Sendo.vn website.

3.4.2 Sample characteristic

Judging the study, target customers that the authors would like to reach are office workers, government officers, and students who made a purchase on Sendo.vn before.

In addition, age, income, gender, and occupation are also characteristics of the sample. These are the basic characteristics that our group analyzes. In particular, the basic factor like age and gender will help to assess the impact of different age group and gender. Moreover, analyzing income and occupation help to evaluate the segment of Sendo.vn

Last but not least, the questionnaire was designed to be bilingual. This is to serve the purpose of reaching a substantial amount of participants as well as to ensure their understandability upon filling the survey.

3.4.3 Sample size

The sample size (n) is determined based on ratio 5:1 of Hair et al. (1998), it means that the minimal number of subjects should be at least 5 times the number question that included in the questionnaire and the subjects should not below 100. Therefore, with 23 items, this study needs to ensure the minimum number of subjects should at least $n = 5 * 23 = 115$. Kamran (2013, 286) claimed that sample sizes will produce the following corresponding results: 50- very poor; 100- poor; 200- fair; 300- good; 500- very good; 1000 or more- excellent. As a result, to

ensure the results to be objective and reliable, the initial expected sample size was 300.

3.5 LIMITATION

Out of 300 samples delivered, there were 156 valid surveys. There are some limitations when the authors attempted to conduct the study methodically. For instance, the researcher does not know how many people honestly respond to the questions in the questionnaires. Responders probably are not interested in the topic or they do not fully understand the questionnaire. Furthermore, the questionnaire's length may cause responders to lose their concentration or involvement. As a result, the data is expected to be low on reliability, and it is also not as explanatory and valuable. Hence, it is necessary for the researchers to spend more time on explaining the questionnaire content to the customers. In doing so, the author will achieve higher control regards to survey quality. The author can also give out gifts as a way to thank those participants who put out their time and effort for this research.

Furthermore, Sendo.vn is a B2C website that reaches customers from all over the country. Due to many limitations, such as time, human resource, finance and other technologies to support, data can only be collected from Ho Chi Minh City. This may cause some shortcomings while gathering data for this investigation. The study would be more reliable if it was performed in many big provinces and cities.

Last but not least, the sample size of 300 is not enough to signify all of the customers of Sendo.vn. Furthermore, the respondents' subject comments may affect the research quality. Hence, it is necessary to ensure that all of the data collected from the customers is as valid as possible.

4 EMPIRICAL RESULTS

4.1 ANALYSIS

4.1.1 Gender

The Frequency of Gender found is shown in the table below.

Table 6. Frequency of Gender.

Gender	Frequent	Percent
Male	96	61.5%
Female	60	38.5%
Total	156	100.0%

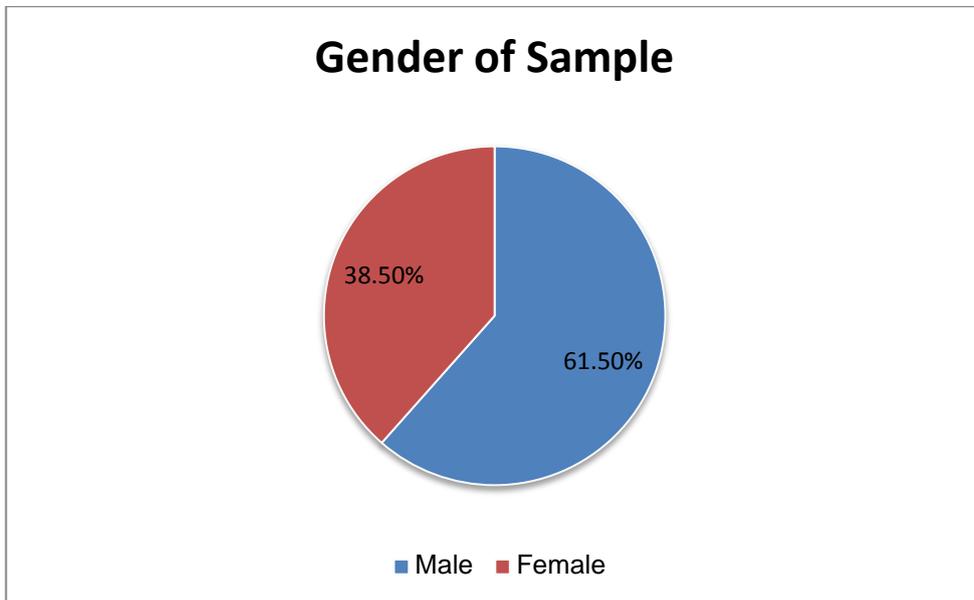


Figure 8. Characteristic of Gender.

The figure 8 above shows the gender segmentation of Sendo's purchasers. Contrary to popular belief, male shoppers show clear interest in shopping. There are 96 male buyers while there are only 60 female customers, which is surprising as female shoppers are expected to outnumber their male counterparts. This

predicts an increase in purchases made by man. When it comes to planning their marketing campaign, instead of only targeting female customer as before, Sendo's marketers now should also take 61.5% of the buyers who are man into consideration.

The mean of all questions covered by the survey is 3.29, in which, on average, male attendees give 3.36 for each question. However, the general scores witness a decrease of 0.11 points in female group, only 3.18, reflecting the high bar that women shoppers set for online-shopping experience. Overall, women buyers are more demanding than men when they make purchases online.

4.1.2 Age

The Frequency of Age found is shown in the table below.

Table 7. Frequency of Age.

Age	Frequent	Percent
Under 18	4	2.6%
19 to 24	65	41.7%
25 to 40	84	53.8%
Over 40	3	1.9%
Total	156	100.0%

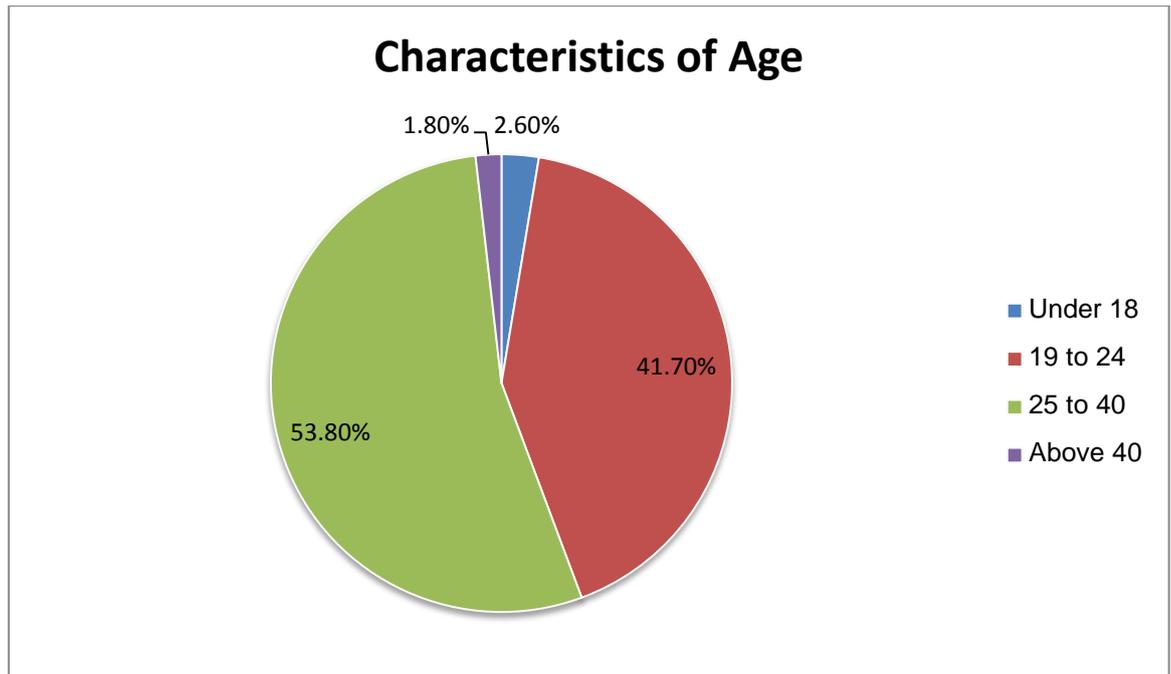


Figure 9. Characteristic of Age.

Table 7 shows the percentage of Age group of Sample. The data is consistent with Sendo.vn's target customers. First of all, the majority of the participants are from 19 to 40, accounting for 95.5% of the total population (149 buyers out of 156). In which, 41.7% are from 19 to 24 and 53.8% are from 25 to 40. In 156 people who did the survey, there are only 4 participants under 18 years old and 3 attendants who are in their forty or above, accounting for 2.6% and 1.8% of the total group respectively. It's a sign that their marketing campaign is effectively attracting the right customer group.

The mean of all questions covered by the survey is 3.29. While 19 to 24 years old participants give only 2.97 points on average for each question in the survey, 18 years old buyers mark 4.47 for each. The big gap between the experiences described by both groups strikes a question of "Why". A deeper look at the data gives hint of correlation between income and level of satisfaction experienced by consumers. 4 students, joining the survey, generate less than 5 million per month and mark 5 for majority of questions. The low level of income might lead to their being easy to pleased. On the other hand, the 19 to 24 years old group, who enjoys the salary from 5 to 15 million, seems to be more critical about the experience.

4.1.3 Occupation

The Frequency of Age found is shown in the table below.

Table 8. Frequency of Occupation.

Occupation	Frequent	Percent
Business man/women	13	8.3%
Government officer	39	25.0%
Student	40	25.6%
Office worker	64	41.0%
Total	156	100.0%

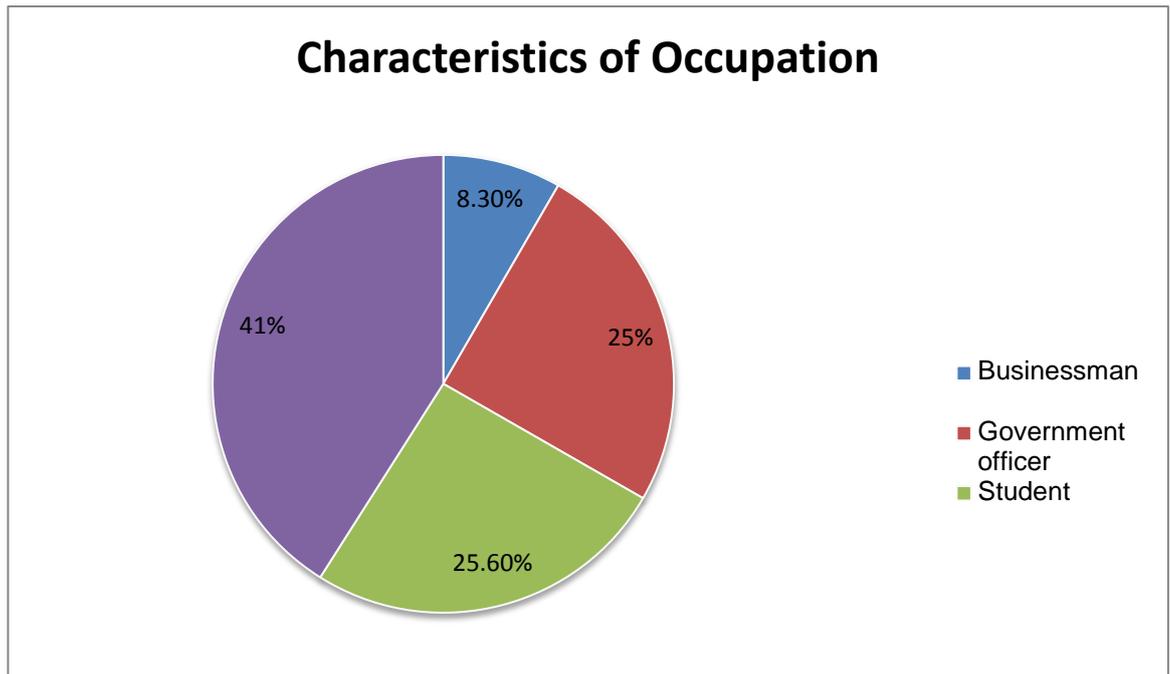


Figure 10. Characteristic of Occupation.

Table 8 depicts occupations of survey attendees. There are only 4 types of occupations signifying the fact that the survey is conducted using non- probability technique through author approaching attendees at specific locations (Office building, University.....). The highest portion belongs to Office worker, accounting for 41% of the total participants, followed by 25.6% coming from Students. One

fourth of the customers are Government Officer while only 13 businessmen have ever placed an online order on Sendo.vn. To sum up, online shopping has become a trend which is enjoyed by clients who practices various professions.

Regarding the mean value awarded for each question, similar patents are shown between the four profession groups. Office works give 3.56 for each question on average, marking the highest mean value given in the four groups, followed by 3.29 scored by Students and 3.26 suggested by Businessmen. The only “below average 3” was perceived by Government workers, who score only 2.86 on average.

4.1.4 Income

The Frequency of Income found is shown in the table below.

Table 9. Frequency of Income.

Income	Frequent	Percent
Under 5 million VND	32	20.5%
6 to 15 million VND	95	60.9%
16 to 25 million VND	26	16.7%
Over 25 million VND	3	1.9%
Total	156	100.0%

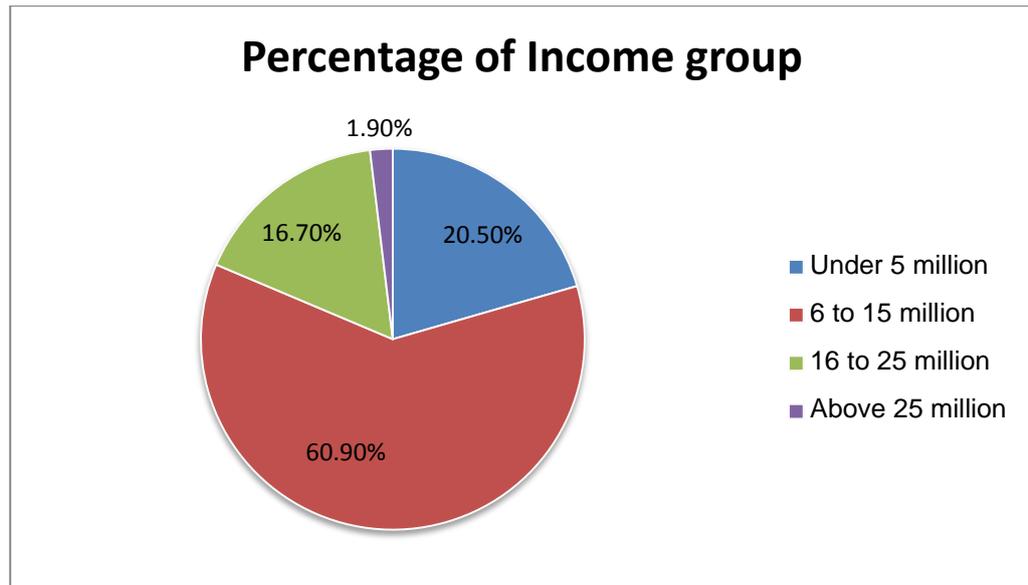


Figure 11. Percentage of Income group.

According to Table 9, reflecting the Income range of 156 survey attendees, most Sendo's buyers earn more than 5 million per month, which is the average monthly wages of Vietnamese in 2018. The highest 60.9% of the population make 6 to 15 million per month, while 16.7% enjoy the salary of 16 to 25 million. In addition, there are 3 customers making more than 5 times the Vietnamese average wages.

Salary restricts customers' choice as it affects what they can afford. However, it does not effectively reflect Vietnamese consumer buying power. 32 low paid employees out of 156 clients, equivalent to one fifth of the population, are still able to make online purchasing a habit.

4.2 CONCLUSION AND RECOMMENDATION

4.2.1 Information quality

The Agreement degree of Information Quality is shown in the table below.

Table 10. Agreement degree of Information Quality.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Ease to read	2.6%	12.2%	32.1%	48.1%	5.1%	3.41
Understandability	1.3%	8.3%	37.2%	46.2%	7.1%	3.49
Accuracy	6.4%	9.0%	57.7%	24.4%	2.6%	3.08
Trustworthiness	6.4%	7.7%	59.0%	22.4%	4.5%	3.11
Catergorising	1.3%	7.7%	35.9%	47.7%	7.7%	3.53
Informativeness	3.2%	10.9%	40.4%	42.9%	2.6%	3.31

Overall, for Information quality related questions, majority of participants give “Neutral” and “Agree” answers. Table 5.2 shows the mean value of the six questions varies from 3.08 to 3.53, which is higher than the average 3. Moreover, , the percentage of “Neutral” and “Agree” answers accounts for more than 70%, meaning customers are quite satisfied with the quality of information that Sendo provides to them.

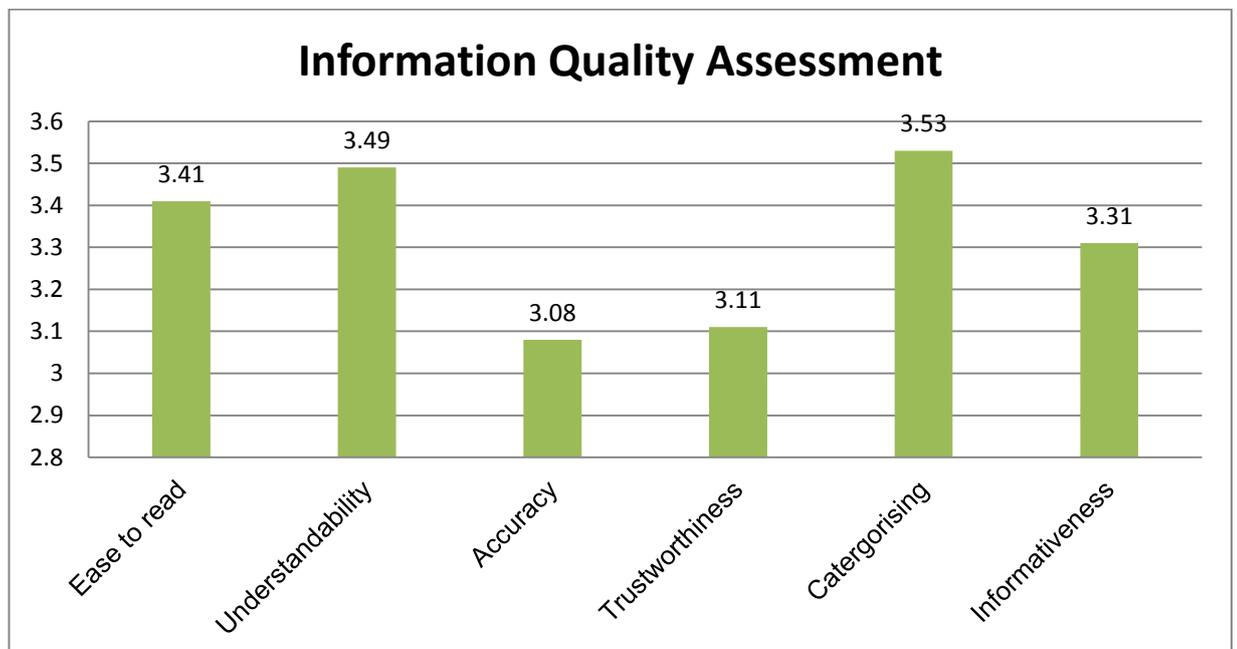


Figure 12. Information Quality Assessment.

Figure 12 shows the mean value of agreement on Information Quality related elements: Easy to read, Understandability, Accuracy, Trustworthiness, Categorizing and Informativeness. The way products categorized on Sendo.vn website is highly valued by users, reflecting in 3.53 average points. Similarly, Understandability followed by Ease to read and Informativeness also scores above average in the survey. Alarmingly, consumers do not speak highly of the Accuracy and Trustworthiness of information provided by Sendo.vn, resulting in merely above average scores of 3.08 and 3.11 respectively.

Hence, Sendo.vn needs to raise the level reliability of information to improve customer satisfaction

- **Recommendation for Sendo**

The result from table 5.2 shows Accuracy and Trustworthiness get lowest score from responders so Sendo should improve the accuracy and trustworthiness of information that they provided on its website.

In most cases, the products information is provided by store owners. Information sometimes confuses the customers in terms of vague vocabulary. Thus, Sendo should verify product description offered by shop owners.

Moreover, as a customer, the author is confused upon reading the information from product description box that sometimes includes a lot of or in some cases lack of information. Therefore, Sendo should re-filter and shorten product descriptions to enhance customers' trust. Also, a unified products description form should be provided.

4.2.2 System quality

The Agreement degree of System Quality is shown in the table below

Table 11. Agreement degree of System Quality.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Responsiveness	2.6%	7.1%	46.2%	41.7%	2.6%	3.35
Loading speed	1.9%	8.3%	42.9%	43.6%	3.2%	3.38
Organization	3.8%	12.8%	46.8%	27.6%	9.0%	3.25
Ease to use	3.2%	10.9%	34.0%	43.6%	8.3%	3.43
Back-forth navigation	1.3%	7.7%	40.4%	41.0%	9.6%	3.50
Efficient searching tools	0.6%	14.1%	30.8%	43.6%	10.9%	3.50

The table 11 shows the mean value of agreement degree of System quality. All six questions grades 3.25 to 3.50. Similar to Information Quality questions, percentage of “Neutral” and “Agree” answers are greater than 70%, meaning clients are content with the quality of Sendo’s System. “Strongly disagree” and “Strongly agree” comments account for minimal part of the total population. However, for most questions, number of “Strongly agree” survey takers always outnumbers the one who ticks “strongly disagree”. Therefore, website is generally considered to work efficiently.

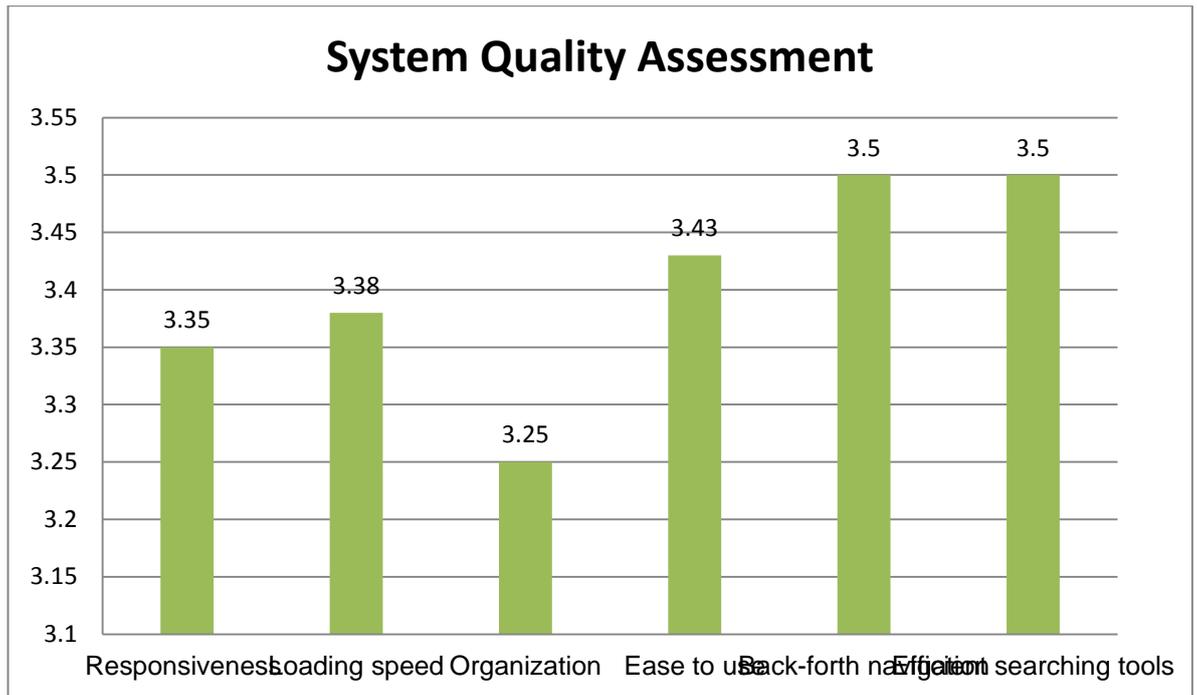


Figure 13. System Quality Assessment.

Figure 13 shows the mean value of agreement on System Quality related elements: Responsiveness, Loading speed, Organization, Ease to use, Back-forth navigation and Efficient searching tools. The highest mean value is awarded to back and forth navigation as well as Efficient searching tools. However, these two elements are insignificant comparing with Loading speed. According to Gehrke and Turban (1999, 2), the speed of page-loading is rated as the most important element of successful website design. For Sendo.vn case, its' website loads at a satisfactorily speed, reflecting in a 3.38 mean average points.

- **Recommendation for Sendo**

Table 11 shows the degree of customer agreement about the Sendo's system quality. The result ranges from 3.25 to 3.50 and the percentage of "neutral" and "agree" is more than 70%, which is good new for Sendo.vn. However, Sendo should continue to improve their system quality to get higher customer satisfaction.

Firstly, as organizing marks the lowest in six elements, first recommendation involves layout of the website. Currently, the web is representing too many categories and including excessive pop-up promotions, together creating an

overwhelming feeling. Due to the fact that our conscious mind can only store 3 to 4 items at a time, the layout should be simplified to 3 or 4 panels only.

Secondly, as loading speed is stressed to be a crucial element, speed of image and text loading should also be increased. The internet connection of Vietnam is quite low and the 3G connection is in the same situation. Sendo should increase the speed of images and text loading by reducing the number of images and shortening texts in product description. However, not every picture or description should be dropped out as poor or inadequate information hurts business more than excessiveness. In this case, only the unnecessary one should be targeted. For example, repeated or similar pictures are often provided by sellers. Thus, Sendo should double-check pictures of product and remove some if necessary.

4.2.3 Service quality

The Agreement degree of Service Quality is shown in the table below

Table 12. Agreement degree of Service Quality.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Expectation matching	0.6%	11.5%	50.6%	34.6%%	2.6%	3.27
Products quality	3.2%	12.8%	42.3%	32.7%	9.0%	3.31
Delivery service	5.8%	7.7%	30.1%	42.3%	14.1%	3.51
Willingness of staffs	1.9%	3.8%	32.7%	52.6%	9.0%	3.63
Accessibility	1.9%	3.8%	34.0%	53.8%	6.4%	3.59

Overall, for Service quality related questions, majority of participants give “Neutral” and “Agree” answers. Table 5.1 shows the mean value of the five questions varies from 3.27 to 3.63. Moreover, the percentage of “Neutral” and “Agree” answers accounts for more than 70%, meaning customers are quite satisfied with the quality of Service that Sendo provides to them



Figure 14. Service Quality Assessment.

Figure 14 above shows the mean value of five Service quality assessments: Expectation matching, Products quality, Delivery service, Willingness of Staffs and Accessibility. In general, service provided by Sendo is perceived as satisfactory, but not exceptional good, as no element manages to reach beyond 4 points average. 3.63 and 3.59, the highest mean values in all 17 questions so far, are given to Willingness of Staffs and Accessibility, indicating that customer service provided from staffs are highly appreciate by clients. In the other words, Customer of Sendo.vn can connect the staffs of Sendo.vn easily for supporting when they want. Delivery service reaches 3.51 showing that it is quick and suitable for its customer. Overall, Sendo.vn performs well in building their Service Quality. However, all of values are less than 4 meaning that there is still room for improvement in their Service Quality.

- **Recommendation for Sendo.vn**

Firstly, Expectation matching and Product quality got lowest mean value (3.27 and 3.31 respectively) suggesting Sendo to pay more attention to their product/service. In order to improve the quality of products, Sendo should establish a random pre-inspection procedure on product quality before publishing products to customers. This could be done by Sendo staffs playing a customer role to come to the partner stores and buy any product to guarantee the quality of products. Another way is to systematically filter out and verify shops which were given significant bad comments and feedbacks from previous clients.

Secondly, from authors' shopping experiences on Sendo, customers' orders are delivered within 3 to 5 working days. However, in some cases, customers have an urgent need and are willing to pay extra to get the items as soon as possible. Sendo has not yet offered an express deliver for these customers. To sum up, Express delivery which guarantees 24 hours delivery service should be added.

Last but not least, despite easy access to support from Sendo staff, customers are charges by minutes upon using the hotline. Vietnamese customers are weak upon "free" tag and hot line is an an exception. Many respondents said that it is easy to contact with Sendo's staff. However, sometimes phones charge prevents them from doing so, especially when it comes to complaints. Hotline, with the original

idea of supporting clients, should be available for everyone disregard of their phone balances.

4.2.4 Customer satisfaction

The Agreement degree of Customers' Satisfaction is shown in the table below

Table 13. Agreement degree of Customers' Satisfaction.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Preferred Website	3.8%	14.1%	42.9%	32.1%	7.1%	3.24
Future purchases	1.9%	8.3%	43.6%	28.8%	17.3%	3.51
Friend Recommendation	6.4%	14.7%	37.2%	19.2%	22.4%	3.37
First Selection	12.8%	34.6%	29.5%	13.5%	9.6%	2.72
Likelihood to switch	16.0%	32.1%	26.3%	17.3%	8.3%	2.70
Purchasing commitment despite of price	21.8%	30.1%	28.8%	12.2%	7.1%	2.53

The table 13 shows the mean value of agreement degree on Customers' satisfaction including: Preferred Website, Future purchases, Friend recommendation, First Selection, Likelihood to switch and Purchasing commitment despite of price. There is a huge gap between the agreements of six questions. While the three former questions scores above the average 3, the last three one unexpectedly drops to only 2.53 to 2.72. When it comes to intention to make the next purchase, preferred website or tendency to recommend to friends, most survey attendees still willing to give Sendo "Neutral" to "Strongly agree" answers. However, First Selection, Likelihood to switch and Purchasing commitment, all together, witness a tremendous amount of "Disagree" and "Neutral" replies. In

other words, participants are confident that they will make purchases on Sendo in near future. Moreover, Sendo is among their favorite websites and they are willing to mention it to friends. Despite being the top choices, Sendo is not always their first choice, leading to possibility in using other providers. The last question reveals that if there are better offers provided else where, Sendos' customers are not likely to proceed with buying on Sendo.



Figure 15. Customers' Satisfaction.

Figure 15 shows the mean value of agreement on Customers' Satisfaction. From the Literature review, Customers' satisfaction is expected to be influenced by the 3 variables: Information quality, System quality and Service quality. The previous part has also reviewed that the three are evaluated above average 3 by most consumers. Therefore, customer's satisfaction level is anticipated to be satisfactory. However, the last three questions scores below average, signaling a new aspect need to be taken into consideration. The author conducted a paper survey instead of an online one, allowing further questions to be asked during the survey collecting time. Thanks to this, reasons behind the last three's low scores have been revealed. Most clients agree on the fact that price plays an important role in their purchasing intentions. Therefore, navigating through various websites

assists them in comparing and choosing the most suitable options, too often, is equivalent to the cheapest one.

- **Recommendation for Sendo**

The last part of the survey emphasizes that Vietnamese clients are price sensitive. In order to get the best part from this price driven population, Sendo needs to be more price competitive. This could be reflected through seasonal sales, regular promotion, and discount on products or free delivery service. Reduction in price should be represented in a catchy way, but also consistent with the final bill. Survey attendees reported on being showed a free delivery deal, applied for multi-buying and ended up with delivery fee added to the final price. These misleading marketing tools are sometimes intentionally exercised by the buyers or E-commerce providers. Little do they know, these methods fuel anger and encourage clients to leave the website for good.

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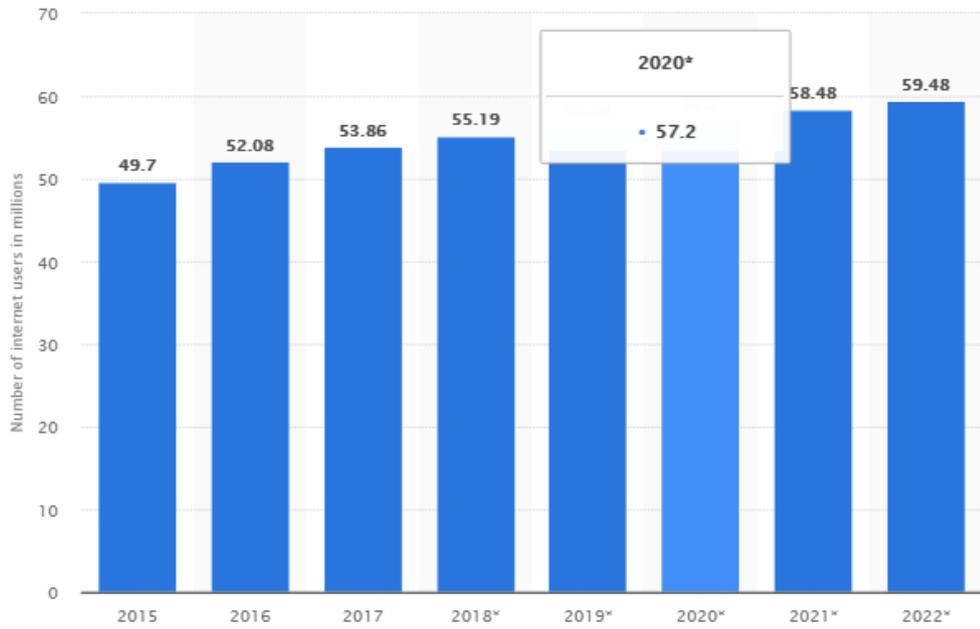
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APPENDIX

APPENDIX 1: E-COMMERCE MARKET

Number of internet users in Vietnam from 2015 to 2022



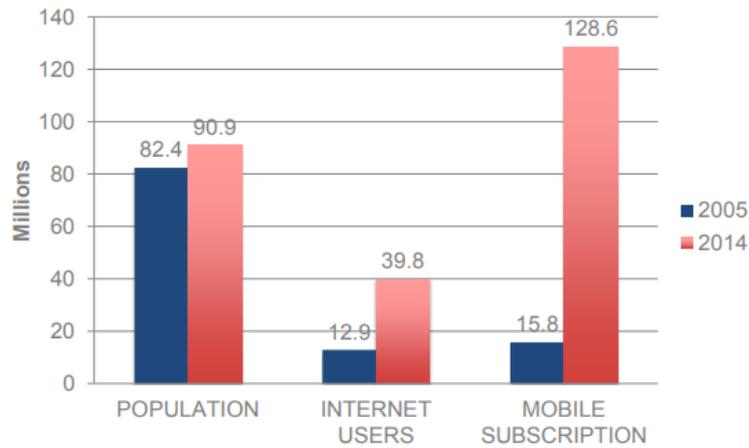
Data visualized by  + **tableau**

© Statista 2018 

OVERVIEW

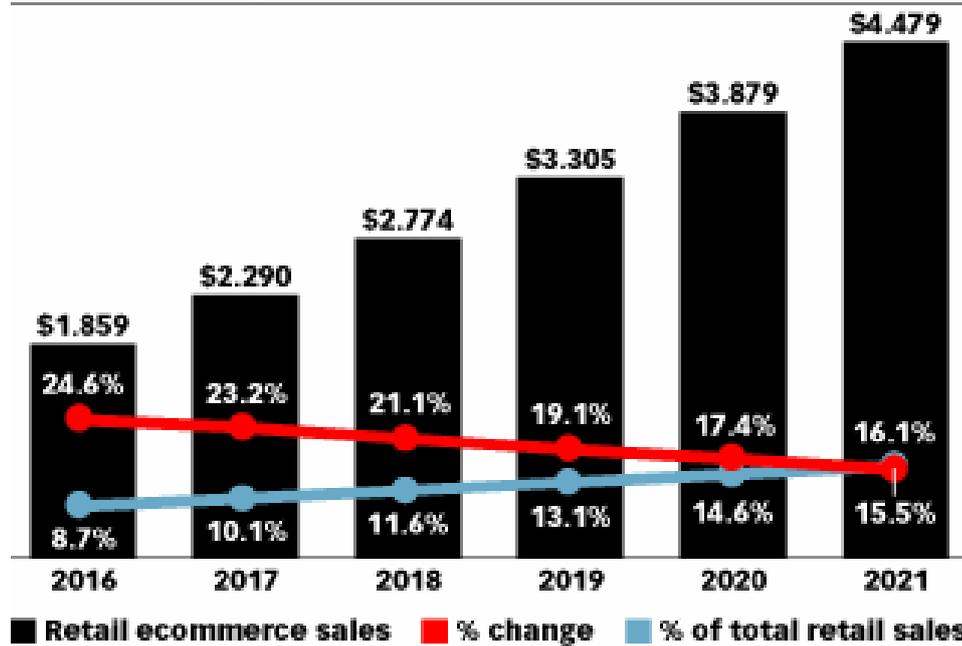
CHANGES FROM 2005 TO 2014 STORE[®]
Empowering community value

VIETNAM CHANGES FROM 2005 TO 2014



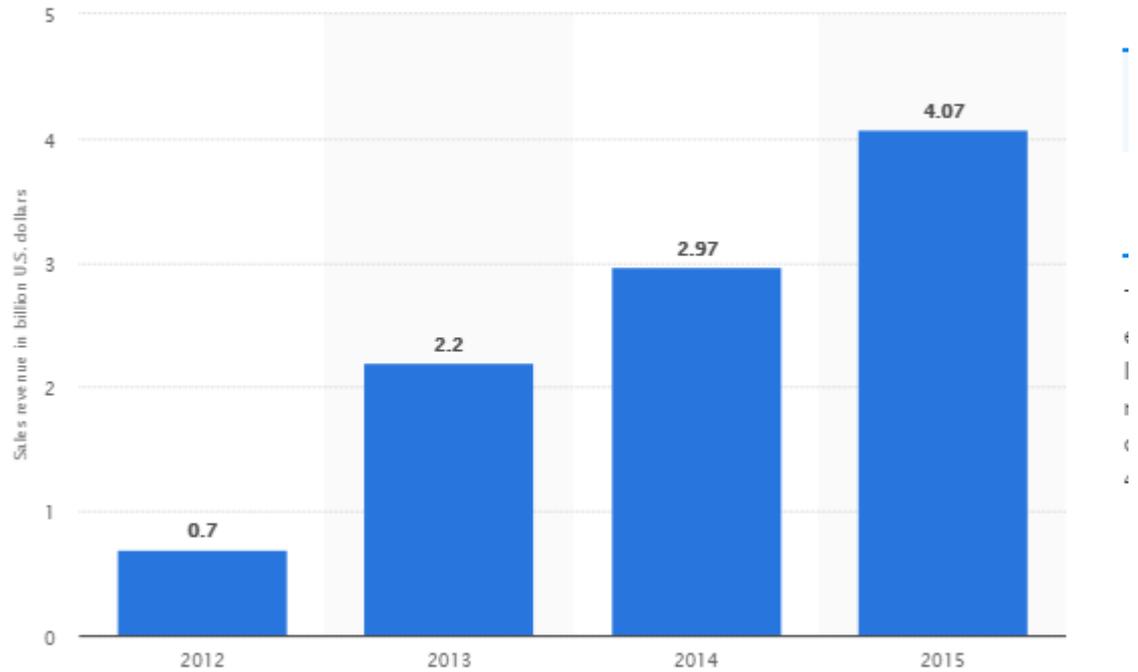
Number of Internet Users increase more than 3 times and number of Mobile Subscription increase 8 times in 2014 when comparing with ones in 2005

Retail Ecommerce Sales Worldwide, 2016-2021
trillions, % change and % of total retail sales



Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, June 2017

B2C e-commerce revenue in Vietnam from 2012 to 2015Data visualized by  tableau

© Statista 2018

[About this statistic](#)[Show source](#)**APPENDIX 2: FORM OF QUESTIONNAIRE****Customer satisfaction research of Sendo.vn website***Dear all,*

Thank you for agreeing to take part in this important survey measuring customer satisfaction of Sendo.vn. Your thought and opinion will be collected for thesis purpose only. All information provided will be kept confidential.

Section 1: Screening Information / Phần 1: Thông tin sàng lọc

Do you purchase product on Sendo.vn ? / Bạn có mua sản phẩm trên trang web Sendo.vn không?

Yes / Có

 No / Không

Section 2: The factors impacting on customer loyalty / Phần 2: Các yếu tố tác động đến lòng trung thành của khách hàng

To what extent, do you agree with below statements? / Bạn đồng ý với các tuyên bố dưới đây đến mức độ nào?

Strongly disagree Hoàn toàn không đồng ý	Disagree Không đồng ý	Neutral Bình thường	Agree Đồng ý	Strongly agree Hoàn toàn đồng ý
1	2	3	4	5

Please tick on the available boxes for each question / Vui lòng đánh dấu vào các ô cho mỗi câu

No.	Measurement scales / Thang đo	Agreement level / Mức độ đồng ý				
INFORMATION QUALITY / CHẤT LƯỢNG THÔNG TIN						
1	The information on Sendo.vn is easy to read Thông tin trên sendo.vn dễ đọc	1	2	3	4	5
2	In general, information on Sendo.vn is understandable for me to use/ Nói chung, thông tin trên sendo.vn dễ hiểu để sử dụng	1	2	3	4	5
3	The information on Sendo.vn is accurate Thông tin trên sendo.vn chính xác	1	2	3	4	5
4	The information on Sendo.vn is trustworthy Thông tin trên sendo.vn đáng tin	1	2	3	4	5
5	Products are separated based on its quality group Sản phẩm được phân tách dựa trên nhóm chất lượng sản phẩm	1	2	3	4	5
6	The information on Sendo.vn is informative to my usage Sendo.vn cung cấp nhiều thông tin phục vụ việc sử dụng	1	2	3	4	5
SYSTEM QUALITY / CHẤT LƯỢNG HỆ THỐNG						
7	Sendo.vn is responsive to my request quickly Sendo.vn đáp ứng nhanh yêu cầu của tôi	1	2	3	4	5
8	Sendo.vn quickly loads all the text and picture Sendo.vn tải hình ảnh và chữ viết nhanh	1	2	3	4	5
9	Sendo.vn is well organized / Sendo.vn được sắp xếp hợp lý	1	2	3	4	5
10	Sendo.vn is easy to use / Sendo.vn dễ sử dụng	1	2	3	4	5
11	It is easy to go back and forth between pages on Sendo.vn	1	2	3	4	5

	Dễ đi đến và quay lại giữa các trang trên sendo.vn					
12	It takes only several clicks to locate information Thông tin có thể được tìm thấy sau vài clicks	1	2	3	4	5
SERVICE QUALITY / CHẤT LƯỢNG DỊCH VỤ						
13	Sendo.vn products match my expectations Sản phẩm trên sendo.vn khớp với kỳ vọng của tôi	1	2	3	4	5
14	Sendo.vn products match what Sendo.vn promised to provide Sản phẩm của sendo.vn khớp với những cam kết của trang	1	2	3	4	5
15	Delivery service is in an easily accessible form Dịch vụ giao hàng ở dạng dễ truy cập	1	2	3	4	5
16	Sendo.vn's staffs are always willing to support customers Nhân viên của Sendo.vn luôn sẵn sàng hỗ trợ khách hàng	1	2	3	4	5
17	It is easy to contact Sendo.vn / Dễ dàng liên hệ với Sendo.vn	1	2	3	4	5
CUSTOMER SATISFACTION / SỰ HÀI LÒNG CỦA KHÁCH HÀNG						
18	Sendo.vn is my preferred Website Sendo.vn là trang web ưa thích của tôi	1	2	3	4	5
19	You will continue to purchase on Sendo.vn in the near future Tôi sẽ tiếp tục mua hàng trên Sendo.vn trong tương lai gần	1	2	3	4	5
20	I will recommend Sendo.vn to my friends Tôi sẽ giới thiệu Sendo.vn cho bạn bè của tôi	1	2	3	4	5
21	When I need to purchase, Sendo.vn is my first selection. Khi cần, Sendo.vn là lựa chọn đầu tiên của tôi.	1	2	3	4	5
22	I seldom consider choosing another Website Tôi hiếm khi cân nhắc chọn một trang web khác	1	2	3	4	5
23	I still purchase on Sendo.vn although its competitor offers better prices / Tôi vẫn mua trên Sendo.vn mặc dù đối thủ cạnh tranh của nó cung cấp giá tốt hơn.	1	2	3	4	5

Section 3: Demographic information / Thông tin cá nhân

Name (optional): Tên (tùy chọn):

24. Gender Giới tính Male / Nam Female / Nữ

25. Age / Tuổi: Under 18 / Dưới 18 25 – 40
 19 – 24 Over 40 / Trên 40

26. Income Thu nhập: Under 5 million VND / Dưới 5 triệu VND 16 million – 25 million VND / Từ 16 – 25 triệu VND
 6 million-15 million VND / Từ 6 – 15 triệu VND Over 25 million VND / Trên 25 triệu VND

27. Occupation: Businessman Government Officer
Nghề nghiệp Kinh doanh Nhân viên nhà nước
 Office worker Student
 Nv văn phòng Học sinh

Thank you so much!