



Original Article

# Factors Affecting Gen Z Customers' Satisfaction with Sales Promotions of Vietnam E-Commerce Platforms

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**Abstract:** The complicated epidemic situation has made e-commerce platforms grow vigorously because the demand for purchasing on the Internet is increasing day by day. In this paper, the authors aim to determine the factors affecting the satisfaction of Gen Z customers with the promotional programs of e-commerce platforms in Vietnam. Data was collected from 334 Gen Z customers. The analysis results show that there are three factors affecting service quality including security, responsiveness, and payment. Furthermore, these factors have an influence on customer satisfaction as well. Based on the research results, the authors also offer some recommendations for improving the quality of e-commerce platforms and increasing their competitiveness in the current context.

*Keywords:* Customer satisfaction, e-commerce, Generation Z, sales promotion.

## 1. Introduction

In the Industrial Revolution 4.0 era, e-commerce is currently receiving and continuing to get attention from many countries due to its significant contributions to economic growth. Vietnam is one of Southeast Asia's fastest-growing e-commerce markets (World Bank, 2022). Vietnam is also one of the countries in the region with fast-growing e-commerce website traffic (Statista Report, 2022).

According to report Vietnam e-business index 2022 by Vietnam E-commerce Association (2022), with 53% of the population participating in online shopping, the e-commerce market in Vietnam in 2021 grew by 20%, and reach 16 billion USD, estimated to account for 5.5% of the total retail sales of consumer goods and services nationwide. With this potential, Vietnam's e-commerce market has attracted many domestic and foreign enterprises to

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participate such as Shopee, Lazada, Sendo, Tiki, Now and many businesses using the combined model of B2C and C2C.

Generation Z (Gen Z), are young and potential customers living in the developed technology era. Gen Z has been exposed to technology from an early age. This also influences a lot of their buying habits and behavior. They can spend a lot of time surfing the web and shopping online, especially on days having promotional campaigns in a month or at flash sales time. As a result, if Gen Z are satisfied with a brand or a promotional program, they are likely to remain loyal to it for a long time, even when the sale promotion is no longer available.

Customer satisfaction when using e-commerce platforms has been studied by many authors (Nisa, 2017; Hanaysha et al., 2017; Gajendra and Lijuan, 2015). Satisfaction is the result of customer expectations and the actual customer experience received when shopping through an e-commerce platform. This is an important factor in determining repeat purchase behavior or customer loyalty.

Sales promotions on e-commerce platforms including discounts, gift vouchers, free shipping, and free merchandise are tools for enhancing customer satisfaction and service experience. Some studies have shown that satisfaction with sales promotions can be derived from access speed and ease of use (Dabholkar, 1996); security/privacy (Paulo et al., 2019) and favorable price (Kejia, 1996; Jang and Chou, 2016). Website design is also considered a factor affecting customer satisfaction according to research by Xia Liu et al. (2008).

Models of satisfaction have been studied to reflect many different aspects and factors of customer satisfaction. This study aims to analyze and suggest a model of factors affecting the satisfaction of young consumers (Gen Z) with sales promotion programs on e-commerce platforms. The research results will help businessmen have a more comprehensive view of the factors affecting customer satisfaction, thus making better plans to improve the quality services of e-commerce platforms.

## 2. Literature review

### 2.1. Theoretical background

Electronic commerce (E-commerce) is defined by the World Trade Organization (WTO) (1998), as “the production, distribution, marketing, sale, or delivery of products and services through electronic means”. The Vietnamese government defines e-commerce as the conduct of part of, or the entire process of, commercial activities via electronic means connected to the Internet, mobile telecommunications networks, or other open networks. In Vietnam, e-commerce platforms are no longer strange to customers because of their extremely outstanding positive points to attract customers such as a variety of products, 24/24 operation, saving costs and time.

The 4 largest and most effective e-commerce platforms in Vietnam currently, are Shopee, Lazada, Tiki, and Sendo. Shopee is the most well-known and biggest e-commerce sales platform. Lazada has also been used by a lot of customers. Tiki with the orientation to become the largest online bookstore in Vietnam, has also expanded to provide 15 popular categories such as books, stationery, computers, phones, and so on. Sendo is a platform of the FPT Corporation, which is also an early trading platform but the number of customers not large.

Sale promotion is the trading activities of an organization to promote the purchase and sale of goods and the provision of services by giving customers certain benefits (Vietnam Commercial Law, 2005). Promotional programs are divided into two groups, including promotions from e-commerce platforms and promotions set by sellers. The promotions from the e-commerce platforms include promotions on shipping charges, and flash sales (strong discounts in a short period of time). The promotions offered by the seller have included product discounts, free goods/services, discount vouchers, or partial refunds.

Satisfaction is determined on the basis of a comparison between the results received from the service and the customer's expectations

(Kotler and Armstrong, 2004). According to Hansemark and Albinsson (2004), customer satisfaction is a highly personal assessment, based on customer experience in terms of interaction with the organization and personal thoughts. The levels of satisfaction are determined by the difference between the desire before purchasing the product and the feelings after purchasing and experiencing the product.

## 2.2. Research model and hypotheses

It is imperative for service providers to meet customers' expectations about the service quality while providing the actual service (Parasuraman et al., 1991), as the gap between customer expectation and received service will create service quality perception. This will determine customers' satisfaction levels (Grönroos, 1994; Parasuraman et al., 1985; O'Connor et al., 2000; Van Pham & Simpson, 2006). Ensuring customer satisfaction through quality services is the up-to-the-minute strategy for organizations, hence, conducting research on consumer satisfaction is crucial to retain existing customers and attract prospective ones. In terms of promotions of e-commerce platforms, service quality is reflected through a closed process starting from the time customers make an order on e-commerce platforms until products are delivered and used. Therefore, the authors consider service quality as a factor affecting customer satisfaction in this study.

Reliability refers to the ability to deliver expected standards at all times, how the organization handles customer services problem, performing correct services for the first time, providing services within promised time and maintaining an error free record. Stiakakis and Georgiadis (2009) found reliability to be a fundamental criterion of superior electronic service quality. Yang and Fang (2004) stated that reliability consists of accurate order of fulfillment, accurate records, accurate quotes,

accurate billing, and accurate calculation of commissions, which keep the service promising to the customer. Reliability of electronic services represents the uniformity of transactions (Frei et al., 1999), the ability to respond quickly and the security of customer information (Khalid et al., 2018). Research by Giao Ha Nam Khanh (2020) shows that reliability affects the satisfaction of customers shopping on the Tiki platform in the Vietnamese market. Therefore, this study also inherits and sets reliability as one of the two factors that directly affect customer satisfaction.

Based on the research of Xia Liu et al (2008), Phan Thi Cam Hong (2020), and other authors on customer satisfaction for e-commerce platforms, some factors studied included information quality, website design, transaction ability, privacy, payment, delivery, customer service, response time, product quality, pricing, and reliability and trust. There are also a number of other factors such as the ability to compensate, the ability to contact and so on. Website design is a factor that has appeared a lot in previous studies. This factor is no longer included in recent studies. The reason is the online sales websites have become more and more stable, are beautifully designed and provide a fast information processing speed. Similar to the website design factor, customer service is also getting better with the development of artificial intelligence, but is not the customers' concern currently. In terms of price - a factor worth paying attention to in the past, accompanied with the competition between the platforms, the prices at the online stores are almost similar or only a little different in all product categories.

Based on the analysis above and the context of promotional programs on e-commerce platforms in Vietnam directed at Generation Z, the authors propose factors that affect customer satisfaction including service quality, accuracy authenticity, fulfillment, privacy, responsiveness, and payment as shown in Figure 1.

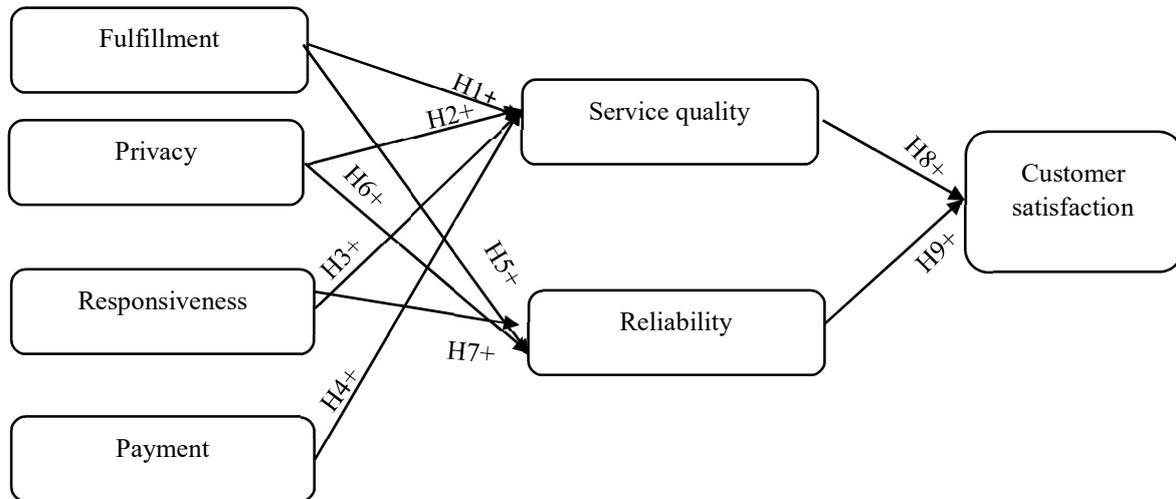


Figure 1: Model of Factors affecting customer's satisfaction

Source: Authors.

H1. Fulfillment has a positive impact on Service quality.

H2. Privacy has a positive impact on Service quality.

H3. Responsiveness has a positive impact on Service quality.

H4. Payment has a positive impact on Service quality.

H5. Fulfillment has a positive impact on Reliability.

H6. Privacy has a positive impact on Reliability.

H7. Responsiveness has a positive impact on Reliability.

H8. Service Quality has a positive impact on Customer satisfaction.

H9. Reliability has a positive impact on Customer satisfaction.

According to research by Zeithalm and Bitner (2000), customer satisfaction is affected by many factors such as product quality, service quality, price, situational factors, and personal factors. However, the study only mentions two groups of factors including service quality and reliability. Customer satisfaction is seen as the result while service quality and reliability are seen as the cause. If the e-commerce platforms provide quality products that satisfy customers' needs and wants, this will gain the trust and

satisfaction of customers. Therefore, in order to improve customer satisfaction, service providers must improve service quality as well as the reliability of the respective website/selling application.

In order to assess the quality of service that an e-commerce platform provides or to measure their reliability, it will be necessary to consider many specific impact components. In this study, the authors delve into 4 influencing factors including fulfillment, privacy, responsiveness, and payment methods. The service quality belongs to customers' perceptions and feelings absolutely. At the same level of service quality, different customers will have different stages of perceptions; this can even change in just a few days in the current context. In terms of fulfillment and responsiveness, if customers always receive the right service they want, this obviously will create a positive attitude in the overall perception of customers. The privacy factor is more serious than the two factors above. With just only one problem of security, customers are likely to feel they are not getting the worth of quality service. In terms of payment methods, almost all e-commerce platforms give customers the freedom to decide how to pay, however, there are lots of payment transactions during the promotion period. This can affect the

speed and convenience when buying and make them dissatisfied.

**Fulfillment:** This refers to the extent to which a product satisfies a customer's requirements. Customers will tend to buy the goods again even after the promotion has ended or return to the shop to buy if the responsiveness is strong and in line with their needs (Nguyen Ngoc Mai et al., 2019).

**Privacy:** A highly secure website or e-commerce platform can ensure that no sensitive information is disclosed or stolen. Information can only be accessed by those who have been given permission (Elliot and Fowell, 2000). Customers will trust and continue to use products and services if security is assured, and they will be eager to recommend them to others (Szymanski and Hise, 2000).

**Responsiveness:** The ability to promptly solve problems, serve customers in a timely manner, and efficiently handle client requests, questions, and complaints is referred to as responsiveness (Parasuraman et al., 1988).

**Payment:** All of the methods that assist customers in paying their bills are referred to as payment. One of the most significant aspects that helps e-commerce businesses retain consumers and boost consumer happiness is to create a quick, convenient, and secure payment process (Franzak et al., 2001; Guo et al., 2012).

**Service quality:** The discrepancy between the customer's expectations of the product and the product offered by the supplier is referred to as service quality (Jillian et al., 1997). The higher the quality, the more products the supplier offers and the more they fulfill the customer's needs (Parasuraman et al., 1985).

**Reliability:** Reliability is the capacity to execute a service accurately, on schedule, and in accordance with what is promised (Parasuraman et al., 1988). This necessitates consistency in service delivery and the fulfillment of client commitments and pledges. Currently, Vietnamese e-commerce platforms have linked with commercial banks or self-developed many payment methods connected to the banking systems. Meanwhile, security in payment

affecting reliability is reflected in the privacy factor mentioned above, so the authors do not evaluate the influence of the payment on reliability.

### 3. Methodology

#### 3.1. Data collection methods

Research data was collected by the quantitative research method, through online interviews with young customers of Gen Z. They are the people who are using e-commerce platforms to shop. The online questionnaire was delivered to the customer after they bought something on flash sales days on e-commerce platforms randomly. It was conducted online in 2021 with a sample size of 334 section elements.

This sample size was determined by Hair et al., (2010); whereby the minimum observation size is 5 observations for an estimated parameter. Thus, with 23 observed variables, the minimum sample size is 115 elements. To improve the representativeness of the sample, the research team selected a sample size of 334, who are young Gen Z people using e-commerce platforms to shop.

#### 3.2. Measurement and methodology

The final questionnaire consists of 23 items divided into two parts. The first part of the questionnaire includes all the factors that have an impact on customer satisfaction with promotions on e-commerce platforms, while the second part is about customers' demographic information. In order to avoid questionnaire fatigue and comprehensive errors, all experience statements in part 1 are positively worded. All of the measures in the study employed a 5-point Likert scale. Valid data is analyzed through the following steps: (i) Descriptive statistics, (ii) Reliability and validity test, (iii) Exploratory factor analysis, (iv) Confirmatory factor analysis (CFA) and Structural Equation Modeling (SEM) linear analysis.

The scale was built on previous scales including the Fulfillment factor with 5 observed variables (Nguyen Ngoc Mai et al., 2019), the Privacy factor with 4 observed variables (Elliot et al., 2000); Szymanski and Hise, 2000), the Responsiveness factor with 3 observed variables (Parasuraman et al., 1988), the Payment factor with 2 observed variables (Liu et al., 2008), the Service quality factor with 3 observed variables (Wang et al., 2003), the Reliability factor with 3 observed variables (Parasuraman et al., 1988) and the Satisfaction factor with 3 observed variables (Liu et al., 2008).

#### 4. Research results

##### 4.1. Descriptive statistics

The research collected a total of 365 respondents through the online survey. The study obtained 334 legitimate responses to be included in the analytical model after screening and deleting the missing responses, accounting for 91.51% of the total number of replies received. According to the data, the descriptive statistics below included:

Gender: 70 men (21%) and 264 women (79%).

Age: Age group 20 to 25 (56%) and the age group 12 to 20 (44%).

Platform: 329 respondents using Shopee (90%), 135 respondents using Lazada (37%), 90 respondents using Tiki (25%), and 60 respondents using Sendo (16%).

Using frequency: 67 respondents using everyday (20%); 115 respondents using 2-3 times/week, accounting for the largest proportion (34%); 90 respondents using several times a month (27%), 62 respondents using over 1 month/time (19%).

##### 4.2. General research model testing

To test the reliability of the research model, the author first considers the Cronbach's Alpha coefficient for official research data. The results show that the coefficients of Cronbach's Alpha of the research variables are all  $> 0.6$ , so the scale is good, ensuring consistency (Hoang Trong and Chu Nguyen Mong Ngoc, 2008). Table 1 is a summary of the reliability and total variance of the scales after conducting formal research:

Table 1: Results of the Cronbach's Alpha test

Scale	Number of observed variables	Cronbach's Alpha	Corrected item-total correlation
Fulfillment	5	0.711	0.425
Privacy	4	0.741	0.496
Responsiveness	3	0.709	0.456
Payment	2	0.669	0.503
Service quality	3	0.702	0.461
Reliability	3	0.739	0.487
Customer satisfaction	3	0.717	0.510

Source: Primary data.

The results show that all variables have a Cronbach's Alpha coefficient greater than 0.6. The component variables have correlation coefficients with the total variables all greater than 0.3 (specifically in Table 1). Thus, it has ensured the requirements of evaluating variables with reliability and a standard measurement

scale. Variables were kept as they were for subsequent analyses.

The CFA results after considering the correlation between the observed variable errors show that the model with TLI = 0.849 is acceptable; Chi squared/df = 2.214 is good since it's somewhere between 1 and 3; RMSEA = 0.06

is good (RMSEA < 0.08), PCLOSE = 0.011 > 0.001 is good. Therefore, all indicators meet the requirements. Thus, the model fits the collected data.

The AVE of the variables are all greater than 0.5, so the extracted variance of the scales has reached the standard; the convergence is guaranteed. The MSV of each factor is less than AVE, so the discriminant between factors is guaranteed.

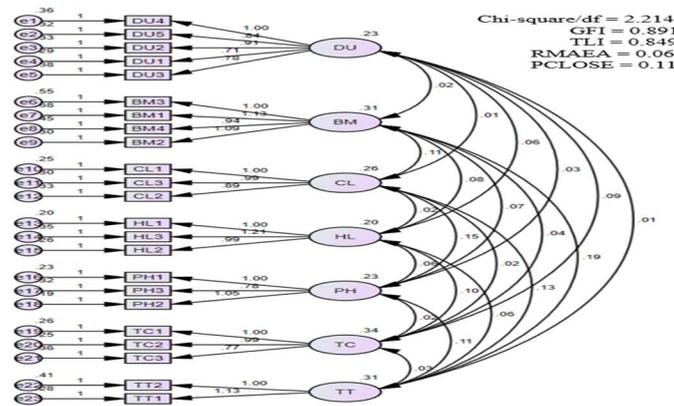


Figure 2: Standardized CFA model.  
Source: Primary data.

Table 2: Result of discriminant validity

	CR	AVE	MSV	MaxR (H)	TC	DU	BM	HL	PH	TT	CL
TC	0.787	0.557	0.077	0.820	0.747						
DU	0.713	0.533	0.077	0.717	0.277	0.577					
BM	0.738	0.515	0.372	0.750	0.105	0.168	0.644				
HL	0.765	0.540	0.080	0.671	0.186	0.130	0.167	0.632			
PH	0.814	0.602	0.052	0.905	0.193	0.111	0.199	0.229	0.776		
TT	0.770	0.504	0.372	0.673	0.103	0.155	0.61	0.283	0.154	0.71	
CL	0.720	0.552	0.194	0.621	0.171	0.101	0.44	0.171	0.199	0.171	0.594

Source: Primary data.

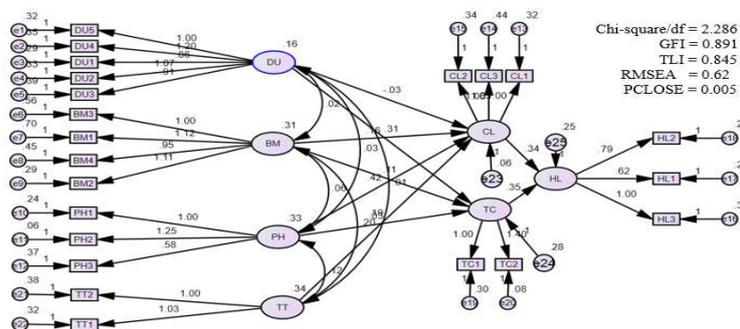


Figure 3: Standardized SEM  
Source: Primary data.

The results of SEM linear structure analysis show that the model has 197 degrees of freedom with a Chi-square statistical value of 443.474;  $p = 0.0000$ . When adjusting by dividing the Chi-square value by degrees of freedom, we find that this criterion achieves a good degree of agreement ( $2.286 < 3$ ), so the research model is consistent with market data. The other

conformity assessment criteria were satisfactory (TLI = 0.845, CFI = 0.869, RMSEA = 0.062), but the GFI indicator = 0.8891 was 0.9 lower than the standard level, but the difference level was 0.9. also insignificant. Thus, the research model is relatively suitable with the data collected from the market.

Table 3: Results of regression coefficient

			<b>B</b>	<b>S.E.</b>	<b><math>\beta</math></b>	<b>C.R.</b>	<b>P</b>
CL	<---	DU	-.026	.069	-.026	-.381	.703
CL	<---	BM	.158	.074	.211	2.120	.034
CL	<---	PH	.420	.060	.580	6.951	***
CL	<---	TT	.189	.080	.266	2.380	.017
TC	<---	PH	.034	.060	.035		.568
TC	<---	BM	.112	.069	.112		.104
TC	<---	DU	.306	.105	.571		.004
HL	<---	CL	.344	.105	1.624		.001
HL	<---	TC	.348	.074	2.898	4.709	***
					3.270		

Source: Primary data.

The results of assessing the linkages between the concepts in the model described in (Table 3) reveal that the majority of the correlations are statistically significant ( $p < 0.05$ ) with a confidence level of 95%. There is a relationship between Privacy and Reliability that is statistically significant at 90% because  $p = 0.104 > 0.1$  (but not significant). The relationship of Fulfillment to Service quality, the relationship of Responsiveness to Reliability have p-values of 0.703 and 0.568, respectively, that are larger than 0.1. As a result, Fulfillment has no impact on Service quality, and Responsiveness has no impact on Reliability.

The normalization results of the SEM linear structure model show that there are 3 indicators affecting the service quality factor: Confidentiality, Responsiveness, and Payment. There are 2 indicators affecting the Reliability factor: Security and Responsiveness. The results also show that both factors affect customer satisfaction. The impact of the indicators and

factors all have positive values for the indicators and factors that have a positive impact on Customer Satisfaction. The results are as below:

- Fulfillment has a positive effect on Reliability with a critical numerical normalization of 0.224.

- Privacy has a positive effect on service quality with an important numeric normalization of 0.211 and a positive effect on reliability with an important numeric normalization of 0.112.

- Responsiveness has an increased impact on service quality with a key numerical standardization of 0.580.

- Payment has a positive impact on service quality with standardization of key numbers of 0.266.

- Service quality has an impact on customer satisfaction with the system standardized to 0.256.

- Reliability has a positive impact on customer satisfaction with a standardized system of 0.346.

Table 4: Coefficient of determination

Factor	R <sup>2</sup>
Service quality	67.6%
Reliability	40%
Customer satisfaction	20.2%

Source: Primary data.

Based on the estimation results, it is concluded that the Privacy, Responsiveness and

Payment indicators explain 67.6% of the variation of Service quality; Privacy and Fulfillment explain 40% of the variation of Reliability and 2 factors of Service quality and Reliability explain 20.2% of Customer satisfaction. The results show that the indicators and factors in the model explain 56.25% > 50% of the variance of satisfaction. Summary of test results as the Table 5.

Table 5: Summary of test results

No.	Hypothesis	Result	Conclusion
1	Fulfillment has a positive effect on Service quality	sig > 0.1	Reject H1
2	Privacy has a positive effect on Service quality	+	Accept H2
3	Responsiveness has a positive influence on Service quality	+	Accept H3
4	Payment method has a positive effect on Service quality	+	Accept H4
5	Fulfillment has a positive effect on Reliability	+	Accept H5
6	Privacy has a positive effect on Reliability	+	Accept H6
7	Responsiveness has a positive effect on Reliability.	sig > 0.1	Reject H7
8	Service quality has a positive effect on Customer satisfaction	+	Accept H8
9	Reliability has a positive effect on Customer satisfaction	+	Accept H9

Source: Primary data.

## 5. Discussion, implications and recommendations

### 5.1. Discussion

The results of multiple regression of all factors give the adjusted Beta coefficient > 0, except the responsiveness factor affects the service quality and the responsiveness factor does not affect the reliability (sig. > 0.1). In fact, in terms of responsiveness, items on e-commerce platforms have been fully classified in the general period. Besides, during the promotional period, they still have enough classifications and are only limited in the product quantity, therefore the responsiveness has no impact on the overall service quality of the platforms. The responsiveness is reflected in the problem-solving ability, dealing with customers as well as handling problems of staff members. This factor does not really affect the reliability of the e-commerce platform. This shows that the

results are consistent with research by Tieu Thi Truc Linh (2016), Nguyen Ngoc Mai et al. (2019), and the actual situation.

The remaining factors are all active in each group element. The two group factors including service and reliability also have a positive impact on Gen Z customer satisfaction. In the two group factors, reliability (Beta = 0.346) has a stronger impact on satisfaction than service quality (Beta = 0.256). This result is similar to the research results of author Giao Ha Nam Khanh (2018), which researched factors affecting customer satisfaction using the Tiki platform in Vietnam. This proves that customers will be more satisfied when the reliability of the e-commerce platforms is increased providing that the service quality needs to be met as well.

In the group of factors affecting reliability, fulfillment has a stronger impact (Beta = 0.224), while security also has a positive but lower

impact (Beta = 0.112). For the group of factors affecting service quality, responsiveness (Beta = 0.560) has the strongest impact, followed by payment method (Beta = 0.266) and security has the least impact (Beta) = 0.211). This is different from the research results of Xia Liu (2008) in the Chinese market with the result of the response time having no effect on service quality as well as customer satisfaction. This may explain the difference in online shopping expectations of Gen Z customers between the two countries. These results are suggestions for e-commerce platforms to choose the order of priority in transactions in order to improve Gen Z customer satisfaction.

#### 4.2. Implications

According to the analysis results, Responsiveness, Privacy, and Payment all have a significant impact on Service Quality; and Responsiveness has the most influence. Therefore, there are some solutions to increase customer satisfaction by improving service quality:

First, improve the exchange's overall system by minimizing frequent website and application errors, and resolving login issues like when a customer is out of the system when clicking to view the promotional programs, and no one can log in. Not only that, but it's also vital to update and improve the software's sensitivity and smoothness on a regular basis to avoid "crashes" whenever there's a promotion and the number of people accessing and using it grows.

Second, improve payment method by making it easy for customers to pick up while making transactions. In truth, many clients suffer issues throughout the promotion period. These flaws must be remedied by creating a linkage system for the banks that support the e-commerce platforms so that the problems no longer exist.

Third, improve the quality of human resources by training and complementing human resources to avoid a shortage of human resources when supporting or giving feedback to

customers. This avoids the issues that customers have when it takes a long time to get help, or the issue hasn't been resolved adequately.

Fourth, strengthening privacy by improving the security of personal information for emails, phone numbers, and delivery addresses.

Fifth, more information about promotion programs should be added. Users should be informed about the form and how to participate in promotions prior to them taking place. However, some e-commerce platforms continue to mishandle information by only providing a portion of the information, leaving customers confused about how to participate. As a result, exchanges must provide sufficient information to customers prior to the start of the promotion and recommend the promotion based on customers' purchasing habits in order to reach them more effectively, increasing customer satisfaction, which leads to a decision to buy again.

The research results also show that Reliability has a greater influence on Satisfaction, with a higher beta coefficient. Therefore, there are some solutions to increase customer satisfaction by improving the reliability factor.

E-commerce platforms should have statistics as well as registration of participating shops' promotion items, as well as the quantity and type of goods, which should be locked so that the seller cannot edit the policies.

Furthermore, E-commerce platforms should improve the compensation and return policies for customers who experience difficulties while participating in promotional programs. Customers' interests should be clearly protected in the policy with third parties in physical distributions.

On the customer side, Gen Z customers who have been exposed to modern technologies will have no trouble buying or participating in the e-commerce platforms. However, it is still necessary to carefully consider and understand information about promotional programs or products, as well as rights and policies, before

making purchases or participating in promotions.

#### 4.3. Limitations

The sample size selected for the study is still small compared to the study population. This can also affect the reliability of the study results.

There may be several factors affecting Gen Z customer satisfaction with promotional programs of e-commerce platforms in Vietnam that the study has not mentioned. This can suggest that further studies add factors based on the change of business environment.

This study only showed results with a group of Gen Z customers and other age groups have not been studied. Each different age will bring different results and the factors affecting the satisfaction of each object are also different.

#### 4.4. Recommendation for further study

The results of this study have contributed to strengthening the research model on customer satisfaction for e-commerce platforms in the Vietnamese market. The influence of factors has been identified in many previous studies such as service quality, reliability, responsiveness, security, and payment. The following authors can develop some new factors or study the differences in demographics affecting customer satisfaction in future studies.

In addition, there should be research for an e-commerce platform (such as Shopee or Lazada) to analyze customer behaviors, and satisfaction levels, thereby making suitable recommendations for a particular e-commerce platform brand.

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