

DOCTORAL THESIS IN BRIEF

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In the era of Industrial Revolution 4.0, e-commerce develops rapidly in the world, inclusive of Vietnam. Although there are some benefits such as fast, easy access to information, ability to compare prices, time-saving, etc., online shopping has many potential risks for consumers. The study of the online shopping behavior of Vietnamese consumers has practical significance for effective and safe online business models in the coming time.

Aside from the Introduction, Conclusion, Appendixes, and References, the main thesis content is presented in 5 chapters as follows. Chapter 1 provides a literature review; Chapter 2 presents the theoretical basis and research model; Chapter 3 indicates the research methods; Chapter 4 puts forward research results and discussions; Chapter 5 offers some management suggestions to improve the efficiency of the online shopping business.

Online shopping means that consumers use electronic devices connected to the Internet to make purchases. It helps to reduce transaction and search costs, develop a larger market, and reduce the distance between buyers and sellers. Several businesses have enjoyed benefits from these advantages of online shopping in recent years. The research model therein consists of 8 factors (independent variables), namely, the perception of usefulness, the perception of ease of use, the perception of risk, the

comparison of information availability, the comparison of purchase effort, the comparison of search effort, the comparison of purchase convenience, the comparison of service quality which affects 2 factors (dependant variable) of online information search behavior and decision of purchase of Vietnamese consumers. Specific criteria are measured using a 5-point Likert scale (rating from 1 to 5). Ho Chi Minh City, Hanoi, and Da Nang are 3 out of 5 cities with the highest e-commerce ranking index in the country (in 2019), and also 3 cities (representing 3 regions) were selected for the survey in the period from 2010-2018. The primary data were conducted for the years 2017-2018 with 816 randomly selected samples. Some highlights reflected in the results of the practical survey are as follows:

- The majority of consumers surveyed (46.6%) access the Internet from 1-3 hours/day for activities such as reading news, connecting to social networks, researching, listening to music, entertaining, etc. The search for websites to cater to personal needs and long surfing time will increase the opportunity and intention to shop online.
- The majority of consumers shops less than 3 times a year (accounting for 65.7%) and less than 6 times a year (90.1%). The most purchased products online are Clothing/Shoes/Handbags, Backpacks/Jewelry (81.8%), Tech and Electronics (47.9%), Professional Services (34.5%), Books/Stationery (29.9%), Hotel/Tour Reservations (28.9%), Cosmetics/Supplements (23.5%).
- Forums/social networks attract the most online shoppers (71.3%), followed

by e-commerce websites (60.0%). With the popularity of social networks, many consumers have known more online stores, gradually become closer to this form of shopping, and come to online shopping decisions. As for e-commerce sites, many people think that this is a place where products have a clear origin, quality, and services are served more professionally, so these websites also attract a large number of customers. - Payment method for products and services ordered online is mainly in cash on receipt (90.9%), which shows that many people are still hesitant and lack confidence when buying goods online. Only when they receive the correct item ordered will they pay. Bank transfer is also used by many consumers (58.5%) because they have partly seen the benefits of this payment method and gradually put their trust in the seller after many online deals.

The analysis results of the linear structural model indicate that the cognitive factors of individual consumers influence online shopping behavior, such as the perception of usefulness (0.127), the perception of ease of use (0.306). Among the beneficial factors of online shopping channels, the factor that has the strongest influence on online shopping decisions is service quality (0.265) and shopping convenience (0.260). The results of the multi-group analysis reveal that there are differences in online shopping behavior among demographic groups in terms of gender, region, job, and marriage. Men are influenced by shopping convenience (0.321) and towards ease of use of online shopping apps/websites (0.357), while women are most concerned with service quality (0.352). The perception

of risk has very little impact on consumers' purchasing decisions.

A comparison among the three regions shows that consumers in Hanoi value ease of use (0.349) and shopping convenience (0.332); those in Da Nang are particularly interested in service quality (0.343); while the service quality (0.342) and ease of use (0.341) have a strong impact on people's online shopping decision in Ho Chi Minh City. By age group, it shows that the 18-30 age group is most interested in shopping convenience (0.321) and least affected by risk (i.e. willing to take risks when seeing that this form of shopping is quite convenient); the group over 30 years old is often interested in the ease of use of online shopping. In terms of marital status, the single is often interested in ease of use (0.322) and service quality (0.253); while the married pays more attention to service quality (0.350), ease of use (0.263), and shopping convenience (0.341).

Based on field survey results, the thesis proposes that the State in general and e-commerce enterprises in Vietnam in particular need to invest more strongly in infrastructure, sales and customer service policies, specific business strategies to satisfy different consumer groups. Online business activities should pay attention to the usefulness, ease of use, convenience, and risk reduction for consumers; especially need to improve service quality, etc.

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