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AN INVESTIGATION OF THE FACTORS AFFECTING ONLINE PURCHASING BEHAVIOUR: THE COMPARISON CASE STUDY OF GROUP PURCHASING BETWEEN VIETNAM AND CHINA

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Abstract: *Over the past few decades, there has been a notable increase in various E-tailing industries and a change in customer purchasing habits. The value of online shopping in the UK and France has increased, with growth rates of 15.8% and 16.6%, respectively, in 2019. In Asia, Chinese internet transaction capacity rose from RMB 261 billion in 2009 to 523 billion RMB in the following year. Numerous studies have shown that online shopping is now a popular preference for many customers. Both China and Vietnam have a potentially lucrative online retail market for textiles, with younger Vietnamese customers showing a preference for purchasing such products online rather than in physical stores. However, there are significant cultural and attitudinal differences towards the online system between Chinese customers. While some companies have successfully integrated online retailing as the new business method, others have not been capable of adapting to this new challenge. This research aims to examine the factors influencing Vietnamese and Chinese consumers' online purchasing behaviour.*

Keywords: *Online Retailing, Group Purchasing, Asia New Generation, New Behaviour*

INTRODUCTION

Internet purchasing behaviour refers to the process of buying goods and services via the internet (Moshreft Javadi et al., 2012). This process involves various stages, including pre-purchase, purchase and post-purchase, according to Claudia and DoubleClick (2003). Customers are driven towards online channels through effective online communication. One of the most crucial disparities between traditional and online purchasing behaviour is that trust-building is an essential component of the decision-making process between customers and internet brands, as Constantinides (2004) highlighted. In the online shopping process, the decision-making stage is followed by evaluating and comparing products, selecting the best option, and post-purchase behaviours, according to Wolfmbarger and Gilly. It is essential to establish online staff support and improve customer policies to optimise the customer experience and avoid any negative attitudes, as proposed by Salomon. The post-purchase stage is particularly crucial, as customers may face challenges or be dissatisfied with the online products they have purchased. The main significant difference between traditional and online purchasing behaviour is the fifth stage of the decision-making, which is "building trust and confidence" between consumers and Internet brands (Constantinides, 2004, pp. 112). The other stages of online shopping process are evaluating and making comparisons between products, choosing the best products and post-purchase behaviours. In the purchase stage (choice of best products), it is suggested that 2/3 of online procedures are not finished at the end (Wolfmbarger & Gilly, 2001) because of registration process and poor delivery policy, efficiency of checking out. Therefore, it is essential that Internet retailing websites establish online staff help and improve customers' policies.

Contrary to previous models, the hierarchy of response model explains online purchasing behaviour from another viewpoint. Online sites play an important role in motivating

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Internet customers to make decisions. The Hierarchy of Response Model developed by Kotler et al. suggests that online sites play a significant role in motivating customers to make purchase decisions. Adopted by Kotler et al. (2001), customers utilise websites through awareness, interest, evaluation, trial and adoption. Internet consumers can be classified into directed purchasers, deliberation visitors, hedonic browsers, and knowledge-building visitors based on their purchasing behaviours, as stated by Moe and Fader (2004). Trust is a crucial factor for predicting customer purchasing behaviour from a consumer behaviour perspective, as noted by Chang et al. (1996). Some debates argue that the significant difference between online and offline behaviour is individual behaviour (Lee et al., 2002). Online products also generate some factors, including financial or product risk, product variety and information sources (Beck, 2001).

Although online shopping is a familiar business method in some Western nations, it has recently become a prevalent and new business method in Vietnam and China, offering a cost-effective means of purchasing goods and a new perspective. This study aims to identify the potentially positive and negative factors influencing online shopping behaviour in these two countries. Vietnam and China are deemed attractive countries for online retailing in Asia due to their increasing numbers of internet users and globalisation, as highlighted by the World Economic Forum. Vietnam's decision to adopt a globalisation strategy after joining the WTO in 2002 has led to increasing pressure from telecommunications and internet allies. This study provides valuable insights for marketers and businesses to understand the crucial factors that influence online shopping behaviour in Vietnam and China. The study thus offers background for marketers and enterprises to understand the importance of factors influencing online shopping behaviour positively and negatively in Vietnam and China. Therefore, the primary aim of the research is to explore influential factors for purchasing products online in China and Vietnam. In details, the study is to explore the current trends and patterns of online shopping in the context of Vietnam and China. Furthermore, the investigation identifies key factors that are influencing online shopping in China and Vietnam, both positively and negatively.

REVIEW OF THE LITERATURE

The business-to-consumer (B2C) e-commerce cycle involves various activities that consumers can carry out online, including searching for product options, features, prices, reviews, selecting products or services, placing orders, making payments and receiving deliveries either through the Internet, courier services or other means. Over the past few decades, the Internet has become a vast global marketplace where consumers can access a wide range of products and services with twenty-four-hour availability and extensive area coverage. Online shopping, which involves buying products or services over the Internet, is increasingly common and allows consumers to shop from the comfort of their homes, offices, or cybercafés with 24-hour availability and wide area coverage (Sylke, Belanger & Comunale 2002). Retailers are now providing online shopping platforms that are secure and encrypted, aiming to make the online experience pleasant and risk-free for consumers. Online shopping offers convenience and an effective way for consumers to manage their shopping needs, with access to a wide range of products and services available globally. Given the increasing trend of online shopping, it is crucial to understand the factors that influence consumers' shopping behaviour at online retailers. Perceived risks, shipping costs and time, trust and other essential variables, like consumer psychographics (e.g., shopping habits and leisure habits), play a vital role in determining consumers' adoption of e-commerce on the Internet. In this context, the author intends to explore and examine the different factors influencing consumers' online shopping behaviour by reviewing the literature in the following sections:

Technology Acceptance Model (TAM)

The Technological Acceptance Model is based on the Theory of Reasoned Action (Azjen, 1980; Fishbein & Ajzen, 1975) and suggests that prospective users' attitudes towards a specific technology-based system or procedure are major determinants of their use (Davis, 1993). This model has been applied in various technological adoption scenarios (Venkatesh & Davis, 2000) and provides insight into the adoption of information systems and technology in different marketing contexts, including online retail consumer behaviour, based on the attitudes of prospective users (O'Cass & Fenech, 2003). For marketing purposes, external factors such as shopping motives (Eastlick & Feinberg 1999), consumer expertise, demographics (Mattilia et al., 2003), personality traits and computer anxiety (Harrison & Rainer, 1992) are also examined to gain a better understanding of prospective users' attitudes and the likelihood of their accepting and using a given technology-based system or procedure.

Diffusion of Innovation

The concept of innovation has been researched within the diffusion of innovation framework, particularly in the fields of information technology and marketing research (Agarwal & Prasad, 1998; Midgley & Dowling, 1978; Rogers, 1995).

The Diffusion of Innovation theory introduces the construct of "personal innovativeness" to refer to an individual's degree and rate of adopting innovation. In psychology, the concept of innovativeness is commonly used to identify individuals' innovative tendencies (Kirton, 1976) and represents an innate phenomenon. Innovativeness is regarded as a personality trait that is generalised, also known as "global innovativeness" (Goldsmith & Hofacker, 1991; Goldsmith et al., 1995). In the marketing literature, innovativeness has been examined by various researchers (Midgley & Dowling, 1978; Flynn & Goldsmith, 1993). Consumers who exhibit high levels of innovativeness are seen as abstract thinkers and are characterised by a generalised personality trait (Im, Bayus & Mason, 2003). Different literatures have used different levels of abstraction to describe this trait, ranging from a willingness to change (Hurt et al., 1977) to receptivity to new experiences and novel stimuli (Goldsmith, 1984; Leavitt & Walton, 1975). However, it should be noted that consumers, in general, are not always receptive to change.

The internet represents a recent and discontinuous innovation that requires individuals to acquire new skills to use it. Research indicates that the diffusion of innovation theory is relevant to understanding online shopping behaviour. Specifically, consumers who have a personal preference for traditional in-store shopping or patronise a particular retailer may face difficulties in altering their purchasing habits (Kaufman-Scarborough & Lindquist, 2002). These consumers typically avoid the online shopping channel, even if it offers convenience and other benefits, due to their preference for traditional retail channels or human interaction with customer service personnel during the purchasing process.

Consumer Attitudes towards Internet Shopping

Yang and Lester (2004) utilised a survey instrument to investigate customers' attitudes towards online shopping, comprising 11 positive and 10 negative features of the online shopping experience. According to the authors, most websites are not designed for user friendliness but rather to provide information. They further argue that companies that provide online products and services typically view customers as rational, ignoring individual personality differences. In contrast, Yang and Lester highlighted research indicating a connection between personality traits and Internet usage (p. 86). Additionally, they emphasised the importance of website quality, trust, and positive affect towards the site in a cross-cultural study of 12 countries, which significantly predicted both purchase intentions and the loyalty of visitors to the site (p. 86).

The research project conducted by Yang and Lester (2004) indicated that online shoppers had higher average scores for the positive features of online shopping compared to non-shoppers. Conversely, non-shoppers had higher mean scores for the negative features of online shopping. The authors suggested the need for further research on the role of gender differences in attitudes towards online shopping (Yang & Lester, 2004, p. 90), highlighting the importance of understanding how gender impacts attitudes and online shopping intentions. Dijst, Farag and Schwanen (2005) also sought to explain the relationship between attitudes towards online shopping behaviours by expanding the scope of the Extended Model of Goal-directed Behaviour (EMGM). The authors noted that the original EMGM model lacked attention to the operationalisation of behaviour, thereby requiring the inclusion of external variables to account for their significance (Dijst, Farag & Schwanen, 2005, p. 5). Previous scholars on the one hand, have criticised studies that assume consumers' attitudes determine their actual behaviours. Farag and Schwanen (2005) proposed that consumers' decisions are influenced by factors that are frequently disregarded. Thus, consumer attitudes may not be reliable predictors of online shopping behaviours. Consequently, several theories have been developed to overcome the limitations of consumer attitudes as predictors of behaviour. These behavioural-based models, including the TPB (Ajzen, 1991) and the Extended Model of Goal-directed Behaviour (EMGB) have been expanded to include additional behavioural factors (Perugini & Conner, as cited by Dijst et al., 2005), as also adopted in the current study. Those factors play a crucial role in shaping online shopping behaviour. The author will elaborate on these issues in the subsequent section, focusing on how these factors impact consumer behaviour and which theory supports this claim.

FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOUR AND HYPOTHESIS DEVELOPMENT

There are so many factors that influence consumers' online shopping behaviour such as web layout, privacy issues, encrypted information, and the issues with payment methods. All these issues influence online shopping behaviour to a great extent.

Web Layout

Web designers are facing an overwhelming quantity of challenges while designing a website layout that may help attract consumers to online shopping. The usability-engineering concept can be included in this body of literature.

This concept was originally developed by Nielsen (1993). According to him, the five usability attributes are: loan ability (easy to learn for the user), efficiency (efficient to use in order to produce a high level of productivity), memorability (easy to remember), errors (low euro rate) and satisfaction (pleasant to use). Nielsen's usability concept—which can be applied to all types of applications—(see Nielsen 1999 for the Web) has been used by Roy, Dewit and Aubert (2001) in the new phenomenon. They have examined that relationship between customer trust and website usability. Their research model proposes a link between the same attributes of usability and the factors of perceived trustworthiness (ability, integrity and benevolence). Moreover, this study shows that the Nielsen's attributes of usability can be used as guidelines for effective website design.

The user-centered system design perspective is another major stream of research that emphasises the user in the human-computer interaction perspective. As Norman and Draper (1986) have written, the UCSD approach is preoccupied by considerations such as the goals and needs of the users, the tools they need, the kind of tasks they wish to perform, and the methods they would prefer to use. Three distinct approaches have been applied (Norman & Draper, 1986). The first approach is to start with considerations of the person and the study of human information processing structures, and from this, develop the appropriate dimensions of the user interface. The second approach is to examine the subjective experience of the user and how it might be enhanced. The third approach is to focus on the social context (social interaction, assistance people can get from one another and the way this process can be assisted).

Hlo: Perceived site quality is not correlated with the formation of trust in the website.

Hla: Perceived site quality is correlated to the formation of trust in the website.

Privacy

Privacy risk is associated with potential for personal information to be disclosed without the consumer's consent. This personal information could include the potential buyer's social security number, credit card numbers, phone number and address. Slyke et al. (2006) noted, "Understanding how consumers' concerns for information privacy, or their concerns about how organisations use and protect personal information, impact consumers' willingness to engage in online transactions is important to our knowledge of consumer-oriented e-commerce" (p. 416). Slyke et al. (2006) focused on two research questions: "How do consumers' concerns for information privacy affect their willingness to engage in online transactions?" and "Does consumers' familiarity with a Web merchant moderate the impact of concern for information privacy on risk and on trust?" (p. 417). The major strength of this study was that the researchers used two data collection efforts and large sample sizes to enhance external validity (Slyke et al., 2006). These findings from this study confirmed that concern for information privacy (CFIP) was important under specific conditions. For example, if the merchant was well-known, CFIP influenced consumers' perceptions of both risk and trust (Slyke et al., 2006). While this was the case for well-known merchants, if the vendor was not well known, CFIP had no effect on consumers' perceptions of risk or trust (Slyke et al., 2006). The next significant finding from this study was that CFIP did not directly affect consumers' willingness to transact but rather was mediated by risk and trust (Slyke et al., 2006). The final significant finding was "that familiarity did not moderate the relationships between CFIP and both trust and risk, although there were differences in the role of CFIP for more well-known merchants (Amazon.com) and less well-known merchants (Half.com)" (Slyke et al., 2004, p. 433).

- H20: A consumer's attitude towards buying on the Internet is not correlated to online purchase intentions.
- H2a: A consumer's attitude towards buying on the Internet is correlated to online purchase intentions.
- H3o: Gender of the consumer is not associated to the formation of trust in the website, perceived site quality, a consumer's attitude towards buying on the Internet and online purchase intentions.
- H3a: Gender of the consumer is associated to the formation of trust in the website, perceived site quality, a consumer's attitude towards buying on the Internet and online purchase intentions.

Perceived Risks

Online transactions involve a temporal separation of payment and product delivery. A consumer must provide financial information (e.g., credit card details) and personal information (e.g., name, address and phone number) for delivery in order to complete the purchasing process. Risks, perceived or real, exist due to technology failure (e.g., breaches in the system) or human error (e.g., data entry mistakes). The most frequently cited risks associated with online shopping include financial risk (e.g., is my credit card information safe?), product risk (e.g., is the product the same quality as viewed on the screen?), convenience (e.g., will I understand how to order and return the merchandise?), and non-delivery risk (e.g., what if the merchandise is not delivered?) The level of uncertainty surrounding the online purchasing process influences consumers' perceptions regarding the perceived risks (Bhatnagar et al., 2000).

Financial Risk

Financial risk is a possibility when shopping online due to the fact that consumers disclose sensitive information (e.g., credit card information) to a vendor. While the majority of online retailers are legitimate and have a secure website, there may be some illegal individuals posing as online retailers for the purpose of credit card fraud (Bhatnagar et al., 2000). Security of financial information and resources is the number one concern of online shoppers (Ranganathan & Ganapathy 2002). The perceived level of risk is often the deciding factor regarding which retail channel to patronise (i.e., brick-and-mortar vs. online retailer).

Product Risk

Product risk consists of the risk associated with making an unwise or inappropriate purchase decision. The decision is typically made based on insufficient information provided on the company's website. Product risk may also be the risk of purchasing an expensive product because of the inability to compare prices, being unable to easily return a product, or not receiving delivery on a purchased product (Järvenpää, Todd & Bradd, 1997; Vijayasarathy & Jones, 2000). Poor product performance is another type of product risk. As customers' expectations of product performance increase, the potential for product performance problems also increases (Jarvenpaa, Todd & Bradd, 1997; Vijayasarathy & Jones, 2000, Bhatnagar et al., 2000).

Convenience Risk

Convenience risk addresses the risk associated with the ease (or lack thereof) of ordering products and services through an online retailer. In a brick-and-mortar store, consumers can readily solve their purchasing problems by going into the store, as most retailers have a designated return department. The process is handled "face-to-face." The transaction is convenient in part because consumers are accustomed to the process. Online retailing poses a convenience risk. To ask questions, return a product, find a different size, or complain, consumers are unable to walk into the store. Instead, each online retailer has a different protocol. Some online retailers have a phone line, while others require the consumers to e-mail their question or comment. Consumers often perceive an increased level of convenience risk because they have lost connection with the retailer (Poal & Leunis, 1999). After-sales service and timely responses to inquiries are of great importance to consumers (Spence et al., 1970; Festervand et al., 1986).

Non-Delivery Risk

Once a consumer purchases a product online, delivery is the final step of the process. Since there is a physical separation between customers and products in web interface, it creates order assembly and transportation costs that are not incurred in traditional retailing (Rosen & Howard, 2000). These costs are so high that firms have no choice but to charge the shipping costs to the customers. Survey results have indicated that shipping fees are the main complaint of more than 50% of online shoppers and that more than 60% of shoppers have abandoned an order when shipping fees are added (Ernst & Young, 1999). Lewis (2006) found that higher shipping fees are associated with reduced ordering rates, and policies that charge more shipping fees for larger orders lead to reduced order sizes.

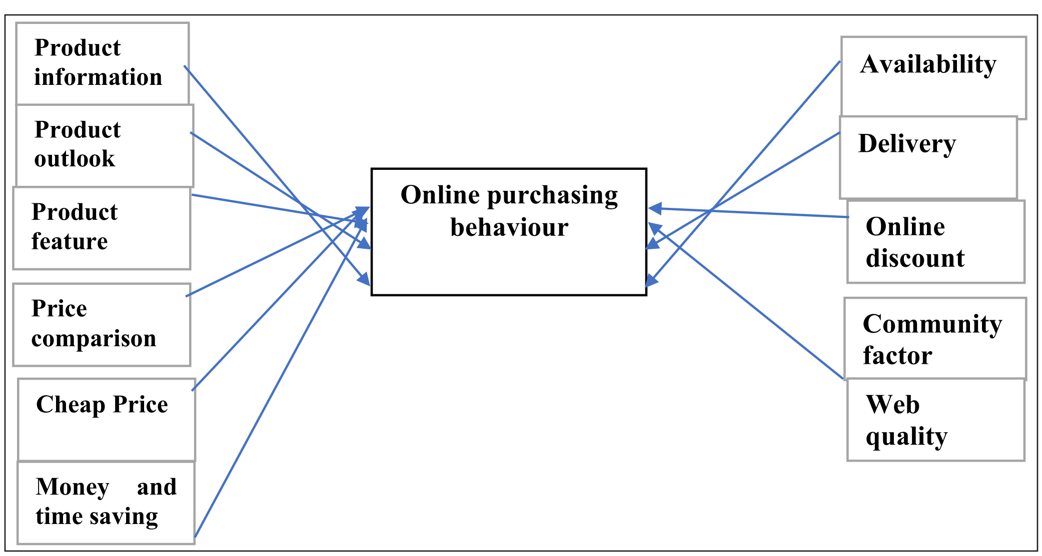

Fig. 1: Model of Influencing Factors on the Online Purchasing Behaviour

There are 11 hypotheses:

H1: the more accuracy the product information, the higher the online purchasing behaviour.

H2: the more accuracy the product outlook, the higher the online purchasing behaviour.

H3: the more accuracy the product feature, the higher the online purchasing behaviour.

H4: the more accuracy the price comparison, the higher the online purchasing behaviour.

H5: the cheaper price, the higher the online purchasing behaviour.

H6: the more saving time and money, the higher the online purchasing behaviour.

H7: the more the availability, the higher the online purchasing behaviour.

H8: the quicker the delivery, the higher the online purchasing behaviour.

H9: the more the online discount, the higher the online purchasing behaviour.

H10: the more accuracy the community factor, the higher the online purchasing behaviour.

H11: the more accuracy the web quality, the higher the online purchasing behaviour.

RESEARCH METHODOLOGY

Research Setting

Bryman (1989) has identified archival research as the sole strategy for uncovering historical meanings. However, Graham et al. (2010) have argued that this approach only enables the interpretation of secondary data, which limits the conclusions that can be drawn from it. Robson (2002, p. 178) has defined case study research as an empirical investigation of a present-day phenomenon in its real-life context, using multiple sources of evidence. On the other hand, the survey strategy has some limitations, such as the risk of relying on respondent's willingness (Saunders et al., 2007). As noted by Leedy and Ormond (2005, p. 184), respondents may be inclined to answer questions in a socially desirable way, sharing what they believe is true or what they think the researcher wants to hear. Additionally, ensuring that the sample is representative and pre-testing questionnaires can be time-consuming (Saunders et al., 2007). When it comes to research, qualitative methods focus on understanding the emotions and perceptions of a limited number of participants, while quantitative methods depend on numerical data and statistics gathered from larger groups (Jupp, 2006). Quantitative research offers various benefits not provided by qualitative methods. For example, this approach offers reliable results by using large sample sizes and computer-based analyses (Veal, 2005). Furthermore, quantitative research can identify causes of phenomena and reduce subjective, individual-level data. It analyses controlled variables and studies human behaviour. Additionally, quantitative research relies on quantifiable and categorical data, allowing for precise, accurate results and a wide range of statistical analyses (Saunders et al., 2007). After reviewing the literature, the researchers decided to conduct a pilot study utilising interviews and questions followed by a quantitative research method.

In situations where laboratory settings are restricted, it is crucial to analyse field studies empirically, according to Persuad (2010). To engage respondents, questionnaires must be carefully designed with an easy-to-understand and captivating layout and question order (Brace, 2008). The design of questionnaires should align with the research objective (Malhotha & Birks, 2003) and all questions should be categorised into main sections based on the literature review and research question. The use of scale and multiple-choice questions prevents respondents from becoming bored, while leaving out mandatory questions enables them to withdraw from the survey at any time. To save time, filter questions are employed to categorise participants into two groups: non-online shoppers and online shoppers, since the study aims to examine factors that influence online shopping behaviour in China and Vietnam. Grattion and Jones (2005) suggest that filtering questions can prevent frustration and save time by avoiding inappropriate questions that may annoy participants. Secondly, to evaluate customer perception and sentiment, the Likert scale is commonly used in this study. It is essential to measure the degree to which participants agree or disagree with a statement, and the 7-Likert scale enables participants to choose a point on the scale that accurately reflects their feelings or attitudes towards the object (Grattion & Jones, 2005, p. 123). The Likert scale used in this research is measured on a 7-point scale, ranging from 1 (strongly disagree) to 7 (strongly agree), which is preferred over other point scales like a seven-point scale for its greater accuracy and clarity (Malhotra & Birks, 2003). Brace (2008, p. 73) supports this view and suggests that respondents can express their attitudes from strongly agree to strongly disagree using the 7-point scale. In addition, the researcher provides clear instructions at the beginning of the survey and takes care to inform participants about security and privacy concerns related to data collection.

Data Collection and Sampling

The study collects both primary data through an online survey and secondary data is literature review regarding the online context. First and foremost, secondary data collection offers essential information, which is the outcome of the literature review, is the summary of related secondary data collection (Hussey & Hussey, 1997). Computerised analysis through Excel and SPSS are the basic use of quantitative analysis. This approach could group those variables into categories. By utilising Microsoft Excel software, it is essential to input individual questions and responses into the broad viewpoint. Excel processes data coding in this research and well data coding could save time and boost the accuracy of collecting data through online questionnaires (Hair et al., 2000). Data coding and cleaning data then play an important role in this processing stage (Sekaran, 2000). The researcher arranged the questionnaires and groups those questions into categories. The question must be pre-coded with a specific number. Labels and variable names would be identified in those questions through SPSS. It takes 8 hours to read the code and input the data. Those responses are conducted online.

Firstly, data is summarised in the super table, which indicates frequency and valid percentage. The outcomes of each question were collected and interpreted in graphs and tables to explore central tendencies, which is known as descriptive analysis. Frequencies, descriptive statistics, correlation are essential in this research. Descriptive statistics and frequencies are utilised to demonstrate the respondent profile and the factors influencing online purchasing behaviour. In addition, the Pearson' correlation technique is utilised to indicate the relationship between variables as well as whether it is appropriate with Likert scale questions (Wilson, 2006). Specifically, the coefficients range from -1, 0 to +1, which means negative correlation, no correlation and positive correlation, respectively. While positive figures examine an optimistic relationship between one variable and another, negative figures examine an inverse relationship (Saunders et al., 2007).

DATA ANALYSIS

Reliability and Validity

When it comes to the reliability aspect, this is a crucial question for all researchers. As noted by Mitchell (1996), there are some methods to assess reliability, such as test re-test, internal consistency and alternative forms. In this investigation, it relates to the consistency of questions. Although there are several approaches to testing the reliability of the research, there could possibly be different results for the same condition at different times. It may not produce consistent findings at different times (Saunders et al., 2007). These principles additionally emerge in the whole survey, and there are several main areas of concern, such as confidentiality and anonymity, informed consent and deception (Bryman & Bell, 2007). Therefore, participants can stop the survey at any time. The respondents have the right to privacy, anonymity and confidentiality (Burns & Grove, 2005); therefore, it is possible to influence the reliability of the result.

Regarding the validity aspect, it indicates the fitness of the research methods in the investigation. Particularly, the researchers need to make sure that they collect relevant information. The research design is to "plan, structure and execute," and it emphasises "validity of the findings" (Mouton, 1996, p. 175). By gathering accurate information and data, the research can follow instructions from philosophical assumptions. Sekaran (2000) suggests that content validity is used to ensure that the measure includes an adequate and representative set of items that can value the concept.

When these issues apply to the research, it is the duty to adapt for results. It is obvious that the relevant 900 out of 1,000 participants have been completed, which gives the investigation high validity. Additionally, respondents answer the same questions at a time when they feel free (Finn et. al, 2000). The online survey allows them to withdraw at any stage, and it hides personal information from other participants.

Data Analysis and Result

The chapter highlighted findings and analysis of the online survey. The questionnaires were delivered to 140 customers; however, 81.4% (114 respondents) completed the web survey, 14.2% (20 questionnaires) did not respond and 4% was invalid with errors and typographical problems. The summary of the respondents' profiles is demonstrated in Table 1. Then, the descriptive statistics, including frequency counting, percentage, mean and standard deviation, examine customer demographic factors, the general view of online marketing and trust aspect. The Pear correlation was used to examine relationships among independent variables (E-marketing and online trust) and dependent variables. The results and conclusions are discussed in detail to answer research questions and research objectives through testing the hypotheses of the study.

Results

First and foremost, the profile of respondents is presented as a brief introduction. The sample size obtained was 114 valid responses. The following table highlights the respondent profile.

Table 1: Profile of the Samples

Variable	Frequency	Valid Percentage (%)
Gender		
Female	65	57%
Male	49	43%
Age		
18 to 25	83	72.8%
26-35	34	27.2%
Education		
Below high school High school	1 9	1% 8.7%
Bachelor degree	71	68.3%
Postgraduate	23	22.1%
Occupation		
Managers	8	7%
Civil servant	1	0.9 %
Company employee	46	40.4%
Self-employee	6	5.3%
Students	51	44.7 %
Others	2	1.8 %
Monthly income		
Less than 5,000,000 VND	46	40 %
Between 5,000,000 VND to 10,000,000 VND	41	36%
From 10,000,000 VND to 15,000,000 VND	20	18%
More than 15,000, 000 VND	7	6 %
Online shoppers		
Online shoppers	90	78.95 %
Non online shoppers	24	21.05%
Time for using Internet		
Less than 3 hours	25	21.2 %
3 hours to 10 hours	59	51.7%
11 hours to 20 hours	30	27.1 %

The study had a total of 314 valid respondents, who were classified as either non-online shoppers or online shoppers. Although the customer profile was not the main focus of the study, demographic data revealed general characteristics of online customers that have an impact on research findings. The majority of online shoppers were young females, with 57% of females and 43% of males participating in the survey. The majority of the respondents were between 18 and 25 years of age and female. The occupation section is primarily made up of company employees and students, due to the survey being conducted in a highly urbanised city in Vietnam. In terms of monthly revenue, the highest proportion of participants had an income less than 5,000,000 VND (Vietnamese Dong), followed by those with an income of 5,000,000–10,000,000 VND. Finally, the majority of participants spend between 3 and 10 hours a week using the internet.

Descriptive Analysis

This section reports on the data collection and findings related to appropriate charts and frequency distributions, including measures of central tendency such as mean, median and mode, as well as standard deviation. The online questionnaires used in the study. The descriptive analysis is used to interpret the data to demonstrate general online shopping patterns and trends in Vietnam and to identify the factors that influence Vietnamese customers in the online market. According to the table presented, 79.6% of the respondents reported shopping online, while only 20.4% were non-online shoppers. The main reasons cited by non-online shoppers were issues related to online marketing and trust. The findings indicate that e-marketing contributes essential value to online Vietnamese customers, with 82.5% of customers concerned about online marketing aspects when making decisions. It was found that the most popular budget for online shopping was less than 1,000,000 VND, with the largest sector of spending budgets being under 500,000 VND. This is reflective of the lower living standards in Vietnam compared to Western nations. Furthermore, the majority of participants were students, who have lower incomes than other occupations. The study also identified which products, such as clothes, electronics or printing items, were purchased frequently in the online market in Vietnam.

Pearson Correlation

Based on the statistical table of consumer profile, mean and standard deviation, a quantitative correlation analysis was conducted to determine the relationship between the independent variables and dependent variables.

The goal of the hypothesis is to explain the degree of correlation between two variables (Zou et al., 2003). Specifically, the table demonstrates the relationship among E-marketing elements (such as product information, product outlook, product quality, price comparison, cheap price, time and money saving, delivery, online discount and web quality), trust (insecurity trust and privacy trust), and online purchasing intentions. The results show that the p-values are statistically significant at the 0.05 and 0.01 levels. Effective statistics must be lower than 0.05 or 0.01 (Sims, 2004). According to Trochim (2001), a Pearson correlation coefficient of 0.10 is considered a small effect, 0.30 is considered a medium effect, and 0.50 is considered a large effect. The findings indicate that product information has a strong impact on online purchasing intention (0.35), while delivery, security trust and privacy trust have a negative impact on internet purchasing (-0.215, -0.389 and -0.202). This correlation shows that consumers are less likely to purchase online if there is a delay in delivery. Moreover, online marketers must pay attention to online trust since internet consumers have physical contact and service limitations. Insecurity, trust and privacy issues significantly impact web quality (-0.598 and -0.315). This suggests that web-quality service drives the results. The higher the quality of the web, the fewer consumers believe in the online system's insecurity and privacy. The negative values of insecurity trust and privacy trust reflect consumers' concerns about purchasing products on the internet, and these two independent variables derive from e-marketing aspects such as web quality.

Table 2: Pearson's Correlations Matrix

	Intention	**Product infomration**	**Product outlook**	**Product quality**	**Price comparison**	**Cheap price**	**Time & money saving**	**Delivery**	**Discount**	**Web quality**	**Insecurity trust**	**Privacy trust**
Intention	**1**											
Product information	.350**	**1**										
Product outlook.	.251*	0.059	**1**									
Product quality	.302**	0.113	0.131	**1**								
Price comparison	.111*	.279**	0.108	0.076	**1**							
Cheap price	.129*	.367**	.194*	-0.026	0.156	**1**						
Time and money saving	.115**	0.132	0.101	-0.161	0.087	.213**	**1**					
Delivery	-.215*	-0.047	.184*	0.1	0.023	0.116	-0.099	**1**				
Online discount	.101**	0.03	-0.112	-0.061	0.001	0.148	0.001	-0.021	**1**			
Web quality	.211**	0.184	-0.046	.281**	.334**	-0.11	-0.05	0.15	0.024	**1**		
Insecurity trust	-.389**	0.146	0.042	.242**	-.191*	.279**	0.017	-.212*	0.007	-.598*	**1**	
Privacy trust	-.202*	.203*	0.175	.278**	-0.124	.295**	0.055	-0.131	0.09	-.315**	.380**	**1**
**. Correlation is significant at the 0.01 level (2-tailed).												
*. Correlation is significant at the 0.05 level (2-tailed).												

DISCUSSION

This study offers a model of factors that encourage or discourage online purchasing intentions in Vietnam. The study highlights the importance of online marketing for motivating customers to shop online, with product information, features, quality and time-saving being essential factors that positively impact customer intention. The focus of online retailers should be to make it easy and useful for shoppers. Perceived value and perceived quality are important factors that influence buying intention, as the more quality the customer perceives from the website, the higher the buying intention. Delivery service is also an essential factor for online customers, although this is not always achieved in Vietnam due to the developing sector of internet retailing and the newness of the online system.

The study identifies the lack of trust in the internet system and payment as a crucial factor negatively impacting online trust in Vietnam. Younger populations tend to adopt internet purchasing faster than their older peers, and income is related to age and education, impacting greatly on customer intention. The study highlights that more females purchased online than males in the report, which is associated with income level, education and age as central factors that boost consumer purchasing. Overall, this study offers a comprehensive model of factors influencing online purchasing intention in Vietnam, highlighting the importance of online marketing, perceived value and quality, and trust in the internet system. Additionally, the study highlights the impact of consumer demographics on purchasing behaviour, providing insights for online retailers to improve strategies for customer segmentation and retention.

DATA ANALYSIS AND FINDING

Data from Quantitate Research

The outcomes of the study deliver some potential findings that not only advocate but also criticise related theories in some aspects. The study has indicated relevant theories and identified essential concepts, such as trust aspect to online market in Vietnam. For instance, the finding reveals that E-marketing aspect reveals the impact on customers' minds, namely that 82.5% of people rated online marketing as a concern. Descriptive statistics, such as frequency, proportion analysis, and bar charts, provide insights into customers' socio-demographic and online patterns. The correlation analysis explores how individual factors impact purchasing intention in terms of online marketing and trust issues.

Specifically, the available study not only contributes to more academic studies about online shopping in the Vietnamese market but also confirms appropriate theories for online purchasing behaviour in Vietnam. The trust factor, for example, generates the main constraints for online shoppers in China and Vietnam since these nations are considered to have low- trust in online retailing (Fukuyama, 1995). Conversely, this factor is not limiting online business in the USA. Similarly, by reviewing the literature, the convenience factor is another crucial issue to motivate British customers to purchase groceries online (Morganosky & Crude, 2000); nevertheless, this factor is not significantly impacting Vietnamese customers. The investigation is to conduct research on which antecedents have impacts on Vietnamese customers' online shopping. According to the result, Internet marketing and online trust, contribute to online customer intention.

Regarding reasons for buying online fashion items, product factors play an important role in persuading customers, while delivery service is not evaluated as a qualified service and negatively affects decision-making. Community influence, such as from friends and family, is considered a main driver in online purchasing decisions. However, security and privacy issues have a negative effect on Vietnamese customers' perceptions. Customers face risky privacy and security payment concerns during internet shopping that negatively affect their trust. Online trust has a positive correlation to web quality, which online retailers should pay attention to in the future. Furthermore, there are quite a limited number of studies on online consumer behaviour; therefore, the investigation is to conduct research to identify the antecedents that impact Vietnamese customer's online shopping to behaviour and contribute information about Vietnamese consumers' online behaviour. Although online retailing in Vietnam is attractive, there are very few studies that examine factors that encourage or constrain Vietnamese customers to purchase products online. Studying consumer behaviour is essential to better recognising customers and eventually developing cost-effectiveness (Rickwood & White, 2009).

Data from Qualitative Research

The quantitative research findings show that poverty has varying consequences between two groups, while the focus group aims to investigate customers' viewpoints on the use of technology in the buying process. Another research question aims to uncover reasons for differences in technology adoption among shoppers in the context of fast fashion. Further, a crucial inquiry that needs to be addressed is why there is minimal variation between technology adopters and non-adopters in fast fashion. The investigation aims to scrutinise the barriers facing adopters in achieving benefits from new technology. Through several focus group sessions, participants identified unique local classifications of infrastructure, including disputes over natural resource use, issues relating to systems and resources and insufficient access to supplementary technology inputs and services. Moreover, conflicts revolving around resources, technology expertise, and knowledge represent pivotal factors influencing discrepancies in online shopping behaviours. These findings suggest that barriers to technology adoption are multifaceted and require a comprehensive approach to address consumer needs and challenges. The focus group results highlight the importance of considering local context and infrastructure when implementing technology-driven solutions to improve the online shopping experience.

CONCLUSION

The study discussed in the passage contributes to the understanding of conceptual theories, methodological involvement, and applied context in China and Vietnam with regards to online shopping behaviour. The investigation includes initial points in theoretical literature and empirical data for future research. The study highlights the importance of trust as a crucial factor that affects online shopping behaviour in Vietnam and China, where these nations are considered low-trust countries for online retailing. Conversely, trust does not limit online business in the USA. This finding not only contributes to expanding academic studies on online shopping in the Vietnamese market but also confirms suitable theories for online purchasing behaviour in Vietnam. The study also contributes to the methodological understanding of the Chinese and Vietnamese markets by providing new data and empirical studies that validate conceptual theories. The study offers new data for cyber markets in China and Vietnam, where online shopping is highly developed. While there are several studies on internet shopping behaviour in western countries, the majority of these studies are not relevant in the context of Vietnam. Therefore, the findings of this study that addressed the prevailing factors impacting online purchasing behaviour in Vietnam are valuable contributions to academic research about the Vietnamese market. Additionally, the study adds to the limited number of studies that are relevant to online shopping behaviour, especially in Vietnam.

The empirical results of this study can also provide economic benefits for online retailers in China and Vietnam. The study highlights a good situation for business success because there are many potential customers surfing the internet. However, it is worth noting that limitations and validity issues are present in every research study. Therefore, identifying and illustrating these limitations is essential for conducting future studies and reducing the possibility of constraint manifestations. Overall, this study contributes to the understanding of online shopping behaviour in China and Vietnam by highlighting the importance of trust and convenience factors and identifying the antecedents that impact customer intention for online purchases.

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