



# CONCEPTUAL FRAMEWORK OF ONLINE CUSTOMER BEHAVIOR: A CASE OF VIETNAM

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## Abstract:

The objective of the topic is to study the factors affecting consumers' behavior of using e-commerce in Vietnam; From there, it helps to understand which factors affect consumers' behavior of using e-commerce in Vietnam. This study uses qualitative research methods such as analysis, comparison, comparison, case analysis method, interpretation and induction, and expert interview method. The results identified eight factors that affect the behavior in e-commerce of Vietnamese consumers, which are: Acceptance to use the Internet, Consumer's own consumption capacity, Attitude, perceived quality, infrastructure, risks in e-commerce, usefulness and ease of use of technology.

**Keyword:** Online customer behavior, perceived quality, risk, ease of use, Vietnam.

## 1.Introduction

The Internet has been gradually establishing its position as a multimedia variable in the provision and trading of information, goods and services. Since then, e-commerce has become a popular trend in the world and in Vietnam. Vietnam is considered as a potential market for a growing e-commerce company and is currently rated as one of the fastest growing e-commerce schools in Southeast Asia (Chi, 2021; Chi, 2022a).

Vietnam's e-commerce in recent years has made quite strong changes. The investment in technology infrastructure, the legal corridor as well as the awareness of businesses about e-commerce application has been significantly improved. In particular, with high and continuous growth from 2018 onward, many argue

that in 2021, the scale of Vietnam's e-commerce market is likely to reach 13 billion USD (Dung and Tri, 2021). . However, sales from e-commerce activities, especially online shopping activities, are still not commensurate with the potential because consumers are still hesitant and not ready to shop online. Despite the great potential, the growth of e-commerce in Vietnam is being restrained by many reasons such as online shopping habits and beliefs as well as online payment has become the main challenge for e-commerce. Vietnam is still not as expected. In particular, consumer behavior is one of the main factors that greatly influence their decision in online shopping. Consumers who put a lot of trust in e-commerce will react quite differently than consumers who have little faith in it. Therefore, it can be said that consumer behavior has a direct influence on their decision when shopping online.

## 2. Literature review

In classical behavioral theory, behavior is understood in a very simple way, behavior is a combination of the body's responses to human actions and responses to stimuli from the environment (Chi and Vu, 2022; Chi, 2022b). According to Rubinsten, behavior is a special form of activity: it can become behavior only when that motive is purposefully acted on, and the plan is transferred from the object to the relational plan. social personality. These two plans are not separate from each other but are related to each other. According to Maslow, human behavior is not only expressed externally, including observable behaviors, but behaviors are also unobserved internal reactions. If behavioral psychology takes external conditions as the determining principle for human behavior, psychoanalysis takes internal conditions as the determining principle. Thus, it can be seen that behavior is the subject's behavior towards the environment, to themselves and to others, which is guided, controlled, and adjusted by consciousness.

Consumer behavior is the study of the processes involved when individuals or groups of people select, purchase and use or dispose of a product or service to satisfy consumer needs and wants (Amsari and Sari, 2022). Similarly, Alhaimer (2022) also have an approach to consumer behavior similar to the consumer behavior shown when searching for, purchasing, using, evaluating and disposing of products. products or services that they believe will satisfy their consumer needs.

Up to now, there are many different views on consumer behavior. According to Wang et al. (2022), consumer behavior is the behavior that consumers display in finding, purchasing, using, and evaluating products and services that they expect to satisfy their needs. their individual needs. According to Daroch et al. (2021), consumer behavior is a process that describes the way in which consumers make decisions to choose and discard a product or service. And Philip Kotler (2001) said that business people study consumer behavior with the aim of recognizing their needs, preferences and habits. Specifically, see what consumers want to buy, why they buy that product or service, why they buy that brand, how they buy it, where, when and how much they buy it to develop marketing strategies to motivate consumers to choose their products and services.

In short, research on consumer behavior is the process of finding answers about how consumers buy products, what products or services they buy. Consumer behavior is influenced to different degrees by many different factors (Hoyer and Stokburger-Sauer, 2012).

## 3. Methodology

Expert interview is a qualitative research method, conducted to extract information from experts, and has been widely applied since the early 90s until now. Interviews with experts were conducted to understand and investigate the factors affecting consumers' behavior of using e-commerce.

In this this study, the sample of interviewing experts in the field of Marketing and E-commerce is 11 people, including 4 experts who are Marketing lecturers of Foreign Trade University; and 4 experts who are lecturers teaching e-commerce at schools such as Foreign Trade University and Trade Union University. The remaining 2 experts come from enterprises, including 1 person holding the position of director of Telehouse company of FPT telecommunications joint stock company, and 1 person is the director of information technology department of an airline. The sample is selected based on two criteria: one is an expert in the field

of technology, the other is an expert in the field of marketing in order to have accurate information about the factors affecting the consumer's e-commerce use behavior. client. Therefore, the study selected 11 experts in the above fields to interview.

Expert interviews were conducted in two forms: telephone interviews and face-to-face interviews at desks during September and October 2019. Interviews with two experts from two Internet sales enterprises. over the phone within 18 to 20 minutes. Interview experts who are lecturers who teach marketing and e-commerce directly at the desk for about 60 to 90 minutes. Each type of interview has its own advantages and disadvantages, however, information for research purposes is still fully collected. For face-to-face interviews with experts at the desk, communication and interviews are difficult because the interview time is often changed due to the busy schedule of the experts. Interviewing experts by phone is done quickly, does not take much time as well as travel costs, and makes an appointment for an interviewer at a convenient time.

A general theoretical study of 10 factors affecting the consumer's e-commerce use behavior in general. At the same time, each factor in the this study also builds scales to be edited by experts through these in-depth interviews to build a survey questionnaire that is suitable to the reality of Vietnam and Vietnamese customers.

The content of the expert interview questions is divided into three parts and has 15 questions. Part 1 consists of 3 questions about personal information of the interviewed experts, including full name, age, gender, working place and position. Part 2 includes 2 questions related to information about current consumption in e-commerce in Vietnam. Part 3 includes 10 questions about the factors affecting the behavior in e-commerce of consumers in Vietnam.

#### 4. Results

During more than 45 days of approaching experts for interviews in person and by phone, the results of information collected are shown in the Table 1 below.

**Table 1: Results of expert interview**

Construct	Vote	Result
Acceptance of using Internet	10/11	Support
Consumption capacity	11/11	Support
Subjective standards	3/11	Not Support
Consumption attitude	11/11	Support
Return Policy	2/11	Not Support
Perceived quality	10/11	Support
The infrastructure	10/11	Support
Risks in e-commerce	11/11	Support
Helpful	11/11	Support
Ease of use	10/11	Support

By expert interview method, out of 10 influencing factors, there are 8 influencing factors that are most supported by experts.

All opinions say that Vietnam's e-commerce consumption is an inevitable issue and continues to grow, however, customers are becoming more and more demanding in choosing products or services. To consider the behavior of consumers using e-commerce, it is necessary to pay attention to the following factors: Internet acceptance, consumption capacity, consumer attitudes, perceived quality, infrastructure, risks in E-commerce, Useful, Ease of use. The remaining two factors, Subjective Standard and Return Policy, are not supported by the majority, because experts believe that the factor of consumption capacity covers both subjective standards, and the risk factor in e-commerce also includes about whether the purchase is refundable or not.

In addition, some scales in the 8 supported factors also need to adjust the wording accordingly. Adjust the scale CN1 to "In my opinion it is reasonable to use the Internet in shopping", CN2 to "The Internet helps me to make better purchases", TD2 to "online shopping is more attractive than traditional shopping", CL1 to "I trust when buying online", HT1 to "a website with strict regulations when trading", HV2 to "maybe the Internet will be the means I use to buy goods in the future". In particular, an RR2 scale "I may not receive the goods if I buy online" should be removed because it coincides with the RR6 scale in the same factor as Risk in e-commerce.

## 5. Conclusion

In summary, through the overview research, the this study synthesizes 10 factors that affect e-commerce consumption behavior, which are: Acceptance to use the Internet, Consumer's own consumption capacity, Attitude to consume. in e-commerce, subjective standards, return policy, perceived quality, infrastructure, risks in e-commerce, usefulness and ease of use of technology. Through in-depth interviews, the this study has identified 8 factors that affect the behavior in e-commerce of Vietnamese consumers.

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