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越南網上購物中影響消費者購買意願的因素

The Factors Affecting Consumers' Purchase Intention in
Online Shopping in Vietnam

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The Factors Affecting Consumers' Purchase Intention in Online Shopping
in Vietnam

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Letter of Recommendation for ABT Masters

Nguyen Thi Phuong Dung, a student of NHU Master Program for Business Administration for 2 years, has completed all of the courses and theses required for graduation.

1. In terms of studies, Nguyen Thi Phuong Dung has acquired 39 credits, passed all of the obligatory subjects such as Research Method, Management Science, _____, _____ etc. (Please refer to transcript.)
2. In terms of theses Nguyen Thi Phuong Dung has completed the following:
 - i. Master thesis : The factors affecting consumers' purchase intention in online shopping in Vietnam
 - ii. Journal :

I believe that Nguyen Thi Phuong Dung has already received full formative education of NHU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper, The factors affecting consumers' purchase intention in online shopping in Vietnam, for the oral defense.

Academic Advisor: 

Date: 2018/12/11

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南華大學管理學院企業管理學系管理科學碩士班

107 學年度第 1 學期碩士論文摘要

論文題目：越南網上購物中影響消費者購買意願的因素

研究生：阮氏芳容

指導教師：紀信光 博士

論文摘要內容

與傳統購物相比，網上購物越來越受歡迎並且在世界上越來越強勁，越南也不例外。事實上，許多著名的在線購物網站，如亞馬遜和 eBay 吸引了數百萬客戶，交易價值不斷增加。因此，研究影響越南消費者購買意願的因素，這對於越南網上零售業來說是必不可少的。

本研究的目的是研究影響越南消費者購買意願的因素，如產品特性，口碑，消費者特徵，網站設計和信任，以及調查口碑特徵和客戶作為主持人對產品特徵與購買意圖之間關係的影響，信任對網站設計關係的中間影響和購買意圖。該研究使用定量研究方法進行，包括一些理論，實踐和建議的研究結果，為未來的研究人員做出貢獻。在越南開展網上購物。

關鍵詞：產品特性、口碑、消費特徵、網站設計、信任、購買意向

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Abstract

There are more advantages than the traditional shopping, online shopping is now becoming popular and flourishing in the world, Vietnam is no exception. There is a fact that many famous online shopping sites like Amazon and eBay attract millions of customers with a large daily transaction value. Therefore, the study of the factors affecting the purchase intention of Vietnamese consumers when shopping online becomes necessary and urgent for online retailing industry in Vietnam.

The aim of this study is to examine the factors affecting consumers' purchase intention in Vietnam such as product characteristics, word of mouth, consumer characteristics, website design and trust, as well as to investigate the effect of word of mouth and customer characteristics as moderators on the relationship between product characteristics and purchase intention, the mediating effect of trust on the relationship between website design and purchase intention. Using quantitative research methods to conducting, this study implies some findings on theory, practice and recommend some directions for future researchers, which can contribute to the development of online shopping in Vietnam.

Keywords: Product Characteristics, Word of Mouth, Consume Characteristics, Website design, Trust, Purchase Intention

TABLE OF CONTENTS

Letter of Recommendation for ABT Masters	i
ACKNOWLEDGEMENT	ii
中文摘要	iii
Abstract.....	iv
TABLE OF CONTENTS	v
LIST OF FIGURES.....	viii
LIST OF TABLES	ix
CHAPTER ONE_ INTRODUCTION	1
1.1 Research Background and Research Motivation	1
1.2 Research Objective	2
1.3 Subject and Research Scope.....	3
1.4 The Procedure and Research Structure	3
CHAPTER TWO_ LITERATURE REVIEW	5
2.1 Product Characteristics.....	5
2.2 Word of Mouth	6
2.3 Consumer Characteristics.....	8
2.4 Website Design.....	10
2.5 Trust	13
CHAPTER THREE_ RESEARCH METHODOLOGY	16
3.1 Research Model	16
3.2 Research Hypotheses	16
3.3 Instrument.....	17
3.4 Questionnaire Design.....	18
3.4.1 Product Characteristics	18
3.4.2 Word of Mouth	19
3.4.3 Consumer Characteristics	19

3.4.4 Website Design.....	20
3.4.5 Trust	21
3.4.6 Purchase Intention	22
3.4.7 Demographic	22
3.5 Translation	23
3.6 Pilot Test.....	23
3.7 Sampling Plan and Data Collection.....	24
3.8 Data Analysis Procedure	24
3.8.1 Descriptive Analysis	25
3.8.2 Factor loading and Cronbach’s alpha	25
3.8.3 Independent Sample t-test.....	25
3.8.4 One Way Analysis of Variance (ANOVA)	26
3.8.5 Regression Analysis.....	26
CHAPTER FOUR_ RESEARCH ANALYSIS AND FINDINGS	28
4.1 Descriptive Analysis and Reliability Test.....	28
4.1.1 Characteristics of Respondents	28
4.1.2 Measurement Results for Relevant Research Variables.....	29
4.1.3 Factor Analysis and Reliability Tests	34
4.2 Independent Sample t-test	47
4.3 One-way Analysis of Variance (ANOVA)	49
4.3.1 Age	49
4.3.2 Income	50
4.3.3 Education.....	51
4.4 Relationships among Constructs	52
4.4.1 Relationships among Product Characteristics, Word of Mouth, Consumer Characteristics, Website Design, Trust, Purchase Intention..	52
4.4.2 The Mediating Effect of Trust.....	53
4.4.3 The Moderating Effect of Word of Mouth	54

4.4.4 The Moderating Effect of Consumer Characteristics.....	56
CHAPTER FIVE_ CONCLUSIONS AND SUGGESTIONS	58
5.1 Research Conclusions	58
5.2 Research Discussions and Implications	60
5.3 Research Limitations.....	62
REFERENCES.....	64
APPENDIX QUESTIONNAIRE	74



LIST OF FIGURES

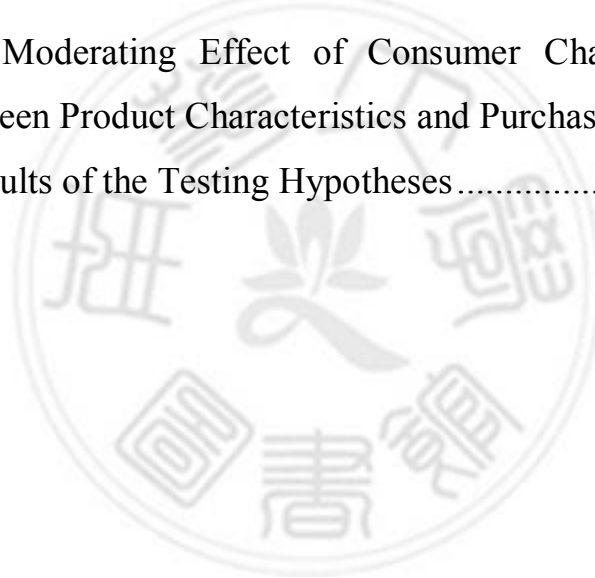
Figure 1-1 The research process	4
Figure 3-1 The research model	16



LIST OF TABLES

Table 1-1 The Scope of This Study	3
Table 3-1 Measurement of Product Characteristics	18
Table 3-2 Measurement of Word of Mouth	19
Table 3-3 Measurement of Consumer Characteristics.....	20
Table 3-4 Measurement of Website Design.....	20
Table 3-5 Measurement of Trust	21
Table 3-6 Measurement of Purchase Intention.....	22
Table 4-1 Characteristic of Respondents (n=284).....	28
Table 4-2 Descriptive Analysis for Questionnaire Items.....	30
Table 4-3 Results of Factor Analysis and Reliability Tests on Product Characteristics.....	35
Table 4-4 Results of Factor Analysis and Reliability Tests on Word of mouth	37
Table 4-5 Results of Factor Analysis and Reliability Tests on Consumer Characteristics	39
Table 4-6 Results of Factor Analysis and Reliability Tests on Website Design	41
Table 4-7 Results of Factor Analysis and Reliability Tests on Trust.....	44
Table 4-8 Results of Factor Analysis and Reliability Tests on Purchase Intention.....	47
Table 4-9 The T-test results comparing Product Characteristics, Word of Mouth, Consumer Characteristics, Website Design, Trust, Purchase Intention	48
Table 4-10 Results of the difference of the four constructs among group of age levels	49

Table 4-11 Results of the difference of the four constructs among group of income levels	50
Table 4-12 Results of the difference of the four constructs among group of education levels	51
Table 4-13 Descriptive Statistics and Bivariate Correlations of the Variables	53
Table 4-14 Mediation Test of Trust between Website design and Purchase Intention	54
Table 4-15 The Moderating Effect of Word of Mouth on the Relationship Between Product Characteristics and Purchase Intention	55
Table 4-16 The Moderating Effect of Consumer Characteristics on the Relationship Between Product Characteristics and Purchase Intention	56
Table 5-1 The Results of the Testing Hypotheses	59



CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

Electronic Commerce (e-commerce) is a business model that allow a firm or individual to conduct business over an electronic network. It includes online shopping, online banking, online payment, online stocks, and online travel reservation (Reddy & Iyer, 2002). Since the mid-1990s, e-commerce has developed quickly and is an effective way of doing business (Tian & Stewart, 2007). E-commerce attracts a large number of users due to the big data it provides. It is also easy to access and cheaper to use (Bonn et al., 1999). Today, e-commerce has succeeded in entering the national economy, social services, and all areas of people's lives, from the daily life to all industry.

Along with the strong advance ecommerce, online shopping become a trend in many countries around the world, especially in countries with developing economies. The number of internet users has increased over the years, contributing to the popularity of online shopping. Vietnam is also a potential market for online shopping development. According to the Vietnam Ministry of Industry and Trade, by 2020, 30 percent of Vietnamese will purchase products and services over the Internet.

According to estimates by the agency, each person will spend about \$ 350 a year on online shopping, equivalent to a total of \$ 9.76 billion that will be used to purchase products or services over the internet. According to Vietnam E-Commerce and Information Technology Agency (VECITA), the expected revenue from online retailers will account for 5% of the country's total revenue by 2020, while it accounted for only 2.8% by 2015. In 2015, Vietnamese people will spend about \$ 4.07 billion for shopping online. The

online shopping market in Vietnam is still a relatively modest market, compared to other Asian countries such as China (market value reached \$617 billion), South Korea (\$39 billion) and India (\$14 billion).

Online sales businesses has achieved great success in many countries in the world. This trend is becoming a potential business in Vietnam. There are many large corporations have decided to invest in Vietnam market. Typically, Alibaba, Amazon, Shopee have already invested in this field to increase Vietnam shopping online market value. They become strong competitors for domestic e-commerce company such as FPT Shop, Adayroi, Thegioididong, Tiki.

Despite the fact that the e-commerce sector is booming in Vietnam, many people have not paid much attention to this form of shopping. Most Vietnamese consumers are still worried, confused and lack confidence in online shopping. It can be said online shopping is still quite new to Vietnamese consumers. This has a great impact on the speed and scale of the online shopping market in Vietnam.

Therefore, the study of the factors affecting the purchasing intention of Vietnamese consumers when shopping online becomes necessary and urgent for online sales businesses in Vietnam.

1.2 Research Objective

Based on the above research background and research motivation, the main objective of the study can be summarized as follows:

- To examine the factors affecting consumer purchase intention in Vietnam such as product characteristics, word of mouth, consumer characteristics, website design and trust.

- To investigate the effect of word of mouth and customer characteristics as moderators on the relationship between product characteristics and purchase intention.
- To investigate the mediating effect of trust on the relationship between website design and purchase intention.

1.3 Subject and Research Scope

The theme focuses to assess and analyze the factors affecting consumers' purchase intention in shopping online in Vietnam. Based on the subject of the above, the scope of this study is as follows:

Table 1.1 The scope of this study

Items	Scope of The Study
Types of the research	The study conducts literature reviews to build up the research hypotheses and framework. Collecting data by using questionnaires to test hypotheses and figure out the results and conclusions.
Dependent variable	Purchase intention, Word of Mouth, Trust
Independent variables	Product characteristics, Website design, Consumer Characteristics
Moderating variables	Consumer characteristics, Word of mouth
Mediating variable	Trust
Testing location and sample	Ho Chi Minh City, Ha Noi, Da Nang, and other provinces in Vietnam
Analyzed unit	Individual
Research method	Using SPSS version 20.

Source: Original Study

1.4 The Procedure and Research Structure

First of all, the study chose a marketing topic related to online shopping and showed out research background, objectives and motivations. After that, a literature review was shown in relation to product characteristics, word of mouth, consume characteristics, website design, trust, and purchase intention, especially about the interrelationship among six research constructs above.

Thirdly, research model and hypotheses with interrelationships between each construct were explored. Then, questionnaire and data sample were designed, focused on the customers in Vietnam. Next, data analysis and test had occurred. After that, the discussion about these variables had been shown based on the results. Finally, the conclusions and implication were showed base on the results of this thesis. To analyze data and test hypotheses, these technique was used: Descriptive Statistic Analysis, Factor Loading and Reliability test, Independent Sample t-test, ANOVA (One way analysis of variance), Regression Analysis (Multiple regression and Hierarchical regression).

The research process is describing in Figure 1.1 as below:

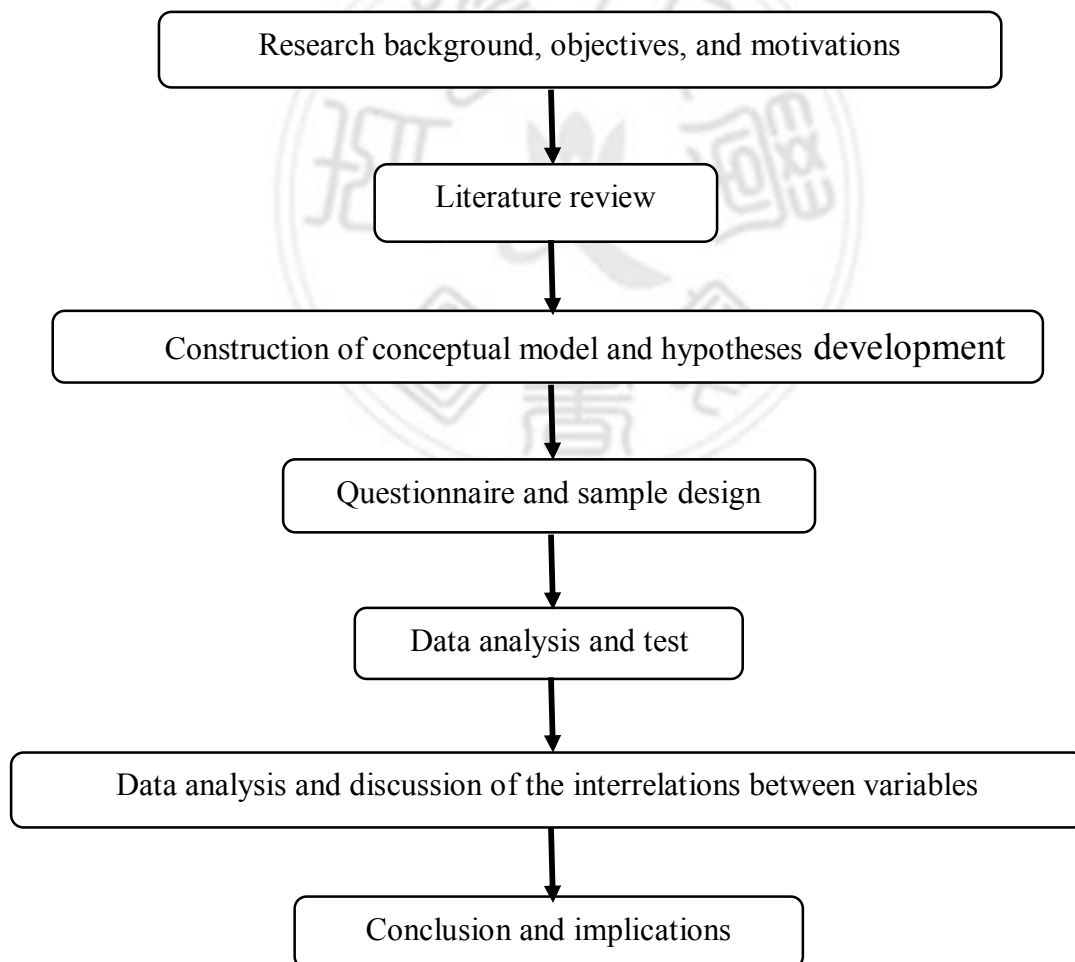


Figure 1.1 The research process

Source: Original Study

CHAPTER TWO

LITERATURE REVIEW

2.1 Product Characteristics

Product characteristics are all the features and characteristics related to product offered to satisfy the customers' needs and wants which include services. To make a decision of buying any product, the first thing consumers have to consider is product characteristics. In the past, marketing literature have discussed about the relationship between product characteristics and purchase intention extensively. According to Phau and Poon (2000), cheap products and services are often purchased via the Internet, however, Vijayasarathy (2002) did not find any relationship between product cost and selected shopping channel to buy things. Phau and Poon (2000) also argued that the tangibility of products has a certain impact on customers' intention to purchase online. This study explains that products and services have intangible values and there is a big difference to other products that are often chosen to purchase via online channels.

Product value was mentioned as an important factor in process of making decision when shopping online (Lee et al., 2011). Product value was defined as perceived product and service quality of consumers. There is a positive impact of product value on customer's intention to purchase something online and behavior (Vijayasarathy & Jones, 2000; Mathwick et al., 2001; Chen et al., 2010; Lee et al., 2011). According to Boyer and Hult (2006), the similarity between the ordered and shipped goods is a key point in online purchase intentions.

Researchers also found that merchandising and product brand image contribute to lead to online behavior. Schaupp and Belanger (2005) proposed

that when shopping online, privacy, merchandising and convenience are three most important factors for consumers. Merchandising has a positive relationship with consumers' intention to buy goods online (Sin & Tse, 2002; Cho, 2004; Schaupp & Belanger, 2005; Anand, 2007). Product brand image also have a direct or indirect effect on customers when shopping online (Aghekyan-Simonian et al., 2012).

Consumers will purchase a product online base on product categories and the need to touch, smell, feel and try the product. For standardized and familiar products such as groceries, CDs, books and flowers, there is higher probability that customers will consider them when shopping online because there is no uncertainty about the quality and the need for support or trial before purchasing the product is not necessary (Grewal et al., 2002; Reibstein, 1999). On the other hand, the probability to buy is lower for personal-care items like lotion, perfume, or products requiring experience and personal knowledge such as cars and computers (Elliot & Fowell, 2000). Based on all discussions above, the hypothesis will be following:

H1: Product characteristics will positively affect to online purchase intention.

2.2 Word of Mouth

Word of mouth is shared opinion about website characteristic and services when shopper shop online. The purpose of consumers when trying to search for information about product before purchasing is reducing perceived risk (Bettman, 1973; Srinivasan & Ratchford, 1991). Word of mouth (WOM) is one of such source of information. According to Katz and Lazarsfeld (1955), WOM affects perceived consumer risks (Woodside & Delozier, 1976), short and long-term product evaluation (Bone, 1995), customer's behavior (Brucks, 1985) and their decision to purchase online (Lau & Ng, 2001).

Arndt (1967) proposed that WOM is more trusted than information the firm provides because WOM is dominated by customer. In addition, the effectiveness of traditional forms of communication like advertising is decreasing (Nail, 2005) because consumers probably doubt their reliability.

WOM is not only face to face communication and the Internet are considered as an information source (Fallows, 2005; Peterson & Merino, 2003). It is a very good conditions for consumers to interact, response and make conversation to another one (Kliatchko, 2008). On the Internet, consumers can approach loads of useful information, which is available and there is not any pressure when searching (Alba et al., 1997; Hoffman & Novak, 1996; Wolfinbarger & Gilly, 2001).

While most of the information about the products, services, and quality of e-commerce comes from websites and advertisement sponsored by the supplier, online WOM is similar to a type of online community such as internet forums, bulletin boards, and newsgroups, allowing consumers to share their experiences, opinions, and knowledge with one another. This leads to the fact that the customer is no longer the sole recipient of the media content, but also the creator of the relevant content through images, music, video, text, and so on. (Kliatchko, 2008). On consumers' forums, members have the access, enthusiasm to share their knowledge, specific consumption experiences, specific activities they have experienced (Kozinets, 1999).

Similar to offline WOM, online WOM possesses both positive and negative impact on consumers. For instance, the study about online book reviews of Chevalier and Mayzlin (2006), which showed that negative reviews had a greater impact on book sales than positive reviews. Although, according to Keller and Berry (2006), 90% WOM is offline WOM, but we cannot deny the role of online WOM as a source of information for customer to consider before making any purchasing decision online when everyone is

connected by Internet. According to Bickart and Schindler (2001), online word of mouth was considered as a trustworthy sources from the internet may positively influence consumers' purchase intention and help persuade customers to buying things online.

Hence, the following hypotheses are developed:

H2: Word of mouth will positively affect to purchase intention.

H3: Word of mouth will moderate the influence of product characteristics on purchase intention.

2.3 Consumer Characteristics

Consumer characteristics are the attributes of a person about the requirements for products, services, online shopping channels and transactions that person has previously. The personal characteristics of consumers can directly affect their intention to buy online (Meskaran et al., 2013). Different people possess particular characteristics. It is the reason why consumers may react to online shopping in various ways. In the existing literature, scholars have found that there are a variety of personal characteristics can have influence on online purchase intention such as demographics, online shopping experience, shopping orientations, computer/Internet experience.

According to Zayer and Colema (2012), man tend to shop online more than woman. The products man are more likely to purchase are hardware, software or home electronics than other kind of products like apparel or food (Bhatnagar et al., 2000). While woman will choose to purchase apparel products online instead (Young & Stoel, 2004).

Different from gender, the result from the researches about customer purchase intention is still not clear for online shopping. Some studies showed a positive relationship between the probability of purchasing products online

and buyer's age (Donthu & Garcia, 1999; Stafford et al., 2004; Bhatnagar & Ghose; 2004), while others resulted in a negative relationship (Joines et al., 2003), or no relationship (Hernandez et al., 2011). These differences may be induced because of different method to define age groups.

Consumer's income is also a considerable characteristic to take into account when anticipating purchase intention. According to Susskind (2004), those who choose online shopping tend to have higher income than those who choose traditional shopping. In fact, popularly-purchased products such as PC hardware, software, CDs, books, travel and leisure travel packages are common commodities, and the demand for them will increase when the income increases.

Shopping orientations are the general predispositions of consumers when shopping (Baker & Wakefield, 2012). Many studies identified the relationship between shopping orientations and their online purchase intention (Jensen, 2012). The convenience-oriented and impulsive consumers are more likely to buy things online (Girard et al., 2003). Fenech and O'Cass (2001) asserted that people who prefer a pre-purchase experience usually avoid shopping online. Moreover, customers who want to save time will also choose to shop online because of its search efficiency and transaction efficiency (Sim & Koi, 2002, Sin & Tse, 2002).

The consumer's internet/ computer experience is closely related to the frequency and duration of their use, as well as their knowledge of computers and the internet. The more savvy consumers are about computers and online shopping, the less likely they are worry about the risks in the online environment compared with those who is less understanding of these areas. Therefore these customers will have higher probability to buy products, services online (Smith & Sivakumar, 2004; Chang & Chen, 2008). Many previous studies have found that knowledge, experience about computers and

online shopping (Liao & Cheung, 2001, Van Slyke et al., 2002) are closely related to the use of online channels for shopping.

However, the user's general experience with computer / internet is not certain to result in a purchasing decision (Frambach et al., 2007).

Buyers shop online more often, the more satisfied they are with their previous online trading experience, the greater the amount of money they spend on shopping. The likelihood of repurchasing behavior is also higher (Yang & Lester, 2004, Lee & Lin, 2005), the percentage of canceling the online transaction intended is also lower (For, 2004).

Based on all discussions above, the hypotheses will be following:

H4: Consumer characteristics will positively affect to purchase intention.

H5: Consumer characteristics will moderate the influence of product characteristics on purchase intention.

2.4 Website Design

According to Kim (2004), the speed of access, sufficient, accurate, updated information, navigation, easy to use, and visually appeal is expressed by website design. By experiencing website design, users will be aware of uncertainties when shopping online. This is also a factor that plays a major role in enhancing the online experience of customers, promoting their intention to purchase online (Yoon, 2002; Ranganathan, 2012), especially for the first-time website visitors. Different from traditional shoppers, online shoppers tend not to spend too much time on the website they visit. Because of the very limited average time customers search information or products on the website, website design is required to be attractive and interesting to get their attention in a short time (Kuo & Chen, 2012).

Many studies confirmed that website design helps consumers to see how easy it is to use the website (Chen & Tan, 2004; Chen & Teng, 2013). Yang et

al. (2003) emphasized that if customers encounter difficulties with navigation and search functions on the website, they will find it complicated and confusing to use and abandon online purchasing. Conversely, if the functions of the website are easy to use, consumers are more likely to make online shopping decisions. For customers, websites that have a lively and useful interface will make them realize that online store is reliable and convenient to buy things (Lee & Chung, 2009; Ganguly et al., 2010; Eid, 2011).

On the other hand, if the website interface is boring, unattractive, consumers will doubt the ability to provide quality service products online retailer, so they perceive a higher risk (Lee & Chung, 2009; Ganguly et al., 2010; Kim et al., 2013). Customers will experience additional difficulties in finding online products when there is a change in website design (Roy et al., 2001).

Information quality is a factor that helps consumers evaluate website design (Ganguly et al., 2010). Information on the website is one of the reasons consumers visit a website (Ranganathan, 2012). The quality of information on the website plays an important role in establishing a relationship with online customers (Ganguly et al., 2010). The study by Lohse and Spiller (1999) showed providing complete information about the product, company, and customer instructions to interact with the company would help to improve the number of visitors to the website as well as the revenue. Adding options allowing consumers to evaluate and compare various products and services on the website will help improve the quality of information and help customers make purchasing decisions (Robbins & Stylianou, 2003). Online buyers expect online shopping to help them get product information and acquire products from anywhere at any time with an Internet connection. If the information is incomplete, inaccurate or outdated, customers will assume that online retailers do not have the ability to offer them the best products, services

(Ganguly et al., 2010; Eid, 2011). Therefore, we derive the following hypothesis:

H6: Website design will positively affect to purchase intention.

There were a lot of studies testing the antecedents and the influence of word of mouth, but there is no research paying attention to how website design contributes to create consumers' WOM. In spite of that fact, it has been well documented that online shoppers are affected by website design in many ways. Website design contributes significantly to building of the store image and giving first impression to customers when they visit the website (Oh et al., 2008). Website design also has a strong impact on consumer perceptions, emotions, as well as consumers' purchase intentions (Eroglu et al., 2003; Ha & Lennon, 2010). Wu (2008) stated that elements of website design such as color and music affect the level of pleasure and arousal. Website design creates positive perceptions about the online store and its products (Oh et al., 2008). Consumer satisfaction (Eroglu et al., 2003) and behavioral intentions (Eroglu et al., 2003; Richard, 2005) would be improved by cognitive and emotive responses to website design.

Website design influences consumer sentiment in both traditional shopping and online shopping (Eroglu et al., 2003; Ha & Lennon, 2010). The different aspects of website design have a certain impact on consumer pleasure and arousal (Eroglu et al., 2003; Ha & Lennon, 2010). Fonts, background colors, images, interactive features are among the cues that have a positive impact on the emotions of buyers when shopping online (Eroglu et al., 2003; Wu et al., 2008).

Website designs with images often make customers feel more secure, convenient, and interesting when shopping online, compared with text-based website designs (Oh et al., 2008). In 2009, Kim and Niehm said that the

quality of website design has a positive impact on the customer's perception of the quality of information on the website.

Moreover, the mood of the customer has an impact on their assessment of the website and its products and services (Park et al., 2008). Positive emotions also help consumers have a positive attitude towards an e-commerce website (Eroglu et al., 2003). Therefore, for website design which gives joy and enjoyment to customers when using, shoppers will tend to leave positive review about the website.

The positive perceptions of customers on website design and its content contribute to increasing consumers' satisfaction and loyalty when they shop online (Kim et al., 2009; Kim et al., 2009). Perceived quality of information has a certain effect on the intention to purchase, if customers highly evaluate the quality of information on the website, they will tend to be satisfied and give positive WOM.

A lot of studies figured out the importance of consumer emotions and awareness for WOM online (Allsop et al., 2007; Jones et al., 2006). According to Ladhari (2007), joy and stimulation predict exactly whether customers are satisfied or not, and the probability to generate WOM. Both emotional and cognitive sides of online shopping experiences are closely related to the process of creating positive WOM (Jones et al., 2006). These discussion above implies that positive emotions and perceptions about the website have ability to create favorable WOM.

Thus, we propose:

H7: Website design will positively affect to word of mouth.

2.5 Trust

Trust have been mentioned as a factor affecting on people in many areas of research, such as technology, society, economics, psychology, management,

consumer behavior (Kim et al. , 2008). Trust is based on the expectation of the buyer that the seller does not intend to take advantage of the situation to benefit himself; instead, he or she will behave morally and socially, fulfilling his contract despite the buyer's vulnerability and dependence (Gefen et al., 2003).

Consumers' views on trustworthiness will lead to the final purchasing decision (Gupta et al., 2009). Especially for online shopping, consumers' trust in suppliers plays a much more important role than traditional shopping. The reason is that buyers do not have the opportunity to come directly to observe, test or try on the product they want to buy. Therefore, the risk consumers will perceive when shopping online is higher. Therefore, studies need to take trust into account when determining online purchase intention (Hong & Cho, 2011) and purchasing decisions (Buttner & Goritz, 2008).

Trust is also an important factor in obtaining a long-lasting relationship between buyers and sellers, and developing customer loyalty to suppliers (Santos & Fernandes, 2008). On the other hand, the biggest obstacle preventing consumers from shopping online is lack of trust (Urban et al., 2009). In addition, negative shopping experiences, or cheating on online shopping, will shape consumers' negative attitudes (Gao & Bai, 2014), consumers will no longer trust previous retailers and try to find others who have ability to meet their requirements (Lee, 2014).

Online retailers also recognize that consumers often hesitate to buy a product, which makes them pay more attention to customer trust (Park et al., 2012). The level of consumer trust in online products and retailers has a significant impact on their buying intention (Zhang et al., 2014). According to Wu (2013), to determining the intention to buy, trust has a great impact on customer satisfaction with the product as well as the online retailer.

Consequently, online retailers need to have a certain level of consumer trust to persuade them to make a purchasing decision (Bente et al., 2012).

According to Sultan et al. (2005) and Dash and Saji (2006) who proposed that trust is a good mediator for the relation between website design and purchase intention. Ganguly (2010) found that particular website design attributes can build trust in online shopping and trust mediates the relationship between online purchase intention and website design.

All of the above led to the hypotheses of the following:

H8: Website design will positively affect to trust.

H9: Trust will positively affect to purchase intention.

H10: Trust will mediate the influence of website design on purchase intention.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Model

Based on the literature review, a research model has been produced to investigate the effects of product characteristics, word of mouth, consumer characteristics, website design and trust on consumer purchase intention in online shopping and also the effect of word of mouth as a moderator on the relationship between product characteristics and purchase intention, the mediating effect of trust on the relationship between website design and purchase intention.

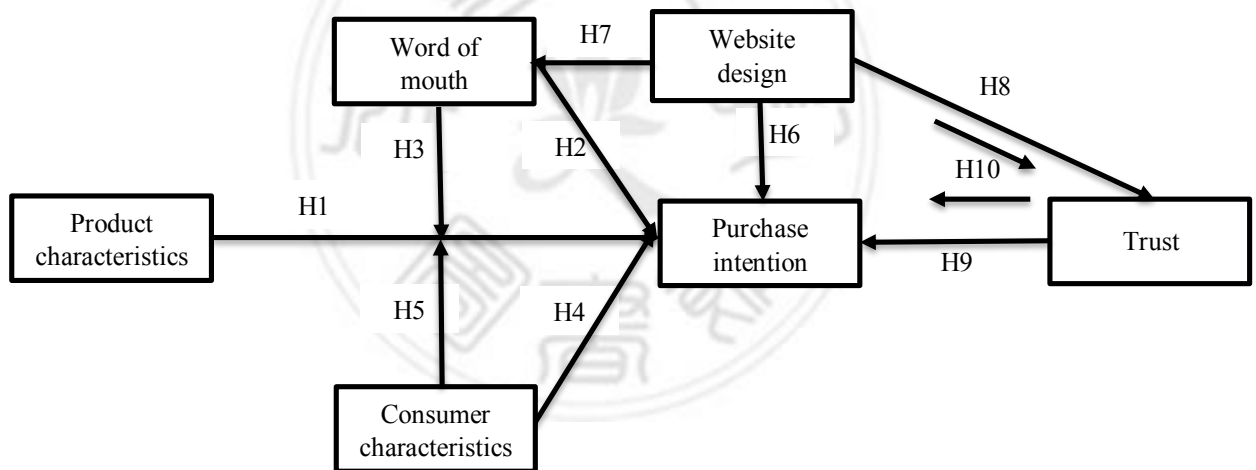


Figure 3.1 The research model

Source: Original Study

3.2 Research Hypotheses

According to the result of many former researches that have mentioned on the second chapter, 10 research hypotheses are tested in this study for the specific empirical conclusion. In general, the hypotheses are as follow:

- H1: Product characteristics will positively affect to online purchase intention.
- H2: Word of mouth will positively affect to purchase intention.
- H3: Word of mouth will moderate the influence of product characteristics on purchase intention.
- H4: Consumer characteristics will positively affect to purchase intention.
- H5: Consumer characteristics will moderate the influence of product characteristics on purchase intention.
- H6: Website design will positively affect to purchase intention.
- H7: Website design will positively affect to word of mouth.
- H8: Website design will positively affect to trust.
- H9: Trust will positively affect to purchase intention.
- H10: Trust will mediate the influence of website design on purchase intention.

3.3 Instrument

A survey is distributed to respondents to collect data for variables of the study. The questionnaire consists of 41 items designed to get the responses from people who know about shopping online and those have experienced shopping online before in Vietnam.

The research questionnaire was divided into two parts. The first one consisted of four constructs: Product characteristics (5 items), Word of mouth (7 items), Consumer characteristics (6 items), Website design (12 items), Trust (7 items) and Purchase intention (4 items). The second part was demographics which included gender, age, education, income (the detailed contents of the questionnaire are shown in the Appendix. The 7-point scale named Likert scales with 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, and 7 = strongly

agree . This scale was used to measure the variable. The respondents were asked to rate for the survey.

3.4 Questionnaire Design

This study identified 6 research constructs and assessing the relationships among constructs. These construct are product characteristics, word of mouth, consumer characteristics, website design, trust and purchase intention. For each construct, the detailed of questionnaire items are shown in Appendix.

3.4.1 Product Characteristics

Product characteristics construct is measured with 5 items modified from Wolfinbarger and Gilly (2003), Shimp and Bearden (1982) and Liang and Huang (1998). This dimension of product characteristics will be measured by 5 items. All the items will be measured by seven–point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3-1 Measurement of Product Characteristics

Product characteristics	PC1. The product performs as well as it is supposed to.
	PC2. The product is reliable without trying and touching it.
	PC3. The product received can represent accurately by this online store’s website.
	PC4. The product price is reasonable.
	PC5. The product is suitable for online shopping (the lack of physical contact and assistance in shopping on the Internet).

Source: Original Study

3.4.2 Word of Mouth

Word of mouth construct is measured with 7 items, adopted from Moldovan (2011). All the items will be measured by seven–point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3-2 Measurement of Word of Mouth

Word of mouth	WOM1. I will recommend my friends to buy the product at this website.
	WOM2. There are variety of products at this website.
	WOM3. The website products is cheaper than other website.
	WOM4. The payment in this website is more safety than other website.
	WOM5. Buying product at this website is reliable.
	WOM6. The website products are always available to sell.
	WOM7. The website products are always delivered on time.

Source: Original Study

3.4.3 Consumer Characteristics

Consumer characteristics construct is measured with 6 items, modified from O’Cass and Fenech (2003), Chen (2007). All the items will be measured by seven–point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3-3 Measurement of Consumer Characteristics

Consumer characteristics	CC1. I think it easy to obtain product information when I shop online.
	CC2. I think it is convenient to purchase products online.
	CC3. I think it does not take much time to finish an online transaction.
	CC4. I had good previous experience when shopping online.
	CC5. I always compare prices between the websites when purchasing online.
	CC6. I do not have time to go shopping at real store.

Source: Original Study

3.4.4 Website Design

Website design construct is measured with 12 items, modified from Kim (2004). All the items will be measured by seven–point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3-4 Measurement of Website Design

Website design	WD1. This website is visually attractive.
	WD2. This website is easy to use.
	WD3. This website is easy to navigate.
	WD4. This website quickly loads all the text and graphics.
	WD5. This website provides me with sufficient information.
	WD6. This website provides me with accurate information.

Table 3-4 Measurement of Website Design (continued)

Website design	WD7. This website provides me with up-to-date information.
	WD8. This website is quick and easy to complete a transaction.
	WD9. Online shopping helps me save time.
	WD10. Online shopping helps me compare price and save money.
	WD11. Online shopping makes it easier for me to make purchases.
	WD12. Online shopping provides wide variety of products and services.

Source: Original Study

3.4.5 Trust

Trust construct is measured with 7 items, modified from the research of Chen and Barnes (2007). All the items will be measured by seven-point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3-5 Measurement of Trust

Trust	TR1. The online retailer wants to keep promises and obligations.
	TR2. The website of this online retailer always keeps my best interests in mind.
	TR3. The online retailer is trustworthy and honest.
	TR4. The infrastructure of the website of this online retailer is dependable.
	TR5. Compared to other web site offered the website of this web-retailer is secure and reliable.

Table 3-5 Measurement of Trust (continued)

Trust	TR6. The website of this online retailer offers secure personal privacy.
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Source: Original Study

3.4.6 Purchase Intention

Purchase intention construct is measured with 4 items, modified from the research of Kim et al. (2004), George (2004). All the items will be measured by seven-point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3-6 Measurement of Purchase Intention

Purchase intention	PI1. I think I will shop online in the near future.
	PI2. I was satisfied with my online shopping.
	PI3. I like online shopping.
	PI4. Online shopping websites are a fit means to buy products.

Source: Original Study

3.4.7 Demographic

The demographic characteristics had designed to investigate the dissimilar features among all respondents, who took part in this survey. According to others studies in the past, the individual demographic features measured by the following indicators:

- Gender
- Age
- Education
- Income

3.5 Translation

To collect data for research, the major respondent is Vietnamese people. Therefore, Vietnamese language plays an important role in data collection. In typically, the survey was designed by English, after that, the second language - Vietnamese was used to translate all items into Vietnamese. It is easier for respondents to answer quickly. The last but not the least step is to translate these questions into English one more time to recheck the correction. To complete this questionnaire, the five doctoral degree scientists, who major in business administration, human resource management and have great skills at English as well as Vietnamese, in Vietnam, are asked to give their suggestion for all the items from English to translate into Vietnamese, to ensure that nothing is different between the Vietnamese version and English version. Then, the double check by translating Vietnamese back into English one more time was used to make sure again. After that, the incorrect words were removed. The final version of questionnaire in Vietnamese language was completed after being carefully discussed and modified (see Appendix).

3.6 Pilot Test

To determine the questionnaires' effectiveness, a pilot test was conducted in Vietnamese version. Sixty responses are collected intentionally. After that, the data was analyzed by reliability test to get internal consistence of each factors. In this study, Cronbach's alpha of higher than 0.7 is acceptable. The results of the Cronbach's α showed that the questionnaire of each variable had relatively high coefficient α higher than 0.7.

3.7 Sampling Plan and Data Collection

The data in this thesis will be collected by sending 300 questionnaires to Vietnamese people who have been living, studying and working in Vietnam. The Vietnamese people who know about and have experience with shopping online in all cities of Vietnam, were asked for answering survey. It took approximately two months (from September to November, 2018) for the survey to complete. In total, 300 survey questionnaires were delivered directly to the employees and 284 were used. Data collection consisted of five steps. Firstly, identifying related research variables through literature review and advice from thesis advisor. The second step was to complete the drafting of the survey questionnaire. Next, the third step, translating the research questionnaires into Vietnamese and then translate back into English one more time to double check the meaning of the items remained the same. Fourthly, running a pre-test of the Vietnamese questionnaires to check α (alpha). The final step is delivery the Vietnamese questionnaire indirectly and directly to Vietnamese respondents. When the data was totally completed, it could be used for analyzing in the following step.

3.8 Data Analysis Procedure

SPSS 20.0 will be used to analyze the break down the gathered information to accomplish the goals of this research and test the theories. The following data analyses are shown below:

- Descriptive Statistic Analysis
- Factor loading and Cronbach's alpha
- Independent Sample t-test
- One way analysis of variance ANOVA
- Multiple Regression and Hierarchical Regression Analysis

3.8.1 Descriptive Analysis

To specify the variables' characteristics, this study conduct descriptive analysis. The result summarizes the feature of sample according to the frequency of the answer for each nominal variable. The mean value and standard deviation of all variable are calculated as well.

3.8.2 Factor loading and Cronbach's alpha

The aim of factor analysis is to obtain the basic variance structure of a collection of correlation coefficients. Along with the function of data purification, the results of factor analysis also give the exploratory or confirmatory meaning. Item-to-total correlation shows the correlation of single item to the total of the other items. The internal consistency and reliability of the constructs are illustrated by assessing the value of Cronbach's alpha. Factor analysis is used to for all variables, object to criterions as follows:

- Communalities extraction higher than 0.5
- Factor loading higher than 0.6
- Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) higher than 0.5;
- Eigen value higher than 1;
- Item-to-total correlation equal or higher than 0.5;
- Cronbach's Alpha equal or higher than 0.7

3.8.3 Independent Sample t-test

To test whether the differences between two groups in relation with one variable, independent sample t-test is used in this cases. In this study, it was applied to compare the differences between male and female people in the

four constructs: word of mouth, consumer characteristics, trust and purchase intention.

3.8.4 One Way Analysis of Variance (ANOVA)

To test whether the differences between more than two groups in relation with one variable, one-way Analysis of variance is used in this cases. In this study, it was applied to compare the differences between demographic variables (ages, education, and income) of the respondents in the four constructs: word of mouth, consumer characteristics, trust and purchase intention. The analysis will be significant with t-value higher than 1.98, also the p-value lower than 0.05.

3.8.5 Regression Analysis

Analyzing the multiple regression is an effective method to examine the relationship between a single dependent variable and several independent variables. This process will help to anticipate the dependent variable along with several independent variables. It also maximizes the predictive ability of the independent variables. The analysis will be significant when the R-square higher than 0.1 ($R^2 > 0.1$), correlation higher than 0.3 and F-value is higher than 4. This analysis will be used to investigate the mediating effect of trust on the relationship between website design and purchase intention.

In addition, hierarchical regression analysis will be conducted to examine the moderating variables of word of mouth and customer characteristics between independent variable of product characteristics and dependent variable of purchase intention.

Mediator and moderator variables was distinguished by Baron and Kenny (1986), moderating variable is an interaction variable affecting the

relationship between an independent variable and a dependent variable while mediating variable directly participated in that relation.



CHAPTER FOUR

RESEARCH ANALYSIS AND FINDINGS

4.1 Descriptive Analysis and Reliability Test

4.1.1 Characteristics of Respondents

Table 4-1 indicates the respondents' characteristics with four categories: (1) gender (2) age (3) education (4) income collected and measured. It indicates the basic attributes of the sample responses. There are four major points in this study: (1) Gender, (2) Age, (3) Income, (4) Education. The number of female respondents (152, account for 53.5%) is more than males (132, account for 46.5%). Most of respondents are in the age of 26 to 35 years old, which make up 68.3% of the sample. There are 80 respondents below 25 years old, equal to 28.2%. For income category, the rate of respondents who earn less than 300USD per month is 29.6%, 26.6 % of the sample has got the salary monthly of 301USD to 600USD. The respondents with monthly income from 601USD to 900USD, from 901USD to 1200USD and more than 1200USD accounts for 26.8%, 9.9% and 7.7% respectively. 76.1% of the number respondents got a bachelor degree, whereas 0.7% earned high school diploma, 19.0% number are masters, for PhD are 4.2%.

Table 4-1 Characteristic of Respondents (n=284)

Classification	Respondents	
	Frequency	Percentage (%)
<i>Gender</i>		
Male	132	46.5%
Female	152	53.5%

Table 4-1 Characteristic of Respondents (n=284) (continued)

Classification	Respondents	
	Frequency	Percentage (%)
<u>Age</u>		
< 25	80	28.2%
26 – 35	194	68.3%
36 – 45	8	2.8%
>45	2	0.7%
<u>Income (USD/month)</u>		
< 300	84	29.6%
301 – 600	74	26.1%
601 – 900	76	26.8%
901 – 1200	28	9.9%
>1200	22	7.7%
<u>Education</u>		
High school	2	0.7%
Bachelor	216	76.1%
Master	54	19.0%
Ph.D.	12	4.2%

Source: Original Study

4.1.2 Measurement Results for Relevant Research Variables

Table 4-2 indicates the descriptive statistics by questionnaire items for sample. There are five items of product characteristics, seven items of word of mouth, six items of consumer characteristics, twelve items of website design, six items of trust and four items of purchase intention. As show in Table 4-2,

for product characteristics, the sample cases show a range of item's mean value from 4.56 to 5.59 in the 7-point Likert scales, and item PC5 has the highest mean value. In terms of word of mouth, item WOM1 has the highest mean value 5.65 while WOM4 has the lowest mean value 4.97. Items of consumer characteristics shows a range of item's mean value from 4.82 to 5.87. Mean value of items in website design is from 5.17 to 6.06. For trust, the sample cases show a range of item's mean value from 4.87 to 5.25 in the 7-point Likert scales. In purchase intention construct, item PI2 has the lowest mean value of 5.49 and item PI1 has the highest mean value of 5.82.

Table 4-2 Descriptive Analysis for Questionnaire Items

Item	Description (7– point scale)	Mean	Std. Dev
<i>Product Characteristics</i>			
PC1	The product performs as well as it is supposed to.	5.16	1.374
PC2	The product is reliable without trying and touching it.	4.56	1.619
PC3	The product received can represent accurately by this online store's website.	5.11	1.361
PC4	The product price is reasonable.	5.48	1.295
PC5	The product is suitable for online shopping (the lack of physical contact and assistance in shopping on the Internet).	5.59	1.519

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Item	Description (7– point scale)	Mean	Std. Dev
<i>Word of Mouth</i>			
WOM1	I will recommend my friends to buy the product at this website.	5.65	1.236
WOM2	There are variety of products at this website.	5.53	1.333
WOM3	The website products is cheaper than other website.	5.15	1.265
WOM4	The payment in this website is more safety than other website.	4.97	1.441
WOM5	Buying product at this website is reliable.	5.30	1.240
WOM6	The website products are always available to sell.	5.03	1.258
WOM7	The website products are always delivered on time.	5.38	1.193
<i>Consumer Characteristics</i>			
CC1	I think it easy to obtain product information when I shop online.	5.49	1.279
CC2	I think it is convenient to purchase products online.	5.84	1.317
CC3	I think it does not take much time to finish an online transaction.	5.70	1.371
CC4	I had good previous experience when shopping online.	5.49	1.217
CC5	I always compare prices between the websites when purchasing online.	5.87	1.263

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Item	Description (7– point scale)	Mean	Std. Dev
CC6	I do not have time to go shopping at real store.	4.82	1.551
<i>Website design</i>			
WD1	This website is visually attractive.	5.39	1.159
WD2	This website is easy to use.	5.66	1.146
WD3	This website is easy to navigate.	5.85	1.070
WD4	This website quickly loads all the text and graphics.	5.57	1.203
WD5	This website provides me with sufficient information.	5.26	1.222
WD6	This website provides me with accurate information.	5.24	1.313
WD7	This website provides me with up-to-date information.	5.17	1.257
WD8	This website is quick and easy to complete a transaction.	5.67	1.193
WD9	Online shopping helps me save time.	6.06	1.172
WD10	Online shopping helps me compare price and save money.	5.68	1.363
WD11	Online shopping makes it easier for me to make purchases.	5.78	1.242
WD12	Online shopping provides wide variety of products and services.	5.79	1.194

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Item	Description (7– point scale)	Mean	Std. Dev
<i>Trust</i>			
TR1	The online retailer wants to keep promises and obligations.	5.13	1.202
TR2	The website of this online retailer always keeps my best interests in mind.	4.98	1.086
TR3	The online retailer is trustworthy and honest.	4.87	1.263
TR4	The infrastructure of the website of this online retailer is dependable.	5.06	1.157
TR5	Compared to other web site offered the website of this web-retailer is secure and reliable.	5.25	1.209
TR6	The website of this online retailer offers secure personal privacy.	5.07	1.234
<i>Purchase Intention</i>			
PI1	I think I will shop online in the near future.	5.82	1.210
PI2	I was satisfied with my online shopping.	5.49	1.317
PI3	I like online shopping.	5.56	1.379
PI4	Online shopping websites are a fit means to buy products.	5.74	1.187

Source: Original Study

4.1.3 Factor Analysis and Reliability Tests

Some data filtering actions such as factor analysis, Cronbach's alpha, and correlation analysis are applied in this study to determine the dimensionality and reliability. The structure of the data is exposed by factor analysis. Correlation analysis examines multi-collinearity problems among all the constructs, and Cronbach's alpha gives the general view about the internal consistency of each variable.

Firstly, factor analysis is conducted for each construct and base on the value of the loading factor to delete the items. After that, the internal consistency measurements to each variable will be investigated by item-to-total correlation, coefficient alpha, and correlation matrix.

Following most of the previous researches, the conditions for factor analysis are showed below:

- Communalities extraction higher than 0.5
- Factor loading higher than 0.6
- Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) higher than 0.5;
- Eigen value higher than 1;
- Item-to-total correlation equal or higher than 0.5;
- Cronbach's Alpha equal or higher than 0.7

Table 4-3 presents the results of factor loading for measurement of product characteristics. There are total four items were selected for further analysis and one item PC5 deleted. In general, the KMO value for all factors in this construct is 0.761, hence it represents data in each factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.6. PC1 "The product performs as well as it is supposed to." has the highest factor loading 0.831. PC4 "The product price is reasonable." has the lowest factor loading 0.746. Eigenvalue of this construct is 2.481 higher than 1.

In addition, the item-to-total correlations of all items in this construct are above 0.5, contributing to high value of Cronbach's coefficient alpha $\alpha = 0.794$, thus representing a high internal consistency in construct.

Table 4-3 Results of Factor Analysis and Reliability Tests on Product Characteristics

Construct	Item		Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
Product Characteristics KMO= 0.761	PC1	The product performs as well as it is supposed to.	0.831	2.481	0.668	0.794
	PC2	The product is reliable without trying and touching it.	0.833		0.665	
	PC3	The product received can represent accurately by this online store's website.	0.735		0.540	

Table 4-3 Results of Factor Analysis and Reliability Tests on Product Characteristics (continued)

Construct	Item		Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
Product Characteristics KMO= 0.761	PC4	The product price is reasonable.	0.746		0.559	
	PC5	The product is suitable for online shopping (the lack of physical contact and assistance in shopping on the Internet).	Deleted (Communalities 0.426 <0.5)			

Source: Original Study

The result of factor analysis for word of mouth variable is showed in Table 4-4. This construct includes seven items, five items was selected and two items (WOM1, WOM2) was deleted for further analysis. KMO value is 0.761, it means that each factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.6. WOM5 “Buying product at this website is reliable.” has the highest factor loading 0.822. WOM3 “The website products is cheaper than other website.” has the lowest factor loading 0.732. Eigenvalue of this construct is 3.044 higher than 1.

In addition, the item-to-total correlations of all items in this construct are above 0.5 (0.589 to 0.700), contributing to high value of Cronbach's coefficient $\alpha = 0.839$, thus representing a high internal consistency in construct.

Table 4-4 Results of Factor Analysis and Reliability Tests on Word of mouth

Construct	Item		Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
Word of mouth KMO= 0.761	WOM5	Buying product at this website is reliable.	0.822	3.044	0.700	0.839
	WOM7	The website products are always delivered on time.	0.793		0.649	
	WOM6	The website products are always available to sell.	0.780		0.635	
	WOM4	The payment in this website is more safety than other website.	0.771		0.631	

**Table 4-4 Results of Factor Analysis and Reliability Tests on
Word of mouth (continued)**

Construct	Item		Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
Word of mouth KMO= 0.761	WOM3	The website products is cheaper than other website.	0.732		0.589	
	WOM2	There are variety of products at this website.	Deleted (Communalities 0.451 <0.5)			
	WOM1	I will recommend my friends to buy the product at this website.	Deleted (Communalities 0.475 <0.5)			

Source: Original Study

In Table 4-5, there are five items used to explain consumer characteristics in total of six items with item CC6 deleted. In general, the KMO value for all factors in this construct is 0.827, hence it represents data in each factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.6. CC2 “I think it easy to obtain product information when I shop online.” has the highest factor loading 0.897. CC5 “I always compare prices between the websites when purchasing online.” has the lowest factor loading 0.768. Eigenvalue of this construct is 3.556 higher than 1.

In addition, the item-to-total correlations of all items in this construct are above 0.5 (0.652 to 0.829), contributing to high value of Cronbach's coefficient alpha $\alpha = 0.898$, thus representing a high internal consistency in construct.

Table 4-5 Results of Factor Analysis and Reliability Tests on Consumer Characteristics

Construct	Item	Factor loading	Eigen value	Item to total correlation	Cronbach's alpha	
Consumer Characteristics KMO= 0.827	CC2	I think it easy to obtain product information when I shop online.	0.897	3.556	0.829	0.898
	CC1	I think it is convenient to purchase products online.	0.857		0.762	
	CC4	I think it does not take much time to finish an online transaction.	0.854		0.759	

Table 4-5 Results of Factor Analysis and Reliability Tests on Consumer Characteristics (continued)

Construct	Item	Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
	CC3 I had good previous experience when shopping online.	0.835		0.736	
	CC5 I always compare prices between the websites when purchasing online.	0.768		0.652	
	CC6 I do not have time to go shopping at real store.	Deleted (Communalities 0.493 < 0.5)			

Source: Original Study

The result of factor analysis for word of mouth variable is showed in Table 4-6, KMO value is 0.899, it means that each factor are well suitable to perform factor analysis. In total of twelve items, there are two items deleted

because of their factor loading below 0.6. After that, ten items was used to explain website design variable, divided into two factor.

The first factor consists of six items (WD1, WD7, WD6, WD2, WD5, WD4). WD1 “This website is visually attractive.” has the highest factor loading 0.801. WD4 “This website quickly loads all the text and graphics.” has the lowest factor loading 0.608. Eigenvalue of this construct is 5.950 higher than 1. The item-to-total correlations of all items within this factor ranging from 0.631 to 0.789 are acceptable, along with high value Cronbach’s α of 0.899.

The second factor consists of four items (WD11, WD9, WD10, WD12). WD11 “Online shopping makes it easier for me to make purchases.” has the highest factor loading 0.876. WD12 “Online shopping provides wide variety of products and services.” has the lowest factor loading 0.816. Eigenvalue of this construct is 1.315 higher than 1. The item-to-total correlations of all items within this factor ranging from 0.759 to 0.871 are acceptable, along with high value Cronbach’s α of 0.912.

Table 4-6 Results of Factor Analysis and Reliability Tests on Website Design

Construct	Item		Factor loading	Eigen value	Item to total correlation	Cronbach’s alpha
Website Design KMO= 0.899	WD1	This website is visually attractive.	0.801	5.950	0.631	0.899

**Table 4-6 Results of Factor Analysis and Reliability Tests on
Website Design (continued)**

Construct	Item		Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
Website Design KMO= 0.899	WD7	This website provides me with up-to-date information.	0.785	1.315	0.744	0.912
	WD6	This website provides me with accurate information.	0.784		0.764	
	WD2	This website is easy to use.	0.760		0.723	
	WD5	This website provides me with sufficient information.	0.742		0.789	
	WD4	This website quickly loads all the text and graphics.	0.608		0.706	
	WD11	Online shopping	0.876		0.871	

**Table 4-6 Results of Factor Analysis and Reliability Tests on
Website Design (continued)**

Construct	Item	Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
	makes it easier for me to make purchases.				
	WD9 Online shopping helps me save time.	0.847		0.766	
	WD10 Online shopping helps me compare price and save money.	0.820		0.759	
	WD12 Online shopping provides wide variety of products and services.	0.816		0.805	
	WD8 This website is quick and easy to complete a transaction.	Deleted (Communalities 0.475<0.5)			
	WD3 This website is	Deleted (Communalities 0.445<0.5)			

Table 4-6 Results of Factor Analysis and Reliability Tests on Website Design (continued)

Construct	Item	Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
	easy to navigate.				

Source: Original Study

In Table 4-7, there are six items used to explain trust. In general, the KMO value for all factors in this construct is 0.918, hence it represents data in each factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.6. TR3 “The online retailer is trustworthy and honest.” has the highest factor loading 0.892. TR6 “The website of this online retailer offers secure personal privacy.” has the lowest factor loading 0.768. Eigenvalue of this construct is 4.220 higher than 1.

In addition, the item-to-total correlations of all items in this construct are above 0.5 (0.675 to 0.832), contributing to high value of Cronbach's coefficient alpha $\alpha = 0.915$, thus representing a high internal consistency in construct.

Table 4-7 Results of Factor Analysis and Reliability Tests on Trust

Construct	Item	Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
Trust KMO= 0.918	TR3 The online retailer is trustworthy and honest.	0.892	4.220	0.832	0.915

Table 4-7 Results of Factor Analysis and Reliability Tests on Trust (continued)

Construct	Item	Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
	TR4 The infrastructure of the website of this online retailer is dependable.	0.889		0.828	
	TR2 The website of this online retailer always keeps my best interests in mind.	0.845		0.769	
	TR5 Compared to other web site offered the website of this web-retailer is secure and reliable.	0.819		0.735	
	TR1 The online retailer wants to keep promises and obligations.	0.812		0.725	
	TR6 The website of	0.768		0.675	

Table 4-7 Results of Factor Analysis and Reliability Tests on Trust (continued)

Construct	Item	Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
	this online retailer offers secure personal privacy.				

Source: Original Study

Table 4-8 presents the results of factor loading for measurement of purchase intention. There are total four items were selected for further analysis. In general, the KMO value for all factors in this construct is 0.826, hence it represents data in each factor are well suitable to perform factor analysis. All items have factor loadings higher than 0.6. PI1 “I think I will shop online in the near future.” has the highest factor loading 0.882. PI3 “I like online shopping.” has the lowest factor loading 0.858. Eigenvalue of this construct is 3.049 higher than 1.

In addition, the item-to-total correlations of all items in this construct are above 0.5 (0.747 to 0.781, contributing to high value of Cronbach's coefficient alpha $\alpha = 0.896$, thus representing a high internal consistency in construct.

**Table 4-8 Results of Factor Analysis and Reliability Tests on
Purchase Intention**

Construct	Item		Factor loading	Eigen value	Item to total correlation	Cronbach's alpha
Purchase Intention KMO=0.83	PI1	I think I will shop online in the near future.	0.882	3.049	0.781	0.896
	PI4	Online shopping websites are a fit means to buy products.	0.877		0.775	
	PI2	I was satisfied with my online shopping.	0.875		0.771	
	PI3	I like online shopping.	0.858		0.747	

Source: Original Study

4.2 Independent Sample t-test

The aim of this part is to identify the differences between male and female into four constructs. The independent sample t-test used to compare means for group male and group female respondents on their perception of product characteristics, word of mouth, consumer characteristics, website design, trust and purchase intention in this study. Based on the conclusion of

Hair et al. (2006), in the t-test, the significant results were p-values no more than 0.05, and t- value could not be lower than 1.98.

The independent t-test results were present in Table 4-9. It showed that male respondents have higher the mean score in product characteristics, word of mouth, consumer characteristics, website design, trust and purchase intention. However, t-test result indicates that there are differences between male and female in purchase intention.

Table 4-9 The T-test results comparing Product Characteristics, Word of Mouth, Consumer Characteristics, Website Design, Trust, Purchase Intention

Mean	Male respondents	Female respondents	t-value	p-value
	N=132	N=152		
Product Characteristics	5.136	5.029	0.789	0.431
Word of Mouth	5.260	5.084	1.464	0.145
Consumer Characteristics	5.769	5.600	1.314	0.190
Website Design	5.621	5.532	0.788	0.431
Trust	5.136	4.995	1.186	0.237
Purchase Intention	5.818	5.503	2.402	0.017

Source: Original Study

4.3 One-way Analysis of Variance (ANOVA)

To compare the dissimilar of the dimensions' mean score based on respondent's ages, income, education, the One-way ANOVA was conducted. This technique is used to studies involving two or more groups. With the aim of gaining further understanding, one-way ANOVA was performed so as to find the significant difference of product characteristics, word of mouth, consumer characteristics, website design, trust and purchase intention among each group. The one-way ANOVA produces a one-way analysis of variance of a quantitative dependent variable by a single factor as known as independent variable.

4.3.1 Age

There is no significant difference in product characteristics, word of mouth, consumer characteristics, website design, trust and purchase intention among different age levels.

Table 4-10 Results of the difference of the four constructs among group of age levels

Variable	Less than 25 years old (1)	26 to 35 years old (2)	36 to 45 years old (3)	More than 45 years old (4)	F-value	p-value	Differences between group
Product Characteristics	5.119	5.064	4.625	6.750	2.007	0.113	N.A
Word of Mouth	5.325	5.119	4.450	6.200	2.968	0.032	N.A
Consumer Characteristics	5.705	5.682	5.150	6.400	0.941	0.421	N.A
Website Design	5.582	5.572	5.425	5.900	0.148	0.931	N.A

Table 4-10 Results of the difference of the four constructs among group of age levels (continued)

Variable	Less than 25 years old (1)	26 to 35 years old (2)	36 to 45 years old (3)	More than 45 years old (4)	F-value	p-value	Differences between group
Trust	5.225	5.022	4.541	4.333	1.911	0.128	N.A
Purchase Intention	5.943	5.559	4.687	6.500	4.877	0.003	N.A

Source: Original Study

4.3.2 Income

There is no significant difference in product characteristics, word of mouth, consumer characteristics, website design, trust and purchase intention among different income levels.

Table 4-11 Results of the difference of the four constructs among group of income levels

Variable	Less than 300 USD	301 to 600 USD	601 to 900 USD	901 to 1200 USD	More than 1200 USD	F-value	p-value	Differences between group
Product Characteristics	4.726	5.622	4.947	4.803	5.409	8.473	0.000	N.A
Word of Mouth	4.719	5.513	5.089	5.585	5.436	9.165	0.000	N.A
Consumer Characteristics	5.295	6.118	5.668	6.042	5.236	8.089	0.000	N.A
Website Design	5.155	5.832	5.651	6.093	5.382	9.007	0.000	N.A

Table 4-11 Results of the difference of the four constructs among group of income levels (continued)

Variable	Less than 300 USD	301 to 600 USD	601 to 900 USD	901 to 1200 USD	More than 1200 USD	F-value	p-value	Differences between group
Trust	4.634	5.522	4.986	5.595	4.712	12.243	0.000	N.A
Purchase Intention	5.464	5.986	5.506	5.964	5.318	3.793	0.005	N.A

Source: Original Study

4.3.3 Education

There is no significant difference in product characteristics, word of mouth, consumer characteristics, website design, trust and purchase intention among different income levels.

Table 4-12 Results of the difference of the four constructs among group of education levels

Variable	High School (1)	Bachelor (2)	Master (3)	PhD (4)	F-value	p-value	Differences between group
Product Characteristics	5.000	4.969	5.425	5.500	3.074	0.028	N.A
Word of Mouth	4.600	5.163	5.074	5.733	1.674	0.173	N.A
Consumer Characteristics	4.400	5.661	5.607	6.533	3.591	0.014	N.A
Website Design	4.800	5.531	5.623	6.267	2.890	0.036	N.A

Table 4-12 Results of the difference of the four constructs among group of education levels (continued)

Variable	High School (1)	Bachelor (2)	Master (3)	PhD (4)	F-value	p-value	Differences between group
Trust	4.000	5.037	5.061	5.666	2.299	0.078	N.A
Purchase Intention	3.250	5.629	5.574	6.750	7.639	0.000	N.A

Source: Original Study

4.4 Relationships among Constructs

To test the hypotheses, data analyses were performed using SPSS, version 20. Descriptive statistics and bivariate correlations among the variables under study are shown in the Table 4-13.

4.4.1 Relationships among Product Characteristics, Word of Mouth, Consumer Characteristics, Website Design, Trust, Purchase Intention

Consumer characteristics has got the highest mean of (5.679) with a standard deviation of 1.086, while the lowest mean is trust (5.061) with 0.98 of standard deviation. Based on Table 4-13, purchase intention positively correlated with product characteristics ($\beta=0.535$, $p<0.001$), word of mouth ($\beta=0.569$, $p<0.001$), consumer characteristics ($\beta=0.753$, $p<0.001$), supporting H1, H2 and H4, respectively. This table indicates that the positive correlations between purchase intention and website design with $\beta=0.608$, $p<0.001$ support H6. Purchase intention positively correlated with trust ($\beta=0.561$, $p<0.001$), which supports H9. Moreover, H7 is supported due to the positive correlations between word of mouth and website design ($\beta=0.831$, $p<0.001$).

H8 is also supported due to the positive correlations between trust and website design ($\beta=0.778$, $p<0.001$).

Table 4-13 Descriptive Statistics and Bivariate Correlations of the Variables

Variables	Mean	Std.Dev	PC	WOM	CC	WD	TR	PI
PC	5.079	1.115	1					
WOM	5.166	0.998	0.565***	1				
CC	5.679	1.086	0.624***	0.723***	1			
WD	5.574	0.939	0.589***	0.831***	0.826***	1		
TR	5.061	0.998	0.556***	0.788***	0.751***	0.778***	1	
PI	5.649	1.111	0.535***	0.569***	0.753***	0.608***	0.561***	1

Note: 1. * $p<0.05$, ** $p<0.01$, *** $p<0.001$

2. PC: Product characteristics, WOM: word of mouth, CC: consumer characteristics, WD: website design, TR: trust, PI: purchase intention

Source: Original Study

4.4.2 The Mediating Effect of Trust

According to Table 4-14, in Model 1, trust plays a role as dependent variable and website design as independent variable. The result shows that website design is significant and positively influenced on trust ($\beta=0.778$, $p<0.001$). For Model 2, website design and trust are independent variables and purchase intention is considered as dependent variable. Website design are significant and positively affected to purchase intention with $\beta=0.608$ ($p<0.001$) while trust significantly affects purchase intention with $\beta=0.561$ ($p<0.001$). Finally, website design and trust regressed with purchase intention ($\beta=0.448$, $p<0.001$; $\beta=0.206$, $p<0.001$) in Model 3. R^2 equals to 0.387 and the adjusted R^2 is 0.382, meaning that 38.7% of purchase intention can be explained by trust and website design. F-value equals to 87.942 (p -value < 0.001) is significant. There is no need to worry about multi-collinearity

because max VIF 2.533 is acceptable. The result indicates that the beta value of website design decreases from 0.608 to 0.448, and both trust and website design are significantly related to purchase intention. Therefore, trust provides a partial mediation effect on the relationship between website design and purchase intention. Hypotheses 10 is supported.

Table 4-14 Mediation Test of Trust Between Website design and Purchase Intention

Variables	Model 1	Model 2		Model 3
	TR	PI	PI	PI
WD	0.778***	0.608***		0.448***
TR			0.561***	0.206**
R ²	0.605	0.370	0.315	0.387
Adj R ²	0.604	0.368	0.312	0.382
F-value	429.269	164.378	129.617	87.942
P-value	0.000	0.000	0.000	0.000
D-W	2.161	1.976	1.933	1.976
Max VIF	1.000	1.000	1.000	2.533

Note: 1. *p<0.05, **p<0.01, ***p<0.001

2. WD: website design, TR: trust, PI: purchase intention

Source: Original Study

4.4.3 The Moderating Effect of Word of Mouth

Table 4-15 shows moderating effect of word of mouth on the relationship between product characteristics and purchase intention. In Model 1, the result implies that product characteristics (0.535, p<0.001) is positively and significantly affected to purchase intention. Model 2 shows that word of mouth ($\beta=0.569$, p<0.001) positively influences on purchase intention. In Model 3, both independent variables (product characteristics, $\beta=0.313$,

$p < 0.001$) and moderating variables (word of mouth, $\beta = 0.392$, $p < 0.001$) are significantly affected to dependent variable (purchase intention) respectively. In Model 4, the interaction effect ($R^2 = 0.395$, $\beta = 0.066$, $p > 0.05$) of product characteristics and word of mouth is not significant to purchase intention. It means that word of mouth is not a moderator in the relationship between product characteristics and purchase intention. Therefore, hypotheses 3 is not supported.

Table 4-15 The Moderating Effect of Word of Mouth on the Relationship Between Product Characteristics and Purchase Intention

Variables	Model 1	Model 2	Model 3	Model 4
	PI	PI	PI	PI
Independent Variable - PC	0.535***		0.313***	0.321***
Moderating Variable - WOM		0.569***	0.392***	0.397***
Interaction Variable - PC*WOM				0.066
N	284	284	284	284
Max VIF	1.000	1.000	1.469	1.483
F-value	113.019	135.076	90.110	60.947
R ²	0.286	0.324	0.391	0.395
Adj R ²	0.284	0.321	0.386	0.389

Note: 1. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

2. PC: Product characteristics, WOM: word of mouth, PI: purchase intention

Source: Original Study

4.4.4 The Moderating Effect of Consumer Characteristics

Table 4-16 shows moderating effect of consumer characteristics on the relationship between product characteristics and purchase intention. In Model 1, the result implies that product characteristics ($\beta=0.476$, $p<0.001$) is positively and significantly affected to purchase intention. Model 2 shows that consumer characteristics ($\beta=0.753$, $p<0.001$) positively influences on purchase intention. In Model 3, both independent variables (product characteristics, $\beta=0.107$, $p<0.001$) and moderating variables (consumer characteristics, $\beta=0.686$, $p<0.001$) are significantly affected to dependent variable (purchase intention) respectively. In Model 4, the interaction effect ($R^2=0.613$, $\beta=0.230$, $p<0.001$) of product characteristics and consumer characteristics is significant to purchase intention. Max VIF equals to 2.038, which is acceptable. The result indicates that the beta value of independent variables (product characteristics) decreases from 0.107 to 0.084 ($p>0.05$). Therefore, consumer characteristics is perfect moderator of the relationship between product characteristics and purchase intention. Hypotheses 5 is supported.

Table 4-16 The Moderating Effect of Consumer Characteristics on the Relationship Between Product Characteristics and Purchase Intention

Variables	Model 1	Model 2	Model 3	Model 4
	PI	PI	PI	PI
Independent Variable - PC	0.535***		0.107**	0.084
Moderating Variable - CC		0.753***	0.686***	0.812***
Interaction Variable - PC*CC				0.230***
N	284	284	284	284
Max VIF	1.000	1.000	1.637	2.038

**Table 4-16 The Moderating Effect of Consumer Characteristics on
the Relationship Between Product Characteristics and
Purchase Intention (continued)**

Variables	Model 1	Model 2	Model 3	Model 4
	PI	PI	PI	PI
F-value	113.019	368.242	188.782	147.981
R ²	0.286	0.566	0.573	0.613
Adj R ²	0.284	0.565	0.570	0.609

Note: 1. *p<0.05, **p<0.01, ***p<0.001

2. PC: Product characteristics, CC: consumer characteristics, PI: purchase intention

Source: Original Study



CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

5.1 Research Conclusions

The first hypothesis states that product characteristics will positively affect to online purchase intention. The study results suggest that this hypothesis is supported. It is in line with the previous researches indicating that there are several product types are more suitable for online shopping than others and it depends on the need to feel, touch, smell, or try the product for customers to intend to buy any products. (Grewal et al., 2002, Ellio & Fowell, 2000).

The second hypothesis showed that word of mouth will positively affect to purchase intention. The results support this hypothesis. According to Bickart and Schindler (2001), online word of mouth considered as a trustworthy source from the internet may positively influence consumers' purchase intention and help persuade customers to buy things online.

The third hypothesis proposed that word of mouth will moderate the influence of product characteristics on purchase intention. The study results suggest that this hypothesis is not supported. It means that word of mouth will not decrease the direct effect of product characteristics on online purchase intention.

The fourth hypothesis stated that consumer characteristics will positively affect to purchase intention. The results suggested that this hypothesis is supported. According to Meskaran et al. (2013), consumers' personal characteristics directly affect their purchase intention.

The fifth hypothesis, which said that consumer characteristics will moderate the influence of product characteristics on purchase intention, is

supported. Consumer characteristics perfectly moderates the relationship between product characteristics and purchase intention. It means that different consumers will not have the same perception about a product, which highly affect their purchase intention.

The sixth hypothesis proposed that website design will positively affect to word of mouth. This hypothesis is supported as well. It corroborates the conclusion of a study that website design contributes greatly to make customer satisfied with their online experience and motivate their intention to shop online (Yoon, 2002, Ranganathan, 2012).

The eighth hypothesis, the ninth hypothesis and the tenth hypothesis are all supported. These results have the same idea with several previous studies. According to Sultan et al. (2005) and Dash and Saji (2006) who proposed that trust is a mediator of the relation between website design and online purchase intention. Ganguly (2010) found that specific website design attributes build trust in online shopping and trust have mediating effect on the relationship between customers' intention to buy online and website design.

Table 5-1 The Results of the Testing Hypotheses

Hypotheses		Results
H1	Product characteristics will positively affect to online purchase intention.	Support
H2	Word of mouth will positively affect to purchase intention.	Support
H3	Word of mouth will moderate the influence of product characteristics on purchase intention.	Not support
H4	Consumer characteristics will positively affect to purchase intention.	Support

Table 5-1 The Results of the Testing Hypotheses (continued)

Hypotheses		Results
H5	Consumer characteristics will moderate the influence of product characteristics on purchase intention.	Support
H6	Website design will positively affect to purchase intention.	Support
H7	Website design will positively affect to word of mouth.	Support
H8	Website design will positively affect to trust.	Support
H9	Trust will positively affect to purchase intention.	Support
H10	Trust will mediate the influence of website design on purchase intention.	Support

Source: Original Study

5.2 Research Discussions and Implications

This study points out the factors that influence consumers' online shopping intentions in Vietnam, and examine how these factors influence consumers' interaction. Thereby, online retailers, ecommerce website administrators as well as product providers understand the process of making online shopping decisions of customers.

According to the results of the quantitative study in this research, product-related factors such as product type, product value, and brand image have a positive influence on purchase intention when buying things online.

Consequently, retailers or managers of e-commerce websites should actively select their online distribution portfolio, based on the characteristics of the product which is appropriate to online shopping. For instance, the product does not need a lot of trial pre-purchase experience, products from the brand trusted by consumers.

Along with product characteristics, customer characteristics are also factors that managers in the field of online retailing should pay attention to. Based on the characteristics of personality, gender, interests, job characteristics, to offer services, products that meet the needs of customers, motivate their online shopping intentions. Managers in Vietnam need to be aware of the importance of analyzing target customer characteristics to take full advantage of online sales channel to satisfy customers. Thereby, help customers feel more secure, more confident when shopping online.

Another factor that affects consumers' perceptions when shopping online in Vietnam is word of mouth. Shoppers who purchase products, services through e-commerce websites, online stores, tend to rely on comments from relatives, friends, other customers who have had shopping online experience before via both online and offline channels. Positive WOMs are derived from the outstanding quality of products and services provided by online retailers. In contrast, negative WOMs arise from shortcomings in the distribution of products and services to consumers. Managers in the online retailing industry should take notice of both positive WOM and negative WOMs in order to take measures to enhance their strengths and overcome the bottlenecks of their online sales system. .

For online shopping, a website becomes a place for consumers to find, collect information, and perform shopping behavior instead of going to showrooms as traditional shopping. The strong impact of website-related factors on online consumers is undeniable. Online retailers, e-commerce

websites should focus on investing in website infrastructure, apply modern technology in general and website design in particular to enhance the online shopping experience of customers.

Last but not least, to convince consumers to make an online shopping decision, trust for online retailers, ecommerce websites plays a big role. The higher level of trust, the more confident customers make an online shopping decision. Building trust in the customer is a long process, along with improving the quality of products and services, managers in online retailing need to pay special attention to fulfilling their commitments to customers and to implement loyalty programs.

5.3 Research Limitations

In spite of having several contributions, there are some limitations this study still suffered from. It is expected that these limitations are as follows.

Firstly, this study only used 284 respondents as the sample of this empirical research. Because of focusing on online shopping activities in Vietnam as mentioned before; therefore, the sample was collected from Vietnam. That is the reason why most of respondents are Vietnamese. Besides, they are young people, so that opinion of these respondents may not represent Vietnamese opinion. Future research should add more online shoppers representing different countries and cultures, to get more empirical validation in marketing research area.

Secondly, there are more than five factors that can impact consumers' purchase intention when shopping online such as risk, culture and so on. As suggestions, future research should take additional factors into account to get more precise results.

Finally, the conceptual model still has a hypothesis that are not supported by quantitative research. Future research may combine interviewing the customers to get additional insights.



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APPENDIX QUESTIONNAIRE

PHIẾU KHẢO SÁT

Dear Respondents:

You are invited to participate in a study entitled "THE FACTORS AFFECTING THE CONSUMERS' PURCHASE INTENTION IN ONLINE SHOPPING IN VIETNAM." The purpose of this study is to investigate the factors which have influence on the consumers' online purchase intention with evidence in Vietnam. Your participation in this study is completely voluntary and you can stop at any time.

We sincerely invite you to participate in our survey and to complete it and return to us at your convenient time. We personal proclaim that No personal information will be made public. Please be assured that your answers will be kept in strict confidentiality. Please take the time to fill out this questionnaire as accurately as possible. Your help is crucial for this research and also for our understanding about these issues. We deeply appreciate your kind cooperation.

Yours faithfully,

Nguyen Thi Phuong Dung
Department of Business Administration
Nanhua University

Kính gửi Quý Anh/Chị,

Quý Anh/Chị được mời tham gia vào khảo sát “KHẢO SÁT VỀ CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN Ý ĐỊNH MUA SẴM TRỰC TUYẾN CỦA KHÁCH HÀNG TẠI VIỆT NAM.” Mục đích của nghiên cứu này nhằm kiểm tra các yếu tố ảnh hưởng đến ý định mua sắm online của khách hàng tại Việt Nam. Sự tham gia của anh/chị là hoàn toàn tự nguyện và có thể dừng điền khảo sát bất cứ lúc nào.

Chúng tôi mong muốn anh/chị hoàn thành khảo sát và gửi lại câu trả lời vào thời gian thuận tiện của mình. Chúng tôi cam kết không tiết lộ các thông tin cá nhân và câu trả lời của anh/chị. Xin vui lòng dành thời gian để điền khảo sát một cách chính xác nhất có thể. Sự giúp đỡ của anh/chị có ý nghĩa quan trọng đối với quá trình hoàn thành nghiên cứu. Chúng tôi chân thành cảm ơn sự hợp tác của anh/chị.

Trân trọng,
Nguyễn Thị Phương Dung
Khoa Quản trị kinh doanh
Đại học Nam Hoa

Respondent Information/ Thông tin cá nhân

For our information, would you please indicate the following questions/ Xin Quý Anh/Chị cho biết một số thông tin sau::

1. Gender/ Giới tính:

- Male/ Nam giới Female/ Nữ giới

2. Age/ Độ tuổi:

- < 25 26-35 36-45 >45

3. Education/ Trình độ học vấn:

- High school / Trung học phổ thông Bachelor / Đại học
 Master / Sau đại học Ph.D. / Tiến sỹ

4. Income (USD/month)/ Thu nhập hàng tháng (USD):

- <300 301 - 600
 601 - 900 901 - 1200
 >1200

Section 1. Product Characteristics (Đặc trưng sản phẩm)	Levels of agreement (Mức độ hài lòng)						
Please take a short look on the questions below related with the Product Characteristics , and then CIRCLE the level of agreement on each of the items below base on your opinion Hãy đọc những câu hỏi khảo sát liên quan đến đặc trưng sản phẩm dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.	Strongly Disagree (Rất không đồng ý)	Disagree (Không đồng ý)	Somewhat Disagree (Phần nào không đồng ý)	Neutral (Không ý kiến)	Somewhat Agree (Phần nào đồng ý)	Agree (Đồng ý)	Strongly Agree (Rất đồng ý)
1. The product performs as well as it is supposed to. (Sản phẩm mà tôi mua trực tuyến thực hiện tốt các chức năng vốn có của nó.)	1	2	3	4	5	6	7
2. The product is reliable without trying and touching it. (Sản phẩm mà tôi đã mua trực tuyến đáng tin cậy để mua mà không cần đến việc lựa chọn và thử trực tiếp.)	1	2	3	4	5	6	7
3. The product received can represent accurately by this online store's website.	1	2	3	4	5	6	7

(Sản phẩm được giao giống với sản phẩm được mô tả trên website.)							
4. The product price is reasonable. (Sản phẩm mà tôi mua trực tuyến có giá cả hợp lý.)	1	2	3	4	5	6	7
5. The product is suitable for online shopping (the lack of physical contact and assistance in shopping on the Internet). (Tôi sẽ mua một sản phẩm online nếu sản phẩm đó phù hợp với việc mua sắm online (không yêu cầu phải sờ, ngắm, thử trước khi mua hay sự tư vấn từ nhân viên tại cửa hàng))	1	2	3	4	5	6	7
Section 2. Word of Mouth (Thông tin truyền miệng)	Levels of agreement (Mức độ hài lòng)						
Please take a short look on the questions below related with the Word of Mouth , and then CIRCLE the level of agreement on each of the items below base on your opinion Hãy đọc những câu hỏi khảo sát liên quan đến thông tin truyền miệng dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.	Strongly Disagree (Rất không đồng ý)	Disagree (Không đồng ý)	Somewhat Disagree (Phần nào không đồng ý)	Neutral (Không ý kiến)	Somewhat Agree (Phần nào đồng ý)	Agree (Đồng ý)	Strongly Agree (Rất đồng ý)
1. I will recommend my friends to buy the product at this website. (Tôi sẽ gợi ý bạn bè mua sắm tại website mà tôi từng mua trước đó.)	1	2	3	4	5	6	7
2. There are variety of products at this website. (Website mà tôi từng mua sắm trực tuyến có sản phẩm đa dạng, phong phú.)	1	2	3	4	5	6	7
3. The website products is cheaper than other website. (Sản phẩm trên website mà tôi từng mua sắm trực tuyến có giá rẻ hơn các sản phẩm tương tự ở website khác.)	1	2	3	4	5	6	7
4. The payment in this website is more safety than other website. (Thanh toán trên website mà tôi từng mua sắm trực tuyến an toàn hơn các website khác.)	1	2	3	4	5	6	7
5. Buying product at this website is reliable. (Mua sản phẩm tại website mà tôi	1	2	3	4	5	6	7

từng mua sắm rất đáng tin cậy.)							
6. The website products are always available to sell. (Sản phẩm trên website mà tôi từng mua sắm trực tuyến luôn có sẵn để bán ra.)	1	2	3	4	5	6	7
7. The website products are always delivered on time. (Sản phẩm trên website mà tôi từng mua sắm trực tuyến luôn được giao hàng đúng hạn.)	1	2	3	4	5	6	7
Section 3. Consumer Characteristics (Đặc trưng khách hàng)	Levels of agreement (Mức độ hài lòng)						
Please take a short look on the questions below related with the Consumer Characteristics , and then CIRCLE the level of agreement on each of the items below base on your opinion. Hãy đọc những câu hỏi khảo sát liên quan đến đặc trưng khách hàng dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.	Strongly Disagree (Rất không đồng ý)	Disagree (Không đồng ý)	Somewhat Disagree (Phần nào không đồng ý)	Neutral (Không ý kiến)	Somewhat Agree (Phần nào đồng ý)	Agree (Đồng ý)	Strongly Agree (Rất đồng ý)
1. I think it easy to obtain product information when I shop online. (Tôi nghĩ rất dễ dàng để có được thông tin về sản phẩm khi mua sắm trực tuyến.)	1	2	3	4	5	6	7
2. I think it is convenient to purchase products online. (Tôi nghĩ mua sắm trực tuyến rất tiện lợi.)	1	2	3	4	5	6	7
3. I think it does not take much time to finish an online transaction. (Tôi nghĩ không mất nhiều thời gian để hoàn thành một giao dịch mua sắm trực tuyến.)	1	2	3	4	5	6	7
4. I had good previous experience when shopping online. (Tôi có những trải nghiệm mua sắm trực tuyến khá tốt trước đó.)	1	2	3	4	5	6	7
5. I always compare prices between the websites when purchasing online. (Tôi luôn so sánh giá cả trên các website bán lẻ khác nhau khi mua sắm online.)	1	2	3	4	5	6	7
6. I do not have time to go shopping at real store. (Tôi không có thời gian để đến mua sắm tại các cửa hàng.)	1	2	3	4	5	6	7

Section 4. Website Design (Thiết kế website)	Levels of agreement (Mức độ hài lòng)						
<p>Please take a short look on the questions below related with the Website Design, and then CIRCLE the level of agreement on each of the items below base on your opinion</p> <p>Hãy đọc những câu hỏi khảo sát liên quan đến thiết kế website dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p>	Strongly Disagree (Rất không đồng ý)	Disagree (Không đồng ý)	Somewhat Disagree (Phần nào không đồng ý)	Neutral (Không ý kiến)	Somewhat Agree (Phần nào đồng ý)	Agree (Đồng ý)	Strongly Agree (Rất đồng ý)
1. This website is visually attractive. (Website mà tôi từng mua sắm trực tuyến có thiết kế bắt mắt.)	1	2	3	4	5	6	7
2. This website is easy to use. (Website mà tôi từng mua sắm trực tuyến rất dễ sử dụng.)	1	2	3	4	5	6	7
3. This website is easy to navigate. (Rất dễ để tìm được website mà tôi từng mua sắm trực tuyến trước đó.)	1	2	3	4	5	6	7
4. This website quickly loads all the text and graphics. (Tốc độ tải lên thông tin và hình ảnh của website tôi từng mua sắm trực tuyến rất nhanh.)	1	2	3	4	5	6	7
5. This website provides me with sufficient information. (Website tôi từng mua sắm trực tuyến cung cấp cho tôi đầy đủ thông tin sản phẩm.)	1	2	3	4	5	6	7
6. This website provides me with accurate information. (Website tôi từng mua sắm trực tuyến cung cấp thông tin sản phẩm chính xác.)	1	2	3	4	5	6	7
7. This website provides me with up-to-date information. (Website tôi từng mua sắm trực tuyến cung cấp thông tin sản phẩm cập nhật.)	1	2	3	4	5	6	7
8. This website is quick and easy to complete a transaction. (Giao dịch thành công nhanh chóng và dễ dàng trên website tôi từng mua sắm trực tuyến.)	1	2	3	4	5	6	7
9. Online shopping helps me save time. (Mua sắm online giúp tôi tiết kiệm thời	1	2	3	4	5	6	7

gian.)							
10. Online shopping helps me compare price and save money. (Mua sắm online cho phép tôi so sánh giá, giúp tôi tiết kiệm tiền bạc.)	1	2	3	4	5	6	7
11. Online shopping makes it easier for me to make purchases. (Mua sắm online giúp tôi mua hàng dễ dàng hơn.)	1	2	3	4	5	6	7
12. Online shopping provides wide variety of products and services. (Mua sắm online mang nhiều sản phẩm, dịch vụ phong phú, đa dạng cho tôi lựa chọn.)	1	2	3	4	5	6	7
Section 5. Trust (Sự tin tưởng)	Levels of agreement (Mức độ hài lòng)						
<p>Please take a short look on the questions below related with the Trust, and then CIRCLE the level of agreement on each of the items below base on your opinion</p> <p>Hãy đọc những câu hỏi khảo sát liên quan đến sự tin tưởng dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p>	Strongly Disagree (Rất không đồng ý)	Disagree (Không đồng ý)	Somewhat Disagree (Phần nào không đồng ý)	Neutral (Không ý kiến)	Somewhat Agree (Phần nào đồng ý)	Agree (Đồng ý)	Strongly Agree (Rất đồng ý)
1. The online retailer wants to keep promises and obligations. (Đơn vị bán lẻ trực tuyến luôn muốn giữ lời hứa và thực hiện đầy đủ nghĩa vụ với khách hàng.)	1	2	3	4	5	6	7
2. The website of this online retailer always keeps my best interests in mind. (Website của các đơn vị bán lẻ luôn khiến tôi cảm thấy hào hứng khi mua sắm trực tuyến.)	1	2	3	4	5	6	7
3. The online retailer is trustworthy and honest. (Các đơn vị bán lẻ trực tuyến đáng tin và trung thực.)	1	2	3	4	5	6	7
4. The infrastructure of the website of this online retailer is dependable. (Hệ thống, kết cấu của website từ đơn vị bán lẻ trực tuyến rất đảm bảo và đáng tin cậy.)	1	2	3	4	5	6	7
5. Compared to other web site offered the website of this web-retailer is secure and reliable. (So với các website khác, website mà tôi đã từng mua sắm trực tuyến đáng	1	2	3	4	5	6	7

tin cậy hơn.)							
6. The website of this online retailer offers secure personal privacy. (Website của đơn vị bán lẻ trực tuyến đảm bảo độ bảo mật thông tin khách hàng cao nhất.)	1	2	3	4	5	6	7
Section 6. Purchase Intention (Ý định mua sắm)	Levels of agreement (Mức độ hài lòng)						
Please take a short look on the questions below related with the Purchase Intention , and then CIRCLE the level of agreement on each of the items below base on your opinion Hãy đọc những câu hỏi khảo sát liên quan đến ý định mua sắm dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.	Strongly Disagree (Rất không đồng ý)	Disagree (Không đồng ý)	Somewhat Disagree (Phần nào không đồng ý)	Neutral (Không ý kiến)	Somewhat Agree (Phần nào đồng ý)	Agree (Đồng ý)	Strongly Agree (Rất đồng ý)
1. I think I will shop online in the near future. (Tôi nghĩ tôi sẽ mua sắm trực tiếp trong thời gian sắp tới.)	1	2	3	4	5	6	7
2. I was satisfied with my online shopping. (Tôi hài lòng với việc mua sắm trực tuyến của mình.)	1	2	3	4	5	6	7
3. I like online shopping. (Tôi thích mua sắm trực tuyến.)	1	2	3	4	5	6	7
4. Online shopping websites are a fit means to buy products. (Các websties thương mại điện tử là một hình thức phù hợp để mua sắm.)	1	2	3	4	5	6	7