

STUDY ON ONLINE SHOPPING INTENTION OF CONSUMERS ON SHOPEE E-COMMERCE SITE IN PHAN THIET CITY

Vo Khắc Trường Thanh¹, Lê Anh Linh², Lê Trung Thanh², Lương Hoài Trinh³, Nguyễn Ngọc Hoa Kỳ^{4,*}

¹University of Phan Thiet, Binh Thuan Province, Vietnam

²Human Resource and Administration Office, University of Phan Thiet, Binh Thuan Province, Vietnam

³Office of Academic Affairs, University of Phan Thiet, Binh Thuan Province, Vietnam

⁴Faculty of Basic Sciences, University of Phan Thiet, Binh Thuan Province, Vietnam

Abstract: The objective of this study is to identify factors that influence consumers' online shopping intentions on the Shopee e-commerce site in Phan Thiet city. The study surveyed 250 consumers and applied an exploratory factor analysis model. The research results reveal four factors that influence online shopping intentions on Shopee, ranked from highest to lowest as follows: (1) social influence (XH), (2) benefit perception (LI), (3) interest-driven motivation (TT), and (4) risk perception (RR).

Keywords: intention, online shopping, e-commerce, Shopee

1. INTRODUCTION

In recent years, e-commerce has no longer been a strange concept in society or a new field in Vietnam. The rapid advancement of information technology and e-commerce has been meeting the growing needs. In particular, in the context of the COVID-19 pandemic, the e-commerce market is becoming more exciting and the application of digital technology is building new distribution channels and becoming an effective solution for businesses to overcome difficulties, bringing new opportunities from the market demand side on the basis of changing consumers' buying habits, moving from traditional buying habits to buying via e-commerce (Ministry of Industry and Trade Web Portal, 2021). Following the development momentum of e-commerce, a series of shopping channels emerged, including Shopee, a popular e-commerce channel.

Currently in the world and in Vietnam, numerous theories and research models to explain the factors affecting consumers'

intentions to shop online. However, there are still limited empirical studies on factors affecting consumers' intentions to shop on the Shopee e-commerce site, especially in Phan Thiet city, Binh Thuan province. This study aims to identify factors that influence consumers' online shopping intention on the Shopee site in Phan Thiet city. The research questions are as follows:

What factors affect consumers' online shopping intentions on Shopee in Phan Thiet city?

How do these factors affect the online shopping intention of consumers on Shopee in Phan Thiet city?

What measures can promote customers' trust and intention to shop online on Shopee in Phan Thiet city?

Based on the research results, the authors propose some implications to improve the efficiency of the Shopee e-commerce site.

2. LITERATURE REVIEW AND RESEARCH METHODS

2.1 Literature review and research model

According to Li & Zang (2002), online shopping behavior (also known as online purchase behavior, Internet shopping behavior) is the process of buying products and services over the Internet. According to Monsuwé et al. (2004), online shopping is the behavior of consumers in shopping through online stores or websites that use online purchases.

The theory of rational action (Ajzen and Fishbein, 1975) holds that the most important factor determining a person's behavior is behavioral intention. Behaviors are the observed actions of the subject that are determined by behavioral intentions. According to rational action theory (TRA), behavior must be clearly defined according to the following four concepts: action, goal, context, and time. This theory holds that behavioral intention is the main driver of behavior, while the two main determinants of behavioral intention are human subjective attitudes and norms. By examining subjective attitudes and norms, researchers can understand whether an individual has taken the intended action.

Ajzen (1991) revised the Rational Action Theory by adding a third premise of intention, known as sensory behavior control, to overcome the limitations of the TRA model and extend the planned behavior theory model. Opportunities and resources play a crucial role in transforming behavioral intentions into true behavior. Sensory behavior control shows the ease of behavior, the presence of challenging obstacles, and the impact of controlling opportunities and resources on the actual behavior. Opportunities and resources can be internal and external factors for each individual, such as skills, abilities, information, emotions, competencies, time, situations, etc.

Based on the theoretical basis and relevant previous studies, including: Wong et al. (2024), Bacay et al. (2022), Bui Thanh

Trang and Ho Xuan Tien (2020), Tran Huy Duc (2021), Nguyen Thi Ngoc Giau (2016), Moslehpour et al. (2018), Sin et al. (2012), and Javadi et al. (2012), the authors proposed the research model as Figure 1.

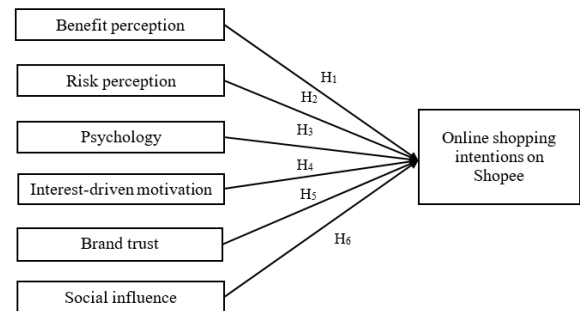


Figure 1. Proposed Research Model

Hypothesis 1 (H1). Benefit perception has a positive influence on online shopping intentions on Shopee.

Hypothesis 2 (H2). Risk perception has a positive influence on online shopping intentions on Shopee.

Hypothesis 3 (H3). Psychology has a positive influence on online shopping intentions on Shopee.

Hypothesis 4 (H4). Interest-driven motivation has a positive influence on online shopping intentions on Shopee.

Hypothesis 5 (H5). Brand trust has a positive influence on online shopping intentions on Shopee.

Hypothesis 6 (H6). Social influence has a positive influence on online shopping intentions on Shopee.

2.2 Research methods

Both qualitative and quantitative research methods are used to perfect the scale and verify the relationship between factors. Qualitative research is conducted through expert interviews to refine and enhance the authors' proposed scale, ensuring it aligns with real-world conditions.

There are three steps to take in order to quantify the factors affecting dependent variables:

- The accreditation of scales is based on

practical data, specifically Cronbach’s Alpha accreditation;

- Use the Exploratory factor analysis (EFA) model to determine a measurement model that is relevant to practice;
- Use regression analysis to determine the influencing factors and the degree of impact on the dependent variable.

The SPSS software supports all three steps.

According to Hair et al. (2006), for the

3. RESULTS AND DISCUSSION

3.1 Research results

3.1.1 Statistics describing the characteristics of sample

Table 1. Data descriptive statistics

Sample information		Frequency	Percentage %
Gender	Female	182	72.8
	Male	68	27.2
Age	Under 18 years old	35	14
	From 18 to 25 years old	199	79.6
	From 26 to 35 years old	8	3.2
	Over 35 years old	8	3.2
Income	Under 3 million VND	163	65.2
	From 3 to 5 million VND	42	16.8
	From 5 to 7 million VND	30	12.0
	Over 7 million VND	15	6.0
Profession	Office worker	16	6.4
	Worker	11	4.4
	Domestic	12	4.8
	Student	205	82.0
	Different	6	2.4

3.1.2 Variable reliability inspection

Table 2. Scale inspection results

No.	Factor	Variable eliminated	Alpha coefficient	Conclude
1	Benefit perception (LI)	None	0.902	Good quality
2	Risk perception (RR)	None	0.840	Good quality
3	Psychology (TL)	None	0.886	Good quality

EFA model, the sample size is at least 5 x 30 (the total number of variables in the model) = 150. The study selected a sample size of 250. The official quantitative study surveyed consumers who currently use or intend to use the Shopee site who reside in Phan Thiet city. The authors collected the survey sample using the non-probability sampling method, targeting the survey audience based on convenience. The scales are designed according to the Likert scale with a scale from 1 to 5

4	Interest-driven motivation (TT)	None	0.904	Good quality
5	Brand trust (NT)	None	0.872	Good quality
6	Social influence (XH)	None	0.877	Good quality
7	Online shopping intentions on Shopee (YD)	None	0.901	Good quality

After verifying variables by using Cronbach's Alpha confidence coefficient method, all scales satisfied the evaluation criteria with a coefficient ≥ 0.6 and a total variable correlation ≥ 0.3 , none of the variables were excluded from the scale (Table 2). Exploratory factor analysis methods continues to evaluate the degree of convergence of observed variables with respect to the study components.

3.1.3 Exploratory Factor Analysis

Table 3. Results of Exploratory Factor Analysis

Variables	Independent variables						Dependent variables	
	1	2	3	4	5	6	1	
LI6	0.789						YD2	0.913
LI2	0.789						YD3	0.876
LI1	0.786						YD1	0.871
LI4	0.771						YD4	0.859
LI5	0.767							
LI3	0.685							
TL4		0.807						
TL2		0.797						
TL3		0.784						
TL6		0.776						
TL5		0.724						
TL1		0.596						
TT4			0.849					
TT3			0.839					
TT2			0.824					
TT5			0.758					
TT1			0.700					
NT1				0.798				
NT3				0.794				
NT4				0.783				
NT2				0.728				
RR5					0.784			
RR3					0.769			
RR2					0.760			
RR4					0.742			
RR1					0.509			
XH3						0.793		

XH1						0.750		
XH2						0.743		
XH4						0.598		
KMO coefficient				0.902			0.838	
Sig.				0.000			0.000	
Eigenvalue				1.061			3.095	
Extraction variance				69.869			77.387	

The results of Exploratory Factor Analysis from Table 3 show that the KMO coefficient is $0.902 > 0.5$, which demonstrates that the data is suitable. The model's Sig. coefficient of 0.000 indicates a significant relationship between the variables. The extracted variance's total value is $69.869 (69.869\%) > 50\%$ and these six factors can explain 69.869% of the variation of the data. All of the EigenValues coefficients of all are greater than one. The results of EFA's dependent variables also show that they are consistent with the evaluation criteria of factor analysis methods. Therefore, Exploratory Factor Analysis results are reliable and can be used for regression analysis in the next step.

3.1.4 Regression analysis

Table 4. Results of regression analysis

B		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Std. Error	Beta				VIF	
	(Constant)	-0.002	0.038		-0.052	0.958		
	LI	0.425	0.038	0.425	11.042	0.000	1.000	1.000
	TL	0.072	0.039	0.072	1.878	0.062	1.000	1.000
	TT	0.289	0.038	0.289	7.505	0.000	1.000	1.000
	NT	0.336	0.039	0.333	8.657	0.000	1.000	1.000
	RR	0.138	0.039	0.137	3.571	0.000	1.000	1.000
	XH	0.493	0.039	0.493	12.813	0.000	1.000	1.000

Table 4's significance level column (Sig.) reveals that almost all variables have a Sig. less than 0.05, with the exception TL variable, whose Sig. ($= 0.062$) > 0.05 , leading to its removal from the model. Thus, the 5 variables LI, TT, NT, RR, and XH meaningfully correlated with online shopping intentions on Shopee with 95% confidence (Sig. < 0.05).

All independent variables have a VIF of less than 10. Thus, the model has no linear multi-additive phenomenon.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.801a	0.642	0.633	0.60694712	1.769

In Table 5, the adjusted R Square is 0.633 (Test F, Sig. ≤ 0.01). Therefore, independent variables explain 63.3% of the dependent variable's changes, ensuring their significance at a confidence level above 99%. The Durbin-Watson statistical value $d = 1.769$ ($1 < d < 3$) means the residuals are independent of each other and the independence of the residuals has been ensured and there is no self-correlation in the residual.

Table 6. Results of Spearman correlation test

			ABSRES
Spearman's rho	ABSRES	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	250
	LI	Correlation Coefficient	0.005
		Sig. (2-tailed)	0.940
		N	250
	TL	Correlation Coefficient	-0.095
		Sig. (2-tailed)	0.136
		N	250
	TT	Correlation Coefficient	-0.076
		Sig. (2-tailed)	0.229
		N	250
	NT	Correlation Coefficient	-0.198**
		Sig. (2-tailed)	0.002
		N	250
	RR	Correlation Coefficient	0.082
		Sig. (2-tailed)	0.195
		N	250
	XH	Correlation Coefficient	-.034
		Sig. (2-tailed)	0.596
		N	250

Based on the results of Table 6; variables LI, TT, TL, RR, XH have a significance level (Sig.) greater than 0.05. The TL variable has been eliminated in the regression coefficient test, so we exclude TL. The NT variable has a significance level (Sig.) less than 0.05. Thus, the Spearman test indicates that the residual variance remains constant if the variable NT, TL is removed.

Through regression tests of the model, statistically significant variables include LI, TT, RR, and XH.

3.2 Discussion

Table 7. Impact of independent variables

Factor	Absolute Value Beta	%	Position of influence
LI	0.425	30.01	2
RR	0.137	9.68	4
TT	0.289	20.41	3
XH	0.493	34.82	1
Sum	1.416	100%	

In Table 7, the results show the levels of impact in order of strongest to lowest: (1) social influence (XH), (2) benefit perception (LI), (3) interest-driven motivation (TT), and (4) risk perception (RR).

4. CONCLUSION AND IMPLICATIONS

4.1. Conclusion

The proposed research model includes six elements: benefit perception, risk perception, psychology, interest-driven motivation, brand trust, social influence along with six hypotheses built. The study employed a convenient sampling method, with a sample size of 250, and utilized a quantitative survey as a data collection tool. The research results indicate four factors affecting consumers' online shopping intentions on Shopee e-commerce site in Phan Thiet city. The level of impact on shopping intent in order from highest to lowest is as follows: (1) social influence (XH), (2) benefit perception (LI), (3) interest-driven motivation (TT), and (4) risk perception (RR).

4.2. Implications

Based on the research results of the topic, the authors propose some implications for improving the efficiency of the Shopee site, as well as the retention and attraction of more and more customers in Phan Thiet city.

4.2.1. Social influence

Shopee should prioritize the management of word-of-mouth to encourage consumers to share positive feedback about the quality of services and products, as this can effectively enhance your brand and business image. Good management of word of mouth will be an effective way to enhance your brand and business image. In addition, Shopee should focus on developing exclusive programs for unions and organizations, as well as customer promotions that reward participants who refer others to participate.

4.2.2. Benefit perception

In addition to the general benefits of online shopping, such as saving time and buying products anytime and anywhere, Shopee needs to create other separate benefits for consumers in order to make the most of its competitive advantages. It is necessary to improve services and have more extensive marketing campaigns so that consumers realize the benefits of online shopping services.

4.2.3. Interest-driven motivation

Shopee might emphasize special promotions, membership or loyalty programs, golden hour discounts, big winnings, sweepstakes, point hunting, and free shipping to captivate customers and encourage them to shop online. This approach will increase consumer interest, encourage exploration, and encourage them to make purchases on the Shopee site.

4.2.4. Risk perception

Shopee needs to have policies to protect consumers as well as ensure the security of personal information, create a secure payment system. It is necessary to have an effective security mechanism to prevent unauthorized intrusion, ensure electronic transactions as well as customer information are safe, and create peace of mind. Shopee should implement a policy that requires customers to inspect their goods before receiving them and to make payment upon receipt. Additionally, it is necessary to develop and comply with the process of canceling orders, returning goods, and recording product reviews. Holding sellers accountable for their products and providing support to customers experiencing dissatisfaction is particularly important.

Author Information:

Dr. Vo Khắc Trung Thanh, University of Phan Thiet, Binh Thuan Province, Vietnam.

Email: thanhvkt@upt.edu.vn

ME. Le Anh Linh, Human Resource and Administration Office, University of Phan Thiet, Binh Thuan Province, Vietnam.

Email: lalinh@upt.edu.vn

M.I.T. Le Trung Thanh, Human Resource and Administration Office, University of Phan Thiet, Binh Thuan Province, Vietnam.

Email: ltthanh@upt.edu.vn

BA. Luong Hoai Trinh, Office of Academic Affairs, University of Phan Thiet, Binh Thuan Province, Vietnam.

Email: lhtrinh@upt.edu.vn

M.B.A. Nguyen Ngoc Hoa Ky (*Corresponding author), Faculty of Basic Sciences, University of Phan Thiet, Binh Thuan Province, Vietnam.

Email: nnhky@upt.edu.vn

Notes:

The authors declared no competing interests.

Article Information:

Received: April 24, 2024

Revised: August 18, 2024

Accepted: August 21, 2024

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NGHIÊN CỨU Ý ĐỊNH MUA SẴM TRỰC TUYẾN CỦA NGƯỜI TIÊU DÙNG TRÊN TRANG THƯƠNG MẠI ĐIỆN TỬ SHOPEE TẠI THÀNH PHỐ PHAN THIẾT

Võ Khắc Trường Thanh¹, Lê Anh Linh², Lê Trung Thành², Lương Hoài Trinh³, Nguyễn Ngọc Hoa Kỳ^{4,*}

¹*Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam*

²*Phòng Tổ chức – Hành chính, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam*

³*Phòng Quản lý đào tạo, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam*

⁴*Khoa Cơ bản, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam*

Tóm tắt: Mục tiêu của nghiên cứu này nhằm xác định các yếu tố ảnh hưởng đến ý định mua sắm trực tuyến của người tiêu dùng trên trang thương mại điện tử Shopee tại thành phố Phan Thiết. Nghiên cứu tiến hành khảo sát 250 người tiêu dùng và áp dụng mô hình phân tích nhân tố khám phá. Kết quả nghiên cứu chỉ ra bốn yếu tố ảnh hưởng đến ý định mua sắm trực tuyến trên trang Shopee; mức độ tác động đến ý định mua sắm theo thứ tự từ cao nhất đến thấp nhất như sau: (1) Ảnh hưởng xã hội (XH); (2) Nhận thức lợi ích (LI); (3) Động cơ thích thú (TT) và (4) Cảm nhận rủi ro (RR).

Từ khóa: mua sắm trực tuyến, Shopee, thương mại điện tử, ý định

Thông tin tác giả:

TS. Võ Khắc Trường Thanh, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam.

Email: thanhvkt@upt.edu.vn

ThS. Lê Anh Linh, Phòng Tổ chức – Hành chính, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam.

Email: lalinh@upt.edu.vn

ThS. Lê Trung Thành, Phòng Tổ chức – Hành chính, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam.

Email: ltthanh@upt.edu.vn

Lương Hoài Trinh, Phòng Quản lý Đào tạo, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam.

Email: lhtrinh@upt.edu.vn

ThS. Nguyễn Ngọc Hoa Kỳ (*Tác giả liên hệ), Khoa Cơ bản, Trường Đại học Phan Thiết, tỉnh Bình Thuận, Việt Nam.

Email: nnhky@upt.edu.vn

Ghi chú:

Các tác giả đã xác nhận không có tranh chấp về lợi ích đối với bài báo này.