

The experience of using e-commerce platforms affects the online purchase intention of customers in the FMCG (Fast moving consumer goods) sector in Hanoi city

Pham Van Tuan, PhD¹, Nguyen Minh Ha², Bui Duy Hiep³,
Nguyen Quang Huy⁴, Tran Thi Ngoc Mai⁵, Pham Mai Phuong⁶

¹Associate Professor, Faculty of Marketing

¹²³⁴⁵⁶National Economics University, Hanoi, Vietnam

Email: ¹phamvantuan@neu.edu.vn, ²11191540@st.neu.edu.vn, ³11201454@st.neu.edu.vn,
⁴11201798@st.neu.edu.vn, ⁵11202488@st.neu.edu.vn, ⁶11203211@st.neu.edu.vn

Vietnam

ARTICLE INFO

Article history:

Received: 1 April 2022

Revised: 17 April 2022

Accepted: 27 April 2022

Publication: April-30, 2022

DOI: [10.47742/ijbssr.v3n4p2](https://doi.org/10.47742/ijbssr.v3n4p2)



<https://creativecommons.org/licenses/by/4.0/>

ABSTRACT

In recent times, the Vietnamese e-commerce market is in a period of strong development, in addition, to the sharp increase in people's demands to join e-commerce platforms after the epidemic. The research group started with an overview study, then research hypotheses and models were proposed. After conducting preliminary qualitative and quantitative research to adjust the appropriate scales, the research group created a questionnaire and collected data in online forms with a sample size of 350. Next, the data was entered into the software for SEM analysis. The results of the study indicate that the quality of the e-commerce platform has an indirect impact on the purchase intention through the positive impact on the trust and the negative impact on the perceived risk. Attitudes towards information, trust, perceived risk, and perceived usefulness have direct influences on purchase intention. Attitude towards information, trust, and perceived usefulness have positive effects on purchase intention, while perceived risk harms purchase intention. In addition, purchase intention is relatively strongly influenced by trust and perceived usefulness. Perceived risk and attitude towards information have little influence on purchase intention. Finally, the research team proposes some solutions for businesses to increase the purchase intention of consumers through e-commerce platforms.

Keywords: experience, ecommerce platform, purchase intention

1. Introduction

People today are living in a period of strong development in technology and digital transformation. Currently, there are substantial consumers demands for shopping through the Internet, which has led to the explosion of e-commerce platforms. In addition, with the appearance of the Covid-19 pandemic in 2020, many countries, including Vietnam, had to implement social distancing, negatively affecting the world economy, and people's consumption behavior is also forced to change to fit the situation.

From a comprehensive perspective, the e-commerce market in Vietnam has been developing, especially since 2015. Between 2018 and the end of 2019, the growth rate of e-commerce platforms seems to have slowed down; although the pandemic outbreak in early 2020 has severely affected the economy, the revenue level of the business-to-customer (B2C) e-commerce industry still achieved impressive results. The needs and consumer trends of Vietnamese people are changing markedly through the number of visitors on e-commerce platforms.

However, Vietnam's e-commerce platforms have just grown strongly in recent years. The Covid-19 pandemic has impacted and changed humans' lives as well as consumption and shopping behaviors and helped people adapt to digital transformation and accept technology. Moreover, consumers are

now more interested in their personal experience of using when participating in shopping than they are interested in discounts and promotions. In addition, the trend of buying and consuming fast-moving consumer goods is being shifted to the online sales market with the presence of many famous FMCG firms on e-commerce platforms. In such circumstances, the research will examine the impacts of consumers' experience of using e-commerce platforms in Ha Noi based on the following theories: Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), and E-Commerce Acceptance Model (ECAM).

In the world, there have been many research studies analyzing the effects of e-commerce on consumer demand and buying behavior. For example, Aladwani and Palvia (2002) began to develop a sound tool to measure the quality of an e-commerce platform from the user's point of view and identify four fundamental aspects: technical adequacy, content quality, specific content, and form. Wu et al. (2013) suggested that the layout and space of a website can give users a special emotion, thereby increasing the likelihood that they will shop on the website.

The research gaps that the article is aimed at: Does the experience of using e-commerce platforms affect the purchase intention of consumers? What factors are affected by the experience of using and how does the experience of using affect consumer purchase intention?



2. Theoretical framework:

Theory of Planned Behavior (TPB)

Ajzen proposed the theory of planned behavior (TPB) (Ajzen, 1991) as an improved version of the theory of rational action (TRA) (Fisbein & Ajzen, 1975) to overcome the limitation of the previous theory of rational human behavior and predict behaviors with behavioral and planned modifications. The theory of planned behavior is widely accepted and used in the study of human behavior. There have been many studies showing that this model is suitable for studying consumer behavior when participating in technology-related activities, for example, online purchases (Al-Jabari, Othman, and Nik Mat, 2012).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was introduced by Davis in 1989 to explain and predict technology adoption and use behavior. The theoretical foundation of TAM is the theory of rational action TRA (Fishbein & Ajzen, 1975). Perceived usefulness and perceived ease of use are two factors that can influence users' attitudes and intentions when they interact with technology (Davis, Bagozzi & Warshaw, 1989).

Electronic Commerce Acceptance Model (ECAM)

By combining the TAM model of Davis (1989) when adjusted with the theory of risk perception, Joongho Ahn et al (2001) have proposed the ECAM e-commerce acceptance model. The ECAM model also provides insights into the factors that can turn Internet users into potential future customers. Perceived ease of use and perceived usefulness positively influence customer buying behavior. Meanwhile, risk perception, in general, harms customers' shopping behavior.

The quality of the e-commerce platform affects trusts and risk perception

The quality of the e-commerce platform acts as the store's atmosphere (Éthier et al., 2006). A well-designed e-commerce platform can increase the probability of a favorable impression as viewers respond to visual cues, and viewers with a good impression of the e-commerce platform are more likely to return. become more customers (Albert, 2004); In addition, Napier et al. (2001) show that perceived e-commerce platform quality is positively related to both trust and intention to trust because the use of an e-commerce platform brings the first experience of the supplier's presence reinforces the first impression.

Besides, the study by Hsin Hsin Chang and Su Wen Chen (2008) showed that website quality contributes to consumers' trust and perceived risk, and thus, purchase intention. In addition, Lim (2003) argues that the risks perceived by consumers are technology-related and include issues such as slow downloads, interface limitations, search problems, and incomplete measurements. enough about web application success, security weaknesses, and lack of internet standards.

Through the above studies, the research team put forward the first two hypotheses:

H1: Perception of the quality of the e-commerce platform has a positive (+) positive effect on consumers' trust in the e-commerce platform.

H2: Perception of e-commerce platform quality has a negative (-) effect on consumers' perceived risk to e-commerce platforms.

Attitude to information affects purchase intention

According to Le Minh Chi and Le Tan Nghiem's research in 2017, when an individual has a positive attitude and has a need to search for the electronic word of mouth information on social networks, they tend to evaluate eWOM information. This is useful and therefore the likelihood of accepting the information is higher. According to a study by Nguyen Dinh Yen Oanh et al (2018) on attitudes towards online advertising: The factor that has the strongest influence on the intention to continue buying carbonated soft drinks ($\beta=0.449$; $p=0.000$). The results of this study once again confirm the relationship between attitude and repeat purchase intention towards the carbonated beverage industry in Vietnam, consistent with Ajzen and Fishben's theory of TRA in 1975.

From there, the research team hypothesized:

H3: Attitudes about information have a positive (+) positive impact on consumers' online purchase intention on e-commerce platforms.

Trust affects purchase intention

In their research, Hong and Cha (2013) have shown that in addition to being affected by risk perception, trust also has a direct impact on consumers' purchase intention when shopping online. In addition, Pavlou and Fygenon (2006) argue that trust helps reduce the perceived risks of customers when sharing personal information and making purchases. In addition, Hsin Chang and Wen Chen (2008) also conducted research and proved the relationship between trust and purchase intention: trust has a positive impact on purchase intention.

Through the above studies, the research team proposes the following hypothesis:

H4: Trust has a positive (+) impact on consumers' purchase intention on e-commerce platforms.

Perceived risk affects purchase intention

In the buying process, customers can always encounter barriers and risks that cause discomfort. Cox (1967) added consumer intent to the research and further development of risk perception, he showed that customers will act based on their shopping intent. If customers realize that their shopping goals are hard to come by, the perception of risk begins to emerge. Chiu et al. (2012) found that consumers' shopping experience has a positive impact on quality perception and thereby significantly reduces customer perceived risk. Then, Kamalul Ariffin et al. (2018) indicated that consumers with low perceived risk are more likely to generate online purchase intentions. In addition, the study by Rosillo-Díaz et al (2019), they have shown that customer risk perception harms consumers' online purchase intention. In Vietnam, there have been many research studies on the relationship between risk perception and online shopping intention such as research by Hoang Quoc Cuong (2010), Le Ngoc Duc (2008), in addition to Research by Nguyen Le Phuong Thanh (2013).

From the above studies, the next hypothesis is proposed:

H5: Perceived risk has a negative (-) effect on consumers' purchase intention on e-commerce platforms.

Perceived usefulness affects purchase intention

Around the world, there have been studies showing that perceived usefulness has a strong impact on consumer's intention to purchase online. Vijayasarathy (2004). Chen et al. (2002) studied consumer behavior towards an online store belonging to a non-profit organization. They found that perceived usefulness was an important factor in predicting the intention to participate in shopping in this organization's online store, which was also shown in the study of Koufaris (2002). Then, Vijayasarathy (2004) also studied the online shopping intentions of adults and

showed that perceived usefulness has a positive (+) impact on the intention to participate in online shopping. In addition, the studies of Childers et al (2001), Gefen and Straub (1997), and O'Cass and Fenech (2003) have confirmed the relationship between perceived usefulness and purchase intention.

From the above studies, the final hypothesis is put forward:

H6: *Perceived usefulness has a positive (+) positive impact on consumers' purchase intention on e-commerce platforms.*

From the research hypotheses mentioned above, the authors propose a proposed research model as follows:

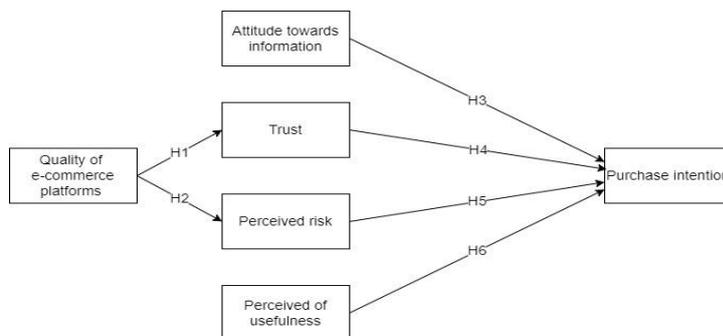


Figure 1. The proposed research model

Source: The author group

3. Research Methods

The research team first developed a draft scale 1 from previous studies both at home and abroad about the customer's experience on e-commerce platforms in the FMCG (Fast Moving Consumer Goods), adjusted to the current situation status in Vietnam. These scales were completed after consulting with experts in marketing and consumer intention and behavior: Associate professor Ph.D. Pham Van Tuan and Master Nguyen Viet Dung. Through interviews with experts to check the logic of the relationship between factors as well as the content of variables. When the scale has been calibrated, the research team continues to interview consumers to ensure that the author decides to remove inappropriate factors to proceed with building the official scale. After that, the complete research questionnaire will be included in the official quantitative survey between January 14, 2021, and February 14, 2022. The object of the study is all consumers who have experience on e-commerce platforms and have shopping needs on e-commerce platforms in Hanoi City,

Vietnam. The research team plans to collect a sample of 400, and as a result, 375 responses were collected. After screening and removing invalid votes, the author uses 350 valid responses to use in official research. The sample size includes 350 consumers, of which the number of men accounts for 39.3%, and the number of women accounts for 54.7%. The age of the survey participants is mainly 15-24 years old (73.5%), and the other age groups are below 17%. In addition, the research team asked survey participants about the tendency to use online commerce platforms. The obtained results show that Shopee is the most chosen e-commerce platform with 313/350 participants.

To test the scale model and proposed hypotheses, the author uses the analytical method through the following steps:

1. Preliminary assessment of the scale as well as the reliability of the measured variables through Cronbach's Alpha reliability coefficient and exploratory factor analysis (EFA);
2. Test the scale by confirmatory factor analysis (CFA);
3. Verify the model by SEM in AMOS.

No	Feature	Frequency/Quantity	Proportion (%)	
1	Gender	Male	138	39.3
		Female	192	54.7
		Others	21	6.0
2	Age	15-24	258	73.5
		25-34	59	16.8
		35-44	13	3.7
		45-54	1	0.3
		55-64	11	3.1
		≥65	9	2.6
3	Marital status	Single	253	72.0
		Married	76	21.7
		Divorced	22	6.3
4	Education level	High school	40	11.4
		College/University	272	77.5
		Postgraduate school	39	11.1
5	Employment status	Student	36	10.3
		College/University Student	216	61.5
		Working	99	28.2
6	Income	< 5 million VND	223	63.5
		5-10 million VND	48	13.7
		10-15 million VND	37	10.5
		15-20 million VND	14	4.0
		>20 million VND	29	8.3

Table 1. Description of the study sample (N = 350)

4. Study results

4.1. Meta-analysis of scale reliability and total variance explained by scales

By using SPSS 25.0 software, the author obtained the results of scale reliability (Cronbach's Alpha) and the results of exploratory factor analysis (EFA) to help remove some observed variables and increase the accuracy in the assessment of factors. Cronbach's Alpha standard is ≥ 0.6 and the total variance extracted is more than 50%. Specifically, the overall results of the scale are as shown below:

Factor	Number of items	Cronbach's Alpha
Quality of e-commerce platforms	5	0.837
Trust	4	0.804
Perceived risk	3	0.758
Attitude towards information	3	0.754
Perceived usefulness	4	0.830
Purchase intention	4	0.863

(Source: The authors group's analysis on SPSS)

Table 2. Summary of the results of testing the reliability of the scale

4.2. Test the scale by confirmatory factor analysis (CFA)

After testing the scale, the authors used AMOS software version 24.0 to conduct CFA test for the scale to measure the suitability of the research model and hypotheses. The test criteria include Chi-square adjusted for degrees of freedom (CMIN/df); Tucker and Lewis index; Comparative Fit index, mean square error approximation (RMSEA); composite reliability coefficient CR; Average Variance Extracted AVE. The model will be considered suitable when the Chi-square value is $P \geq 0.05$. However, the disadvantage of Chi-square is its dependence on the sample size. The larger the sample size, the larger the chi-square, thereby reducing the fit of the model. Therefore, in addition to P-value, the authors use CMIN/df. Some practical studies show that the model will be considered suitable when $\div 2/df < 5$ (with sample size $N > 200$); or < 3 (with sample size $N < 200$), (Ketinger and Lee, 1995). In this study, because the sample size was $N=350$ ($N > 200$), according to Ketinger and Lee (1995), $CMIN/df < 5$; $GFI, TLI, CFI \geq 0.9$ (Bentler and Bonett, 1990); $RMSEA \leq 0.08$ indicates that the research model is appropriate. The CFA results from the scale are presented below:

CFA allows to test the convergent and discriminant value of the scale without losing much effort and time like the traditional method (Multitrait - Multimethod). Furthermore, CFA tests the theoretical structure as well as the relationships between

The results show that the factors with Cronbach's Alpha coefficient are all greater than 0.6. Therefore, the author considers the scale to be good and continues to test Item-Total to see which observed variables have unsatisfactory correlation coefficients, then they will proceed with that variable. The observed variables all have a total correlation coefficient greater than 0.3 and all are smaller than the common Cronbach's Alpha value. Therefore, the author concludes that the factors are suitable for the study.

research concepts without bias due to measurement error (Steenkamp & Van Trip, 1991). Therefore, the author uses CFA to test the appropriateness of the scale model with the data collected after preliminary evaluation by Cronbach's Alpha and EFA.

CFA testing criteria: according to Hu & Bentler (1999), Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives, Structural Equation Modeling indicators considered to evaluate the popular Model Fit include:

- (1) $CMIN/df \leq 3$ is good, $CMIN/df \leq 5$ is acceptable;
 - (2) $CFI 0.9$ is good, $CFI \geq 0.95$ is very good, $CFI 0.8$ is acceptable (CFA ranges from 0 to 1)
 - (3) $GFI \geq 0.9$ is good, $GFI \geq 0.95$ is very good;
 - (4) $TLI \geq 0.9$ is good;
 - (5) $RMSEA \leq 0.06$ is good, $RMSEA \leq 0.08$ is acceptable;
 - (6) $PCLOSE 0.05$ is good, $PCLOSE 0.01$ is acceptable
- According to Hair et al. (2010), Multivariate Data Analysis, the indicators considered to evaluate Model Fit include:
- (1) $CMIN/df \leq 2$ is good, $CMIN/df \leq 5$ is acceptable;
 - (2) $CFI 0.9$ is good, $CFI \geq 0.95$ is very good, $CFI \geq 0.8$ is acceptable (CFA ranges from 0 to 1);
 - (3) $GFI \geq 0.9$ is good, $GFI \geq 0.95$ is very good;
 - (4) $RMSEA 0.08$ is good, $RMSEA \leq 0.03$ is very good.

Research results:

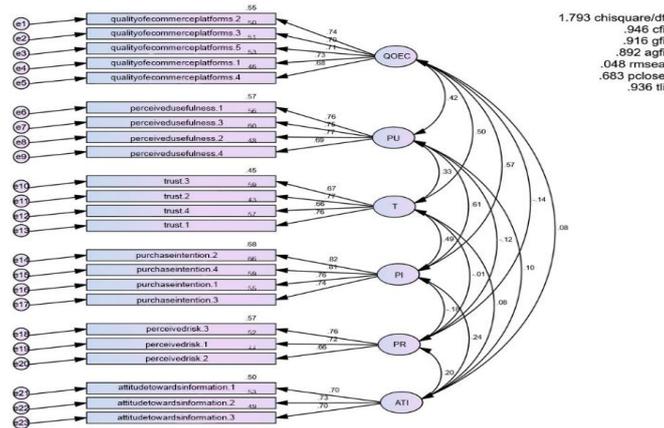


Figure 2. CFA test results

After using the data collected from the sample N=350, the results obtained by the author were satisfactory. However, the results can still be improved, in particular, the smaller the Chi-square index, the more beneficial. By using the model editing suggestions from MI (Modification Indices), the author was able to achieve the desired results than before.

4.3. Test models and research hypotheses

4.3.1. Testing the research model

The results of testing the scales, EFA and CFA show that the scales have the reliability value as well as the discriminant

value to run the SEM model. The SEM model allows to simultaneously estimate the elements in the overall model, estimate the causal relationship between the concepts, and measure the stable (recursive) and the unstable (non-recursive) relationships. The SEM model allows the flexibility to find the most suitable model among the proposed models.

At the same time, on this basis, the research team conducted an SEM test to check the fit and accuracy of the model and obtained the following results:

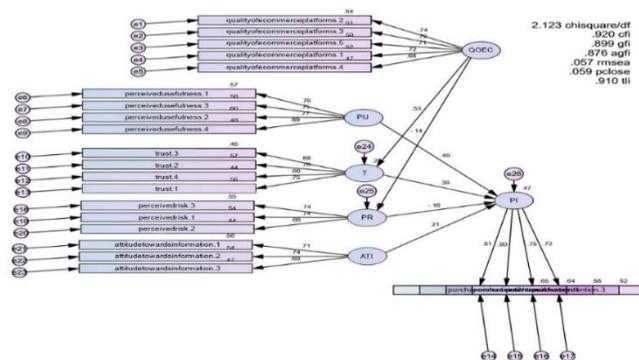


Figure 3. SEM Model

SEM analysis results show: CMIN/df = 2.123; CFI = 0.920; TLI = 0.910; RMSEA = 0.57 so the model fits the market data. The details of the SEM analysis results are shown in Figure 3.

4.3.2. Test the research hypotheses

After analyzing the linear structural model, we get the following test results:

Hypothesis	Relationship	Estimate	S.E.	C.R.	P	Result
H1	T ← QOEC	0.476	0.065	7.358	***	Accepted
H2	PR ← QOEC	-0.150	0.072	-2.075	0.038	Accepted
H3	PI ← ATI	0.230	0.063	3.628	***	Accepted
H4	PI ← T	0.445	0.068	6.534	***	Accepted
H5	PI ← PR	-0.156	0.053	-2.940	0.003	Accepted
H6	PI ← PU	0.517	0.063	8.198	***	Accepted

(Source: The authors group's analysis on AMOS)

Table 3. Hypothesis test results

From Table 3, the author can comment that the regression weights of the relationships in the two hypotheses H1 and H2 are equal to 0.476 and -0.150, respectively, showing a positive impact of e-commerce platforms quality on trust and the negative impact of e-commerce platform quality on perceived risk. The higher the quality of the e-commerce platforms, the greater the trust and vice versa. Besides, the poorer the quality of the e-commerce platform, the higher the perceived risk and vice versa.

The regression weights of the relationships in the 3 hypotheses H3, H4, and H6 are all greater than 0 (0.230, 0.445, and 0.517). From there, it shows the positive influence of attitude towards information, trust, and perceived usefulness on purchase intention. This is an important factor because when consumers have a good attitude towards the information or have strong trust or perceived its usefulness, it will positively affect their purchase intention and vice versa. Besides, the regression weight of the relationships in hypothesis H5 has a value less than 0 (-0.156), which shows the negative impact of perceived risk on purchase intention. When the perceived risk is higher, the purchase intention of consumers decreases and vice versa. From here, the authors draw the comments that the research hypotheses are reasonable.

5. Discussion and Conclusion

Discussion Research results

Research on customer experience in the field of shopping has been carried out by many domestic and foreign authors. On this topic, there have been many evaluations, analyses, and limitations at the same time, especially when it comes to aspects related to e-commerce. This research has helped to close the research gap on customer experience to shopping intention on e-commerce platforms. From the SEM structural equation model analysis results, it can be seen that the factors directly or indirectly affect the intention to buy. Based on the theory of TPB and TAM, the research work has built a model and tested the correlation between the factors group of e-commerce platform quality, trust, attitude towards information, perceived risks, and perceived usefulness to purchase intention on e-commerce platforms. Besides, trust, attitudes towards information, perceived risk, and perceived usefulness have a direct impact on purchase intention with different influence levels.

E-commerce platform quality has a direct positive impact on the trust factor (0.476), and at the same time harms the perceived risk factor (-0.150). This is an important factor because the website is improved in terms of quality (specifically in this study are the quality of ease of access, content, interface, stakeholder information, multimedia features) helps users tend to trust the supplier's capacity and integrity. In return, website quality also has an indirect influence on risk perception through customers' trust in online retailers. In this study, perceived risks related to personal information security, product/service issues, and financial issues.

Besides, factors of trust, attitude towards information, and perceived risks have a direct positive impact on purchase intention (0.445, 0.230, 0.571 respectively), in which exist the 2 strongest influences of the model. When e-commerce platforms ensure customers' positive attitudes towards information, and the greater the trust and perceived usefulness that they bring, the more motivated people are to use e-commerce platforms and do shopping online. On the contrary, perceived risks harm purchase intention (-0.156).

Though the topic is not innovative, customer experience and e-commerce have not received much attention from domestic and foreign researchers. With this study on how experience on e-commerce platforms affects customers' online purchase intention, the authors hope to contribute new points to the understanding of these two factors.

At the same time, the research team makes some recommendations for businesses participating in the field of e-commerce on four aspects: attitude towards information, trust, perceived risks, and perceived usefulness.

In general, businesses should pay attention to the transparency, accessibility, and integrity of the information appearing on the e-commerce platform; establish agreement policies between suppliers and e-commerce enterprises on the amount of necessary information; assure customers of the credibility of the sales units, and the advertising of products/services; focus on the privacy of users' personal information; diversify forms of payment on e-commerce platforms; upgrade the e-commerce platform system; ensure that services on the e-commerce platforms always meet the needs of customers on time; capture customer psychology through the application of data analysis.

The research authors hope that the information within this work will partly help make the application of improving customer experience an effective strategic tool for individuals and businesses in the future, especially in the community of small and medium enterprises, and start-ups.

Limitations and Suggestions for future research

Despite the expected research results, it cannot be denied that within the group's research work still exist certain limitations: the study sample area is small, the individuals participating in the survey are mainly young people; many difficulties arise in surveying subjects in generations due to the complicated development of the Covid-19 pandemic; the proposed model focuses on the influence of factors such as attitude, trust, customer perception and e-commerce platform quality to predict shopping intention.

With the mentioned limitations above, the research team hopes that future studies will overcome the mentioned problems. Further research in the same field can expand the model by combining factors to create a deeper and more comprehensive view of the customer's experience in online shopping on e-commerce platforms. The authors hope that the new studies will lead to innovative discoveries in this area.

References

- Ahn, J., Park, J. & Lee, D. (2001). On the Explanation of Factors Affecting E-Commerce Adoption.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision.*
- Aladwani, A. and Palvia, P. (2002). Developing and validating an instrument for measuring user-perceived web quality. *Information & Management, 39(6)*, 467-476.
- Al-Jabari, M. A., Othman, S. N., and Nik Mat, N. K. (2012). Actual Online Shopping Behavior among Jordanian Customers. *American Journal of Economics, 2(4)*, 125-129.
- Ariffin, S. K., Mohan, T. & Goh, Y. N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing, 12(2)*.
- Bentler, P. M. & Bonett, D. G. (1980). Significance Tests and Goodness-of-Fit in Analysis of Covariance Structures. *Psychological Bulletin, 88(3)*, 588-606.
- Chen, L. D., Gilenson, M. & Sherrell, D. L. (2002). Enticing Online Consumers: An Extended Technology Acceptance Perspective. *Information & Management, 39(8)*, 705-719.
- Childers, T. L., Carr, C. L., Peck, J. & Carson, S. J. (2001). Hedonic and Utilitarian Motivations for Online Retail Shopping Behavior. *Journal of Retailing, 77(4)*, 511-535.
- Chiu, C. M., Hsu, M. H., Lai, H. & Chang, C. M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems, 53(4)*, 835-845.
- Cox, D.F. (1967). Risk Taking and Information Handling in Consumer Behavior. *Harvard University Press, 1-19*.
- Davis, F., Bagozzi, R., and Warshaw, P. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science, 35*, 982-1003.
- Éthier, J., Hadaya, P., Talbot, J. & Cadieux, J. (2008). Interface design and emotions experienced on B2C Web sites: Empirical testing of a research model. *Computers in Human Behavior, 24(6)*, 2771-2791.
- Fishbein, M. and Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. *Reading, MA: Addison-Wesley*.
- Gefen, D. & Straub, D.W. (1997). Gender difference in perception and adoption of e-mail: an extension to the technology acceptance model. *MIS Quarterly, 21(4)*, 389-400.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate Data Analysis: A Global Perspective*. In *Multivariate Data Analysis: A Global Perspective*. Boston, MA: Pearson Education.
- Hoàng Quốc Cường (2010). Nghiên cứu các yếu tố ảnh hưởng đến ý định sử dụng dịch vụ mua hàng điện tử qua mạng.
- Hong, I. B. & Cha, H. S. (2013). The mediating role of consumer trust in an online merchant in predicting purchase intention. *International Journal of Information Management, 33*, 927-939.
- Hsin Chang, H. & Chen, S. W. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review, 32(6)*, 818-841.
- Hu, L.-t., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling, 6(1)*, 1-55.
- Dinh Tran Ngoc Huy, Trung-Hieu Le, Tran Duc Thang, Nguyen Thi Hoa, Ly Thi Hue.(2021). Discussion on E-Learning Solutions for Students – and Issues of Technology Application in Classroom. *Design Engineering, 11432 - 11443*. Retrieved from <http://www.thedesignengineering.com/index.php/DE/article/view/4274>
- DTN Huy, NT Hang, NT Dung. (2021). Marketing Strategy based on Competitor Analysis-A Case in Vietnam Medicine Sector , *REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS 11 (3)*, 103-111
- D Thi Ngu, DT Huong, DTN Huy, PT Thanh, ES Dongul. (2021). Language teaching application to English students at master grade levels on history and macroeconomic-banking management courses in universities and colleges, *Journal of Language and Linguistic Studies 17 (3)*, [1457]-1468
- Do Thu Huong, Dinh Tran Ngoc Huy, Nguyen Thi Hang, Pham Thi Huyen Trang ,Duong Thi Ngu. (2021). Discussion on Case Teaching Method in a Risk Management Case Study with Econometric Model at Vietnam Listed Banks – Issues Of Economic Education for Students, *Review of International Geographical Education, 11(5)*.
- DTN Huy. (2021). Banking sustainability for economic growth and socio-economic development–case in Vietnam, *Turkish Journal of Computer and Mathematics Education (TURCOMAT) 12 (2)*

- DTN Huy. (2012). Estimating Beta of Viet Nam listed construction companies groups during the crisis, *Journal of Integration and Development* 15 (1), 57-71
- Hieu, L.T., Huong, D.T., Huy, D.T.N., Dung, N.T.P., & Trung, N.D. (2021). Identifying learners' behavior from videos affects teaching methods of lecturers in Universities. *Design Engineering*, 11146-11157. Retrieved from <http://www.thedesignengineering.com/index.php/DE/article/view/4117>
- Hac, L.D., Huy, D.T.N., Thach, N.N., Chuyen, B.M., Nhung, P.T.H., Thang, T.D., Anh, T.T. (2021). Enhancing risk management culture for sustainable growth of Asia commercial bank -ACB in Vietnam under mixed effects of macro factors, *Entrepreneurship and Sustainability Issues*, 8(3).
- Hang, T.T.B., Nhung, D.T.H., Hung, N.M., Huy, D.T.N., Dat, P.M. (2020). Where Beta is going—case of Viet Nam hotel, airlines and tourism company groups after the low inflation period, *Entrepreneurship and Sustainability Issues*, 7(3).
- Hang, N.T., Tinh, D.T., Huy, D.T.N., & Nhung, P.T.H. (2021). Educating and training labor force Under Covid 19; Impacts to Meet Market Demand in Vietnam during Globalization and Integration Era, *Journal for Educators, Teachers and Trainers*, 12(1): 179-184. <https://doi.org/10.47750/jett.2021.12.01.023>
- Huy, D.T.N. (2015). The Critical Analysis of Limited South Asian Corporate Governance Standards After Financial Crisis, *International Journal for Quality Research*, 9(4): 741-764.
- Huy, D.T.N. (2012). Estimating Beta of Viet Nam listed construction companies groups during the crisis, *Journal of Integration and Development*, 15 (1), 57-71
- Huong, L.T.T., Huong, D.T., Huy, D.T.N., & Thuy, N.T. (2021). Education for students to enhance research skills and meet demand from workplace—case in vietnam, *Elementary education online*, 20(4).
- Huy, D.T.N., & Hien, D.T.N. (2010). The backbone of European corporate governance standards after financial crisis, corporate scandals and manipulation, *Economic and business review*, 12(4).
- Huy, D. T.N., Loan, B. T., and Anh, P. T. (2020). Impact of selected factors on stock price: a case study of Vietcombank in Vietnam, *Entrepreneurship and Sustainability Issues*, 7(4): 2715-2730. [https://doi.org/10.9770/jesi.2020.7.4\(10\)](https://doi.org/10.9770/jesi.2020.7.4(10))
- Huy, D. T.N., Dat, P. M., và Anh, P. T. (2020). Building and econometric model of selected factors' impact on stock price: a case study, *Journal of Security and Sustainability Issues*, 9(M): 77-93. [https://doi.org/10.9770/jssi.2020.9.M\(7\)](https://doi.org/10.9770/jssi.2020.9.M(7))
- Kettinger, W. J., Lee, C. C. & Lee, S., (1995). Global Measures of Information Services Quality: A Cross-National Study. *Decision Sciences*, 26 (5), 569-588.
- Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information System Research*, 13(2), 205-23.
- Lê Minh Chí & Lê Tấn Nghiêm (2018). Tác động của truyền miệng trực tuyến đến ý định mua hàng của người dùng mạng xã hội. *Tạp chí Khoa học Trường Đại học Cần Thơ*, 54, 133-143.
- Lê Ngọc Đức (2008). Nghiên cứu các yếu tố ảnh hưởng đến ý định sử dụng dịch vụ mua hàng điện tử qua mạng.
- Lim, C. P., Khine, M. S., Hew, T & Wong, P. (2003). Exploring critical aspects of information technologies integration in Singapore schools. *Australasian Journal of Educational Technology*, 19(1).
- Napier, H. A., Judd, P. J., Rivers, O. N. & Wagner, S. W. (2001). Creating a Winning E-Business. *Course Technology, Boston, MA*.
- Nguyen D. Y. Oanh, Quach L. X. An (2018). Attitudes towards online advertising and consumer intention to repurchase: A study in the FMCG industry. *Journal of Science Ho Chi Minh City Open University*, 13(2), 116-136.
- Nguyen Thi Thanh Phuong, Dinh Tran Ngoc Huy, Pham Van Tuan. (2020). The Evaluation of Impacts of a Seven Factor Model on NVB Stock Price in Commercial Banking Industry in Vietnam - And Roles of Disclosure of Accounting Policy in Risk Management, *International Journal of Entrepreneurship*, 24 (special issue 1)
- NN Thach, N Van Bao, DTN Huy, BD Thanh, LTV Nga, TT Ha, NT Binh. (2020). Measuring the Volatility of Market Risk of Vietnam Banking Industry After the Low Inflation Period 2015–2017, *Review of Pacific Basin Financial Markets and Policies* 23 (04)
- NTP Nga, P Van Tuan, DTN Huy, DT Huong. (2021). RELATIONSHIP BETWEEN COMPETITOR-BASED MARKETING MIX STRATEGIES AND PRODUCTION ACTIVITIES IN MANUFACTURING AND RENEWABLE ENERGY COMPANIES, *Advances in Mechanics* 9 (3), 1367-1378
- ND Trung, DTN Huy, P Van Tuan, DT Huong. (2021). Ict And Digital Tech Effects On Marketing Strategies And Choosing Competitor Affecting On Business Operation-A Case In Hotel And Entertainment Sector, *Design engineering*, issue 7



- Nguyen Thanh Hoang, Dinh Tran Ngoc Huy (2021). Determining Factors for Educating Students for Choosing to Work for Foreign Units: Absence of Self-Efficacy, *Journal for Educators, Teachers and Trainers*, 12(2), 11 – 19.
<https://doi.org/10.47750/jett.2021.12.02.002>
- N ThiHoa, NT Hang, NT Giang, DTN Huy. (2021). Human resource for schools of politics and for international relation during globalization and EVFTA, *Elementary education Online* 20 (4)
- O’Cass, A. & Fenech, T. (2003). Web retailing adoption: exploring the nature of internet users web retailing behaviour. *Journal of Retailing and Consumer Services*, 10, 81-94.
- Pavlou, P. & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly*, 30(1), 115-143.
- PM Dat, ND Mau, BTT Loan, DTN Huy. (2020). COMPARATIVE CHINA CORPORATE GOVERNANCE STANDARDS AFTER FINANCIAL CRISIS, CORPORATE SCANDALS AND MANIPULATION, *Journal of security & sustainability issues* 9 (3)
- P Van Tuan, DTN Huy, ND Trung, NT Hoa. (2021). MARKETING STRATEGIES FOR TOURISM AND DIGITAL TECH APPLICATIONS IN TOURISM INDUSTRY-A CASE OF OCH TOURISM CORPORATION IN VIETNAM, *Design engineering*, issue 7
- P Van Tuan, DTN Huy, PK Duy. (2020). Impacts of Competitor Selection Strategy on Firm Risk-Case in Vietnam Investment and Finance Industry, *Revista Geintec-Gestao Inovacao E Tecnologias* 11 (3), 127-135
- Tinh, D.T., Thuy, N.T., & Huy, D.T.N. (2021). Doing Business Research and Teaching Methodology for Undergraduate, Postgraduate and Doctoral Students-Case in Various Markets Including Vietnam, *Elementary education online*, 20(1), 1414-1418. <https://doi.org/10.17051/ilkonline.2021.01.148>
- Thi Hang Nguyen, Van Huan Nguyen, Dinh Tran Ngoc Huy. (2021). Transforming the University Management Model in the Concept of Digital Transformation, *Revista Geintec-Gestao Inovacao E Tecnologias*, 11(3), 380-387.
- TTH Ha, NB Khoa, DTN Huy, VK Nhan, DH Nhung, PT Anh, PK Duy. (2020). Modern corporate governance standards and role of auditing-cases in some Western european countries after financial crisis, corporate scandals and manipulation, *International Journal of Entrepreneurship* 23 (1S)
- Rosillo-Díaz, E., Blanco-Encomienda, F. J. & Crespo, E. (2019). A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information Management*.
- Steenkamp, J.E.M. & Van Trijp, H.C.M. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research in Marketing*, 8, 283-299.
- Vijayarathy, L.R. (2004). Predicting consumer intentions to use on-line shopping: the case for an augmented technology acceptance model. *Information & Management*, 41(6), 747-62.
- Wu, W. Y., Lee, C. L., Fu, C. S. & Wang, H. C. (2013). How can online store layout design and atmosphere influence consumer shopping intention on a website?. *International Journal of Retail & Distribution Management*, 42(1), 4-24.