

Online Shopping Decision Of Gen Z Students In Vietnam Part 1_Literature Review

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ABSTRACT

Recently, the covid 19 epidemic has promote e-commerce activities to develop immensely well. Therefore, Gen Z youth in general and Gen Z students in particular gradually become potential customers of special interest to online businesses and retailers in Vietnam and around the world. The study aims to systematize the theoretical basis and identify the effect of the Online shopping decision of Gen z students in Vietnam. This study applies mixed research methods including both qualitative and quantitative. Through the research, find a Literature Review on the above topic to serve as a basis for further research to identify the Online shopping decision of Gen z students in Vietnam and build a model research. The results of the study show the proposed model included 5 factors such as Usefulness, Ease of use, Trust, Awareness, Impact have an influence on the Online shopping decision of Gen Z students in Vietnam through an intermediary variable, which is the Attitude of Gen Z students in Vietnam.

Keywords: Online shopping, Decision, Gen Z, Student, Vietnam.

JEL: I23, I25, M21

1. INTRODUCTION

Currently, Vietnam's economy has been developing strongly, leading to domestic customers becoming more and more interested in buying online through e-commerce websites. Besides, young people of Generation Z in Vietnam have grown up in the great development of technology. Reality has proven that technology has brought young people to success by making money from different sources through social networking platforms. With the ease of purchase, fast delivery and many promotional policies, online shopping has become the first choice for young customers. In which most Gen Z students use e-commerce in general or buy and sell online in particular in daily life.

Today, the management and spending of money by Gen Z students also have changes such as the restriction of cash use and the frequent use of electronic payments such as "scanning QR codes", "e-wallets", " money transfer" has become a common habit in their life. And this is also an opportunity for businesses to stabilize and develop e-commerce activities, but also affirm their brand position in satisfying the highest demands of customers in general and Gen Z students customers in particular. The world's socio-economic situation since the Covid-19 pandemic has shown the ultimate development of e-commerce in the world, and this is an opportunity as well as a challenge for businesses.

With the increasing shopping demand of customers, businesses daily not only have to cope with

competition in terms of products, services, brands..., but also constantly look for fast, convenient, safe and popularized payment methods through means such as technology, telephone, Internet network, reputable social networking site... And the target customers that businesses are targeting are today's Gen Z, in which Gen Z students are the object of concern and care by businesses. Because Gen Z are citizens of the digital age, they are fluent in technology and have a mindset about money, spending, and economics because most of Gen Z have been exposed to and used technology since childhood. If Vietnamese businesses want to retain and develop Gen Z customers in general and Gen Z students in particular, businesses must have breakthroughs and always find possible solutions to entice customers.

The purpose of the study is to identify the influencing factors and build a research model that affects the Online shopping decision of Gen Z students in Vietnam. The new features in the model are:

- Developing factors affecting the Online shopping decision of Gen Z students in Vietnam. The study focuses on the dependent variable, which is the Online shopping decision of Gen Z students in Vietnam. Next, the authors built an intermediary variable, which is the Attitude of Gen Z students in Vietnam. This variable is formed based on emphasizing the factors affecting the Online shopping decision of Gen Z students, thereby creating a completeness for the research model.
- The higher the Attitude of Gen Z students, the higher the online shopping decision of Gen Z students.
- Proposing a number of implications to help businesses and retailers on e-commerce platforms improve product and service quality and thereby increase business efficiency.

2. LITERATURE REVIEW

2.1. Online Shopping Behavior

2.1.1. Consumer Behavior

According to Solomon (2006), consumer behavior is a process that enables an individual or a group of people to select, purchase, use, or discard a product, service, thoughts, experiences in order to satisfy their needs or desires. Consumer behavior is understood

as a series of decisions about what, why, when, where, how much, and how often to buy, from which each individual or consumer groups must make decisions about product lines, services, ideas or activities (Wayne & Deborah, 2008; quoted in Nguyen, 2011). Having the same view on consumer buying behavior is Hsu et al. (2012), described the behavior that consumers exhibit when they choose and purchase products using available resources to satisfy their needs and wants. Kumar et al. (2014) have argued that consumer behavior research is to explain why, when and how consumers choose to buy a product or choose a brand.

2.1.2. Online Shopping Behavior

In recent years, online internet shopping has been increasing on a global scale. As the internet develops in scope and popularity, more and more users are becoming familiar with it and adopting it as a medium for seeking information and shopping online (Farag et al., 2007; Hill & Beatty, 2011; Keisidou et al., 2011). The consumers most likely to have a preference for online shopping are those who value its convenience and time saving (Pate & Adams, 2013). According to the comScore quarterly State of Retail report, in the second quarter of 2014, 198 million U.S. consumers bought something online, i.e., 78% of the U.S. population age 15 and above made online purchases (ComScore, 2014). A similar trend is evident in the Israeli market as well: between January and June 2013, 80% of Israelis transacted an online purchase (MillwardBrown, 2013, Goldenberg, 2014). Digital commerce has made a meteoric leap in recent decades (quoted in Lissitsa & Kol, 2016). According to the research of (Li & Zang, 2002), Internet shopping behavior is the process of purchasing products and services over the Internet. Monsuwe et al. (2004) said that online shopping is a behavior of consumers in shopping through Internet stores or websites using online shopping transaction. Online shopping is the process by which consumers directly shopping goods or services from a seller in real time, without an intermediary service, over the Internet. It is a form of e-commerce. An online store, eShop, electronic store, internet store, webshop, webstore, online store, or virtual store evokes the physical resemblance of products or services shoppingd in a store or in a shopping mall. This

process is called Business-to-Consumer Online Shopping (B2C). From 2014 onwards, there was a big change in customer consumption when a series of specialized online sales websites were born and thrived. When shopping online, customers will get advantages such as saving shopping time, effort and money. In addition, it is also easy to compare prices and pay as convenient and safe as delivery and collection at home. Online shopping is gradually becoming one of the familiar methods for most customers to shop online. Melis et al. (2015) researched on the impact of omnichannel retailing on the online store Choice: Is online experience important? Research results show that omnichannel shoppers, when starting online shopping, tend to choose online stores belonging to the same chain with their favorite traditional store, especially when the online store is strongly integrated with the offline store in terms of assortment. As the number of customers buying online grows, the focus of omnichannel shoppers shifts from in-chain comparisons between channels to online in-chain comparisons. This leads to the growing importance of online shopping and an attractive online assortment and loyalty when choosing an online store. Le (2020), research on online shopping behavior of Vietnamese consumers, the author proposed some solutions to suggest online shopping service providers that can improve and serve consumers better. Improvements such as enhanced usefulness for consumers, ease of use, the online information search behavior, shopping convenience. In addition, improving the quality of online shopping services for consumers and reducing risk perception for consumers is also an important issue today.

2.1.3. Online Shopping by Smartphone

Online shopping on mobile is the use of mobile devices such as laptops, mobile phones, tablets, PDAs, etc. to shop online. The continuous development of the internet and mobile devices, especially smartphone is an extremely effective tool in online shopping, not only has created great advantages for online shopping on smartphones in particular, but also helps to develop online shopping by smartphone in general. Abu Bakar and Osman (2005) defined e-commerce on mobile as the exchange, buying and selling of goods and services

through wireless handheld devices such as mobile phones, handheld mobile devices. According to Ahonen (2009), online shopping on mobile devices is more convenient and easier than through mobile internet. we just need to click some buttons and then can directly use internet via Wifi, GPRS to shop online. For e-commerce businesses, trying to develop this activity not only wants to provide products and services to satisfy needs, but also creates greater opportunities to attract and retain customers (Floh & Madlberger, 2013). Information technology has an important impact on consumers' online shopping behavior and this is the key difference between online and offline consumer behaviors (Al-Azzam & Mahmoud, 2014). Shukla, M., Jain, V., & Misra, R. (2021) identified the factors that influence young working women's online shopping intention using smartphone through the glance of ISE and perceived aesthetics in the Indian context.

2.1.4. Online Shopping Service Quality

Currently, customers are aware of the quality of online shopping services because of the technical characteristics of the sales channel along with the benefits of shopping at the customer's sales channel, such as the security of personal information, the shopping and delivery is done quickly, the reliability of the online sales service as well as the customer support when needed... Most e-commerce businesses also realize the importance of online service quality and service performance quality over the internet affecting the success or failure of their businesses. Donthu and Yoo (2001) developed the SiteEQUAL scale to measure online service quality with four components: ease of use, aesthetic design, processing speed and security. Online service quality is conceptualized very differently. According to Zeithaml et al. (2002), online service quality (E-SQ) is "The degree to which a website promotes efficient shopping". Quality of service on the internet is the extent to which the online channel facilitates efficient shopping and delivery. This research has focused on customer interaction with the website. Besides, Wolfenbarger and Gilly (2003) built the ETailQ scale. This scale includes four factors: online channel design, order fulfillment, security, and customer service. Up to this point, Parasuraman et al. (2005) developed E-S-QUAL consisting of four

components: efficiency, system availability, order fulfillment, and security.

Online service quality can not only rely on the theoretical basis of traditional service quality such as reliability, responsiveness, assurance, empathy and tangibles, but also consider the interaction between customers with the technology used by the service provider.

2.2. Gen Z Students Online Shopping Decision

2.2.1. Generation Z Students

All people who studying at university, whether formal or informal, young or old, studying at school or other igher education institutions, are students (Hoang, 2010). Students who are studying at educational institutions in the national education system: colleges, universities (Law on Higher Education, 2019). Thus, a student is a person who goes to universities and colleges to specialize in a profession so that when they graduate from school, they can serve society (quoted in Le, 2021). The qualifications they obtain during their studies at the school will be recognized by the state and society. Current students belong to Gen Z. With the 4.0 technology era, Gen Z students often use smartphones and computers to study and do scientific research as well as serve them in daily life.

Gen Z is a group of people that appear after Millennials and are used to refer to people born between 1995 and 2012. This is the first generation born and raised in the age of mobile, digital devices and the technology boom. This show, the term "Gen Z" is quite common in life. The word Z is similar to X and Y, it is a term used to refer to a demographic group. Z is group at between the Millennial (Y) and the Alpha generation (α). Gen Z are those who have had access to the age of mobile, digital devices and the explosion of technology very early. These people are actually being evaluated as a special generations and have certain potentials in changing the world in the future. Growing up with the rapid growth of the Internet, Gen Z has the advantage of shopping because most stores today have online sales services (https://wblog.wiki/vi/Generation_Z...). This is the young generation living in an era when new technology is very accessible. This generation is used to interacting and living in a connected world all the time.

2.2.2. Shopping Decision

Shopping decision can be explained from the atmospherics perspective, undoubtedly within a pleasant ambient condition, consumers will be likely to be stimulated to pay more and buy again. According to Blackwell et al. (2001), the shopping decision process is carried out through the following five stages:

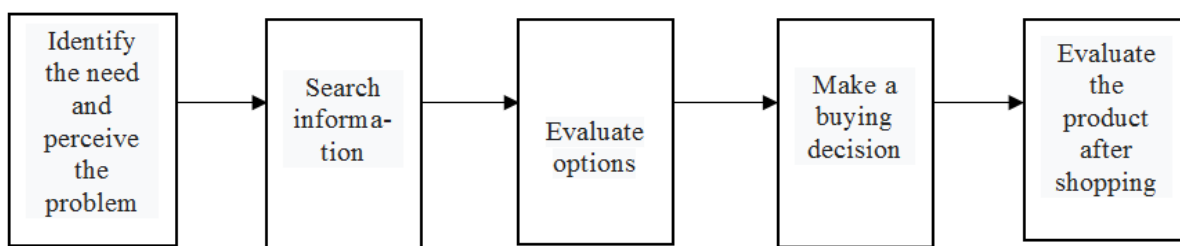


Figure 1: Shopping decision process

When consumers intend to buy certain products, they will go through many stages that will influence their shopping decision process and after-shopping behavior. The first stage represents problem acknowledgment in which the consumer intends to satisfy their needs and wants. The role of marketers at this stage is to use advertising strategies to arouse consumer needs or perceptions. Finally, consumers evaluate the alternatives and choose from the brands

that best suit them and meet their needs (quoted in Le, 2021).

These stimulations contribute to enhancing shopping decisions. Hellier et al. (2003) defined shopping decision as the consumer's judgment about buy or patronize a designated product/service more often in the future from the same firm. Consumers often seek information related to a particular consumer who has had past buying experience before looking

information outside. In other words, the past buying experience is seen as an internal source of information (friends, relatives, neighbors, annual reports, publications, social media) on which consumers rely on before making a decision. In addition, some consumer decisions are most likely formed by aggregating past buying experiences as well as non-commercial marketing and information resources programs (Kanuk & Schiffman, 2007). In the latter study of Hogg and Penz (2008), such emotional states like enjoyment, pleasure and arousal lead to the willingness to shopping. A customer will determine to shopping a product or service if he/she believes that the emerging outcome is beneficial (Wu et al., 2014). In other words, if consumers have a good shopping experience during service encounters, they are more likely to come back for future shoppings compared to those who have a negative shopping experience (quoted in Le, Nguyen & Pham, 2019). This is a kind of psychological feeling after the needs of customers are satisfied. Therefore, customer satisfaction is formed on the basis of accumulated experience when shopping and using products or services. During the post-purchase phase, customers will have a comparison between reality and expectation so as to evaluate their satisfaction or dissatisfaction (Le, 2019).

2.2.3. Gen Z Students Shopping Online Decision

When businesses orient their online business, their desire is to have more and more orders from customers. Any online business that wants its products to dominate the market must have an understanding of market and customer segments in order to grasp the factors affecting the online shopping decision of consumers in this market. In Vietnam, Gen Z is on its way to becoming the largest consumer group as it is expected to account for one-fifth of the domestic workforce with about 15 million people by 2025 (Truong, 2022). The total scale of university and college training reach about 1.672.881 students (Ministry of Education and Training, 28/6/2021) and they will be the potential customers of online businesses.

Despite being very young, Gen Z's influence on the market is huge. Generation Z is called a "digital native" generation because Gen Z's learning,

entertainment, work and even shopping behavior are linked to the Internet and technology activities. Most of the decisions to buy clothes, food, drinks, outside entertainment, smart technology products are made by Generation Z (Nielsen, 2018). With the transmission speed of the community network, this is also an opportunity for Gen Z students to have many opportunities to access the knowledge and experience of shopping online from domestic and foreign entrepreneurs. The situation of Covid 19 epidemic has led to fierce competition in the online market today. Grasping the factors affecting the purchasing decisions of Gen Z students will help businesses understand customer needs better, understand their psychology and tastes when shopping online in order to set out appropriate business policies for business development in the digital age. In general, the process of making an online purchase is extremely easy for Gen Z students. Just need an internet-connected device to find products to buy or go directly to a known selling page to select products. Just one click to know all technical features, prices, suppliers... In the future, the information technology infrastructure in Vietnam will be more and more complete and this is also the foundation for the outstanding development of e-commerce activities. Gen Z students with the characteristics of their generation will increasingly use e-commerce and will become the target customers of online businesses.

2.3. Some Model of E-Commerce

2.3.1. Technology Acceptance Model_TAM

Davis (1986) introduced the Technology acceptance model (TAM), one of the models of behavioral intention and has been widely applied. The purpose of this model is to predict the acceptability of a tool. This model shows that the acceptability of an information system is determined by two main factors: perceived usefulness (PU) and perceived ease of use (PEOU). PU is defined as the degree to which a person believes that using separate application systems will increase work efficiency or productivity their job for a particular job. PEOU is defined as the ease of use that users expect when using a particular system without effort. An individual's attitude is not the only factor that determines whether a user uses a system, but

also based on its impact on the person's work performance. Therefore, even if an employee disagrees with an information system, the probability

that he or she will use is very high if the person perceives that the system will improve their performance in Work.

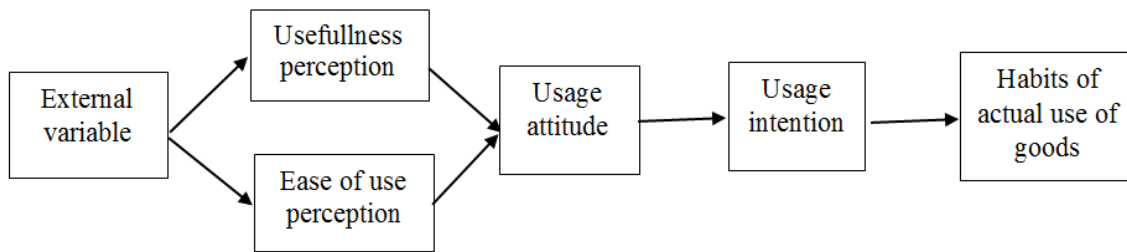


Figure 2: TAM model (source: Davis, 1986)

2.3.2. Abbreviated TAM

Davis et al. (1989) used the TAM model to conduct another study. He wanted to measure their intention to use the system after one hour of being introduced to the system and then it was again after 14 weeks. In both cases, the results indicate that there is a strong association between “usage intention” and using the system with “usefulness perception”. In addition, the

“ease of use perception” ratio is small, but it has an important influence on the “usage intention” and it decreases over time. But both “usefulness perception” and “ease of use perception” components have a direct impact on “behavioral intention”. Therefore, it is possible to remove the "attitude" component in the original TAM model and a new model is formed as shown below:

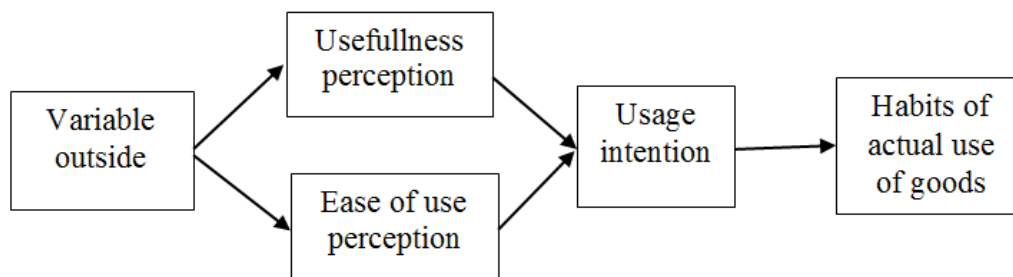


Figure 3: Abbreviated TAM model (source: Davis et al., 1989)

2.3.3. TOE model (Technology - Organization - Environment)

TOE is one of the research frameworks dissemination of new technology acceptance behavior of businesses. The TOE framework proposed a generic set of factors of technology adoption and looks at three contexts namely Technology (availability of technology, characteristics of technology...), Organisation (structure organization, size of organization, characteristics of the organization, communication processes...) and Environmental (characteristics of the industry, the level of competition in industry,

government support, regulations government...) (Dang et al., 2020). Within the TOE framework, technological development presents the technologies accessible to an organisation. The organisation context outline the organisation characteristics well the environment context outlines the business field that consists of industry, competitors, regulations, and relationships with the government. These are external factors that can have restraints and opportunities for technological innovations. The drawback of TOE is the assumption that the model will apply to large organisations, where customers make certain of congruity and fewer grievances, than to SMEs (Bryan & Zuva, 2021).

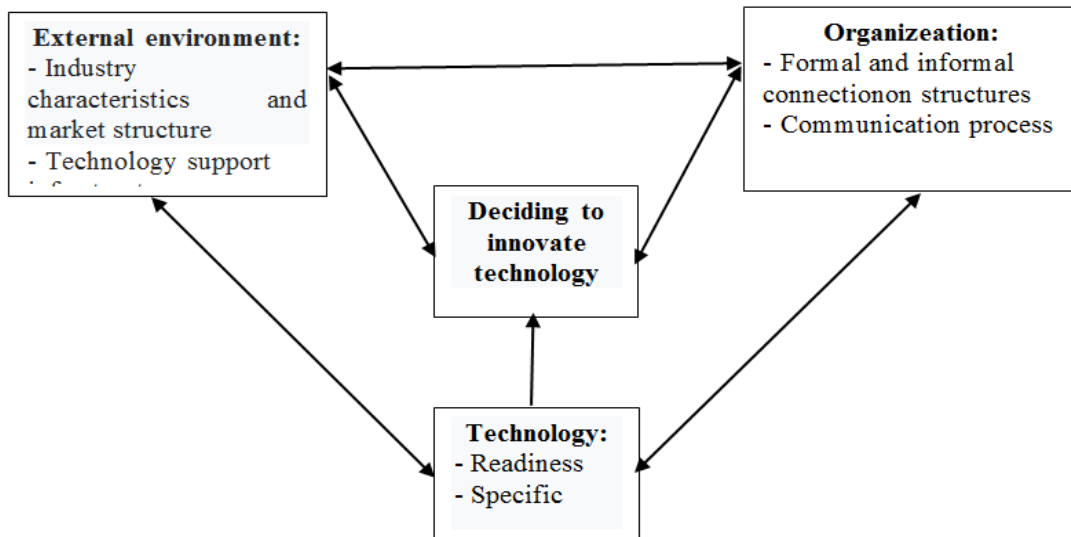


Figure 4: TOE theory of new technology adoption behavior.

Source: (Tornatzky et al., 1990). (Quoted in Dang et al., 2020)

2.3.4. Incorporating TAM and TOE Models

Dang et al. (2020), studied "Incorporating TAM and TOE models into the study of social network acceptance in retail business in Vietnam". With the advantages of applying social networks to business, online retail business has become popular and effective for retail businesses. Based on the synthesis of theories about social networks and models related to technology acceptance behavior of businesses (TAM model and TOE model), the authors studied on the factors affecting the application of social

networks in retail business in Vietnam. Factors affecting the application of social networks in retail include: technology context, personal context, environmental context, user perception. Engineering and technology are factors that directly affect all production and business activities of businesses. Businesses that apply advanced techniques and technologies will have a competitive advantage. In order to improve the efficiency of production and business activities, businesses must constantly invest in this field, especially in research and development. Research has made an important contribution in the context of the constantly evolving social network and its strong impact on business activities in Vietnam.

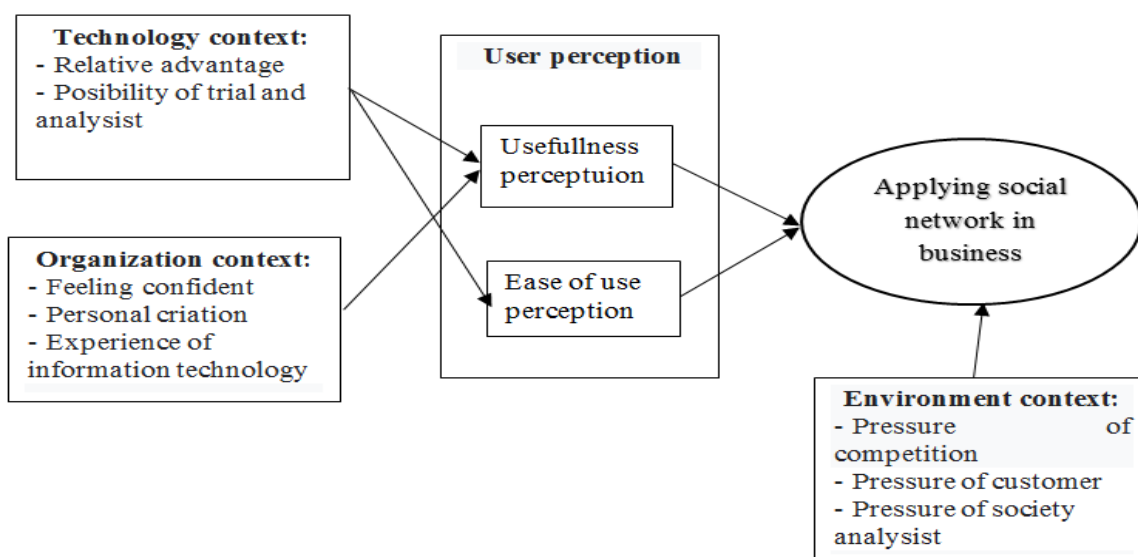


Figure 5: Research framework on factors affecting the decision to accept social networks in retail business. Source: Dang et al., (2020)

2.3.5. Unified Theory of Acceptance and Use of Technology (UTAUT)

The UTAUT Theory Model was developed by Viswanath Venkatesh (2003) and collaborators: Michael G. Moris, Gordon B. Davis, and Fred D. Davis. The model is based on eight component models/theory, which are: Theory of Reasoned Action (TRA), Theory of Intended Behavior (TPB), Technology Acceptance Model (TAM, TAM2), Motivation Model (MM), Association Modeling (TAM&TPB), Personal Computer Usage Modeling (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The authors conducted a trial on 4 organizations over a period of 6 months. After reviewing and comparing eight competing models with 32 factors, UTAUT was

established by selecting and integrating factors on the above 8 component models and UTAUT is a comprehensive model and more complete and used to study the process. The model has been tested on both original and new data. The results show that the explanatory power is higher than 8 single models. The authors expected that there are 3 factors that have a direct impact on behavioral intention (expected effect, expected effort, social influence) and 2 factors have a direct impact on using behavior actual use (facilitation conditions and behavioral intentions). Besides, the mediating factors: gender, age, experience and voluntary use of cockroach effects followed by behavioral intention and information use behavior by key factors (quoted in Trinh, 2019).

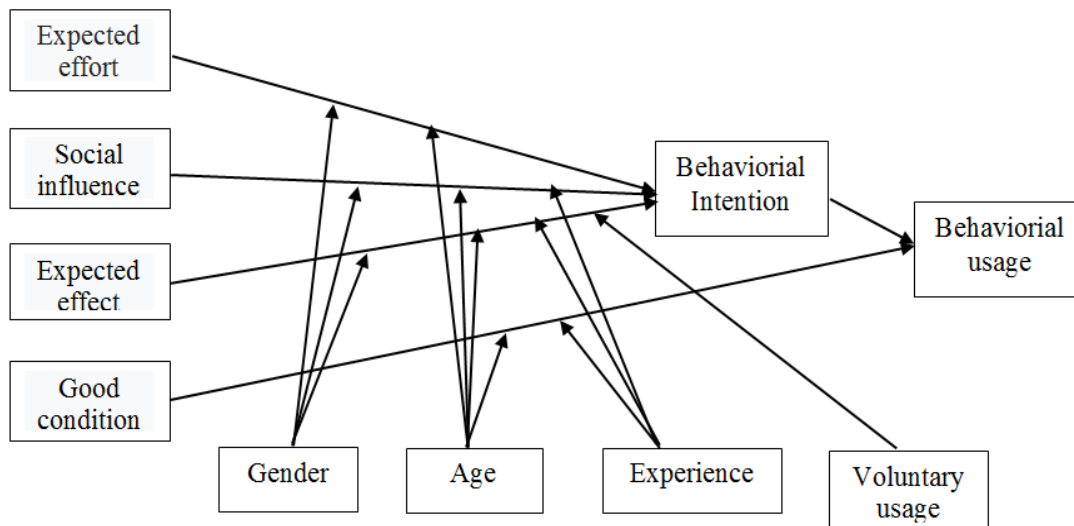


Figure 6: UTAUT model (source: Venkatesh et al. 2003)

3. PROPOSED RESEARCH MODEL AND RESEARCH HYPOTHESES

3.1. Research Model

By understanding the theoretical basis and reviewing research topics of domestic and foreign authors related to the research topic, in this study the author have inherited and developed previous research topics of authors such as Blackwell et al. (2001); Davis (1986); Davis et al. (1989); Venkatesh et al. (2003); Parasuraman et al. (2005); Trinh (2019); Dang et al. (2020); Bryan and Zuva (2021).... The author combines models TAM, Abbreviated TAM, TOE, Incorporating TAM and TOE, UTAUT and develops a model of factors affecting online shopping decision of Gen Z students in Vietnam

which consists of factors such as Usefulness, Ease of use, Trust, Awareness, Impact along with the Attitude of Gen Z students factor have a positive influence on the Online shopping decision of Gen Z students in Vietnam. Five factors affect the Online shopping decision of Gen Z students in Vietnam through the intermediate variable, which is the Attitude of Gen Z students. The research model is based on the SEM model in which the higher the Attitude of Gen Z students, the higher the Online shopping decision of Gen Z students.

Figure 7: Proposed Conceptual Framework

3.2. RESEARCH HYPOTHESIS

Hypothesis 1: Ease of use has a positive effect on the Attitude of Gen Z students in Vietnam.

Hypothesis 2: Usefulness has a positive effect on the Attitude of Gen Z students in Vietnam.

Hypothesis 3: Trust has a positive effect on the Attitude of Gen Z students in Vietnam.

Hypothesis 4: Awareness has a positive effect on the Attitude of Gen Z students in Vietnam.

Hypothesis 5: Impact has a positive effect on the Attitude of Gen Z students in Vietnam.

Hypothesis 6: Ease of use has a positive effect on the Online shopping decision of Gen Z students in Vietnam.

Hypothesis 7: Usefulness has a positive effect on the Online shopping decision of Gen Z students in Vietnam.

Hypothesis 8: Attitude of Gen Z student has a positive effect on the Online shopping decision of Gen Z students in Vietnam.

4. CONCLUSION

This literature review has inherited many previous studies to investigate the factors affecting Online shopping decision of Generation Z students in Vietnam, in which the Attitude of Gen Z students is an important mediating effect. There are 43 referenced studies to establish a theoretical framework and propose a conceptual framework on the influence of 7 factors on the Online shopping decision of Gen Z students in Vietnam. A conceptual framework based on the models in the eight main theoretical studies above and the authors propose a research model built as illustrated below:

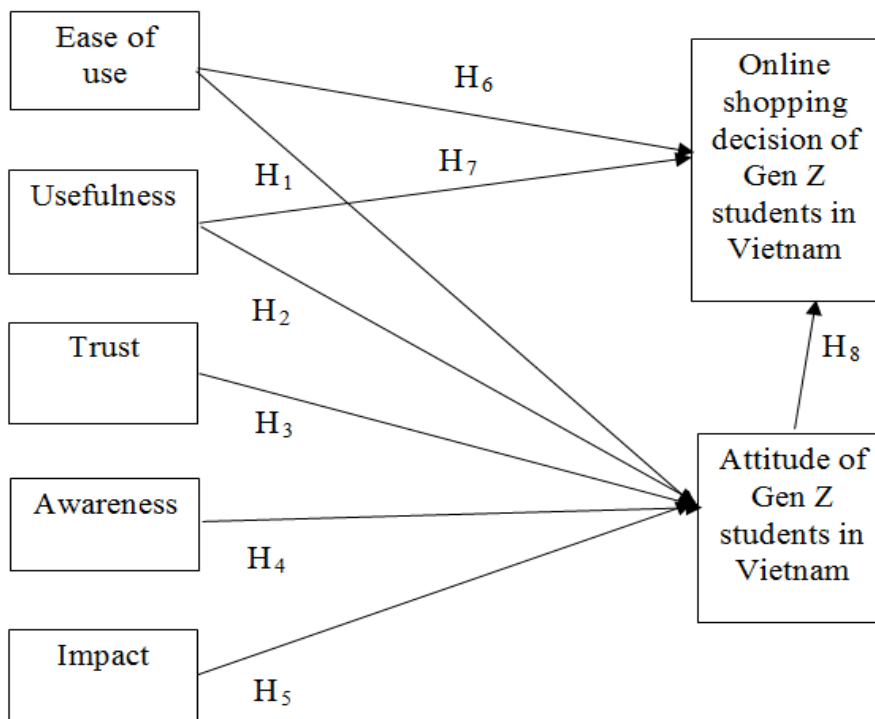


Figure 7: Proposed Conceptual Framework

This conceptual framework is built with 5 factors influencing the Online shopping decision of Generation Z students in Vietnam with the intermediate factor Attitude of Gen Z students. Research sample information was collected by convenience sample selection and by online survey technique... Questionnaires will be distributed to customers who are students of universities: Hutech

University, Ho Chi Minh City Economics and Finance, Van Lang, Van Hien. After collecting data, the authors use the SEM model to analyze and test the model.

5. FOR FURTHER RESEARCHES

This literature review might be useful for online businesses. Indeed, the higher the Attitude of Gen Z students, the higher the Online shopping decision of

Gen Z students. This study proposes a number of implications and suggestions to help businesses and retailers on e-commerce platforms improve product and service quality and thereby increase business efficiency.

a) There are still many practical factors that need to be considered their influence on the Online shopping decision of Gen Z students in Vietnam such as psychology, tastes... when deciding to shop online.

b) As mentioned, university students are only a part of consumers of Gen Z, the selection of this group of subjects for survey is a peculiarity of the study. So, the conceptual framework in this study can be considered not only in Gen Z students, but also in all young Gen Z.

c) Managers of online businesses may refer to this conceptual framework to guide their business strategies.

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