



**FACTORS AFFECTING ONLINE PURCHASE INTENTION: THE  
CASE OF E-COMMERCE ON LAZADA**

*Phuong Viet Le-Hoang*  
*Ho Chi Minh City Open University, Vietnam*  
*E-mail: lehoangvietphuong@gmail.com*

*Submission: 6/27/2019*

*Revision: 9/18/2019*

*Accept: 10/2/2019*

**ABSTRACT**

This study aims to explore the scale and measure of the impact of factors affecting the online shopping intention of the consumer on the Lazada e-commerce website in Ho Chi Minh City. The study confirms the theoretical analysis of consumer behavior (Theory of Reasoned Action - TRA), (Theory of Planned Behavior – TPB), as well as compares the research articles related to online shopping intention of domestic and foreign authors. From the survey results from 300 customers, the author pointed out that six factors positively affecting online purchase intention include usefulness - convenience, trust, behavior control awareness, business competency, and reference group opinion. The other factor is the perceived risk that has negative affect customers' online shopping intentions. Since then, the research offers the causes, solutions, implications to help traders on e-commerce sites capture the needs and psychology of customers and help them partially improve their ability to attract customers online shopping in Ho Chi Minh City.

**Keywords:** usefulness - convenient; trust; perceived risk; reference group; behavior control awareness; business competency



## **1. INTRODUCTION**

Online shopping has become a popular and growing shopping method in the world in recent years (WU; CAI; LIU, 2011). It is reflected in the increasing proportion of consumers buying online as well as the recent online retail sales (OZEN; ENGIZEK, 2014). However, the proportion of Vietnamese consumers participating in online shopping is still lower than in other countries in the region and the world (MINISTRY OF INDUSTRY AND TRADE, 2015). Therefore, in order to attract more online shopping consumers, it is necessary to identify the factors that influence the customer's intention to buy online for online retailers in the context of development fast of internet and e-commerce like today (LOHSE; BELLMAN; JOHNSON, 2000).

The development of the internet and e-commerce has impacted consumers' lives, the way they traded, and the decision-making process is thereby creating the difference between online consumer behavior and behavior traditional consumption (PAVLOU, 2003; PAVLOU; FYGENSON, 2006). Therefore, with the desire to learn about the factors affecting consumer shopping behavior in Ho Chi Minh City, the author chose the topic research "Factors affecting online purchase intention: The case of e-commerce on Lazada" to conduct specific analysis.

## **2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

The intention is a factor used to evaluate the possibility of future behavior (AJZEN, 1985). The intention of online shopping is the ability of consumers to make purchases via the Internet (DELAFFROOZ; PAIM; KHATIBI, 2010).

Also, consumer purchasing behavior is consumer action related to the procurement and consumption of products/ services, including the recognition of need, the search for information, evaluation of alternatives, purchase decision, and the post-purchase behavior when buying (KOTLER, 2003). Consumer purchasing behavior is the behavior that consumers express in the search, purchase, use, and evaluation of products and services they expect to satisfy their individual needs (PRESSEY; WINKLHOFER; TZOKAS, 2009).

Online shopping behavior (also called online buying and Internet shopping) refers to the act of buying products or services over the Internet (HA; STOEL, 2009). Online shopping behavior refers to the process of purchasing products or services over the Internet; this process consists of five steps, and it is a similarity to traditional shopping behavior (LIANG; LAI, 2000).

The study of factors affecting online buying intentions has been based on various theories by the authors, in which the (Theory of Planned Behavior - TPB) has been widely used in successful research and application as a theoretical framework to predict intent and online buying behavior. TPB was developed by Ajzen (1991) based on the theory of reasoned action (TRA) of Fishbein and Ajzen (1975) by adding the factor "perceived behavioral control" to TRA. Perceived behavioral control reflects the ease or difficulty of behavior, depending on the availability of resources and opportunities for behavior (AJZEN, 1991). According to TPB, the client's "behavior intention" is affected by "attitude," "subjective norms," and "perceived behavioral control."

Studies related to consumer confidence have shown that brand trust influences consumer awareness of an online supplier, thereby increasing people's buying intentions consumption from an online supplier (CHINOMONA; SANDADA, 2013; DABHOLKAR; SHENG, 2012). Moreover, consumers who believe in their prior buying decisions positively affect consumer buying intentions (BOCK et al., 2012; KIM et al., 2011).

Also, trust is one of the factors that have a significant influence on consumers' intention to buy online. The lack of trust has been recognized as one of the main reasons preventing consumers from shopping online (JARVENPAA; TRACTINSKY; VITALE, 2000; LEE; TURBAN, 2001; YADAV; MAHARA, 2017). If trust is not built, online transactions will not happen (WINCH; JOYCE, 2006). Therefore, customer trust for online sellers is the basis for online shopping to take place (CHEN; BARNES, 2007), especially the sellers who give brand trust for customers (KIM; JONES, 2009). In the context of online shopping, trust plays a particularly important role because, in the online environment, consumer perceptions of risks in transactions are higher because buyers do not have direct contact with people selling as well as the product they intend to buy (JARVENPAA; TRACTINSKY; VITALE, 2000; PAVLOU, 2003). Therefore, the proposed research hypothesis is:

- *H1: Consumer trust has a positive effect on online buying intention.*

Subjective norms can be described as personal perceptions of social pressures on whether or not to perform an act (AJZEN, 1991). Previous studies suggest that between subjective norms and intentions, there is a positive relationship (HANSEN; JENSEN; SOLGAARD, 2004; LIM et al., 2012). In the context of online shopping, Lin (2007) argues that subjective norms reflect consumer perceptions of the reference group's influence on online shopping. In this article, the author approaches Lin's point of view (2007) to concretize and

limit the implications of the subjective norms factor. Lin (2007) has demonstrated that the opinion of the reference group has a positive impact on consumers' online shopping intent (BAI; YAO; DOU, 2015; CHANG; LIN; LUARN, 2014; FAGERSTROM; GHINEA, 2010; LAOHAPENSANG, 2009; DZIAN et al., 2015, XU et al., 2017). Therefore, the proposed research hypothesis is:

- *H2: The opinion of the reference group positively affects consumers' online shopping intent.*

Behavior control awareness (or perceived behavioral control) is defined as an individual's perception of easy or difficult behavior (AJZEN, 1991). It denotes the level of control of behavior rather than the result of behavior. In the context of online shopping, behavioral control awareness describes consumers' perceptions of the availability of necessary resources, knowledge, and opportunities to implement online shopping (HA, 2016; LIN, 2007). Behavioral control awareness has been shown to have a positive impact on consumers' intention to buy online (LIN, 2007). Therefore, the proposed research hypothesis is:

- *H3: Behavior control awareness has a positive effect on consumers' intention to buy online.*

The risks of the consumers may encounter when the customers buy the products online and the risk that includes financial risks and product risks (BAUER, 1960). The perceived risk is a factor that negatively affects the intention to buy online (CHANG; CHEN, 2008). However, Yenisey, Ozok and Salvendy (2005) argue that this factor does not have a direct relationship with the intention of buying online.

Besides, the perceived risk refers to consumer perceptions of the uncertainty and consequences of engaging in a particular activity (BHATTACHERJEE, 2000; HA; NGUYEN, 2016). Uncertainty regarding online transactions creates a lot of different risks. Pavlou (2003) classifies risks into financial risk, seller risk, privacy risk (personal information may be disclosed illegally) and security risks (Stolen credit card information). Some studies have found an inverse relationship between perceived risk and intention to buy online (DOWLING; STAELIN, 1994; DU; MAO, 2018; HU et al., 2009; CHANG; CHEN, 2008). Therefore, the proposed research hypothesis is:

- *H4: The perceived risk has a negative effect on the intention to buy online.*

Professionalism in quickly receiving orders and delivery is a way to demonstrate the capabilities of an e-commerce site (DOWN; LIEDTKA, 1994). Easy-to-use purchase software, simple purchase method, product quality and product introduction information are complete and useful, making the connection between commercial site traders and well-established buyers.

Nakandala et al. (2017) pointed out that suppliers play a vital role in sharing information when customers understand the position, reputation and capacity of the company in the market, they will intend to buy goods at an e-commerce site that the company is operating. Previous studies have shown that technology services are fundamental to have a significant impact on consumers' intention to purchase if suppliers know how to build advertising images, update product information continuously (CURTY; ZHANG, 2013; HUANG; BENYOUCEF, 2013; WU; WANG, 2011). These studies, when determining factors affecting online purchase intentions, are related to the capacity of an online trader. Therefore, the proposed research hypothesis is:

- *H5: The business competency has a positive impact on online buying intentions.*

Pressey, Winklhofer and Tzokas (2009) discussed the importance of purchasing management; if the purchase management is excellent, fast, and highly useful, the buyer will easily make a purchase decision and make a purchase (DAVIS; BAGOZZI; WARSHAW, 1989; DAVIS; VENKATESH, 1996).

Operators of electronic websites should design purchasing plans, simple purchase methods, quick order processing (KOUFTEROS; CHENG; LAI, 2007). The online environment introduces inherent barriers to purchases, such as shoppers leaning toward the relevant technology, their perception of the site and their ability to trust that site (YENISEY; OZOK; SALVENDY, 2005; PAVLOU; FYGENSON, 2006; ZHOU et al., 2018; AMARO; DUARTE, 2015).

On the other hand, e-commerce sites provide much information, so shoppers can browse various e-commerce sites before making decisions (PAVLOU; FYGENSON, 2006). Buyers, in one search for information, consider and compare prices on different websites (BOGINA; KUFLIK; MOKRYN, 2016). Liang et al. (2011) argue that site quality dramatically affects the intention of purchasing. Their final choice of websites to buy depends on things like order handling, eye-catching interface, proper delivery fees, and so on (VENKATESH; AGARWAL,

2006; WOLFINBARGER; GILLY, 2001). From previous studies, the proposed research hypothesis is:

- *H6: The usefulness and convenience affect the intention of buying online at e-commerce sites.*

The proposed model including six influencing factors as follows: attitude, opinion of the reference group, awareness of behavioral control and perceived risk, usefulness and convenience, business competency.

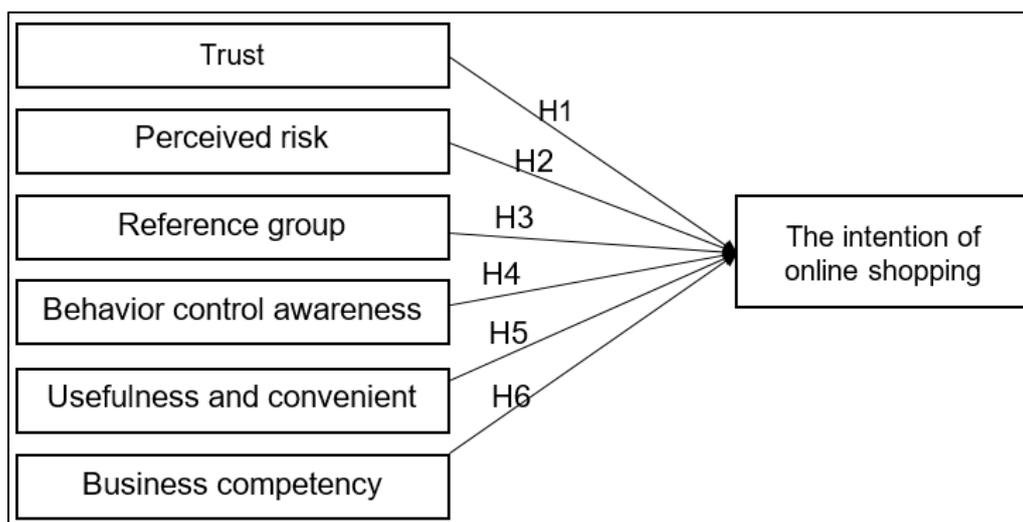


Figure 1: Proposed research model of the author

### 3. METHODOLOGY

**Preliminary study:** The author conducts the preliminary research through qualitative methods to explore and adjust the scales - The qualitative research conducted for customers who have purchased online in Ho Chi Minh City. Through an investigation of 50 individual customers, this research collected the customers' general opinions about online buying intentions. Based on aspects such as the desire to buy products, aware of the resources, be aware of the risks and spread of word-of-mouth feedback from people around, or feedback from people who have purchased products through e-commerce sites.

After obtaining results from preliminary research, the author built and designed the questionnaire based on the opinions and data analysis; from there, give the official variables for research. Besides, the author goes to determine the size of the sample. Sample size is determined based on standard 5: 1 by Bollen (1989) and Hair et al. (2014), i.e., to ensure data analysis, (Exploratory factor analysis - EFA) it is required that at least five observations for a measurement variable and the number of observations should not be less than 100 (HOANG;

CHU, 2008). The survey model included six independent factors and a dependent factor, with 28 observations. Therefore, the number of observations required for a sample is from  $28 * 5 = 140$  and above. In the study, a survey of 300 observations was conducted.

#### 4. ANALYSIS AND RESULTS

##### 4.1. Data description:

After the three months to conduct the survey from February to May in 2019 and do data analysis in the first two weeks of June, the author collected 300 valid respondents, and the following table can describe the data:

Table 1: Data description

		Total	Percent (%)
Sex	Male	136	45.33%
	Female	163	54.67%
Time to use the internet	Less than 1 year	31	10.33%
	From 1 to 3 years	109	36.33%
	From 3 to 5 years	123	41.00%
	Over 5 years	37	12.33%
Time to use the internet in one day	Less than 1 hour	20	6.67%
	From 1 to 3 hours	62	20.67%
	From 3 to 5 hours	113	37.67%
	From 5 to 7 hours	72	24.00%
	Over 7 hours	33	11.00%
Number of visits to e-commerce site in one month	Less than 5 times	41	13.67%
	From 5 to 10 times	80	26.67%
	From 10 to 20 times	106	35.33%
	Over 20 times	73	24.33%

About gender: The number of male respondents is 136, accounting for 45.33%. While the number of female respondents was 163, accounting for 54.67%. The results show that there is no much difference between male and female when they purchase goods and services via online website, although the number of online shopping women is higher than the number of online shopping men in Ho Chi Minh City.

Regarding the time which users have used the internet: The time which is under one year is the smallest, and it is 31, accounting for 10.33%. The time from one to three years is 109 respondents, accounting for 36.33% rate. The most significant number of users who use the internet is from 3 to 5 years, and the respondents are 123, accounting for 41.00%. The number of internet users who have used the internet for over five years is 37, accounting for 12.33%. Based on this analysis, the number of internet users in Ho Chi Minh City is almost 3 to 5 years.

About the time of using the internet in one day: The number of respondents using the internet is less than one hour a day is 20, accounting for 6.67%. The number of respondents using the internet from one to three hours a day is 62, accounting for 20.67%. Besides, From three to five hours a day, the number of respondents using the internet is 55, accounting for 36.67%. The last group is the number of respondents using the internet from five to seven hours a day, and it is 72, accounting for 24.00%.

The number of respondents using the internet over seven hours a day is 33, accounting for 11.00%. Based on this result, the largest group belongs to the number of internet users in Ho Chi Minh City from three to five hours, and the small one belongs to the number of internet users that access the internet less than one hour in Ho Chi Minh City.

Regarding the number of users access online e-commerce websites in one month: The number of users access from 10 to 20 times is 106 people, accounting for 35.33%, and it is the dominant group. While the minor group is the number of users who access less than five times, and it is 41, accounting for 13.67%. Besides, the number of users access from 5 to 10 times and access over 20 times are 80 and 73 respondents, accounting for 26.67% and 24.33%, respectively.

**4.2. Reliability test: Cronbach’s Alpha**

According to Nunnally and Bernstein (1994), the condition to accepting variables is that Corrected item-total Correlation is equal or greater than 0.3 and Cronbach’s Alpha if item deleted is equal or greater than 0.7. According to Hoang and Chu (2008), and Hair et al. (2014), new studies can accept that Cronbach’s Alpha, if item deleted, is equal to or greater than 0.6. Therefore, these items satisfy the condition, and this can be used for analyzing Exploratory Factor.

Table 2: Constructs, corrected item – total correlation and Cronbach Alpha

Items	Constructs	Corrected Item – Total Correlation	Cronbach’s Alpha if item deleted
<b>Trust - Cronbach’s Alpha = 0.753</b>			
TR1	Lazada is a reliable place to shop online	0.563	0.687
TR2	Lazada sells the right products, quality and designs as posted	0.550	0.695
TR3	Lazada complies with the procedures and terms they announced	0.590	0.676
TR4	Lazada allows checking goods before receiving goods	0.498	0.723
<b>Perceived risk - Cronbach’s Alpha = 0.828</b>			
PR1	The provision of personal information on the internet is risky	0.647	0.800
PR2	Providing bank accounts for online shopping is risky	0.715	0.734



PR3	You want to pay in cash rather than online cards to ensure information	0.701	0.749
<b>Reference group - Cronbach's Alpha = 0.822</b>			
RG1	Your friends' opinions have a great influence on your purchase intentions	0.638	0.796
RG2	Negative comments and reviews of old customers make you lose confidence when buying goods	0.661	0.770
RG3	You read more comments from other e-commerce sites before making a purchase	0.736	0.698
<b>Behavior control awareness - Cronbach's Alpha = 0.871</b>			
CA1	You have enough money to make a purchase	0.715	0.841
CA2	The extent of knowledge that you have in making a purchase decision is sufficient.	0.714	0.842
CA3	You do not shop online as you do not have a credit card	0.676	0.848
CA4	You do not shop online as you do not have a computer with an internet connection	0.450	0.883
CA5	You do not shop online because Internet speed (Web page download time) is very slow	0.762	0.832
CA6	The extent of self-confidence that you have in making a purchase decision is sufficient.	0.714	0.842
<b>Usefulness and convenient - Cronbach's Alpha = 0.835</b>			
UC1	Online shopping through Lazada to help you save time	0.664	0.792
UC2	Online shopping through Lazada to help you save costs	0.685	0.786
UC3	Online shopping through Lazada makes it easy to find and diversify products and services	0.663	0.792
UC4	You can shop anywhere has an internet connection	0.659	0.795
<b>Business competency - Cronbach's Alpha = 0.742</b>			
BC1	Lazada regularly updates new products	0.595	0.647
BC2	Advertising idea of business is unique and creative	0.589	0.651
BC3	Comply with the delivery process and schedule	0.499	0.703
BC4	There are appropriate solutions when problems happen	0.469	0.719
<b>Intention to buy - Cronbach's Alpha = 0.707</b>			
IB1	You always feel excited when shopping online	0.528	0.612
IB2	You quickly recognize the need when you encounter ads of Lazada	0.480	0.673
IB3	You spend your free time surfing and searching for products on the Lazada	0.569	0.564

After analyzing the Cronbach's Alpha coefficient of the scale, based on the statistical results table shows Cronbach's Alpha coefficients of scales Trust, Risk of perception, Behavior control awareness, Reference group opinion, Online entrepreneurship capacity, usefulness and convenience, Customer buying intentions have values greater than 0.7 and the correlation coefficient of the total variables of all measurement variables of the factors is greater 0.3 should reach the reliability and validity. Since all the variables in the scale are meet all of the requirements, the Exploratory Factor Analysis and regression can be conducted as follows.

### 4.3. Exploratory Factor Analysis (EFA)

In the Exploratory Factor Analysis, the author used Principal Component Analysis and Varimax rotation to group the components.

**4.3.1. Independent variables**

The results show that KMO is 0.779 and can make sure the requirement  $0.5 < KMO < 1$ . Bartlett is 4097.125 with  $p\text{-value} = 0.00 < 0.05$ , so all of the variables are correlation together in each component. Total variance explained equals 67.73%, and it is greater than 50%; as a result, it can meet the requirement of variance explained. From this one, this research can conclude that variables can explain 67.73% in changing factors. The rotated matrix in EFA shows that the loading factor is higher than 0.55, and it can divide into six components by the following table.

Table 3: Rotated matrix

Concepts	Items	Component					
		1	2	3	4	5	6
Business control awareness	CA1	0.714					
	CA2	0.840					
	CA3	0.684					
	CA4	0.518					
	CA5	0.770					
	CA6	0.836					
Usefulness and convenient	UC1		0.786				
	UC2		0.793				
	UC3		0.781				
	UC4		0.661				
Trust	TR1			0.708			
	TR2			0.722			
	TR3			0.785			
	TR4			0.709			
Reference group	RG1				0.707		
	RG2				0.781		
	RG3				0.761		
Business competency	BC1					0.759	
	BC2					0.770	
	BC3					0.719	
	BC4					0.691	
Perceived risk	PR3						0.813
	PR2						0.742
	PR1						0.594
<b>KMO</b>		0.779 (p-value=0.000)					
<b>Bartlett's</b>		4097.125					
<b>Total Variance Explained</b>		67.73 %					

**4.3.2. Dependent variable:**

The results show that KMO is 0.665 and can make sure the requirement  $0.5 < KMO < 1$ , so all of the variables are correlation together in each component. Total variance explained equals 63.23%, and it is greater than 50%; as a result, it can meet the requirement of variance explained. Finally, all of the variables have the loading factor that is greater than 0.55 and meet the requirement.



Table 4: Dependent variable, and testing

Dependent variable		Component
		1
Intention to buy	IB2	0.800
	IB1	0.758
	IB3	0.826
<b>KMO</b>		0.665 (p-value=0.000)
<b>Total Variance Explained</b>		63.23 %
<b>Cronbach's Alpha</b>		0.707

**4.4. Regression**

Table 5. Regression result and VIF

Model	Unstandardized Coefficients		Standardized Coefficients	t	p-value	Variance inflation factor (VIF)
	Beta	Sd. Error	Beta			
(Constant)	0.032	0.248		0.13	0.898	
TR	0.475	0.048	0.441	9.96	0.000	1.76
BC	0.187	0.039	0.217	4.85	0.000	1.55
CA	0.122	0.047	0.132	2.62	0.009	1.49
RG	0.153	0.042	0.188	3.68	0.000	1.48
PR	-0.076	0.043	-0.097	-1.78	0.077	1.18
UC	0.147	0.041	0.180	3.60	0.000	1.16
<b>R<sup>2</sup></b>				0.5034		
<b>Adjusted R<sup>2</sup></b>				0.4933		
<b>F</b>				49.51		
<b>p-value</b>				0.000		

The results show that the overall of the model is accepted because F is 49.51, and p-value of F is 0.000<0.05. Moreover, R2=0.5034 means that all of the independent variables can explain 50.34% for online buying intention. The variance inflation factor is smaller than 2, so there is no multicollinearity in this model.

Five variables include trust (TR), business competency (BC), behavior control awareness (CA), reference group (RG), and usefulness – convenient (UC) are statistical significance at 99% confidence level because of the p-value <0.01. TR, BC, CA, RG, UC have a positive effect on online buying intention.

Perceived risk variable (PR) is statistical significance at 90% confidence level because of the p-value =0.077<0.1. So PR has a negative effect on online buying intention. It means that when PR increase, that leads to the decreasing of online buying intention.



**4.5. Hypothesis testing:**

Table 6: Hypothesis testing

Hypothesis	Content	Result
H1	Consumer trust has a positive effect on online buying intention.	Accepted
H2	The opinion of the reference group positively affects consumers' online shopping intent.	Accepted
H3	Behavior control awareness has a positive effect on consumers' intention to buy online.	Accepted
H4	The perceived risk has a negative effect on the intention to buy online.	Accepted
H5	The business competency has a positive impact on online buying intentions.	Accepted
H6	The usefulness and convenience affect the intention of buying online at e-commerce sites.	Accepted

**5. CONCLUSION**

In this study, six factors affecting the intention to purchase via e-commerce site Lazada in Ho Chi Minh City in turn from high to low are Trust, Business competency, reference group, usefulness and convenience, behavior control awareness, and finally, the perceived risk (based on standardized beta). From the test results, it shows the appropriateness of the theoretical model for the intention to buy goods on the e-commerce site Lazada in Ho Chi Minh City, as well as the accepted hypotheses in this study, will help the trade page, uniquely Lazada captures what factors affect consumers' online shopping intent in Ho Chi Minh City. Since then, The businesses have launched a program to reach customers most effectively, creating outstanding competitive advantages and sustainable development in the future.

Consumer confidence is the most significant barrier to the e-commerce industry in Vietnam. Moreover, customer trust comes from the desire to experience. The question is whether the Lazada e-commerce site has attracted customers to want to experience yet? Also, how to attract customers to visit the site and have enough confidence to experience products and services coming from this site.

To meet the requirements such as quality products, beautiful forms, affordable prices, fast delivery time, and thoughtful after-sales mode, and so on. Lazada’s e-commerce site must recruit a large and professional staff. Besides, they need to check the information carefully, the sale history of the registered sales units to ensure that from the first stage are the products they sell are quality. The businesses commit to say no to counterfeit goods and comply with what is committed. Because if the company lost the trust of the customer, then there is no next time, the customer comes back to the page.



At the same time, create hotlines for customers to respond and complain about cases of inferior quality goods, and so on to Lazada to investigate, to handle timely and thoroughly overcome this situation, affirm beliefs in customer's goods, let them continue to trust to use the service.

Through the impact of the comments of the referring group to the intention to buy goods on the e-commerce website, Lazada shows that the online retailer Lazada should focus on customer feedback to promptly answer questions. Also, they handle complaints and give solutions better, expressing responsibilities and ensuring customers' rights.

Besides, it is necessary to create many other social links such as links with websites, social networking sites to help customers easily share information about products, customers also easily refer to ideas. Contributing to have more confidence, positively impacting the intention of shopping through Lazada e-commerce site.

Lazada e-commerce site should capture the perceived risk of the customers and build a solid trust with customers by ensuring a real quality source, at the same time any complaints occur, immediately respond and handle complaints about customers so they can be assured of the money they have spent, and more trust in Lazada's service. Strictly handle cases of counterfeit goods, have appropriate and appropriate handling measures to protect the interests of customers.

In the era of technology development as today, the convenience becomes more prominent than ever, with the busy life like today, the shopping process takes place more quickly and conveniently in order and payment, and delivery will prevail. So Lazada's e-commerce site should focus on building links, coordinating with transport units to be able to deliver goods to consumers as soon as possible, meeting their increasing needs. At the same time, improve and shorten the order processing process, to ensure the processing time is the fastest, omitting unnecessary steps, as minimal as possible. However, it is not necessary to ensure that the quality of packaging and transportation affects the quality of goods inside.

Because of the limited time of the project implementation, the research has not yet conducted an in-depth analysis of the variables in the research model to have a more detailed view of online shopping intent on Lazada e-commerce site.

This research still has some limitations on implementation time; information collected from some users does not cooperate. However, the author also hopes this topic will provide more useful information for Lazada e-commerce site and can help the company's revenue grow

more, meeting the increasing needs of consumers. Based on that, the Lazada company, the e-commerce company and the businesses can apply the results and achieve outstanding business performance in the future.

## REFERENCES

- AJZEN, I. (1985) **From intentions to actions: A theory of planned behavior**. Springer, Berlin, Heidelberg, p. 11-39.
- AJZEN, I. (1991) The theory of planned behavior. **Organizational behavior and human decision processes**, v. 50, n. 2, p. 179-211.
- AMARO, S.; DUARTE, P. (2015) An integrative model of consumers' intentions to purchase online. **Tourism Management**, v. 46, p. 64-79.
- BAI, Y.; YOO, Z. H.; DOU, Y. F. (2015) Effect of social commerce factors on user purchase behavior: An empirical investigation from renren.com. **International Journal of Information Management**, v. 35, p. 538-550.
- BAUER, R. (1960) Consumer behavior as risk taking. in Dynamic marketing for a changing world. Hancock, R. (ed.). Chicago: **American Marketing Association**, p. 389-398.
- BHATTACHERJEE, A. (2000) Acceptance of e-commerce services: The case of electronic brokerages. **IEEE Transactions on Systems Man and Cybernetics - Part A Systems and Humans**, v. 30, n. 4, p. 411 – 420.
- BOCK, G. W.; LEE, J.; KUAN, H. H.; KIM, J. H. (2012) The Progression of Online Trust in The Multi-Channel Retailer Context and The Role of Product Uncertainty. **Decision Support System**, v. 53, p. 97-107.
- BOGINA, V.; KUFLIK, T.; MOKRYN, O. (2016) Learning Item Temporal Dynamics for Predicting Buying Sessions. **Proceedings of the 21st International Conference on Intelligent User Interfaces**.
- BOLLEN, K. A. (1989) **Structural equations with latent variables**. New York: Wiley.
- CHANG, H. 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**, v. 32, n. 6, p. 818 – 841.
- CHANG, S.-T.; LIN, T. M. Y.; LUARN, P. (2014) The effects of word-of-mouth consistency on persuasiveness. **Journal of administration science**, v. 31, p. 128-141.
- CHEN, Y.; BARNES, S. (2007) Initial trust and online buyer behavior. **Industrial Management and Data Systems**, v. 107, n. 1, p. 21-36.
- CHINOMONA, R.; SANDADA, M. (2013) Customer satisfaction, trust and loyalty as predictors of customer intention to re-purchase South African retailing industry. **Mediterranean Journal of Socials**, v. 4, n. 14, p. 437-446.
- CURTY, R. G.; ZHANG, P. (2013) Website Features that Gave Rise to Social Commerce: A Historical Analysis. **Electronic Commerce Research and Applications**, v. 12, n. 4, p. 260-279.
- DABHOLKAR, P. A.; SHENG, X. (2012) Consumer Participation in Using Online Recommendation Agents: Effects on Satisfaction, Trust, and Purchase Intentions. **The Service Industries Journal**, v. 32, n. 9, p. 1433-1449.

- DAVIS, F. D.; VENKATESH, V. (1996) A critical assessment of potential measurement biases in the technology acceptance model: three experiments. **International Journal of Human-Computer**, v. 45, p. 19-45.
- DAVIS, F. D.; BAGOZZI, R. P.; WARSHAW, P. R. (1989) User acceptance of computer technology: a comparison of two theoretical models. **Management science**, v. 35, n. 8, p. 982-1003.
- DELAFFROOZ, N.; PAIM, L. H.; KHATIBI, A. (2010) Students' Online Shopping Behavior: An Empirical Study. **Journal of American Science**, v. 6, n. 1, p. 137-147.
- DOWLING, G. R.; STAELIN, R. (1994) A model of perceived risk and intended risk-handling activity. **Journal of consumer research**, v. 21, n. 1, p. 119-134.
- DOWN, K.; LIEDTKA, J. (1994) What corporations seek in MBA hires. **Survey Select**, v. 30, n. 2, p. 10-18.
- DU, D. W.; MAO J. Y. (2018) Developing and maintaining clients' trust through institutional mechanisms in online service markets for digital entrepreneurs A process model. **Journal of strategic information system**, v. 27, n. 4, p. 296-310.
- DZIAN, M.; TRIZNOVA, M.; KAPUTA, V.; SUPIN, M. (2015) The analysis of WOM in Slovak Republic and impact of WOM on consumers' purchasing decision. **Procedia Economics and Finance**, v. 26, p. 975-981.
- FAGERSTROM, A.; GHINEA, G. (2010) On the motivating impact of price and online recommendations at the point of online purchase. **International Journal of Information Management**, v. 31, n. 2, p. 103-110.
- FISHBEIN, M. A.; AJZEN, I. (1975) **Belief, attitude, intention and behaviour: An introduction to theory and research**. Reading, MA: Addison-Wesley.
- HA, N. T. (2016) Comparison of technology acceptance model and theory of planned behavior in the study of consumers' intention to purchase online. **Journal of Economics and Development**, v. 227, p. 57-65.
- HA, N. T.; NGUYEN, T. D. (2016) Factors affecting online shopping intention of Vietnamese consumers: Extensive study of planned behavior theory. **Science Journal of Ha Noi National University**, v. 32, n. 4, p. 21-28.
- HA, S.; STOEL, L. (2009) Consumer e-shopping acceptance: Antecedents in a technology acceptance model, **Journal of Business Research**, v. 62, n. 5, p. 565-571.
- HAIR, J. F.; BLACK, W. C.; BANIN, B. J.; ERSON, R. E. (2014) **Multivariate data analysis**, Pearson Education Limited.
- HANSEN, T.; JENSEN, J. M.; SOLGAARD, H. S. (2004) Predicting online grocery buying intention: a comparison of the theory of reasoned action and the theory of planned behavior. **International Journal of Information Management**, v. 24, n. 6, p. 539-550.
- HOANG, T.; CHU, N. M. N. (2008) **Analyze research data with SPSS**. Hong Duc Publishing House, Ho Chi Minh City.
- HU, Y.; SUN, X.; JING, Z.; ZHANG, X.; LUO, F.; HUANG, L. (2009) A University Student Behavioral Intention Model of Online Shopping Based on TAM. **International Conference on Information Management, Innovation Management and Industrial Engineering**, 1.

HUANG, Z.; BENYOUCEF, M. (2013) From e-commerce to social commerce: A close look at design features. **Electronic Commerce Research and Applications**, v. 12, n. 4, p. 246–259.

JARVENPAA, S. L.; TRACTINSKY, N.; VITALE, M. (2000) Customer trust in an Internet Store. **Journal Information Technology and Management**, n. 1, p. 25-71.

KIM, J.; HONG, S.; MIN, J.; LEE, H. (2011) Antecedents of Application Service Continuance: a Synthesis of Satisfaction and Trust, **Journal Expert System with Applications**, v. 38, p. 9530-9542.

KIM, S.; JONES, C. (2009) Online Shopping and Moderating Role of Offline Brand Trust. Direct Marketing: **An International Journal**, v. 3, n. 4, p. 282-300.

KOTLER, P. (2003) **Marketing Management**. Prentice Hall.

KOUFTEROS, X. A.; CHENG, T. C. E.; LAI, K. H. (2007) Black-box and gray box supplier integration in product development: antecedents, consequences and the moderating role of firm size. **Journal of Operations Management**, v. 25, n. 4, p. 847–870.

LAOHAPENSANG, O. (2009) Factors influencing Internet Shopping Behavior: A Survey of Consumers in Thailand. **Journal of Fashion Marketing and Management**, v. 13, n. 4, p. 501-513.

LEE, M. K. O.; TURBAN, E. (2001) A trust model for consumer internet shopping. **International Journal of Electronic Commerce**, v. 6, n. 1, p. 75-91.

LIANG, T.; LAI, H. (2000) Electronic store design and consumer choice: an empirical study, **in Proceedings of the 33<sup>rd</sup> Hawaii International Conference on System Sciences**.

LIANG, T. P.; HO, Y. T.; LI, Y. W.; TURBAN, E. (2011) What Drives Social Commerce: The Role of Social Support and Relationship Quality. **International Journal of Electronic Commerce**, v. 16, n. 2, p. 69-90.

LIM, Y. J.; OSMAN, A.; SALAHUDDIN, S. N.; ROMLE, A. R.; ABDULLAH, S. (2012) Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. **Procedia Economics and Finance**, v. 35, p. 401-410.

LIN, H.-F. (2007) Predicting consumer intentions to shop online: An empirical test of competing theories. **Electronic Commerce Research and Applications**, v. 6, n. 4, p. 433-442.

LOHSE, G.; BELLMAN, S.; JOHNSON, E. J. (2000) Consumer Buying Behavior on the Internet: Findings from Panel Data. **Journal of Interactive Marketing**, v. 14, n. 1, p. 15-29.

MINISTRY OF INDUSTRY AND TRADE (2015) **Vietnam E-commerce Report 2015**, Hanoi.

NAKANDALA, D.; SAMARANAYAKE, P.; LAU, H.; RAMANATHAN, K. (2017) Modelling information flow and sharing matrix for fresh food supply chains. **Business Process Management Journal**, v. 23, n. 1, p. 108–129.

NUNNALLY, C.; BERNSTEIN, I. H. (1994) **Psychometric theory**, New York, Mc-Hill Company.

OZEN, H.; ENGIZEK, N. (2014) Shopping online without thinking: Being emotional or rational? **Asia Pacific Journal of Marketing and Logistics**, v. 26, n. 1, p. 78–93.

- PAVLOU, P. A.; FYGENSON, M. (2006) Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. **MIS Quarterly**, v. 30, n. 1, p. 115-143.
- PAVLOU, P. A. (2003) Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. **International Journal of Electronic Commerce**, v. 7, p. 101-134.
- PRESSEY, A.; WINKLHOFER, H.; TZOKAS, N. (2009) Purchasing practices in small-to medium-sized enterprises: an examination of strategic purchasing adoption, supplier evaluation and supplier capabilities. **Journal of Purchasing and Supply Manage**, v. 15, n. 4, p. 214-226.
- VENKATESH, V.; AGARWAL, R. (2006) Turning visitors into customers: A usability centric perspective on purchase behavior in electronic channels. **Management Science**, v. 52, n. 3, p. 367-382.
- WINCH, G.; JOYCE, P. (2006) Exploring the Dynamics of Building, and Losing, Consumer Trust in B2C e-Business. **International Journal of Retail & Distribution Management**, v. 34, n. 7, p. 541-555.
- WOLFINBARGER, M.; GILLY, M. C. (2001) Shopping online for freedom, control, and fun. **California Management Review**, v. 43, n. 2, p. 34-55.
- WU, L.; CAI, Y.; LIU, D. (2011) Online shopping among Chinese consumers: An exploratory investigation of demographics and value orientation. **International Journal of Consumer Studies**, v. 35, n. 4, p. 458-469.
- WU, P. C. S.; WANG, Y. C. (2011) The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. **Asia Pacific Journal of Marketing and Logistics**, v. 23, n. 4, p. 448-472.
- XU, X.; LI, Q.; PENG, L.; HSIA, T.-L.; HUANG, C.-J.; WU, J.-H. (2017) The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival. **Computers in Human Behavior**, v. 76, p. 245-254.
- YADAV, R.; MAHARA, T. (2017) An Empirical Study of Consumers Intention to Purchase Wooden Handicraft Items Online: Using Extended Technology Acceptance Model. **Global Business Review**, v. 20, n. 2, p. 1-19.
- YENISEY, M. M.; OZOK, A. A.; SALVENDY, G. (2005) Perceived security determinants in e-commerce among Turkish university students. **Journal of Behaviour and Information technology, Behaviour & Information Technology**, v. 24, n. 4, p. 259-274.
- ZHOU, L.; WANG, W.; XU, J. D.; LIU, T.; GU, J. (2018) Perceived information transparency in B2C e-commerce: An empirical investigation. **Information and Management**, v. 55, n. 7, p. 912-927.