

## INFLUENCE OF ONLINE REVIEWS ON CONSUMER PURCHASE BEHAVIOR: A CASE OF VIETNAM

Cuong Hung PHAM  
Foreign Trade University, Viet Nam  
E-mail: pham.cuo@yahoo.com

Submission: 3/6/2022  
Revision: 4/8/2022  
Accept: 4/19/2022

### ABSTRACT

*The web-based atmosphere has a solid similarity with this present reality and is found on pretty much every world's edge. The web has turned into a compulsory release in living souls. The significant change in the shopping system sped up the simplicity and comfort of individuals yet has left provisos in making up for the shortfall of substantial-quality and confirmation at the cost paid. A comment from a past client or a specialist is a flat-out determinant in deciding the legitimacy of the products and lifts its deal on the web. The principal reason for the review is to find which sort of audits influence the purchaser's merchandise buy goal. The present article attempts to depict the change in the example of internet shopping and weights on elements that are able to assist in guaranteeing trust in clients who buy purchaser merchandise online. Vietnam is regarded as a developing economy that has developed the web for valuable aims. The new review is observational type. It includes 358 respondents gathered via an organized poll. The information was gathered from the respondents on the basis of purposive examination and was dissected with the assistance of mean scores and various relapses. Given the results, it is observed that the main parts of online surveys are that they give stowed away data concerning item highlights and use those are the primary stuff that one can allude to before making items. Nonetheless, buy purpose isn't impacted by - I generally believe internet-based audits and online surveys are one-sided.*

**Keywords:** Consumer goods, online reviews, online shopping, purchase intent.

### 1. INTRODUCTION

The contemporary method for correspondence has modified the composition of how we manage deals, look at recent fads, and hold showcasing exercises. It fills in as a clear stage to console the legitimacy of items prior to buying them. Reports in view of Internet

measurements, how much web clients perpetually increment consistently. Over the year 2014 there existed an unexpected increment of another billion (Zinko et al., 2020).

With the approach of contemporary showcasing supplies, traditional promoting has taken a rearward sitting arrangement. It's about time conventional strategy for showcasing ought to renew its plan to fortify and keep down its losing client base. As a way of example, plugs on TV are tiring and neglect to acquire notice of individuals as individuals normally lean toward flipping through the stations, which can be a significant danger to TV ads. Though popular web promotion has welcomed another makeover on, the essence of advertising has an entirety.

As indicated by (Kaikati & Kaikati, 2014), over the previous ten years, this sort of showcasing cooks within numerous chances to tie an immense association of idle vendors and buyers to impart at lightning speed with right around zero portability. Advertisers are attempting to think of developments that can ad-lib internet-based believability and can guarantee a smooth progression of tasks. A flourishing web-based promoting procedure can support brand mindfulness and increment dependability and deals (Graham & Wilder, 2020; Goel & Devi, 2014; Li et al., 2020).

Ferguson (2016) expressed the age of internet shopping is an unsurprising propensity in the prevailing era. The Internet is regarded as a harbinger of solace, innovation, effortlessness, and velocity in the utilization example of the purchasers. Purchasing on the web, not just aids in saving time and making extensive expense speculations yet, in addition, gives a wide scope of items and administrations at reasonable costs. Despite the fact that the imitation of virtual deals has been a hit in numerous different nations, they have been determined to have a couple of errors in Vietnam. Be that as it may, the standard conduct of apprehensiveness, uneasiness, and doubt of the Vietnamese towards the widespread stage has been noted.

The training similarly influences the shocking portrayal of web-based shopping in Vietnam. Subsequently, the issue of mental impact and the accentuation on the accepts of the Vietnamese supporters, especially the teenagers, to empower standard web-based buys have turned into an indispensable sign for smooth working of web-based promoting exercises in Vietnam (Chonpracha et al., 2020; Wilson, 2000).

## 2. LITERATURE REVIEW

Consumer Behavior constitutes the examination of how groups, individuals, and institutes purchase, use, and consume ideas, goods, and services to satisfy needs and wants. This issue has been one of the most important topics for marketing researchers in recent decades. The diversity of consumer behavior is due to the diversity of factors that affect a person's behavior and motivation to buy. The existence of different consumer groups for the markets of a product indicates wide differences (Ding et al., 2020).

Today, the consumer is considered the key to the success or failure of a company. Therefore, understanding consumer behavior is very important. Consumer purchasing decisions can be influenced by a variety of factors, either internal or external. This science combines disciplines such as psychology, sociology, social anthropology, marketing, and economics. Factors such as cultural, economic, political, and legal factors and factors that are within the company's power can be considered external factors. Motivation, perception, personality, and such factors that are unique and originate from the inside of a person are classified as influential internal factors (Humphreys & Wang, 2018).

The dynamic nature of consumer behavior makes it difficult to develop marketing strategies. Consumer behavior includes the interactions between thoughts and feelings and the behavior of humans and the environment. Therefore, marketers need to know what products and brands mean to the consumer, how the consumer buys, and what factors influence purchasing and consumption. Consumer behavior also includes exchanges between humans (MacInnis & Folkes, 2009).

This means that people give what is valuable to another and receive something in return. Consumer behavior is not just about how you buy goods. It also includes the use of services, activities and ideas. Activities such as traveling, going to the dentist, enrolling in training classes, etc. are all included in consumer behavior (Hoang et al., 2015).

Because of this, consumer behavior includes goods, services, activities, and ideas, and marketing efforts to meet the needs of people are called offers. Although shopping mode is very important for marketers, consumer behavior does not only include shopping. Rather, consumer behavior includes the three activities of acquisition, consumption, and getting rid of (Schumann et al., 2008; Malerba et al., 2007; Hoang et al., 2016).

Khuong and Huong (2016), in an examination, beneficially investigated the key association among 3 independent factors that incorporate e-WOM, online ads, and online networks that start by building trust. The main viewpoint is the Internet-based commercial that impacts the purchasing goal of the Vietnamese explorers. Accordingly, advertisers ought to think about making more strong web-based limited-time content to increment deals.

Cho et al. (2016) have concocted outcomes that altogether add to the chief implication of the client conduct towards the advanced cell advancement in an emerging nation like Vietnam. The clients concurred that data is the most persuasive main thrust in the portable promoting anyway clients opposed that Internet-based ad gives exact product-related data. It is the cycle to proceed with the illuminating and persuading content to focus on people in general. Advertisers need to affirm that the mission is planned such that it gives applicable realities about the items to the ones who are intrigued to buy it.

As per Dauriz et al. (2014), the web professed to be a great factor in helping material brands to arrive at the normal public aside from the first-class layers of clients who are design monstrosities. A few brands are making a solid web-based presence and are tolerating web-based business as the swiftest strategy to construct a client base. Extravagant things have an extremely refined market, and it isn't workable for a traditional strategy for publicizing to advance it on a greater medium and obtain the customary consideration. With the development of the online device, there are a few plans and limits that are related to those things that exceptionally empower online deals.

As per Khairullah (2016), the showcasing recommendations that are related to the 4Ps of Marketing Mix (item, value, spot, and advancement) indicate the promoting exercises and strategic policies in Vietnam are leaned from different outer ecological angles in particular, human, framework, specialized, media, monetary, political, segment, moral reasons. Outcasts who need to catch the Internet-based market in Vietnam ought to have legitimate information on the large-scale natural determinants as the market is the storage facility for the two possibilities and dangers to worldwide advertisers.

Notwithstanding, Vietnam is developing to be an observable economy thanks to the growing center layers of families and their expansion utilization of the web to lead showcasing exercises. There has been a colossal inclusion of the public authority to ad-lib the formative procedures and advanced computerized systems.

In the study carried out by Huong and Van (2015), there exists a depiction of the tremendous power of the decision to purchase online from various variations like web-based media, client surveys, specialists' remarks, Internet publicizing procedures, online promotion recordings, informal, the notoriety of the site, and so on There are three most significant stages that are looked by online buyers like securing the information on the ideal item through different client created content like Youtube and modified surveys on web-based business sites, Seeking realities from the generator of the items, finding out about the brand and acquiring counsel from presumed outsiders.

It is then examined and assessed by the client; lastly, the purchaser settles on the buy choice. There are a ton of customers who couldn't deny the way that the positive reaction from the realized outsiders like specialists helps their will to buy the specific item. The higher the worth of the product, the more important is the master remark. Accordingly, it is vital on the venders' part to make altruism with the outsider, make methodologies to connect profoundly with the clients, and keep up the drive to urge clients to give sufficient substance that can assist the succeeding purchasers with settling on buy choices.

The exploration is an exact validation to certify the capacity of the benefactors' conduct, assumed accommodation and maintained danger on buyers' unbiased alongside the obligation of the surmised convenience and obvious ease of the use as past conditions of approaches. It tends to be all-around cut out from the investigation that way, proclaimed hazard and customers' supposed adequacy establishes a hopeful connection with the goal of the clients.

While going against the norm, assumed ease of use of the merchandise, assumed adequacy of the item apparently has a productive impact on the buyers' methodology. The purchaser's experience with the business movement, the undertaking they consume and the ability and capacity to buy not many explicit products help in making a confirmed viewpoint in the conduct of the clients. The purchasers assumed supportiveness has a comparative co-connection with the surmised straightforwardness of utilization (Wang et al., 2018).

The essential targets of the strong are as per the following:

- To decide the Features of Online Reviews
- To observe the impact of online audits on buyer buy aim for customer products in Vietnam

### 3. METHODOLOGY

The current examination is distinct in nature and attempts to distinguish the different structures and characteristics of audits that impact the buy aim of the purchaser products purchasers in Vietnam. To gauge the result of client audits on internet purchasing, a quantitative technique has been deployed. Reactions have been gathered through 358 participants from Vietnam with the assistance of an organized survey. The strategy for inspecting was purposive in nature (reaction was gathered from people who had bought purchaser products from an Internet-based merchant). Various relapse and mean score was utilized for information examination.

### 4. RESULTS AND DISCUSSION

Table 1 shows the members' normal profile that incorporates the orientation, age, capability, calling, long stretches of involvement with web-based shopping, and colleague with client audits. The structures comprise 46.2% females and 53.8% males.

Table 1: Respondents' Profile

Variables	Respondents number	% Age
<b>Age</b>		
18-27	142	40.0%
28-40	124	35.0%
41 and above	92	25.0%
Overall	<b>358</b>	<b>100%</b>
<b>Gender</b>		
Male	192	55.0%
Female	166	45.0%
Overall	<b>358</b>	<b>100%</b>
<b>Educational status</b>		
Intermediate	136	37.0%
Graduated	149	42.0%
Post-Graduation and above	73	21.0%
Overall	<b>358</b>	<b>100%</b>
<b>Profession</b>		
Student	91	25.0%
state employee	68	19.0%
Private profession	105	29.0%
Business Professional	94	27.0%
Overall	<b>358</b>	<b>100%</b>
<b>Online purchase experience</b>		
Under a year	87	24.0%
One to three years	153	43.0%
three years and so	119	33.0%
Overall	<b>358</b>	<b>100%</b>
<b>acquaintance with customer reviews on sites</b>		
Positive	266	74.0%
negative	92	26.0%

Overall	358	100%
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Table 1 shows that 39.6 % are in the age gathering of 18-27 though 35% of them are between the age of 28-40 while the leftover 25.4% of them are 41years or more. Reactions were gathered from 38% of individuals who have finished their transitional, while 41.3% of them are graduates, while 20.7% of them have sought after a graduate degree and then some. It was seen that 25.1% of members were understudies, 19.2% of them had government occupations, 29.1% of them had private occupations and 29.6% had their own businesses.

Since the paper encompasses the utilization of the online stage, it was important to perceive the long periods of commitment with online philosophies. 24% of them have been utilizing internet shopping destinations for under a year, 43% of them have been involved in it for under 3 years, while 33% of them are old clients having an encounter of 3 years or more. A definitive inquiry that is urgent to know to decide the importance of a client survey is the commonality of the element to individuals. It was seen that a significant extent of 74% of individuals are familiar with the significance of it while 26% buy things without confirming the client audits.

Table 2: Features of Online Reviews

SL. No.	Factors Influencing	Mean Score	Standard Deviation
1	I generally accept on Online surveys	3.24	1.11684
2	I routinely notice online audits	3.82	.69293
3	Online surveys make my data search simple for buyer merchandise	3.64	.78420
4	Online audits are impartial	3.22	.78700
5	Online surveys give stowed away data about item highlights and utilization	4.23	.62920
6	Online surveys show brand value	3.89	.79759
7	Larger number of Online surveys show higher prevalence of the item	3.98	.62290
8	Online audits are completely observed by the e-retailers	3.72	.45180
9	Online surveys the main thing that one alludes prior to making items	4.11	.44677
10	Online audits clear questions about the item	3.74	.78769
11	Broadened audits give through data about the item and more accommodating	4.11	.94761
12	Audits by Verified clients are more dependable	3.96	.88124
13 (DV)	I expect to purchase Consumer Goods consistently with a similar purchasing process	3.85	1.11794

Table 2 shows the elements of online surveys that impact the buy goal of the Vietnamese. It is seen that the greatest number of individuals with (a mean worth of 4.13) accept that Internet-based surveys give stowed away data about the item highlights and use. Individuals with (a mean worth of 4.09) really like to see the web-based surveys first prior to buying items. Notwithstanding, individuals with (mean worth of 4.01) concur that drawn-out

surveys are useful in extricating more data about the item. Individuals with (a mean worth of 3.99) imagine that higher web-based surveys demonstrate higher notoriety of the item.

Individuals with (mean worth of 3.95) trust the surveys by confirmed clients. Individuals with (mean worth of 3.80) consistently notice online audits. Respondents with (mean worth of 3.79) imagine that web-based audits are an obvious sign of brand value. Individuals with (mean worth of 3.72) accept that web-based audits clear uncertainty about an item. Members with (mean worth of 3.70) believe that web-based audits are totally observed by e-retailers. Individuals with (mean worth of 3.65) accept that Internet-based surveys makes data search simply for shopper products. Members with (mean worth of 3.25) consistently trust online surveys, while respondents with (mean worth of 3.21) have a discernment that Internet-based audits are unprejudiced.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 <sup>a</sup>	.845	.842	.42861

a. Predictors: (Constant)

Table 3 summarizes the statistics, the total amount of R equals .920 and R square equals .846, implying that the model displays roughly 84% of the variation.

Table 4: ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	332.979	12	27.649	158.456	.000 <sup>b</sup>
	Residual	60.465	345	.176		
	Total	393.544	357			

a. Dependent Variable

b. Predictors: Independent and constant variables

Table 4 depicts the worth of ANOVA and F esteem. The worth in the importance segment of Table 4 is .000, meaning that least one factors altogether influence the general fulfillment. The effect of autonomous factors on generally fulfillment has been clarified in the table 5.

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-5.558	.442		-12.576	.000
I generally accept on Online surveys	.034	.022	.036	1.535	.126
I routinely notice online audits	.114	.049	.075	2.325	.021
Online surveys make my data search simple for buyer merchandise	.118	.042	.088	2.832	.005
Online audits are impartial	-.038	.033	-.029	-1.148	.252
Online surveys give stowed away data about item highlights and utilization	.181	.055	.109	3.289	.001



Online surveys show towards brand value	.160	.048	.121	3.323	<b>.001</b>
Larger number of Online surveys show higher prevalence of the item	.495	.046	.294	10.756	<b>.000</b>
Online audits are completely observed by the e-retailers	.162	.057	.070	2.826	<b>.005</b>
Online surveys the main thing that one alludes prior to making items	.654	.054	.279	12.022	<b>.000</b>
Online audits clear questions about the item	.242	.053	.181	4.540	<b>.000</b>
Broadened audits give through data about the item and more accommodating	.325	.038	.293	8.555	<b>.000</b>
Audits by Verified clients are more dependable	.101	.044	.084	2.286	<b>.023</b>
a. Dependent Variable: I have the intention of buying Consumer Goods most often with the same purchasing process					

Table 4 projects that of 12 factors, 10 factors incorporate customary utilization of online surveys, simple admittance to data for merchandise, stowed away data about items, the sign of brand value, higher ubiquity of items with higher web-based audit, observing of online audits by e-retailers, introductory reference to online audit, freedom of uncertainty, more data from additional data and unwavering quality of surveys from checked clients altogether influence the goal to purchase purchaser products consistently on a similar purchasing process. In contrast, the eternity trust in Internet-based audits and unbiasedness engaged with them have an inconsequential impact on the aim to purchase buyer products in the comparative buying way.

## 5. CONCLUSION

Vietnam has been one of those emerging nations that have involved the web as a stepping stool to scale the means of advancement. The quick progression of portable computerized contraption that empowers web availability has constrained pretty much every area of business to beat the cornet of their presence firmly in the Internet-based stage. Accommodation, straightforwardness, fixed status, and accessibility of numerous items at incredible arrangements have made internet shopping an unquestionable requirement for purchasers to purchase short-lived merchandise to solid items on the web.

Young people have been the underlying interest group, yet the bend has moved since the solid round of web promotion. Despite the fact that there are a few benefits to help the presence of web-based shopping locales however theoreticalness is the greatest disadvantage that is as yet endured by the web-based items. Out of the relative multitude of viewpoints that appreciate the endurance of web-based shopping applications, surveys by going before clients

or specialists can be the most supportive determinant in giving confirmation to the customer while buying any sort of merchandise.

The review mirrors that individuals pay special attention to surveys to know the secret, privileged insights and strategies of utilizing different items. The accessibility of this choice has made individuals mindful of really looking at the audits first, even prior to having a look at the item completely. An undeniable audit can help one more client in removing the ideal data about the item and is viewed as one of the main things that are finished by individuals prior to buying on the web.

A typical human brain research permits individuals to trust the item that has the greatest number of surveys recorded. However, doubt creeps in, and the vast majority of us attempt and have conviction over the confirmed clients who had recorded their experience. Numerous people routinely follow surveys and now and then aim to purchase items in view of that. Spilling over surveys can likewise be an obvious sign of incredible brand value.

Notwithstanding, in the realm of corruption, the web can't be depended as the most secure and the most predictable medium to know the prevalence of items and individuals. There is an inclusion of hazard factors as it is difficult to totally acknowledge the assertions made by different individuals to be dependable or fair-minded and conclude the choice of buying merchandise.

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**APPENDIX 1:**

**Questionnaire**

**General Profile of Respondents**

**Age Groups**

Categories	Pls. tick in appropriate box
18-27	
28-40	
41 and above	

**Gender**

Categories	Please tick in the Appropriate Box
Male	
Female	

**Education**

Categories	Please tick in the Appropriate Box
Intermediate	
Graduation	
Post Graduation and above	

**Occupation**

Categories	Please tick in the Appropriate Box
Student	
Government job	
Private Job	
Business Professional	

**Experience of Online Shopping**

Categories	Please tick in the Appropriate Box
Below one year	
1-3years	
3 years and above	

**Familiarity with customer reviews on shopping sites**

Categories	Please tick in the Appropriate Box
Yes	
No	

The following statements are related online reviews. Kindly rate them as per the given scale, please tick in the appropriate box:

SA – Strongly Agree    A – Agree    N- Neutral    D- Disagree    SD – Strongly Disagree

Sl. No.	Statements	SA	A	N	D	SD
1	I generally accept on Online surveys					
2	I routinely notice online audits					
3	Online surveys make my data search simple for buyer merchandise					
4	Online audits are impartial					
5	Online surveys give stowed away data about item highlights and utilization					
6	Online surveys show towards brand value					
7	Larger number of Online surveys show higher prevalence of the item					
8	Online audits are completely observed by the e-retailers					
9	Online surveys the main thing that one alludes prior to making items					
10	Online audits clear questions about the item					
11	Broadened audits give through data about the item and more accommodating					
12	Audits by Verified clients are more dependable					
13	I expect to purchase Consumer Goods consistently with a similar purchasing process					