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### The Customer Attitude in Online Shopping: The Case of Hanoi City

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#### Abstract

The main objective of this study was to identify, evaluate, and to measure the attributes of the customer attitude in online shopping in Hanoi city, Vietnam. The study was based on a field survey using a semi-structured questionnaire on a sample of 300 customers. But, only 245 filled questionnaires were satisfactory and therefore included in the analysis. By using several statistical analytical tools, i.e., descriptive statistics, Cronbach's Alpha analysis, and ANOVA, the study has identified and

measured three (3) attributes of the customer attitude in online shopping in Hanoi city, Vietnam that have great effects on customers. There is, statistically, significant difference in the level of the customer attitude in online shopping in Hanoi city from these different academic standards and between the mentioned three groups of income. Based on the findings, some recommendations are given for online firms to improve the customer attitude in online shopping.

**Keywords:** Attribute, Online Shopping, Customer, Marketing, Business Administration

**JEL codes:** D11, M10, M31

#### 1. Introduction

According to website vnetwork.vn, as of January 2021, Vietnam's population reached 97.8 million people, with the urban population rate of 37.7%. In which, about 68.17 million people are using the Internet (accounting for 70.3% of the population) through different platforms and applications, with an average duration of 6 hours 47 minutes. Therefore, online shopping is also gradually familiar to people. The trend of online group shopping has been growing in Vietnam since 2011 (Ngoc Hoai, 2014) <sup>[19]</sup>.

In Vietnam, the results of the 'Visa 2012 Consumer Monitoring Study with E-commerce' have shown that Vietnamese people are increasingly preferring online shopping: 98% of respondents in Vietnam search products and services online in the past 12 months. Of these, 71% made an online purchase during this time period. 90% of survey respondents said they would continue to shop online in the future. Although there are many positive signs in the field of e-commerce, "Vietnam's e-commerce market is still "sleeping" because of the lack of confidence in online purchases and payments. (Vietnamese e-commerce and the "wall" of trust, 2015).

In the current context, the trend of online shopping in Vietnam as well as the number of people accessing and using online shopping channels is increasing (Luong Thu Ha *et al.*, 2021) <sup>[16]</sup>.

Online shopping is the process by which consumers purchase goods or services through the Internet (Hasslinger *et al.*, 2007; MasterCard, 2008) <sup>[9, 18]</sup>. Online shopping is also known as shopping through the Internet (Lui, 2012) <sup>[15]</sup>.

The goods in these stores are often described with text, pictures, audio, and video (Kolesar & Galbraith, 2000) <sup>[12]</sup>. Therefore, customers can only perceive and evaluate products through the messages (in the form: images, text, audio, video) that the seller posts on the website. There is no possibility for them to assess products by common senses as in the traditional shopping. As a result, online shopping transactions are riskier than traditional ones (Laroche *et al.*, 2005) <sup>[13]</sup>.

Attitude is an individual's positive or negative feelings about performing a certain behavior. Attitude describes the degree to which an individual views the outcome of an action as positive or negative. Online shopping attitudes are consumers' good or bad judgments about using the Internet to purchase goods or services from retail websites (Lin, 2007) <sup>[14]</sup>. According to Ajzen (1991) <sup>[1]</sup>, attitude factors can be influenced by two different groups of factors: (i) attitude towards objects and (ii) attitude towards behavior. In the content of this article, attitudes are studied in terms of attitudes towards behavior, specifically the attitude towards online shopping behavior of consumers in Hanoi.

From the above reasons, it is necessary and meaningful to study the consumer attitude in online shopping in Hanoi.

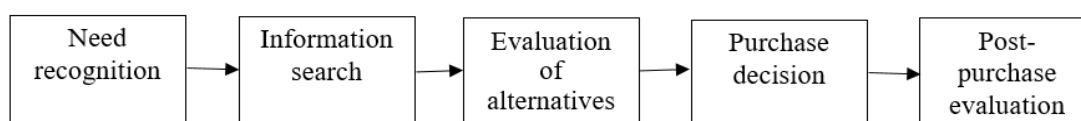
## 2. Theoretical background and literature review

### 2.1 Theoretical background

#### *Theory of rational behavior (TRA):*

The theory of rational behavior (TRA) was developed by Fishbein and Ajzen (1975) [7]. The theory asserts that people often consider results before taking different actions and that they choose to take actions which will lead to the results they desire. Intention is the bridge between attitude and behavior. Behavior is determined by a person's intention to perform an action in a given context. Intention is a cognitive representation of a willingness to perform an action. Fishbein and Ajzen (1975) [7] proposed that an individual's intention to perform a behavior is influenced by two factors: attitude towards the behavior and subjective norm.

According to the theory of rational behavior, attitudes toward behavior are formed by two factors: (i) the individual's beliefs about the results of the behavior (the belief that the behavior will bring about the results with certain properties) and (ii) his/ her assessment of them (value related to the characterization of the action outcome). According to Lutz (1991) [17], there are two important propositions associated with the theory of rational behavior: (i) to predict a person's behavior, it is necessary to measure that person's attitude towards performing this behavior and (ii) in addition to attitudes towards behavior, the theory of rational behavior also refers to the subjective normative factor as an agent affecting behavior. Subjective norms measure social influences on someone's behavior.



Sources: Comegys *et al.* (2009) [3]

**Fig 1:** Purchase decision process

Need recognition is the beginning of the purchase process (Blackwell *et al.*, 2001) [2]. Need recognition occurs when a person perceives a difference between their current state and their desired state (Blackwell *et al.*, 2001) [2]. When this level of difference reaches a certain threshold, the need is identified and recognized (Vu Huy Thong, 2010) [24].

After identifying a need, consumers begin to search for information related to products that can satisfy their needs (Blackwell *et al.*, 2001) [2]. The information-seeking process can be internal to the consumer and/or from the external environment (Blackwell *et al.*, 2001) [2].

After the stage of searching for information about products that can satisfy their needs, consumers will process the information and evaluate the alternatives in order to find the best solution meeting their needs (Blackwell *et al.*, 2001; Tran Minh Dao, 2006) [2, 23].

At the end of the evaluation phase, the consumer has a list of alternatives (What product to buy? Where to buy?) arranged in order of purchase intention (Blackwell *et al.*, 2001) [2]. Products that are ranked first in the consumer's purchase intention have the highest chance of being selected (Blackwell *et al.*, 2001) [2]. Because, people in general and consumers in particular often do things with their intentions (Blackwell *et al.*, 2001) [2]. But sometimes consumers choose to buy products not according to their intentions due to some external factors (Blackwell *et al.*, 2001) [2].

Consumers proceed to use the product after purchase (Blackwell *et al.*, 2001) [2]. Satisfaction or dissatisfaction

#### *Technology Acceptance Model (TAM)*

The Technology Acceptance Model (TAM) is considered an adaptation of the theory of rational action (TRA) (Hernandez *et al.*, 2009) [10], proposed by Davis (1985) [4] and extended by Davis. (1989) [5].

According to TAM, there is a causal relationship between user attitudes, intentions and behaviors. TAM believes that the intention to use this new technology will lead to the actual usage behavior of customers. In which, the intention to use a new technology is influenced by the individual's attitude in using that technology.

#### *The consumer attitude in online shopping*

Consumption is the act of using products/services to satisfy needs and is an indispensable human activity, Vu Huy Thong (2010) [24]. In order to satisfy their needs and wants, consumers have to go through shopping activities. Thus, consumer behavior is expressed through shopping and consumption activities. When performing that behavior, consumers will have to make decisions about the use of their property related to the purchase and use of goods and services to satisfy personal needs, Tran Minh Dao (2006) [23]. The procurement process consists of five steps: need recognition, product information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation (Comegys *et al.*, 2009; Tran Minh Dao, 2006) [3, 23].

after purchasing and using the product will influence the subsequent purchase behavior of consumers (Blackwell *et al.*, 2001) [2].

Tran Dang Khoa (2015) [22] undertaken to determine the factors affecting group behaviors of customers for hotdeal.vn in Ho Chi Minh City. The author conducted a survey and collected 241 valid responses. The author showed some findings that are different from those found in previous research on group in Vietnam and Taiwan.

**Table 1:** Attributes of the consumers attitude in online shopping

Code	Scale	Sources
<b>The consumers attitude in online shopping (AT)</b>		
AT1	Online shopping at this site/store is a good idea	Pavlou and Fygenson (2006) [21], expert's idea
AT2	Online shopping at this site/store is a wise idea	
AT3	Online shopping at this site/store is an interesting idea	

### 3. Methodology

This section analyzes the attributes of the customer attitude in online shopping in Hanoi city, Vietnam. Based on the research, combined with the survey data, the research will assess three (3) attributes, including AT1, AT2 and AT3.

The research uses primary data extracted from the direct survey data of 300 customers in Hanoi city in 2022. After processing and eliminating the duplicate samples, the remaining sample data consists of 245 observations.

Based on the survey data and the aggregate of empirical

studies, the study identifies the variables and expectations as shown in Table 1.

This research used a qualitative research methodology based on some in-depth interviews with three (3) lecturers with extensive experiences in Marketing in online stores of the National Economics University and University of Labour and Social Affairs. These are the two leading universities in Vietnam in training Marketing and Business Administration. At the same time, three (3) experts were also interviewed who are manager of sale department in online stores.

For the purpose of this research, a questionnaire was designed which consisted of three (3) variables with a 5-point Likert scale from 1: "Strongly disagree" to 5: "Strongly agree". Then, data from these 245 questionnaires was cleaned and coded with the necessary information in the questionnaires, inputted the analyzed by using SPSS22.

## 4. Research Results

### 4.1 Descriptive Statistics

Information of data collected is shown in Table 2. It shows that among the 245 respondents, about 40.0% were male while the remaining 147 (60.0%) were female. Of these, 3 of them (or 1.2%) had Academic standards was less than Graduate from high school, 105 of them (or 42.9%) were Graduated from high school, 13.5% of the participants were Graduated from college or Graduate from intermediate, 31.4% of the participants are bachelor and, 11.0% of the participants are Graduate.

In Hanoi city, customers are female have accounted for a large proportion. Men often choose sports to play each other or restaurants to drink beer. Therefore, the survey object is suitable.

**Table 2:** Respondents by gender, and academic standards

	Frequency	Percent	Cumulative Percent
<b>Gender</b>			
Male	98	40.0	40.0
Female	147	60.0	100.0
<b>Academic standards</b>			
Other	3	1.2	1.2
Graduate from high school	105	42.9	44.1
Graduate from college or Graduate from intermediate	33	13.5	57.6
Bachelor	77	31.4	89.0
Graduate	27	11.0	100
Total	245	100.0	

Next, Table 3 indicates that the respondents agree with the dependent variables of "the customer attitude in online shopping in Hanoi city" where three attributes were quite high with an average of 3.76 compared with the highest of the Likert 5-point scale. All 3 attributes were rated at an average of 3.71 or higher.

Table 3 shows that min, max and mean values of each observed variable show that there is a big difference between consumers' assessment of the statements in the scale. The same statement has consumers strongly agree but also consumers strongly disagree. Average value of the observed variables in the customer attitude in online shopping in Hanoi city scale is quite uniform (mean = 3.71; 3.76; 3.81). Through this average value, it can be seen that the customer attitude in online shopping in Hanoi city tends to be positive.

**Table 3:** Descriptive Analysis of Attributes of the customer attitude in online shopping in Hanoi city

	N	Minimum	Maximum	Mean	Std. Deviation
AT1	245	1	5	3.81	.661
AT2	245	1	5	3.76	.675
AT3	245	1	5	3.71	.721
Valid N	245			3.76	

### 4.2 Cronbach's Alpha

The customer attitude in online shopping in Hanoi city has been measured by the Cronbach's Alpha. Results of testing Cronbach's alpha of attributes are presented in Table 4 below. The results also show that attributes of the dependent variables have Cronbach's Alpha coefficients that are greater than 0.6, smaller than Cronbach's Alpha coefficient of the general variable, and the correlation coefficients of all attributes are greater than 0.3. So, all the attributes of the dependent variables are statistically significant (Hair *et al*, 2010; Hoang & Chu, 2008) <sup>[8, 11]</sup>.

**Table 4:** Results of Cronbach's Alpha Testing of Attributes

	Cronbach's Alpha		N of Items	
	.871		3	
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AT1	9.16	5.055	.751	.825
AT2	9.33	5.213	.765	.821
AT3	9.16	5.303	.661	.860

### 4.3 ANOVA

ANOVA test was needed to make a comparison of the results of the evaluation of the customer attitude in online shopping in Hanoi city between some subjects, which are different academic standard. Table 5 shows that Sig Levene Statistic of 0.016 is less than 0.05, which means that the hypothesis of homogeneity variance among the variable value groups (different academic standard) has been violated (Hair *et al*, 2010; Hoang & Chu, 2008) <sup>[8, 11]</sup>. Therefore, it is necessary to use the results of the T test.

**Table 5:** Test of Homogeneity of Variances

Attitude (Thaido)			
Levene Statistic	df1	df2	Sig.
3.097	4	418	0.016

**Table 6:** Average value of the customer attitude on shopping online of consumers in Hanoi with different academic standards

Attitude (Thaido)								
Group	N	Average	Std. Deviation	Std. Error	Mean difference 95%		Min	Max
					Min	Max		
1	30	2.0303	.46547	.19003	2.0948	2.1498	2.00	3.00
2	105	2.5880	.59897	.06020	1.9108	3.0718	1.00	4.00
3	33	2.5833	.62918	.04149	2.0063	3.1698	1.00	4.00
4	77	2.0563	.89062	.10570	1.8455	2.2671	1.00	4.00
Total	245	2.0757	.67446	.03347	2.0099	2.1415	1.00	4.00

Table 6 shows that there are differences with the customer attitude in online shopping in Hanoi with different education levels. The mean value of the customer attitude in online shopping in Hanoi of other and graduate groups (group 1) is 2.0303; the group of graduated from high school (group 2) is

2.5880, the group of graduated from college or graduate from intermediate (group 3 is 2.5833), group with bachelor (group 4) 2.0563.

Thus, it can be seen that the group 1 and the group 4 have the least positive attitude to online purchases, followed by the group 3, and the group 2 with a positive the customer attitude on shopping online.

Next, ANOVA test was needed to make a comparison of the results of the evaluation of the customer attitude in online shopping in Hanoi city between some subjects, which are different income. Table 7 shows that Sig Levene Statistic of 0.427 is more than 0.05, which means that the hypothesis of homogeneity variance among the variable value groups (different income) has not been violated (Hair *et al.*, 2010; Hoang & Chu, 2008) <sup>[8, 11]</sup>. Therefore, it is necessary to use the results of the ANOVA.

**Table 7:** Test of Homogeneity of Variances

Test of Homogeneity of Variances			
Attitude (Thaido)			
Levene Statistic	df1	df2	Sig.
0.929	3	419	0.427

**Table 8:** ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.468	3	1.468	0.726	0.003
Within Groups	712.164	419	1.700		
Total	736.264	422			

Table 8 shows that, Sig = 0.003 < 0.05, so there is a difference the customer attitude in online shopping with different incomes at 5% significance level, the customer attitude in online shopping in Hanoi has a positive relationship with customers' income, that is, the higher the customer's income, the more positive the customer attitude in shopping online.

## 5. Discussion and Implications

Research results of Lin (2007) <sup>[14]</sup>, Enrique Bigné-Alcañiz *et al.* (2008) <sup>[6]</sup> demonstrated that the better the consumer's attitude towards a website/store, the better their intention to buy at this website/store.

Online retailers need to train their customer service staff to have adequate communication skills. It is especially important that this staff be familiar with the retailer's policies, which helps their businesses align their words and actions. Furthermore, this staff must be knowledgeable about the products they offer, because customer confidence in a retailer increases when customers feel that the staff is knowledgeable about the products they offer. In addition, they can also advise on options that are suitable for customers' needs and resources, thereby helping customers to trust online retailers more.

The characteristic of online purchases is that the goods will be delivered by the seller to the address specified by the buyer (Yörük *et al.*, 2011) <sup>[26]</sup>. So, except for digital products (music, movies, software, books, newspapers, electronic documents), when buying online, customers have to wait a certain time to receive items they ordered. Meanwhile, the goal of business enterprises is to maximize profits (Nguyen Thanh Do & Nguyen Ngoc Huyen, 2007) <sup>[20]</sup>, so retailers often find ways to reduce costs by collecting enough orders to ship at the same time. Therefore, customers have to wait for a longer time. When the

committed time is over and they have not received the ordered products, customers often feel that they have been deceived by retailers and they will lose trust in retailers. Therefore, retailers need to build a warehouse system so that goods can be delivered to customers at as a low cost as possible but still ensure on time as committed.

Online retailers should have a marketing strategy aimed at a group of customers who have ever shopped online. Therefore, it is necessary to pay attention to improving the website's reputation on issues such as information security, transaction safety, accurate information, providing quality products and services. Moreover, it is a good idea to show customers that buying online is cheaper than buying at a traditional store; as well as provide customers with utilities such as an easy-to-use interface, simple procedures for receiving vouchers, and flexible delivery times.

## 6. Conclusion

This paper explored the customer attitude in online shopping in Hanoi city, Vietnam of 245 customers in 2022. The results found that which is determined at three different thresholds. Three attributes were rated at an average of 3.71 or higher.

The study mainly uses attributes of the dependent variable without mentioning research model. Besides, this study has not examined the effect of independent variables on dependent variable.

In the future, we will continue to study the effect of independent variables on dependent variable. Furthermore, we will further clarify the online shopping behavior.

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