



Customer Intention to Shop Online on the Lazada E-commerce Platform: A Study of Customers in Hanoi City

Le Thi Khanh Ly - VNU University of Economics & Business, Hanoi, Vietnam

Email: khanhlylt@vnu.edu.vn

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Abstract: This research focuses on measuring the factors influencing customers' intention to shop online on the Lazada e-commerce platform in Hanoi City. Using both qualitative and quantitative research methods, the authors reference and adapt relevant theories to develop an appropriate research model to evaluate the impact of various factors on customers' intention to shop online on Lazada's e-commerce platform. The research results, based on a sample size of 301 customers in Hanoi City, indicate that the factors of (1) Trust, (2) Convenience, and (3) Security have a positive relationship with the intention to shop online. Consequently, the authors provide managerial implications to assist managers in improving and enhancing customers' intention to shop online on the Lazada e-commerce platform.

Keywords: Online Shopping Intention, Lazada, E-commerce, Hanoi City Customers

1. Introduction

In the mid-1990s, the field of e-commerce began to emerge, marking a significant shift from traditional retail shopping in physical stores and malls to online transactions that have been continuously evolving worldwide. In 2017, global e-commerce retail sales reached \$2.3 trillion, with e-retail revenue projected to grow to \$4.48 trillion by 2021 (Statista, 2017). The growth of online retail, especially in Asia, where nearly \$1.35 trillion was invested in 2017 (Orendorff, 2018), has underscored the crucial role of factors influencing online shopping intentions in reaching consumers and creating a competitive advantage for businesses. Numerous studies have explored factors influencing consumer shopping intentions, such as Jae Kim et al. (2004), Rong Li et al. (2007), Sita Mishra (2014), and Bui Thanh Trang (2019). However, previous studies mainly address momentary factors and do not fully meet the demands of the current e-commerce 4.0 industry.

According to the Vietnam E-commerce Association (VECOM) forecast, the online retail market will experience rapid growth in the coming years, with an estimated market size of approximately \$13 billion, accounting for about 5% of the total retail goods and consumer services in the country by 2020. Prominent e-commerce platforms in Vietnam include Shopee, Lazada, Sendo, eBay, Amazon, among others. Among them, Lazada ranked third in the list of the most-used e-commerce applications in 2019, with 22 million monthly web visits throughout the year (iPrice report, 2019). Lazada also boasts a network of storage facilities across the country, covering over 80,000 square meters. However, to maintain and enhance customer engagement, understanding the factors influencing shopping intentions is crucial.

Online shopping offers numerous benefits to consumers, such as resource savings, independence from time and space constraints (Sarkar, 2011). However, consumers also face challenges, including difficulty assessing product quality before purchase and risks related to personal information or financial loss during payment, which are inherent to online commerce (Kim & Koo, 2016).

Therefore, the objective of this research is to measure the factors influencing the online shopping intentions of customers in Hanoi City on the Lazada e-commerce platform. By examining and evaluating the impact of these factors, the study aims to provide managers with a more comprehensive understanding of consumer shopping intentions, helping them maintain, attract, and develop e-commerce businesses effectively.

2. Theoretical Framework

2.1 E-commerce

According to the World Trade Organization (WTO), as adopted by the Geneva Ministerial Conference in 1998, "Electronic commerce encompasses the production, advertising, sale, and distribution of products via the Internet but may also involve other computer networks. It includes both physical products delivered via the Internet and digital goods." E-commerce refers to the use of electronic means, such as the Internet, for conducting exchanges, buying, and selling products or services (Nguyen Dinh Luan, 2015). An e-commerce website is an electronic information platform established to facilitate some or all aspects of commercial activities, from displaying and introducing products or services to contract negotiation, service provision, payment, and after-sales service (Government's Decree No. 52/2013/ND-CP on e-commerce, 2013).

2.2 Online Purchase Intention

Alsamydai (2016) asserted that purchase intention is driven by the dissemination of advertising related to products, services, ideas, or anything else. According to Solomon (2014), intention is a factor that reflects an individual's capacity to carry out future behaviors. Therefore, Delafrooz et al. (2011) suggested that "online purchase intention is the consumer's certainty of conducting online shopping." Online purchase intention is measured by consumers' expectations of shopping and their consideration of the product/service (Laroche, Kim, and Zhou, 1996). Online purchase intention determines the strength of a customer's online shopping behavior (Salisbury, Pearson, and Miller, 2002). When a customer intends to use online transactions for shopping, it is referred to as an online purchase intention. Specifically, when they search for information, exchange information, and make purchases through the Internet, it is considered an online transaction (Pavlou, 2003).

3. Theoretical Framework and Research Model

3.1. Consumer Trust

According to Wu (2015), consumer trust in an e-commerce website influences the online shopping behavior despite the presence of risks. Sri et al. (2013) defined trust in online shopping as consumers' trust in online transactions or online sales channels, and this trust positively affects customer satisfaction. Ngo Quoc Chien & Nguyen Thi Que Thanh (2017) demonstrated that consumer trust has a positive impact on customer satisfaction when shopping online. The higher the trust of buyers in sellers, the more it positively influences their attitudes and intentions to purchase. Therefore, the proposed research hypothesis is as follows:

Hypothesis H1: Consumer trust in an e-commerce website is positively related to their online shopping intention.

3.2 Price Expectations

According to Hasslinger et al. (2007), customers believe that online shopping saves time,

money, and allows for price comparisons. Hoang Quoc Cuong (2010) also acknowledged that the price of products on the web in comparison to in-store prices is a significant concern for online consumers, and "Price Expectations" have a positive impact on purchase intentions. Therefore, the research model proposes the following hypothesis:

Hypothesis H2: Price expectations are positively related to online shopping intentions on the Lazada e-commerce platform among customers in Hanoi.

3.3 Convenience in Shopping

When consumers have limited time for shopping, their desire for convenience increases, driving them towards online shopping (Kumar and Kashyap, 2018). Online convenience is one of the key factors motivating customer online shopping behavior (Jiang et al., 2013). Nazir et al. (2012) demonstrated that searching for products and services through the Internet is quicker and much cheaper. Hoang Quoc Cuong (2010) also argued that online shopping provides convenience to consumers, freeing them from time and location constraints. Therefore, Hypothesis H3 is proposed as follows:

Hypothesis H3: Convenience in online shopping has a positive impact on consumer online shopping behavior.

3.4 Intrinsic Motivation

Nysveen and colleagues (2005) suggest that perceived enjoyment is an intrinsic reward that drives the use of technology and services. Research by Childers et al. (2001) indicates that online commerce creates allure, convenience, and usefulness that strongly influence shopping behavior. Findings from Kim et al. (2004) also show that factors such as benefits, richness, and the usefulness of online information, along with experiences, are motivators that impact consumers' intentions to search for and shop online.

Hypothesis H4: Intrinsic motivation positively influences consumers' online shopping behavior.

3.5. Perceived Risk Awareness

Risk perception is the expectation of loss and the consequences of that loss (Pappas, 2016). Understanding risk factors can mitigate risk perception in online shopping (Beck and Crié, 2018; Cheng et al., 2008). Online shopping introduces more risk factors than traditional shopping (Lumpkin & Dunn, 2011). Chen et al. (2010) suggest that the risk of financial loss and non-delivery negatively affects the intention to shop online. Nguyen Xuan Hiep & Khuu Minh Dat (2020) demonstrate that risk perception influences the decision to shop online.

Hypothesis H5: Perceived risk of online shopping negatively affects the online shopping intention of customers on the Lazada e-commerce platform.

3.6. Website Quality

Wells et al. (2011) highlight visual appeal as an essential factor in the online purchase decision on e-commerce websites. Cyr et al. (2009) suggest that images on e-commerce websites positively affect consumer trust. Cristobal & colleagues (2007) emphasize the importance of a user-friendly website design. Therefore, online website quality affects the online shopping intention.

Hypothesis H6: There is a positive relationship between website quality and the online shopping intention of consumers.

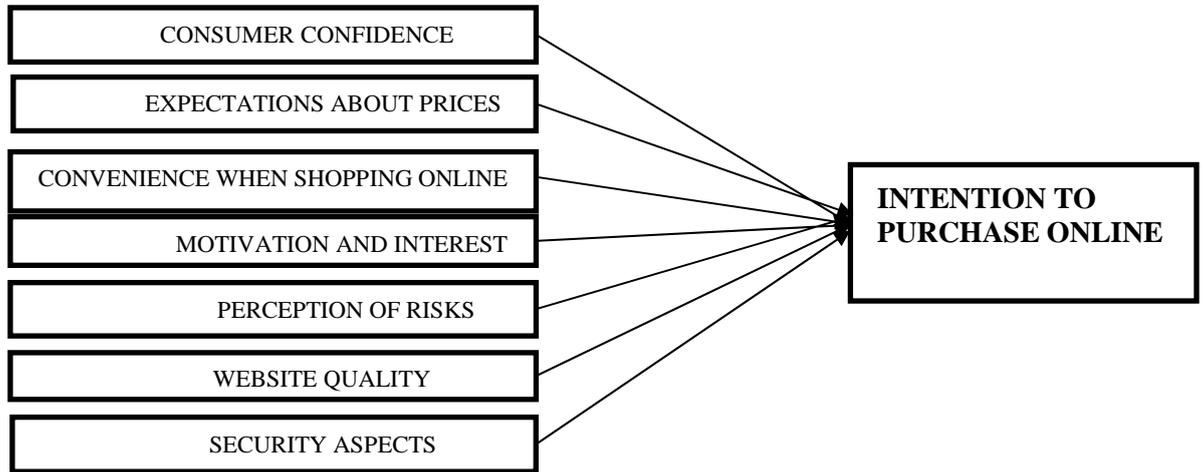
3.7. Security

Concerns about the security of personal data pertain to the misuse, disclosure to third parties, and unauthorized use without individual consent (Alharbi & Yanhui, 2020). Businesses with strong

personal data protection policies promote their online shopping activities (Nguyen, 2018). In a study on the use of online financial services, it was found that consumers who lack confidence are hesitant to make online shopping decisions (Karjaluo et al., 2019). Security is considered an essential factor in financial transactions that affect online shopping intentions.

Hypothesis H7: There is a positive relationship between security and the online shopping intention of consumers.

3.8. Research Model



(Source: Compiled by the author from research hypotheses)

4. RESEARCH METHODS

4.1. Qualitative and Quantitative Research

The research was conducted in two steps: Preliminary research (qualitative method) involved seeking input from academic advisors, students who had completed their dissertations earlier, and friends to select and refine the appropriate questions for the study. Subsequently, a questionnaire was designed to collect data for the quantitative research phase. The formal study (quantitative method) involved interviewing individuals who had previously engaged in online shopping using both in-person surveys and online surveys (via Google Forms). The collected data was analyzed using the SPSS software, including descriptive statistics, reliability testing of scales, exploratory factor analysis, correlation analysis, linear regression analysis, and ANOVA to measure the impact of each factor on customers' online shopping intentions.

4.2. Sample Selection and Research Scales

Following Hair et al.'s (2010) recommendation that the number of observed variables should be at least five times the number of variables, the sample size was determined using the formula $5 \times n$, where n represents the number of observed variables. In this study, there were 35 variables included in the factor analysis, so the minimum required sample size was $35 \times 5 = 175$ observations. To ensure the reliability of the research results, the author utilized 301 survey questionnaires. The measurement scales for all research concepts were constructed based on previous studies. Likert scales with 5 levels were employed, ranging from (1) Strongly Disagree to (5) Strongly Agree.

Table 1: Research Measurement Scale

No.	Code	OBSERVED VARIABLE	SOURCE
A. DEPENDENT VARIABLES			

I. INTENTION TO PURCHASE ONLINE			
1	YDMSTT1	Intention to use (or continue using)	Hasslinger and colleagues (2007), Hoàng Quốc Cường (2010)
2	YDMSTT2	Will use more in the future	
3	YDMSTT3	Recommend to others about the service	
4	YDMSTT4	Will use (or continue using)	
A. DEPENDENT VARIABLES			
II. CONSUMER CONFIDENCE			
5	DSD1	I believe that Lazada will act in my best interests.	Jarvenpaa and colleagues (2000)
6	DSD2	I trust that Lazada will fulfill their commitments.	
7	DSD3	I have confidence in Lazada in transactions.	McKnight and colleagues (2002)
8	DSD4	I am willing to provide personal information to Lazada.	Ribbink and colleagues (2004)
9	DSD5	Overall, Lazada is trustworthy.	Gefen and colleagues (2003)
III. EXPECTATIONS ABOUT PRICES			
10	MDVG1	The product prices on the website are reasonable.	Hoàng Quốc Cường(2010)
11	MDVG2	They make it easy to compare prices between products.	
12	MDVG3	It saves on transportation costs.	Hasslinger and colleagues (2007), Hoàng Quốc Cường (2010)
13	MDVG4	Helps in purchasing items at lower prices.	
14	MDVG5	Saves money and offers convenience.	
IV. CONVENIENCE WHEN SHOPPING ONLINE			
15	STL1	No need to leave the house when shopping.	Sandra Forsythe and colleagues, 2006
16	STL2	Can shop anytime.	Hofacker, 2001; Wang and colleagues 2005
17	STL3	Can find most items.	Sandra Forsythe and colleagues, 2006
18	STL4	Quick and cost-effective product search.	Nazir and colleagues, 2012
19	STL5	No need to wait in lines when shopping online.	The Tech Faq, 2008
V. MOTIVATION AND INTEREST			
20	DCTT1	Searching for product information on the	

		internet is a good way to save time.	Kim và Lee (2004), Childers and colleagues (2001), Chen and colleagues (2010).
21	DCTT2	Searching for information on the internet is enjoyable and exciting.	
22	DCTT3	Online shopping is very enjoyable.	
23	DCTT4	You can shop according to advertised patterns.	
VI. PERCEPTION OF RISKS			
24	NTRR1	Online shopping comes with many risks because it's challenging to assess the actual product quality.	Forsythe and colleagues (2006)
25	NTRR2	Personal information (email address, phone number) can be disclosed.	Lee and Huddleston (2010)
26	NTRR3	Difficulties in exchanging or returning items when shopping online.	Chen and colleagues (2010)
27	NTRR4	Not receiving the ordered items or receiving items of lower quality than expected.	Corbitt and colleagues (2003) & Forsythe and colleagues (2006)
VII. WEBSITE QUALITY			
28	CLW1	This website helps me easily find what I need.	Zeithaml & cộng sự, 2002
29	CLW2	This website helps me complete transactions quickly.	
30	CLW3	The website is user-friendly.	Loiacono and colleagues, 2000
31	CLW4	The information on this website is well-organized.	Wolfenbarger & Gilly 2001
VIII. SECURITY ASPECTS			
32	TBM1	Lazada protects information about online shopping behavior.	Trúc tuyển Zeithaml and colleagues (2002)
33	TBM2	Lazada does not share customers' personal information with other websites.	
34	TBM3	Lazada ensures security when using ATM cards.	Lee & Turban, 2001
35	TBM4	Lazada safeguards customers' personal information.	

(Source: Compiled by the author)

5. RESULTS AND DISCUSSION

After synthesizing and cleaning the data from 325 survey forms, the number of valid samples is 301. Therefore, the author proceeded to analyze the data with these 301 samples.

5.1 Descriptive Statistics

Table 2: Survey Sample Characteristics (n=301)

Information	Percentage
Gender	Male: 38%; Female: 63%
Age	Under 18 years old: 7%; 18 - 25 years old: 68%; 25 years old and above: 25%
Income	Students: 48%; Business owners, traders: 17%; Office employees: 17%; Other: 18%
Occupation	Under 5 million VND: 45%; 5 - 10 million VND: 34%; 11 - 20 million VND: 16%; Above 20 million VND: 5%

(Source: SPSS analysis results)

5.2 Reliability Testing and Exploratory Factor Analysis

5.2.1 Cronbach's Alpha Reliability Test

The results of the Cronbach's Alpha reliability analysis for both independent and dependent variables meet two conditions: (1) the intercorrelation coefficient of all variables in the measurement scale is greater than 0.3, and (2) Cronbach's Alpha coefficients are all greater than 0.6 and have the highest values. The variable "Saving money" (MG5) is excluded because it has $(1) = 0.279 < 0.3$. Therefore, the author proceeds with factor analysis for 31 independent variables and 4 dependent variables.

5.2.2 Exploratory Factor Analysis

Table 3: Rotation Matrix Table

Observational Variable	Factor Loading Coefficients					
	BM	TL	RR	DC	NT	YD
BM1	0,854					
BM2	0,854					
BM4	0,787					
BM3	0,747					
MG4	0,726					
MG1	0,672					
TL1		0,804				
TL2		0,885				
MG3		0,773				
TL5		0,715				
RR3			0,915			
RR4			0,808			
RR2			0,796			
RR1			0,682			
DC1				0,830		

DC3	0,835
DC2	0,761
NT1	0,877
NT3	0,777
NT2	0,774
YD1	0,930
YD4	0,936
YD3	0,915
YD2	0,808

(Source: SPSS Analysis Results)

Table 4: Results of Exploratory Factor Analysis

	Independent Variable	Dependent Variable
Eigenvalue representing variance explained	1,219	2,759
Explained Variance	69,487%	77,204%

Source: SPSS Analysis Results

The results of factor analysis for the independent variables are as follows: KMO coefficient = 0.950, indicating that factor analysis is appropriate and statistically significant. The Sig. value (Bartlett's Test) = 0.000 < 0.05, indicating that the observed variables are correlated with each other in the overall dataset. The Eigenvalue coefficient equals 1.219 > 1, representing the variance explained by each factor. The total variance explained is 69.487% > 50%, indicating that 69.487% of the observed data variation is accounted for.

The results of factor analysis for the dependent variables are as follows: KMO coefficient = 0.806, and the Sig. value (Bartlett's Test) = 0.000 < 0.05, concluding that factor analysis is appropriate and statistically significant. The Eigenvalue = 2.759 > 1, representing the variation explained by each factor, and the extracted factor is statistically the best summary. The total variance explained is 77.204% > 50%, meeting the criteria.

After performing factor analysis on 31 independent variables and 4 dependent variables, the model eliminated redundant variables, resulting in 20 independent variables and 4 dependent variables.

5.3 Regression Model Analysis

The model's goodness-of-fit evaluation indicates that the adjusted R-squared (R^2) is 0.674, suggesting that 67.4% of the variation in the dependent variable "Intention to Use" is explained by the five independent factors in the model: Security, Convenience, Risk, Motivation, and Trust. The Durbin-Watson statistic (d) is 1.797. With parameters $k = 5$ and $n = 301$, it falls within the range of 1 to 3, indicating that there is no autocorrelation in the model. The F-statistic is 75.931 with a Sig value of 0.000; it is concluded that the regression model is appropriate for the overall dataset and is statistically significant at the 5% level.

Table 5: Regression Analysis Results

Model	Unstandardized Coefficient	Standardized Coefficient	Significance (Sig)	Sig. Coefficient	Collinearity	Impact Level
Constant	-0.312		0.199			

BM	0.147	0.55 4	0.000	0.87 2	1.471	1
TL	0.324	0.43 3	0.000	0.55 4	1.397	2
RR	0.231	0.03 1	0.461	0.78 7	1.163	
DC	0.153	0.04 7	0.329	0.70 5	1.532	
NT	0.103	0.23 0	0.006	0.55 5	1.451	3

(Source: SPSS Analysis Results)

The regression analysis in the research model (Table 5) shows that the Sig. values of each independent variable are all less than 0.05. Only Risk and Motivation were excluded because their Sig. values are greater than 0.05. Therefore, it is affirmed that there are three significant variables in the model: Security, Convenience, and Trust. The VIF values of the independent variables in the model are all < 10, indicating that there is no multicollinearity issue among the independent variables. The standardized Beta regression coefficients are all positive.

In all regression coefficients, the independent variable with the highest Beta value has the most significant impact on the dependent variable's change. The standardized regression equation is as follows:

$$YD = 0.554*BM + 0.433*TL + 0.230*NT$$

From the standardized regression equation, it can be concluded that the security factor has the strongest influence on the intention to shop online on the Lazada e-commerce platform for customers in Hanoi. Additionally, high Convenience and Trust of customers will also increase the likelihood of shopping on the Lazada e-commerce platform. Based on the regression analysis results, all hypotheses proposed in the study are accepted, as follows:

Table 6: Hypothesis Testing Results

Hypothesis	Content	Direction of Effect	Hypothesis Testing Result
H1	Consumer trust has a positive impact on the intention to use the Lazada e-commerce platform.	(+)	Accepted
H3	Convenience in online shopping has a positive impact on the intention to use the Lazada e-commerce platform.	(+)	Accepted
H3	Convenience in online shopping has a positive impact on the intention to use the Lazada e-commerce platform.	(+)	Accepted

6. CONCLUSION AND MANAGERIAL IMPLICATIONS

The regression analysis results have shown that the intention to shop online by customers is influenced by three factors: Security, Convenience, and Trust, with Security having the strongest impact. In essence, the results contribute to a better understanding of the factors influencing the intention to use Lazada's online shopping platform by customers in Hanoi. However, to further enhance customers' intention to use Lazada, each of these factors needs continuous improvement.

Firstly, Security is identified as the most influential factor in customers' intention to use Lazada. Therefore, Lazada should focus on building a robust information security system for customer data, safeguarding against potential hacking attacks on the website, and minimizing information loss or breaches. Implementing policies for direct refunds via ATM or cash, rather than refunding in the form of virtual currency on the app, would also enhance customer satisfaction as it can be more convenient for customers who may not use the virtual currency.

Secondly, Convenience is a critical factor. Lazada should aim to create a convenient, user-friendly online shopping experience that only requires an internet-connected device and the Lazada app or website. Improving the speed and efficiency of product search, ensuring comprehensive and accurate product information, and diversifying product offerings across various price ranges can enhance the convenience of the service. Additionally, optimizing the delivery process to provide faster and more reliable delivery options can increase competitiveness.

Lastly, Trust is crucial for both retaining existing customers and attracting new ones to Lazada. Ensuring that the quality of products matches the information and images provided is essential. Addressing complaints and facilitating the return and exchange process promptly and professionally can build trust. Furthermore, conducting regular customer surveys and feedback collection can aid in continually improving product offerings and services based on customer preferences.

The results of the multivariate regression analysis indicate that the three factors considered in this study have a significant impact on the intention to use Lazada's e-commerce platform among consumers in Hanoi, with Security being the most critical factor. The beta coefficients for the factors, in decreasing order of importance, are as follows: Security ($\beta = 0.554$), Convenience ($\beta = 0.433$), and Trust ($\beta = 0.230$). This suggests that Security is the primary concern for consumers when considering the use of Lazada's e-commerce platform.

The research model in this study has an adequacy level of 67.4% compared to reality. Therefore, the remaining 33.6% of the intention to shop online on the Lazada e-commerce platform may be influenced by factors not addressed in this study, such as perceptions of ease of use, subjective standards, personal factors, etc. Additionally, the study is limited in terms of its sample size, and further research with a larger sample size could provide a more comprehensive understanding of the research topic. Therefore, these points can serve as directions for future in-depth research.

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