

Analysis of changes in Vietnamese consumer behavior in the online shopping market

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ABSTRACT

Consumer behavior in the online shopping market in Vietnam is undergoing a strong shift under the impact of digital technology development and digitalization trends. This study analyzes factors affecting online shopping habits, including Internet access, time of use, purpose of access, purchase method, reasons for choice and barriers to e-commerce. The results show that the rate of consumers participating in online shopping is increasing, with the main motivation coming from convenience, product variety and promotions. From there, the study proposes solutions to improve the online shopping experience and promote the sustainable development of the e-commerce market in Vietnam.

Keywords: Consumer behavior, online shopping, e-commerce, digital consumption, shopping habits, online shopping barriers, consumer trends.

I. PROBLEM STATEMENT

In the context of strong digital transformation, e-commerce is increasingly becoming an indispensable part of consumers' shopping habits. The rapid development of technology and the Internet has facilitated consumers' access to many online shopping platforms, from large e-commerce platforms to small retail stores on social networks. This not only changes traditional shopping methods but also strongly impacts consumer behavior, from the way they search for product information, make purchase decisions to the level of satisfaction after the transaction.

However, in addition to the benefits of convenience, competitive prices and product diversity, consumers still face many challenges when shopping online. Product quality not as advertised, lack of trust in sellers, or risks of personal information security are factors that

hinder the development of e-commerce. So how do Vietnamese consumers tend to shop online today? What criteria do they care about when choosing a product? What barriers are affecting their purchasing decisions?

This article will analyze consumer behavior in the online shopping market through survey data, thereby clarifying the factors that promote and hinder the development of e-commerce in Vietnam. Understanding consumer trends not only helps businesses optimize customer experience but also contributes to promoting the sustainable development of the online shopping market in the future.

II. THEORETICAL BASIS OF ONLINE CONSUMER BEHAVIOR

2.1. Research overview

Online consumer behavior is an important research topic in the field of marketing and e-commerce, reflecting the changes in shopping patterns under the influence of digital technology. Previous studies have focused on identifying factors influencing online shopping decisions, including personal, technological, psychological, and social factors (Kotler & Keller, 2022). Several popular theoretical models such as Davis's (1989) Technology Acceptance Model (TAM) and Ajzen's (1991) Theory of Planned Behavior (TPB) have been applied to analyze consumers' acceptance and use of e-commerce platforms.

International studies show that the growth of e-commerce has dramatically changed shopping habits. According to Statista & eMarketer (2023), the number of online shoppers globally continues to increase, especially thanks to the popularity of mobile phones and personalized e-commerce platforms. Gefen & Pavlou (2012) emphasize that trust and shopping experience play an important role in building customer loyalty to e-commerce platforms.

Although there have been many studies on online consumer behavior, there are still certain limitations: (i) No model has fully explained the continuous changes in online shopping behavior due to the impact of new technologies such as artificial intelligence (AI) and cross-border e-commerce; (ii) Studies often focus on economic factors without fully considering the influence of psychology and culture on purchasing decisions; (iii) Survey data is mainly based on certain sample groups, not reflecting the entire long-term market picture.

2.2. Theory of online consumer behavior

Online consumer behavior is understood as the process of making purchasing decisions of individuals or organizations through e-commerce platforms and the Internet (Kotler & Keller, 2022). This is part of the overall consumer behavior but is strongly influenced by technology factors, the development of electronic payment systems and changes in the approach to product information. Online consumers often go through main stages such as information search, choice evaluation, purchase decision and post-purchase experience.

Factors influencing online consumer behavior:

According to research by Chaffey (2022) and Gefen & Pavlou (2012), online consumer behavior is influenced by many factors, including: (i) Personal factors: Demographics, income, preferences and Internet usage habits directly affect online shopping decisions; (ii) Technological factors : Internet connection speed, interface and convenience of e-commerce platforms affect the shopping experience; (iii) Psychological factors: Trust in suppliers, personal information security and the ability to return goods affect the willingness to participate in online shopping; (iv) Social factors: Influence from family, friends and

reviews from online communities play an important role in purchasing decisions. (v) Market factors : Pricing policies, promotions, product quality and after-sales service are key factors determining customer satisfaction.

Online consumer behavior model:

Researchers have developed many models to explain online consumer behavior, the most popular of which are the TAM (Technology Acceptance Model) and the TPB (Theory of Planned Behavior) models:

- (i) The TAM model (Davis, 1989) emphasizes that the level of consumer acceptance of technology influences online shopping decisions. Factors such as ease of use, usefulness, and accessibility of technology will influence consumer attitudes toward e-commerce.
- (ii) The TPB model (Ajzen, 1991) suggests that online shopping behavior is influenced by three factors: attitude toward the behavior, social norms, and perceived behavioral control.

2.3 Research objects, methods and scope

This study focuses on consumers participating in online shopping in Vietnam, aiming to analyze their behavior, needs, satisfaction levels as well as barriers when shopping on e-commerce platforms. The research method is mainly based on statistical surveys, collecting data from e-commerce reports and related practical studies. Data is analyzed according to criteria such as access means, time spent on the Internet, purpose of use, shopping trends and consumer satisfaction levels. The research period lasts from 2022 to 2023, reflecting recent changes and consumption trends.

III. ANALYSIS OF THE CURRENT STATUS OF ONLINE CONSUMER BEHAVIOR IN VIETNAM

3.1. Size of Vietnam's e-commerce market

Table 1: Vietnam B2C e-commerce revenue



Source: Vietnam E-commerce White Book 2023

The retail e-commerce market in Vietnam has grown strongly in the period 2018 - 2023. B2C e-commerce revenue has continuously increased, from 8.06 billion USD in 2018 to 20.5 billion USD in 2023, with a growth rate ranging from 18% to 25% depending on the year. In particular, after a slowdown in 2020 due to the impact of the COVID-19 pandemic, the market has recovered and continued to expand. The number of consumers participating in online shopping has also increased significantly, from 39.9 million in 2018 to 61 million in 2023. Not only has the number increased, but the average shopping value per person has also increased from 202 USD to 336 USD in the same period.

In addition, the proportion of B2C e-commerce revenue compared to the total retail sales of goods and services nationwide has

increased from 4.2% to 8.5%, showing that e-commerce is increasingly asserting its important role in the economy. This is largely due to the popularity of the Internet, with the rate of people using it increasing from 60% in 2018 to 78.6% in 2023. This development reflects the trend of shifting from traditional to online shopping, as more and more consumers prefer the convenience, variety and speed that e-commerce brings.

Overall, e-commerce in Vietnam is growing at an impressive rate, opening up many opportunities for businesses and retailers to reach online customers. With the increase in Internet users, improved e-payment infrastructure and supportive policies from the government, this market is expected to continue to expand in the coming years.

3.2.Consumer Internet Usage Situation

Chart 1: Consumers' means of accessing the internet

Internet users in Vietnam 2010-2025

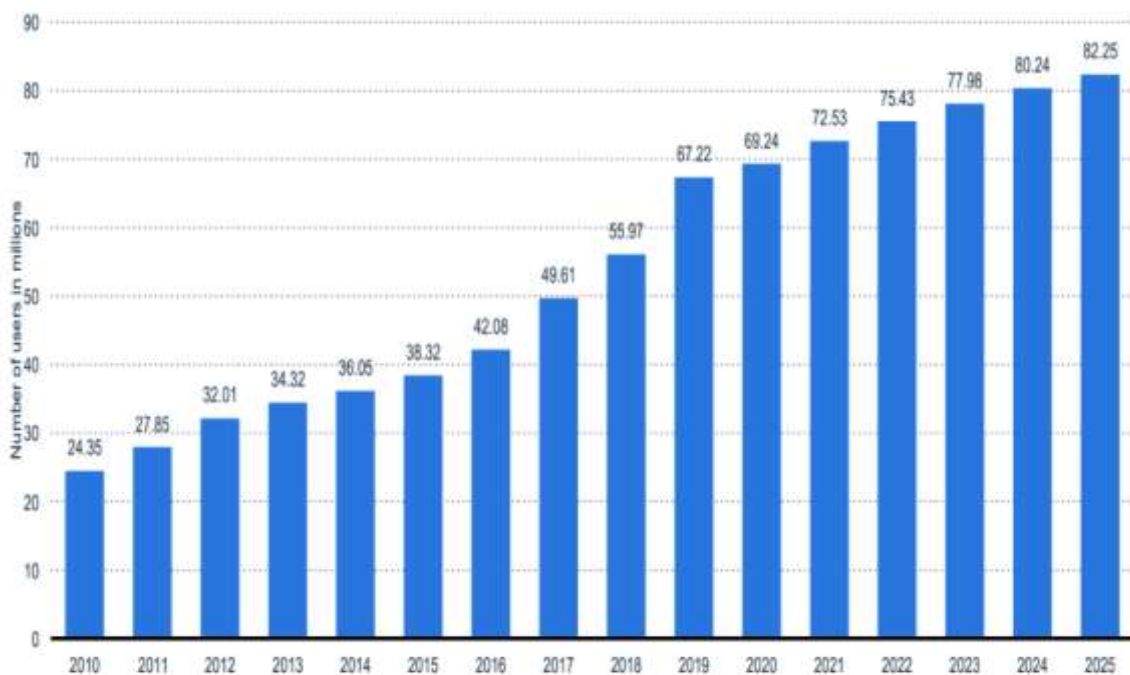
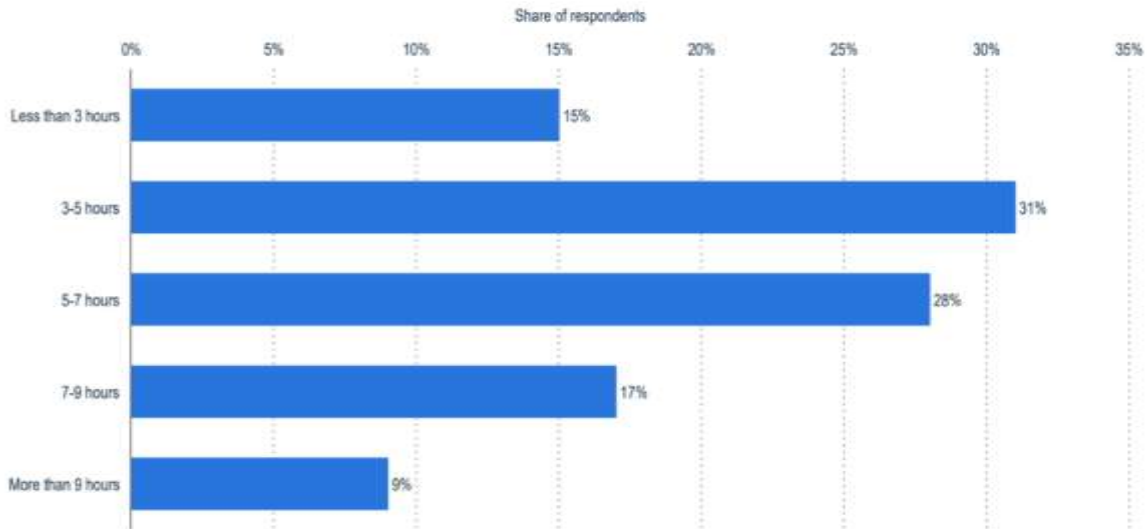


Chart 2: Average internet access time/day

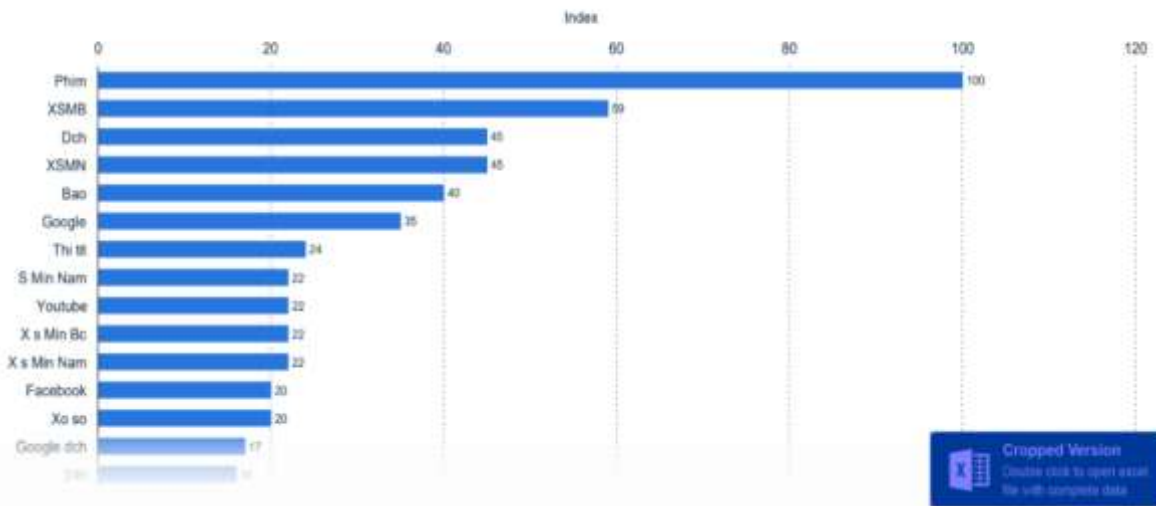
Daily internet access duration in Vietnam in 2020



Source: Department of E-commerce and Digital Economy

Chart 3: Consumers' purposes for using the internet

Most common Google search queries based on index Vietnam 2020



Source: Department of E-commerce and Digital Economy

Internet usage in Vietnam will change significantly in 2023 compared to 2022, as shown by the means of access, time of use and purpose of use. Mobile phones are still the main access device, accounting for 90% of users, although slightly down from the previous year (94%). Meanwhile, desktops and laptops decreased from 63% to 50%, showing a shift to mobile devices. Tablets and

other devices also have low usage, only 10% in 2023.

Regarding average Internet access time, the group of 3-5 hours/day still accounts for the highest percentage (37%), while the group of less than 3 hours/day increased sharply from 11% to 23%, reflecting the trend of users limiting their usage time. Notably, the group of more than 9 hours/day decreased from 12% to 8%, showing that

the number of people using the Internet too much is gradually decreasing.

The main purposes of using the Internet are still entertainment, information and social connection. Watching movies and listening to music are the most popular activities (59%), followed by reading newspapers (51%) and researching and studying (48%). Searching for shopping information (46%) and participating in social networks (46%) also play an important role,

showing the strong influence of the Internet on consumption and communication habits. Playing games (28%) and accessing email (34%) have lower rates, reflecting changes in Internet usage.

In general, the trend of Internet usage in Vietnam is increasingly focused on mobile devices, with adjustments in access time and diversity in usage purposes, from entertainment to shopping and learning.

3.3. Online shopping trends of Vietnamese consumers

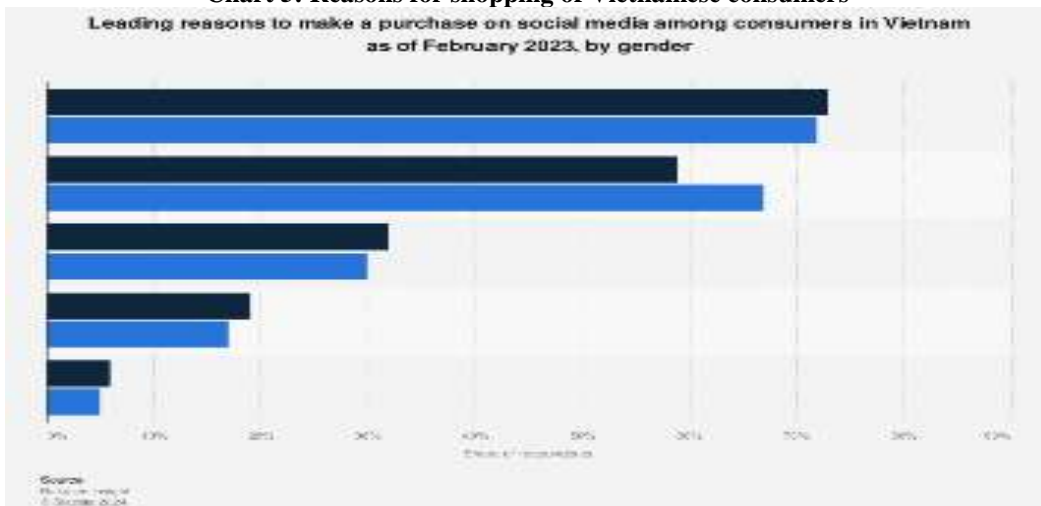
(1) Shopping method

Chart 4: Vietnamese consumer shopping methods



Source: Department of E-commerce and Digital Economy

Chart 5: Reasons for shopping of Vietnamese consumers



Source: Department of E-commerce and Digital Economy

Statistics show that online shopping is becoming more and more popular, with 50% of consumers preferring this method. Benefits from promotional programs (51%), low shipping costs

(40%) and flexible return policies (36%) are the main factors driving online shopping behavior. At the same time, according to the Department of Trade and Digital Economy - Ministry of Industry

and Trade, 78% of Internet users participate in online shopping, reflecting the popularity and trust of consumers in e-commerce. However, 30% of consumers still maintain traditional shopping habits, showing that there are still certain barriers, (2) How to search and shop online

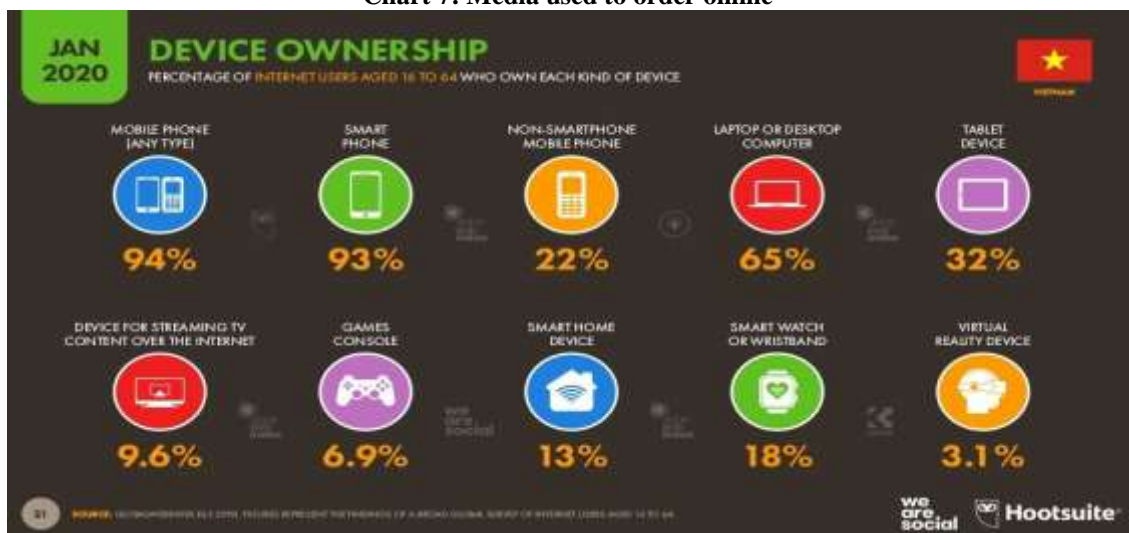
such as concerns about product quality. However, with improvements in consulting services (31%) and warranties (21%), e-commerce promises to continue to expand and attract more consumers in the future.

Chart 6: How to search for information when shopping online



Source: Department of E-commerce and Digital Economy

Chart 7: Media used to order online



Source: Department of E-commerce and Digital Economy

The data above reflects the current trends and online shopping behaviors of consumers. When searching for product information, consumers mainly rely on recommendations from friends and relatives (53%) and online reviews (52%). Online advertising (52%) and traditional newspapers (38%) also play an important role in influencing purchasing decisions. This shows that customers' trust in online information sources is increasing strongly.

In terms of ordering devices, mobile phones dominate (91%) and remain stable over the two years 2022–2023. Meanwhile, the usage rate of desktops and laptops dropped sharply from 46% to 18%, showing a clear shift to mobile shopping. Other devices such as iPads and tablets also dropped from 13% to 5%, demonstrating that consumers increasingly prefer the convenience of smartphones in online shopping transactions.

(3) Goods and services in online shopping

Chart 8: Goods and services in online shopping



Source: Department of E-commerce and Digital Economy

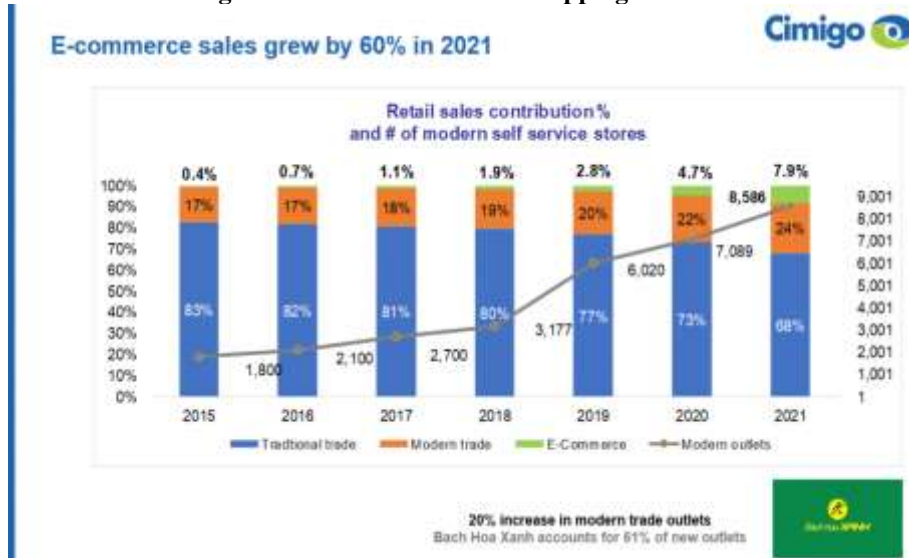
The above data shows the distribution of online shopping rates by product and service group. Of which, clothing, footwear and cosmetics account for the highest proportion (63%), indicating a large demand for fashion and beauty products. Next are household appliances (53%) and technology and electronics (39%), reflecting consumers' trend of convenient and modern shopping.

Fast-moving consumer goods such as food (32%) and books, stationery, flowers, and gifts

(31%) also account for a significant proportion. Meanwhile, entertainment services such as watching movies online (16%) and booking airline, train, and car tickets (17%) are increasingly popular. Notably, services such as online consulting and training (10%) and spa and beauty services (9%) still account for a low proportion, showing potential for future growth as the digitalization trend becomes stronger.

(4) Online shopping channel

Figure 9: Consumers' online shopping channels



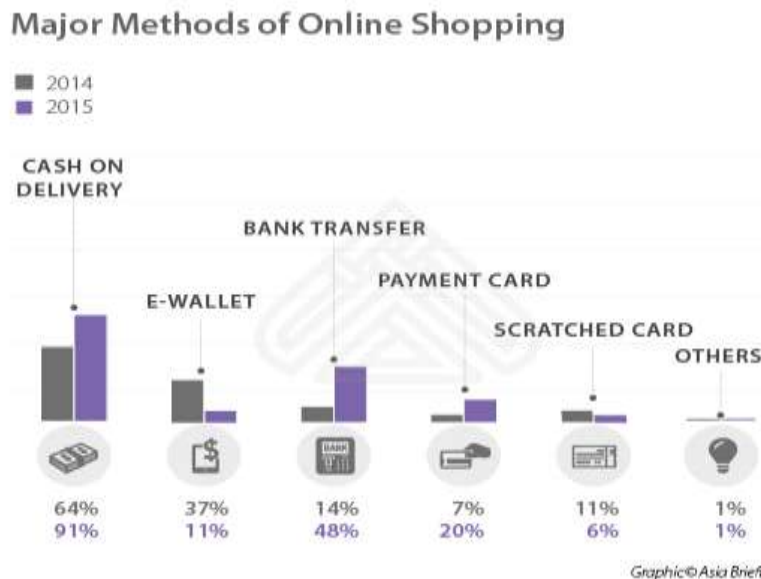
Source: Department of E-commerce and Digital Economy

The above data reflects the trend of consumers choosing online shopping channels. E-commerce trading floors account for the highest percentage at 61%, showing the important role of platforms such as Shopee, Lazada or Tiki in modern shopping habits. Social networking forums are also a popular channel with 55%, demonstrating the strong influence of platforms such as Facebook and Zalo in supporting online shopping.

E-commerce websites accounted for 34%, indicating that a segment of consumers still prefer to buy directly from business websites. Meanwhile, mobile shopping applications accounted for 21%, indicating the potential for growth in the mobile shopping market. Other forms accounted for only 4%, reflecting the trend of focusing on mainstream platforms instead of unpopular channels.

(5) Online payment method

Chart 10: Consumers' online payment methods



Source: Department of E-commerce and Digital Economy

The data above reflects consumers' payment habits when shopping online. Cash on delivery (COD) remains the most popular payment method, accounting for 76%, reflecting the cautious mentality of Vietnamese consumers who want to check the goods before paying. Bank transfer comes in second at 60%, reflecting the development of digital banking services and increasing trust in online transactions.

E-wallets accounted for 21%, indicating the growing popularity of platforms such as MoMo, ZaloPay, and ShopeePay. Domestic ATM cards (20%) and credit/debit cards (14%) are still not really popular due to concerns about information security and transaction fees. Mobile Money (6%) and installment payments (3%) have low usage rates, indicating that demand is still low or these services are not really convenient for the majority of consumers.

IV. CONCLUSION

Consumer behavior in the online shopping market in Vietnam has changed significantly in recent years. The strong development of the Internet and smart devices, especially mobile phones, has facilitated online shopping. Consumers not only use the Internet to search for information but also spend more time on online activities such as entertainment, product research and social media interaction, which directly affects their purchasing decisions.

The proportion of consumers participating in online shopping reached 78% of the total number of Internet users, reflecting a clear shift from traditional shopping to digital shopping. Factors driving this behavior include product variety, attractive promotions, convenient delivery services and payment flexibility. At the same time, consumers are also particularly interested in product quality, the reputation of the e-commerce platform and competitive prices when making purchasing decisions.

However, despite the positive factors, online shopping still has certain barriers. Some consumers are concerned about product quality not being as advertised, personal information security and high shipping costs. In addition, the group of people who have not yet participated in online shopping is mainly due to traditional shopping habits, lack of trust in online platforms or limited access to digital technology.

Overall, the change in consumer behavior shows the strong growth potential of the e-commerce market in Vietnam. To maximize this opportunity, businesses need to focus on improving

product quality, improving user experience and building trust with customers. At the same time, support policies from management agencies to ensure a safe and transparent online shopping environment will contribute to promoting the sustainable development of this market in the future.

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