



Affectors Impacting Gen Z Customers' Intentions To Permanently Buy On Shopee In Hanoi

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Abstract

Research purpose:

The goal of this study is to determine the elements that affect young customers' decision to keep making purchases on Shopee in Hanoi. The purpose of Generation Z to continue buying on Shopee is to be improved by suggestions for solutions.

The particular goals of this study are as follows:

- Determine the factors influencing Generation Z buyers' propensity to keep purchasing on Shopee in Hanoi.
- To investigate the connection between Hanoi-based Generation Z customers' tendency to continue buying on Shopee and their demographic characteristics.
- To determine the influence of these variables on the tendency of Generation Z shoppers to keep making purchases on Shopee in Hanoi, in order to better understand their importance.

Research motivation:

Similar to Shopee, the Vietnamese market is home to a number of trustworthy e-commerce sites with a large selection of goods. Additionally, websites like Chodientu, Rongbay, Thegioididong, and Nguyenkim are specifically dedicated to home appliances. Shopee must consider tactics that guarantee profitability and long-term success in this fiercely competitive and exciting business. In order to do this, research is required to determine the elements that affect Gen Z clients' purchase intents in Hanoi on the Shopee website and to create successful competitive strategies for online enterprises.

Research design, approach, and method:

With a survey sample of 292 people, the official study used quantitative research methodologies. There were 25 observed variables on the scale, which corresponded to 6 aspects of the study. The analysis's findings demonstrate that every assumption of the linear regression model is met, indicating that the research model is suitable for the survey data set.

Main findings

The study's conclusions show that perceived value, perceived ease of use, service quality, trust, and website quality all have a favourable impact on consumers' intentions to continue making purchases on the Shopee website.

Practical/managerial implication:

The study's conclusions demonstrate that customers' desire to continue making purchases on the Shopee website is positively impacted by perceived utility, perceived ease of use, service quality, trust, and website quality. The study documents respondents' expectations in addition to defining the crucial factors impacting buying intentions. With the use of this data, online retailers can set strategic objectives aimed at improving Shopee's perceived quality, usefulness, reliability, and ease of use, which will encourage Gen Z customers to make more purchases there. On the basis of the research findings, the author makes various management recommendations to increase an organization's competitiveness in the online business environment.

Keywords: Perceived Usefulness, Perceived Simplicity of Use, Service Quality, Trust, Website Quality, Continued Purchasing Intention, Online Shopping, E-Commerce,

1. INTRODUCTION

The advancement of technology and the internet has profoundly affected human activities and various aspects of life. It has created fair competition for businesses, made information more accessible to customers, and provided more affordable shopping options. As a result, online shopping has become a widely popular method worldwide (Ramachandran & Basariya, 2020). According to the International Telecommunication Union (ITU), 5.16 billion people used the internet as of April 2023, accounting for 64.4% of the world's population—a 1.9% rise from 2022. The expansion of online retailers

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in Vietnam is greatly facilitated by this increase in internet access, particularly on platforms such as Shopee (Miniwatts Marketing Group, 2022).

In Vietnam, online shopping via social media platforms has become a leading shopping method. Research by the Department of E-Commerce and Information Technology (VECITA) in 2022 showed that 74.8% of people in Vietnam engage in online shopping. The average annual online spending per person is \$260, with total annual sales amounting to \$12.42 billion. Customers prefer online shopping because it offers support within the same platform, allows for easy information exchange, quick product discovery, and fast customer service. The most popular products purchased on social media are fashion and cosmetics, followed by clothing, shoes, home appliances, technology, and electronics.

This data indicates that Vietnam's online retail market is growing rapidly, providing significant opportunities for companies to expand their customer base and increase revenue. However, the rising number of online business websites and their competitive strategies also need to be improved. To thrive in this competitive landscape, businesses must establish clear goals for attracting and retaining customers on their websites.

The e-commerce industry in Vietnam is rapidly growing, driven in part by the shift from in-person to online shopping due to the COVID-19 pandemic. In 2020, Vietnam's economic growth was at its lowest in 30 years, at 2.58%, largely due to the pandemic's impact on the national economy. Despite this, Vietnam's e-commerce has shown impressive growth, with expected revenue surpassing 16 billion USD in 2022, and a growth rate of over 20% in 2020. Shopee, Lazada, Tiki, and Sendo are the leading e-commerce platforms in Vietnam, holding the most significant market shares according to Metric.vn, a data research firm.

Online shopping allows consumers to purchase goods and services directly from online sellers for a specific period without the need for an intermediary. Since the beginning of 2020 and especially with the onset of the COVID-19 pandemic, Vietnam has experienced a notable transition from in-person sales to online sales, accompanied by a change in the customer base. It is evident that online shopping is gaining increasing popularity.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. E-commerce

E-commerce, or e-comm or EC, refers to businesses primarily generating income through online transactions. This definition does not include suppliers of software and hardware for e-commerce who do not run their businesses online. It also encompasses Internet service providers and businesses that use the Internet as a continuous sales channel but have not integrated their internal processes with it (Amit & Zott, 2017). E-commerce, according to research by Kielesińska (2023), is the use of the Internet for the purchase, sale, or improvement of goods and services, along with additional activities like marketing, information sharing, and pre- and post-sale assistance Kielesińska (2023).

2.2. Online shopping

Internet shoppers buy products and services from online retailers as one type of e-commerce. The definition of online shopping provided by experts Shim et al. (2013) as customers finding items or services to purchase online. Online shoppers have the option of doing business with businesses (B2B) or with consumers (B2C).

Internet shopping allows customers to compare options from different online retailers (Shim et al., 2013). The internet's interoperability helps consumers find product availability, compare attributes, and reduce search costs (Bhatnagar & Ghose, 2004). Deise et al. (2000) describe the internet shopping procedure for customers to browse online product catalogs.

2.3. Intention to continue purchasing online

Kotler et al. (2002) suggest that when customers consider purchase options, they evaluate different brands and form purchase intentions. Blackwell et al. (2001) define continuity intention as the intention to repurchase the same brand or product. This indicates that the decision to continue shopping online is a strategy for purchasing a product or service in the future. Purchase intention refers to a customer's ability or desire to make a purchase (Yusof et al., 2013). The perceived value of a product plays a crucial role in influencing consumers' desire to make repeat purchases. A product seems more likely to be preferred and planned for purchase by customers when they see it as valuable (Chang & Wildt, 1994). However, various challenges, such as environmental concerns, can negatively affect the intention to make repeat purchases (Chen et al., 2018).

2.4. Website quality

High-quality websites have been shown in studies to enhance customer happiness and encourage internet shoppers to return (Lee et al., 2010). However, many Vietnamese business websites still need to improve due to poor content, confusing design, infrequent updates, low traffic, slow performance, and inadequate payment methods. As a result, customers are less likely to shop online again. Thus, the purpose of this research is to investigate how various aspects of website quality affect Gen Z customers' propensity to remain loyal with Shopee for their online shopping:

H1: Positive website quality influences Gen Z customers' inclination to keep making transactions online on Shopee in Hanoi.

2.5. Service quality

Companies need to exceed customer expectations to build trust consistently in the current competitive business world. The difference between what customers expect and what they actually experience greatly impacts how they evaluate the quality of service. It's essential for businesses to be able to understand and resolve customer needs and problems effectively. According to Ahn et al. (2004) the article, the quality of a service positively affects a customer's decision to use the service again. The study's author proposes the following idea:

H2: Positive service quality influences Gen Z customers' propensity to continue making purchases on Shopee in Hanoi.

2.6. Useful awareness

Bhattacharjee (2001) suggests that people are more likely to keep using a service if they think it's useful. The quality of a website also affects how customers feel. Users might keep using an e-commerce service if they find it helpful, even if they didn't like something they bought before. Customers who finish their shopping tasks are more likely to return for more purchases (Chau et al., 2009). So, this project expects that making the service more useful will make people more likely to keep shopping at Shopee.

H3: Positive perceived usefulness influences Gen Z shoppers' willingness to continue making purchases on Shopee in Hanoi.

2.7. Ease of use

Customers tend to leave the shopping website if they find out it does not support them in buying what they are looking for , and the website is challenging to use (Pearson et al., 2007). Therefore, the study suggests that the online repurchase intention will be impacted by perceived ease of use:

H4: Positive perception of the ease of use of Shopee in Hanoi impacts Gen Z customers' willingness to continue making purchases on the site.

2.8. Trust

Trust is crucial for doing business and forming relationships between sellers and buyers. Online stores are often not well-known, and customers can't check the product quality before buying. Previous studies have shown that trust influences customers' decision to keep shopping online (C. M. Chiu et al., 2009). Therefore, it's expected that trust will significantly impact the intention to continue making purchases on Shopee:

H5: Gen Z shoppers' desire to continue making purchases on Shopee in Hanoi is favorably influenced by trust.

3. METHODOLOGY

3.1. Sample selection

The process of collecting samples involves distributing the questionnaire in two ways: by providing a Google Form link and directly sharing the survey questionnaire. The author utilized the Google Form tool to create the questionnaire and sent it to students, friends, and colleagues at Ha Noi City Open University via email, Facebook, and Zalo. Respondents will participate in 10 to 15-minute interviews between January and February. Data entry will be conducted upon receiving the answer sheets, and the answers' validity will be verified. Answer sheets will be considered invalid if questions are missing or do not adhere to the filtering requirements. In total, **292 suitable answer** sheets will be used for data analysis.

The study's sample consisted of 292 participants, selected using a convenient method. The survey took place from November 2023 to February 2024. Among the 292 valid respondents, 103 were male, accounting for 35.3% of the total, while the remaining 189 were female, making up 64.7% of the total. In the results of the survey, the age group of 14-20 years old made up the greatest percentage 49.7%, followed by the 21-25 year old age group (46.2%). The age group of 26 to 29 years old accounts for the lowest proportion, 4.1%. Regarding the educational level, 94.5% of the population have a University education or above, 3.1% have a college education, and 2.4% have a secondary education. Regarding monthly income, the data indicates that 3.4% of customers earn less than \$5 million, 52.4% earn between \$5 and \$10 million, and 44.2% earn more than \$10 million. Concerning how often survey participants make purchases online, the survey results indicate that 44.5% of customers make purchases 6-10 times per month, 36% make purchases 1-5 times per month, and the rest 19.5% make purchases greater than 10 times every month. In reference to the goods that clients purchase on Shopee, the survey results show that 123 respondents (42.1%) bought clothing, 85 respondents (29.1%) bought makeup, 38 respondents (13.3%) bought food items, and 46 respondents (15.5%) bought household appliances.

Table 1: Demographic of Respondents

Characteristics	Total	
Number of respondents	N	%
	292	
Gender		
Male	103	35.3
Female	189	64.7
Age		
14-20	145	49.7
21-25	135	46.2
26-29	12	4.1
Educational level		
High school	7	2.4
College	9	3.1
University	175	59.9
Graduate	101	34.6
Income level		
< 5 million	10	3.4
5 – 10 million	153	52.4
>10 million	129	44.2
Purchase level		
Never bought	0	0
1 – 5 times/month	105	36.0
6 – 10 times/month	127	44.5
More than 10 times/month	59	19.5
Products		
Fashion	123	42.1
Cosmetics	85	29.1
Food	38	13.3
Houseware	46	15.5

Source: Extracted from calculation results using SPSS software

3.2. Measurement

This study used formal quantitative research methods. The sample size is based on the number of variables that are observed. Statistical modelling and correlation matrix analysis with the exploratory factor approach (EFA) were used to evaluate the data. Hair et al. (1998) state that a sample size that is at least five times the total number of variables observed is required. Tho (2011) suggests that in order to get a ratio of 5:1 or higher, or 10:1, each observed variable must have at least five observations. For instance, we estimate that the minimum number of samples needed to calculate one parameter for every five to ten samples in a research model with thirty observed variables should be between 150 and 300 observations.

The survey uses a 5-point scale from "Strongly disagree" to "Strongly agree" to identify certain elements. It consists of three parts:

Part 1: Screening questions: The purpose of this section is to find the appropriate responders who are neither Shopee workers nor owners of online stores but have made purchases on the platform.

Part 2: Main content: This section uses a 5-level Likert scale to ask about the variables impacting Shopee consumers' buying decisions (Tho, 2011).

Part 3: Information from respondents: This part collects personal information from the respondents.

3.3. Statistical data analysis

After collecting research data and survey findings, it's essential to check the accuracy of the information in the questionnaire. The author used Excel to remove any incomplete data. Next, in order to perform analyses such T-tests, Oneway-ANOVA, correlation matrix analysis, regression equation analysis, descriptive statistics, and scale reliability testing, the variables were verified and entered into SPSS software.

4. RESULTS AND DISCUSSION

The techniques employed to clarify the relationship between these crucial elements are described in the findings and discussion section. A number of notion scales, including as Service Quality (EQ), Website Quality (SQ), Perceived Usefulness (PU), Perceived Ease of Use (PE), Reliability (TR), and Continued Purchasing intention (CP), are tested for reliability using Cronbach's Alpha. Cronbach's Alpha is used to assess the reliability of each of these factors.

4.1. Measurement model

Cronbach's Alpha reliability coefficient helps us determine which variables are unsuitable and could lead to misleading results. It doesn't tell us which observed variables to keep or eliminate; it just shows whether the measurements are related.

An exploratory factor analysis (EFA) will be conducted to ensure the scale's reliability. The KMO (Kaiser-Meyer-Olkin) coefficient must be at least 0.5, and any observed variables with a factor loading of ≤ 0.5 will be excluded. The eigenvalue criteria of > 1 and a total extracted variance of $\geq 50\%$ will be followed. In conducting the factor analysis using SPSS 22.0 for Windows, the Varimax procedure will be employed for factor rotation, aiding in the explication of the factors. Factor extraction will terminate upon reaching an Eigenvalue of 1, and the default method for factor extraction is to extract principal components.

The Pearson correlation analysis measures the strength of the linear relationship between two quantitative variables using the correlation coefficient. Before conducting a linear regression analysis, it's important to consider the correlation between the independent and dependent variables, as well as between the independent variables themselves.

Models for research:

$$Y = \beta_0 + \beta_1 * X_1 + + \beta_n * X_n + \epsilon$$

There:

Y is the dependent variable.

X: The independent variable

β_0 : Steady

ϵ : Stochastic error

Consequently, the scale satisfies the required criteria, and its observed variables will be taken into account in the next exploratory factor analysis (EFA). Consequently, the component analysis will contain 5 independent factors with 20 observed variables and 1 dependent factor with 5 observed variables after analysing the scale's reliability using the Cronbach's Alpha coefficient, which will be applied in the EFA.

Table 2. Reliability of the construct

Construct	Item	Cronbach's Alpha	Outerloading	Correlation coefficient
Service quality (EQ)	EQ1	0.842	0.702	0.219
	EQ2		0.787	
	EQ3		0.716	
	EQ4		0.748	
	EQ5		0.844	
Website quality (SQ)	SQ1	0.832	0.852	0.442
	SQ2		0.752	
	SQ3		0.844	
	SQ4		0.827	
	SQ5		0.734	

Perceived Usefulness (PU)	PU1	0.801	0.778	0.179
	PU2		0.774	
	PU3		0.680	
Perceived Ease of Use (PE)	PE1	0.742	0.752	0.380
	PE2		0.730	
	PE3		0.752	
Reliability scale (TR)	TR1	0.875	0.676	0.547
	TR2		0.892	
	TR3		0.712	
	TR4		0.655	
Continue Purchasing intention (CP)	CP1	0.715	0.650	
	CP2		0.735	
	CP3		0.643	
	CP4		0.757	
	CP5		0.805	

Source: Retrieved using SPSS software from the computation results

4.2. Structural Equation model

4.2.1. Correlation analysis

Before conducting regression analysis, it's essential to consider the correlation between model variables. The Pearson correlation coefficient measures the relationship between independent and service variables and between independent variables themselves.

Table 3. Correlations

	EQ	SQ	PU	PE	TR	CP
Service Quality (EQ)		0.261	0.384		0.442	0.219
Website Quality (SQ)			0.082			0.442
Perceived Usefulness (PU)	0.348	0.410				0.179
Perceived Ease of Use (PE)						0.380
Reliability scale (TR)				0.375		0.547
Continue purchasing intention (CP)	0.219	0.442	0.179	0.380	0.547	

**. Correlation is significant at the 0.01 level (2 – tailed)

Source: Retrieved using SPSS software from the computation results

Based on the correlation matrix in Table 3, the intention to continue purchasing is positively correlated with the independent variables: perceived usefulness (0.179), trust (0.547), ease of use (0.380), website quality (0.442), and service quality (0.219).

4.2.2. Linear regression analysis

Trong and Ngoc (2008) found that the Durbin-Watson statistical value ($d = 1.932$) in table 4 is close to 2, indicating that there is no first-order serial correlation between the residuals.

Table 4. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin – Watson
1	.712 ^a	.506	.498	.46250	1.932

Source: Retrieved using SPSS software from the computation results

The testing coefficients used include variable acceptability (Tolerance) and variance inflation factor (VIF). As stated by (Trong & Ngoc, 2008), a smaller acceptability of a variable indicates potential multicollinearity in the model, while a high VIF is also a sign of multicollinearity. If the VIF is higher than 10, the model is multicollinear. In table 5, the highest VIF coefficient is 1.342, proving the regression model does not go against the phenomenon of multicollinearity.

Table 5. Regression results table

Model	Unstandardized	Standardized	t	Sig.	Collinearity	Hypothesis (H)
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	Coefficients		Coefficients Beta		Statistics				
	B	Std. Error			Tolerance	VIF	H	Findings	
1 (Constant)	.295	.264		1.114	.026				
EQ	.079	.040	.090	1.982	.048	.837	1.195	H2	Accept
PU	.023	.046	.024	1.502	.016	.745	1.342	H3	Accept
PE	.193	.050	.173	3.842	.000	.851	1.175	H4	Accept
TR	.433	.042	.459	10.211	.000	.855	1.170	H5	Accept
SQ	.284	.033	.394	8.559	.000	.817	1.224	H1	Accept

Source: Retrieved using SPSS software from the computation results

The estimations for the entire system can be applied using the sample's regression model once the study has been examined for assumptions that have been broken. Regression results 5 show that Gen Z customers in Hanoi City are more likely to make more online purchases when they consider five independent factors: service quality, perceived usefulness, simplicity of use, trust, and website quality.

The following model predicts Gen Z buyers in Hanoi's intention to keep purchasing online.

0.459 * Trust

0.349 * Website quality

0.173 * Ease of use

0.090 * Service quality

0.024 * Perceived usefulness

The theoretical model is presented as shown in Figure 1 below:

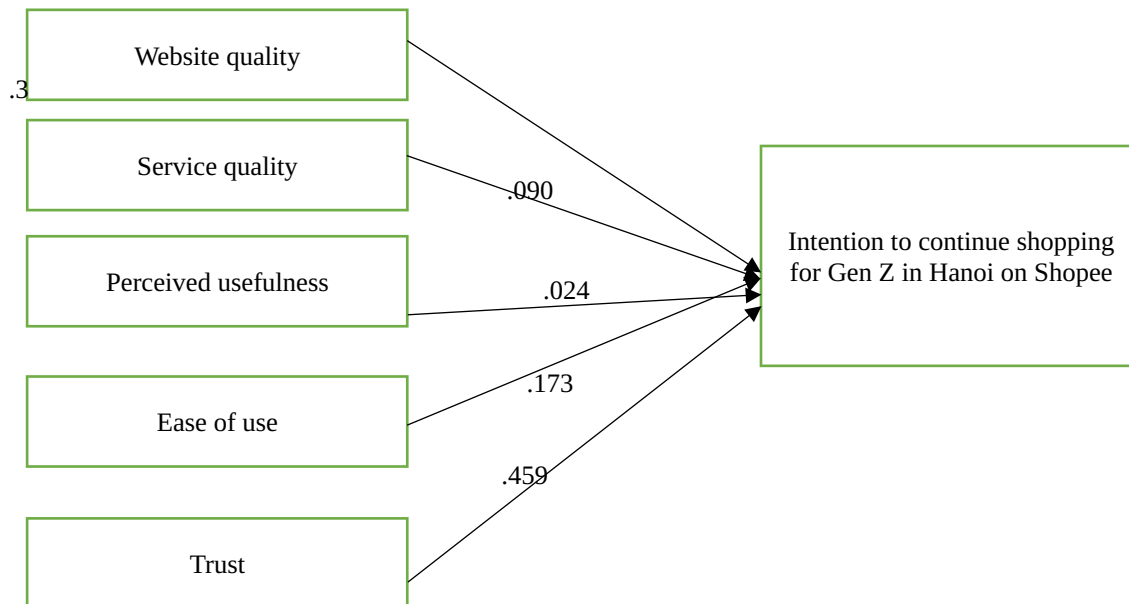


Figure 1: Regression model results

Source: Retrieved using SPSS software from the computation results

5. CONCLUSION

5.1. Findings & Discussion

Five criteria that influence consumers' intentions to keep making transactions on Shopee include perceived usefulness, perceived ease of use, trust, website quality, and service quality, according to the study model the author has developed. There are two phases to the research process: initial research and formal research. Through deep interviews with 10

participants, the initial study used qualitative research methodologies to measure the scale and observable variables of the research themes. The study carried out the formal research after the initial qualitative investigation.

292 survey respondents made up the official study sample, which was surveyed using quantitative research techniques. There were 25 observed variables in the survey, which matched six study components. The results of the analysis show that the study model is suitable for the survey dataset and that all of the linear regression model's assumptions are satisfied. The report's solution addresses all five elements, with a focus on service quality and useful awareness in particular because of their low assessment coefficients. The solutions for website quality, usability, and trust are as follows.

5.1.1. The impact of website quality on Gen Z customers' continued purchase intention on Shopee

A high-quality website is essential for providing customers with product information, online store support, and order tracking. It's necessary to address the issue of information imbalance between buyers and sellers, as it can create hesitation among customers and impact their likelihood of making repeat purchases. Inadequate product information can give the impression of a lack of transparency, so offering comprehensive details can improve customer happiness and their intent to carry on with internet purchasing. Furthermore, a user-friendly platform that maintains quality and prevents transaction errors is crucial. Previous research by (Giao et al., 2020) supports the idea that website quality positively influences customers' intention to make more online purchases. A well-structured sales website is vital for shaping customers' perception of an online store and demonstrating a commitment to providing high-quality goods and services.

5.1.2. The influence of service quality on Gen Z customers' continue online purchase intention

The quality of service is essential in meeting customer needs. However, the current Shopee platform faces challenges in maintaining consistent quality control, resulting in a surplus of low-quality products and instances of price manipulation. Additionally, the annual increase in platform fees places buyers at a disadvantage. When issues arise, it typically takes Shopee's customer service 5-7 days to resolve them, which aligns differently from the quick and efficient service that Gen Z customers expect. This dissatisfaction could greatly affect Gen Z customers' willingness to continue shopping on the Shopee platform.

5.1.3. Perceived usefulness affected Gen Z consumers' decision to purchase online

The intention of Gen Z customers to continue purchasing is greatly influenced by perceived usefulness. Gen Z lives in a technology-driven era, which simplifies purchasing decisions compared to previous generations. With online commerce becoming the norm, check pricing and promotions across Shopee and other e-commerce platforms. Time and money savings are two advantages of Shopee shopping. However, in recent years, Shopee has reduced its promotions and free shipping codes, causing Gen Z customers to place less value on the platform's usefulness.

5.1.4. The influence of Ease of Use on Gen Z customers' intention to continue buying online on Shopee

The assessment's results support the technology acceptance model (TAM) developed by (Davis, 1989) and (C.-M. Chiu et al., 2009), demonstrating that consumers are more likely to make purchases from a website they feel user-friendly. Sales websites often change their design, which can affect how users feel about purchasing. People will want to purchase more if the changes make the website more user-friendly. However, if the changes make the website more complicated to use, people may not want to shop there. A professional design and easy purchasing process can attract and keep more customers on a sales website.

5.1.5. The effect of trust on Gen Z customers' intention to maintain buying online on Shopee

Regression model analysis and the investigation's conclusions demonstrate trust's critical impact, especially in Gen Z customers' intention to repurchase. Trust is consistently highlighted as a key factor for successful transactions, regardless of the money involved. Gen Z customers are familiar with online shopping on Shopee; they know how to access and research products before buying, are aware of various payment methods, understand benefit policies, and learn how to get help from the call centre when needed. Because of this, Gen Z customers' trust in Shopee is highly valued. Consequently, Gen Z customers tend to be bolder and more confident in their online shopping behavior on Shopee compared to Gen X and Gen Y customers.

5.2. Recommendations

The study suggests that the decision to continue purchasing on Shopee is influenced by perceived value, simplicity of use, quality of service, trust, and site quality. The author recommends strategic objectives to improve these factors and increase customer purchases.

5.2.1. Improve the customer trust in online purchase

Customer satisfaction with reliability is excellent, according to survey findings, which range from 3,189 to 4,106. Customers of Shopee seem to have a superb level of trust in one another. It is important to preserve and enhance the trust that customers have in Shopee's virtual shop. Studies reveal that although consumers have faith in Shopee regarding their personal data, they need more confidence in the online payment method. It's crucial for retailers to obtain client feedback on their online payment support partners and payment gateways. Shopee may select the best partner by using this information. Security of transaction and personal data for clients is of the highest priority. Shopee must express its solid commitment to protecting customer and payment information. Shopee should provide consumers with detailed and precise security notifications before to every transaction in order to enhance their perception of security. To gain consumers' trust while making online purchases, Shopee must be open and honest, take accountability for its actions towards them, and define its conditions clearly. Assisting customers in experiencing more safe and confident when buying on Shopee, a system of product censorship and verification must be implemented.

5.2.2. Improve the quality of online sales services

The study revealed that consumers are not fulfilled with the service quality of the Shopee online store. Enhance customer service, upgrade, and streamline the customer service department. Monitor feedback and requests on e-commerce websites to ensure quick responses, leading to improved service quality and customer retention. Ensure product information and images are accurate and detailed. After purchase, customer service staff should call customers for feedback. Positive feedback will help Shopee improve and retain customers. Additionally, Shopee needs a sales team to package products before shipping and a compensation policy for customer issues.

5.2.3. Improve quality features of online sales website

The quality of a website functions as a marketing tool that impacts positive behaviors and is crucial for attracting and retaining customers (Giao et al., 2020). According to this study, a website's outstanding performance is a crucial consideration for managers in the e-commerce business environment. The survey shows that customers don't appreciate Shopee's efforts to fix transaction problems. The ease and speed of transactions on a website are important indicators of quality. So, Shopee must keep updating and improving its website to prevent transaction issues.

The most effective way to attract customers to a physical store is through visually appealing product displays. Similarly, for an online store, presenting and arranging products and information on the website in an elegant and user-friendly manner is crucial. To ensure that the website is as user-friendly as possible, Shopee needs to gather customer feedback about the website design and functionality, and actively seek their input.

5.2.4. Improve customer awareness of the usefulness of online purchases

On the Shopee website, customers have rated the usefulness of online shopping highly. However, the assertion that Shopee assists customers in saving money received the lowest rating, 3,267. Shopee should strengthen its website search features and provide additional segmentation alternatives in order to protect the value of online businesses and improve the user experience. Shopee has to create a website capable of suggest comparable items from other manufacturers that come in a variety of prices and designs in order to offer customers additional options. They should also provide the website with a comparison tool that lets customers choose two or more goods to compare. Additionally, Shopee should offer a function that lets customers choose items fast according to their own requirements by giving them access to a list of the features as well as prices of the products they selected.

5.2.5. Elevate Customers' Perceived Ease of Use for Online Purchasing

Shopee's online store has received negative reviews from customers regarding convenience. For customers to browse items, make purchases, and confirm orders, the website must be simple to use. As a result, businesses should enhance consumers' opinions about the usefulness and ease of buying online. Shopee ought to present its consumers with a user-friendly and simple website that enables speed in locating the desired product category. Furthermore, Shopee needs to make sure that consumers can navigate and complete transactions on its website. In order to facilitate speedy and straightforward online sales and transactions, the website should be simple and easy to use. Finally, Shopee should spend

money on material for its user manual pages, including particular images or instructional films showing users how to utilise the website to finish transactions, acquire payments, and make purchases.

5.3. Limitations and suggestions for future research

Due to constraints in both time and budget, the scope of this survey was limited to Shopee users in Hanoi, and therefore did not include all Gen Z customers who shop on Shopee nationwide. The survey specifically targeted Gen Z customers in specific locations where access was possible, which limits the generalizability of the findings to a broader population. The research was conducted using a convenience sampling method, which further restricts the ability to apply the results to a wider audience.

Given these limitations, expanding the research to include Gen Z Shopee consumers in other important cities like Hai Phong, Ha Long, or perhaps the entire nation would be more beneficial. This greater-depth method would provide more insightful information and enable a more precise assessment of the research model. A bigger sample size and the application of probability-based sampling techniques would also be advantageous for future study, since they would improve the findings' representativeness.

Moreover, future studies should explore the factors that influence Gen Z buyers' decisions to continue purchasing on various e-commerce platforms, such as Lazada and Sendo. By comparing these platforms' unique features and attributes, researchers could gain a more comprehensive understanding of the elements that drive customer loyalty and continued use among Gen Z shoppers. This broader research approach would provide a more holistic view of the e-commerce landscape and actionable insights for platform providers.

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