

# A Research on Online Purchase Intention of People Living in Ho Chi Minh City

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**Abstract**— This study builds and examines the research model for the online purchase intention of Ho Chi Minh City's residents. The data sets were collected from 150 online buyers living in Ho Chi Minh City. The findings indicate that the online buying intention is influenced by the attitude towards online shopping, the buying impulse, the subjective norms, and the self-efficacy of consumers.

**Keywords**— Online purchase intention, online buying intention, online purchase behavior.

## I. INTRODUCTION

E-commerce is growing day by day, especially in recent years. The 2020 E-commerce Index Report, released by The Vietnam E-Commerce Association (VECOM), said that the growth rate of the e-commerce industry in 2019 reached 32%, the whole period from 2016 to 2019 the average growth rate about 30%.

Changing to e-commerce is an inevitable trend for companies. Understanding online shopping behavior of customers is necessary to develop online business.

There have been many studies in the world researching on online shopping such as purchase intention, buying decision. However, with the significant development of e-commerce in the COVID-19 pandemic, more researches focus on online purchase behavior are needed. Therefore, the goal of the article is to test the relationship between several involved factors and online purchase intention.

## II. LITERATURE REVIEW

Attitude is developed over a time and is often difficult to change. But it can be influenced by psychological satisfaction (Lien & Cao, 2014). Attitudes change over time when individuals approach new concepts about the ideas or objects which they are evaluating.

Attitude is defined as the degree to which an individual makes a positive or negative assessment of a behavior (Fishbein & Ajzen, 1977). Attitude in this study is understood as consumer's evaluations toward online shopping (attitude towards online shopping).

According to TRA, intention is the result of attitude towards a certain behavior: the more positive attitude, the higher intention towards the behavior (Amaro & Duarte, 2015).

H1: Attitude towards online shopping has a positive impact on online purchase intention.

Subjective norms are based on an individual's perception of what should or should not be done. According to Kim et al. (2013), the subjective norms in this study are the motivation that consumers receive from friends, family, and colleagues to

purchase online. Subjective norms have an influence on online purchase intention (Nor & Pearson, 2008).

H2: Subjective norms have a positive effect on online shopping intention.

Self-efficacy reveals consumers' beliefs about their ability to perform the behavior (Hernandez et al., 2011). According to Amaro & Duarte (2015), self-efficacy in online buying is the belief in successfully using the Internet to find information and buy products through online stores, increase online purchase intention.

H3: Self-efficacy has a positive effect on online purchase intention.

The forerunner of e-commerce is television commerce (O'Cass & Fenech, 2003). One of the main differences between TV commercial buyers and those not buying through this channel is impulsiveness (Donthu & Gilliland, 1996).

Channel users are more impulsive than non-channel users, buying impulse is the precursor of information technology adoption. Impulsive shopping is expected to contribute to studying of consumer behavior. Impulsive shopping can provide more pleasure than rational shopping (Rook, 1987).

H4: Impulsive buying has a positive effect on online purchase intention.

## III. METHODOLOGY

This study combines quantitative research and qualitative research method.

In qualitative research, individual discussion with ten online buyers who live in Ho Chi Minh City is implemented in order to adjust the model and scale. The study uses the 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

After the qualitative research, the model is the same, the theoretical scale based on Pena-Garcia et al. (2020) is converted into the formal scale with 15 observed variables.

Quantitative research to test the model and research hypotheses uses SPSS 20.0 software, including reliability analysis, exploratory factor analysis, and linear regression.

Data are collected by the direct questionnaire with the convenient sampling method. The number of valid responses is 150, including 42 male and 108 female online buyers. The most age group is from 18 to 24 years old with 40.7%.

## IV. RESULTS

### Reliability Analysis

The Cronbach's Alpha of all factors in research model are more than 0.7. The corrected item-total correlations of all variables are more than 0.3. The scale is reliable for the next steps.

TABLE I. Reliability analysis result

Item	Corrected Item-Total Correlation
<b>Buying Impulse: Alpha = 0.779</b>	
1. BII- I often buy things without thinking about it.	0.662
2. BI2- "I see it, I buy it" describes me.	0.583
3. BI3- "Buy now, think later" describes me.	0.610
<b>Self-efficacy: Alpha = 0.785</b>	
4. SE1- I can get to a specific website with a browser.	0.597
5. SE2- I could easily use the Web to find information about products or services.	0.698
6. SE3- I would be able to use the Web by myself to find online stores.	0.581
<b>Attitude: Alpha = 0.758</b>	
7. AT1- Buying in an online store is attractive.	0.619
8. AT2- I like to buy in online stores.	0.615
9. AT3- Buying in online stores is a good idea.	0.535
<b>Subjective norms: Alpha = 0.749</b>	
10. SN1- People who are important to me, believe I should buy from online stores.	0.561
11. SN2- People who influence me, think I should buy from online stores.	0.555
12. SN3- People whose opinions are valuable to me, would rather I buy in online stores.	0.615
<b>Online purchase intention: Alpha = 0.761</b>	
13. OPI1- If the opportunity arises, I intend to buy from online stores.	0.644
14. OPI2- If given the chance, I can predict what I should buy from an online store in the future.	0.568
15. OPI3- I am likely to transact with an online store soon.	0.567

Exploratory Factor Analysis (EFA)

The exploratory factor analysis is implemented with the principal component method and the varimax rotation. The result of exploration factor analysis show that KMO is 0.738 ( $0.5 \leq KMO \leq 1$ ), Sig. is 0.000 (Sig.  $\leq 0.05$ ), Eigenvalue is 1.119 (Eigenvalue  $> 1$ ), Variance Extracted is 69.453% ( $> 50\%$ ), and factor loading of all variables is more than 0.5 (Table II). So, there is no change in the four independent factors.

TABLE II. Result of EFA

Item	Component			
	1	2	3	4
BII		0.836		
BI2		0.743		
BI3		0.827		
SE1	0.790			
SE2	0.853			
SE3	0.786			
AT1			0.811	
AT2			0.824	
AT3			0.803	
SN1				0.808
SN2				0.791
SN3				0.812

Multiple Linear Regression

Results from the Ordinary Least Squares multiple regression analysis appear in Table III. The adjusted R-square for the model is 0.397, and the equation achieved statistical significance at the 0.05 level.

The statistical significances (Sig.) of the four variables are less than 0.05 and all coefficients are positive. So, all of four

hypothesizes are supported at the 0.05 level.

TABLE III. Result of Regression Analysis

Variable	B	Sig.
Buying-Impulse	0.205	0.001
Self-efficacy	0.250	0.000
Attitude	0.174	0.016
Subjective-Norms	0.293	0.000
R Square	0.413	
Adjusted R Square	0.397	
F	25.555	0.000

Attitude towards online shopping, Subjective norms, Self-efficacy, and Impulsive buying have positive effects on online purchase intention, the result is consistent with the study of Pena-Garcia et al. (2020). Attitude towards online shopping has a positive effect on online purchase intention is consistent with the research result of Arpita & Sapna (2011).

V. RECOMMENDATIONS AND CONCLUSION

The research results are the basis for making some implications for online businesses.

Online businesses need to confirm the usefulness of online shopping through propaganda and promotion so that buyers have a positive attitude towards online shopping.

Attitude towards online shopping, subjective norms have positive effects on online purchase intention. Buyers are easily influenced buy people around them, so sellers can use marketing methods such as introducing relatives, sharing or liking on social network sites.

Impulsive buying affects online purchase intention, so online businesses should use marketing related products or the best-selling product categories because they may shop on impulse without needing or searching before.

This research only tests with a sample of 150 online buyers of Ho Chi Minh City by convenient sampling method. Therefore, the generalization of the research result may not be high. Further studies may choose a larger sample size or a better sampling method and consider the impacts of risks when shopping online.

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