

Some Factors Affecting the Choice of Customers regarding Purchasing Goods, Food & Beverage Service Online

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Abstract

The form of consumer shopping in recent years has had a remarkable change, especially when the number of internet users is increasing not only in urban areas but also in rural areas in Vietnam. Consumers gradually turn to prefer online shopping over traditional shopping because of its convenience and time savings. More and more businesses are participating in and investing more in this form of e-commerce to catch up with current customer trends, making the page edge between businesses extremely fierce to gain market share. Along with the increase in choice, customer requirements are also higher and higher, not only at convenience and saving time. This article is made by FPT university students through comparison and comparison of statistics from reputable sites and references to related documents, focusing on research on the factors affecting choice selection of customers on online shopping sites in Vietnam.

Keywords: business, choice, consumer online shopping, food and beverage services

1. Introduction

With the fluctuation of the Internet, everything gradually becomes more convenient and faster when we just need to enter information, the keyword that we want to search will be found, the related results are given in less than one second on Google (the world's most prestigious search page for information). As a result, due to this convenience, the number of Internet users is greatly increasing, according to statistics on internet usage in Vietnam by the WeAreSocial organization, as of January 2020 the number of Internet users in Vietnam is about 68,17 million people, accounting for 70% of the population [1]. Recognizing the great potentiality of the Internet, a new business format called e-commerce was born to meet the shopping needs of users and the requirement of benefits in the 4.0 era today. Through online shopping pages, businesses can provide users with all information about products as well as prices, users can also compare and choose suitable products base on own needs. It is possible to design online shopping sites that are widely used today such as Sendo, Tiki, Lazada, Shopee, Foody, etc

2 Research content

2.1 Overview of E-commerce

E-commerce includes online trading of goods and services, in which parties communicate electronically, rather than directly meeting and exchanging. More specifically, e-commerce is the combination of buying and selling activities over the Internet, or any transaction for the purpose of transferring the ownership or right to use goods or services through intermediary is a computer [2].

According to the World Trade Organization (WTO), "E-commerce includes the production, advertising, sales and distributions of products that are bought, sold and paid for on the Internet, but are physically delivered both products delivered and digitalized information via the Internet".

In Vietnam, e-commerce is often understood in both narrow and broad sense. In a narrow sense, e-commerce is the purchase and sale of goods and services through electronic means and telecommunications networks. In a broad sense, e-commerce is the application of achievements of information and communication technology to management and business activities [3].

Popular types of e-commerce today include: business to business (B2B), business to consumer (B2C), business to government (B2G), consumer to consumer (C2C) and mobile commerce (m-commerce). This article focuses only on the type of business to consumer (B2C), food and beverage, also known as the online retail services of companies over the internet.

2.2 The current situation of E-commerce in Vietnam

Vietnam's e-commerce in recent years has seen a strong boom from numbers, specifically according to the e-commerce report of Southeast Asian countries in 2019 by Google, Temasek and Bain & Company. Initial scale was 3 billion USD in 2015 but with an average growth rate of 38%, the scale of e-commerce retail of consumer goods and services of Vietnam in 2019 reached 12 billion USD, accounting for 5% GDP [4]. According to the survey results of the Vietnam High Quality Goods Business Association on where to choose to buy products, in 2017 only accounted for 0.9%, after only one year, the percentage of consumers choosing to buy online has increased tripled (2.7%) [5].

According to Vietnam Online Financial Magazine, Vietnam is considered one of the fastest growing e-commerce markets in Southeast Asia, just behind Indonesia. Vietnam is also one of the two countries (along with Indonesia) with strong growth in the amount of e-commerce website traffic in the region. With high and continuous growth from 2015 onwards, it is forecasted that by 2020, the size of Vietnam's e-commerce market may reach 13 billion USD. This is completely grounded when there are 68 million internet users out of 97 million Vietnamese people, which is the driving force for e-commerce to thrive. In particular, the role of e-commerce is also becoming more important when the proportion of e-commerce revenue to the total retail sales of goods nationwide in 2019 reaches 4.2%, an increase of 0.6% compared to 2018. Number of people participating in online shopping on e-commerce platforms skyrocketed. In 2019, the whole country had 39.9 million people participating in online shopping, up 11.8% compared to 2018 and nearly doubling after only 3 years. Value of online shopping per capita reached 202 USD, up 8.6%.

Seeing the potential for development in this segment, more and more reputable foreign e-commerce sites have emerged with names such as Lazada and Shopee entering our market, creating an increasingly competitive environment harshly, making domestic e-commerce sites like Sendo, Tiki, Thegioididong, Dien May Xanh and FPT Shop, Vietgofood have to continuously improve their quality to gain market share [6].

These pages continuously have impressive offers, regular daily discount; products are increasingly diversified and plentiful for users to easily choose from. Not only that, but the number of consumers using smartphones to buy online is on the rise, so e-commerce sites have designed mobile applications for consumers can shop directly on that app at an attractive discount. Besides these shopping channels, consumers have a lot of choices through online shopping channels on social networks such as Facebook, Instagram, Zalo, etc. According to the Vietnam e-commerce index report 2019, the percentage of enterprises evaluating that selling via social networks is highly effective is 45%, while this rate for website sales is 32% and through payment mobile usage is 22% [6].

By the end of 2020, Vietnam's e-commerce will grow 18% with a scale of 11.8 billion USD, 14-15 billion USD lower than the previous forecast. However, this is still the region's high increase in COVID-19 outbreaks. Vietnam is also the only country in Southeast Asia with double-digit e-commerce growth. The COVID-19 was a significant boost to e-commerce, leaving many businesses that have never sold online before now, and many who have never bought online and now buy online. [7] This is why enterprises dramatically increasingly focusing on digital marketing and e-commerce methods in order to find different direction to interact with consumers when being damaged by the post-Covid-19 period because Vietnam's consumers have changed their buying style by replace B2C, C2C method into E-commerce since safety rose as life majority [7].

2.3 The effect of E-commerce to Vietnam

The occurrence of E-commerce impacted on variety of Vietnam industries such as Bank, Marketing, Manufactory, Production, Business strategy, Locate market segmentation [8]. In business department, E-commerce impacts on Market investigation in developing the efficiency of traditional market research, also create more B2C activities like group interviewing; on Customers behaviors in connecting with Internet and searching tools to study deeply in the stage of defining needs, searching information, evaluating choices, buying behaviors and expression after using of consumers; on mixed Marketing strategies in combining the Producers, Allocators, Providers and Customers. Also, it forced Vietnam's enterprises to convert to nearly E-commerce enterprises due to focus on improving their social media networking sites for attracting potential customers who spending much of free time surfing Internet [5]. In Manufacturing industry, Vietnam had been informing that had a budget excess at the time of starting globalizing country economy from 1988 until 2019 [8], but the application of E-commerce to this industry decreases considerable producing expenditures. In Bank industry, with a bank of digital banking services are formed and improved, new chances have been opened for safety in transaction purpose as Internet banking, Online payment, Mobile banking, ATM, POS, etc.

This mass effect motivated Vietnam's government and enterprises to push forward rapidly. Currently, represents as the major prerequisite in evaluating the value of factors affecting consumers' behaviors so far.

2.4 Relationship between online commerce and consumer shopping behavior

Online commerce is the purchase and sale of products and services on electronic systems such as the internet and computer networks, divided into 4 groups, based on the characteristics of buyers and sellers, that is: (1) Enterprise-to-business (B2B); (2) Enterprise to consumer (B2C); Consumer to consumer (C2C); Consumer to business (C2B).

When choosing to buy a product or a service, consumers often rely on their reason to maximize the value to use based on the cost spent, considering the type of product or service to buy, why, when to buy and where to buy. Consumer behavior is the consequence of environmental factors affecting buyer consciousness, and the characteristics and decision-making processes of buyers that lead to certain purchasing decisions [9].

The consumer purchasing decision process is relatively similar between traditional and online, but there are also some differences due to the effects of the shopping environment and marketing communications. The rapid development of technology, especially information technology and the internet, has profoundly influenced and changed the current rules of the business world in general and consumer shopping behavior. Private [7].

There is a strong link between online commerce and online shopping behavior, and based on digital marketing, consumers can search for information and buy products using internet technology. Online commerce affects buying behavior and decisions of consumers on two aspects: (1) Factors that motivate consumers to buy online; and (2) Factors that discourage consumers from shopping online.

The factors that motivate consumers to participate in shopping come from convenience, choice of products and services, rich information, easy access and easy shopping, and enjoyment. break. On the positive aspect of digital marketing, it shows that shopping behavior is affected by 3 factors that are: (1) Perception of the benefits of digital marketing; (2) Web design shows information content, aesthetic, easy to access; (3) Excitement to explore or also known as the motivation to enjoy. On the contrary, factors that discourage consumers from shopping online are: (1) Perceived risk; and (2) Safety psychology.

Perception of benefits: online commerce encompasses convenience, choice of products and services, and information-richness. Most studies have shown convenience and time savings to be the main reasons that motivate consumers to shop online. Finding products and services through the internet will be quick and at a much lower cost. Using a search engine on the internet makes it easy to find suitable products and services, being able to discover a wide variety of goods, while traditional shopping is difficult such as time and cost [10].

Besides the benefits of online shopping, consumers are also very concerned about product risks, financial returns, merchant fraud. Product risk in online shopping can be expected to a high degree as buyers are unable to test and test product quality and have no alternatives. The risk of losing money, not shipping has a negative impact on online shopping behavior intention [11].

Concerns about personal information and safety, trust and security issues can affect online shoppers' search and buying intent. There is a risk of identity theft as buyers are required to disclose personal information when shopping online. Various factors influence shopping behavior and why consumers are reluctant to shop online. Research results show that social, psychological, emotional and personal factors have a significant effect on the behavior of online shoppers. In which, factors of trust, safety and privacy of personal information are most concerned about by buyers [4].

Because in many cases their personal information is used by other parties for marketing purposes, and once consumers find out about this, they lose trust in online sellers and this prevents them from doing so, prevent them from making the next online transaction. Most studies conclude that psychological factors influencing online sellers' trust include feeling safe, keeping personal information confidential, and trusting. Therefore, strengthening security measures to control personal information is very important and necessary to eliminate anxiety and create confidence of online shoppers [4].

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Excitement is also a factor affecting customer behavior. The online environment creates opportunities to attract buyers searching for information and discovering new things around the world. Online commerce creates charisma, convenience, and utility that has a strong impact on shopping behavior. Factors such as the benefit, abundance and usefulness of online information and experiences are the factors that drive consumers' interest in searching and shopping online [2].

Next are the website elements that stimulate, attract customers and increase buying intent. It is essential to create a professional and friendly web interface that exhibits ease of use, security, convenience, and attractive images. The impact of website quality and professionalism on consumer intentions to buy online should also be more focused [12].

2.5 Current status of food service industry in Vietnam

High-quality, high-quality branded restaurants with luxurious on-site service models also changed their strategies, from focusing on high-consumer tourist groups, and now moving to the Vietnamese segment. In the southern part of the country, people with average - good incomes have a much more stable and sustainable demand for food, ensuring a more stable revenue growth for businesses. According to a survey conducted by Savills Vietnam Retail in July 2021, the proportion of online sales compared to the total revenue of the company on average increased by 1.5 - 2 times compared to before COVID, exhibiting huge revenue growth potential, companies have all invested heavily in this online business network. This is also an evolution in the way Vietnam's F&B retail market operates in the coming post-pandemic period, which is expected to be the playground of e-commerce and standard shipping, forwarding and merchandise systems [3].

Small and medium-sized catering businesses or F&B startups can fully participate in this battle with opportunities that always exist in parallel even during this difficult time of separation. This is the stage to complete the work of determining a prudent development strategy, building a platform and resources to participate in e-commerce more closely on large centralized trading platforms such as Lazada, Shopee, Tiki, Facebook, Instagram... Online table reservation system, Digital kitchen 'boards' to take advantage of the huge available customers above, find the right target customers with specialized or popular dining needs, depending on the brand's own goals and positioning brand [5].

In addition, the trend of prepaid payment by e-wallet or card, not cash is also popular at a faster rate with 51% of consumers in Vietnam having converted from cash payment upon receipt from this prepaid payment since the arrival of COVID-19, according to a YoGov survey June 2021. Therefore, food and beverage businesses also need to learn and invest early in e-wallet or card channels to maximize payment convenience for customers, making customers feel closer and more comfortable. Shopping and dining activities every day will gradually become a habit and a solid loyal customer base of the company.

3 Research purpose

This article purpose is to investigate factors which orient Vietnamese consumers' behaviors through using e-commerce for purchasing goods and divide the results into two groups as internal factors and external factors.

4 Research methodology

This article is made by FPT university students by comparing statistics from reputable sites and referencing related documents. The article focuses on the factors affecting the choices of customers on online shopping sites in Vietnam based on their experiences about purchasing goods – food and beverage through e-commerce process.

5 Research results and discussion

5.1 Factors that stimulate consumers' purchasing:

Online shopping brings more benefits to consumers than shopping directly at the store. Information about the product such as price, material or reviews of people who have used the product is fully posted on the shopping pages, so consumers have more choices, easily compare prices between products and get more opinions without having to go to many stores to review. Factors that stimulate customer purchases are as follows:

According to Dung's survey results (2020) about what consumers are most interested in when shopping online and in sellers, "Ranked first is product quality of 40.6% and reputation of sellers 39.5%." [9] On e-commerce sites like Lazada, Shopee or on social networking sites like Facebook, there are currently numbers of quality reviews of consumers on a 5-point scale or number of page likes. Consumers tend to feel more secure and will prioritize sites with high rating and positive feedback from people who have purchased through that business's product (Table 1). When consumers are satisfied with the product, they will leave positive comments and reviews for the business and also recommend them to their friends. Customers will often trust the recommendations of the people they know rather than the online reviews because they can be virtual, evaluated by people in the business to promote, from which customers will increase and the likelihood that customers will continue to buy products next time is very high because they have gained consumer trust.

Table 1: Factors that consumers are most concerned about when shopping online and what are most interested in online sellers

Most consumers' concerning factors	Gender				Summary	
	Male		Female			
	N	%	N	%	N	%
Most consumers' concerning factors when shopping online						
New product	12	3,6	22	4,5	34	4,2
Brand	15	4,5	17	3,5	32	3,9
Promotions	77	23,2	111	22,9	188	23,0
Prices	73	30,0	128	26,4	201	24,6
Products quality	129	38,9	202	41,8	331	40,6
Free-shipping	5	1,5	2	0,5	7	0,9
Vivid visuals	13	3,9	0	0,0	13	1,6
Prompt payment	8	2,4	2	0,5	10	1,2
Most consumers' concerning factors in sellers						
Detailed, clear, credible information of products	66	19,9	149	30,8	215	26,3
Diversified products list	81	24,4	130	26,9	211	25,9
Sellers' prestige	137	41,3	185	38,3	322	39,5
Problem solving capability	6	1,8	5	1,0	11	1,3
Quick response time	16	4,8	5	1,0	21	2,6
Payment method	15	4,5	10	2,0	25	3,1
Transporting method	11	3,3	0	0,0	11	1,3

Followed by the prices and promotions accounted for 24.6% and 23% (Table 1). According to Chau & Dao (2014), consumers often compare the prices of products when shopping online and often choose the sellers with the lowest prices [10]. Price is always one of the most attractive factors for consumers when shopping, especially when they can easily compare prices of all products and then choose the right products for their own financial conditions, without the obstacles of time or geographical distance. Capturing the consumer preference for low-priced goods, e-commerce floors continuously offer a series of super-big promotions to catch the wave of consumer consumption. Typically, flash sale programs (flash sale in batches) such as Sendo's flash sale of 1,000 VND in limited time frames or promotions up to 70% on holidays, New Year always get more consumers welcome and respond [2].

A diverse product portfolio with 25.9% and detailed, clear and truthful product information at 26.3% is also what consumers are most concerned about, especially when shopping online [3]. Customers will prioritize shopping in places where products are diversified because they will not need to spend too much time finding and selecting reputable sellers, in addition, delivery costs will also be more economical when you buy more products at the same time than you order in many places. When it is not possible to see and experience the product directly, the specific information about the material, price, size, exchange mode etc. is fully posted and detailed will be easy for consumers to refer and more reviews. Especially in terms of clothing and footwear, consumers will prefer to choose retailers with a clear address where they can come to try the product when they think about the suitability or size of the product [6].

5.2 Factors that limiting consumer purchases:

In addition to the benefits that e-commerce brings, there are still many risks that make consumers hesitant to participate in this online shopping form due to some limitations of this method compared to buying form. Traditional shopping such as having to disclose personal information, not knowing if the product you receive is the right advertising image, etc.

According to Lee & Turban (2001), confidentiality is considered to be an important factor in financial transactions. Many online shoppers worry that their personal data will be misused. Moreover, buying online also contains many risks; shoppers cannot check product quality, cannot monitor the safety and ensure personal and financial information when buying online [11]. Vijayasathy &

Jones (2000) assessed that high security increases the trend of using online shopping services [12]. The security of customer information of commercial sites is something that consumers are always skeptical about, when they want to order, they must provide full personal information such as name, phone number and home address for sellers. As there are more and more calls from insurance companies, real estate, and banks to introduce their products, even though consumers have never provided phone numbers to those businesses. create an uncomfortable feeling and worry about confidentiality when your personal information is somehow revealed and misused to bother you back [13].

Product quality and the reputation of the seller are both factors to attract customers but also factors that limit customers' shopping when shopping online. The biggest reason is the lack of direct contact with products and sellers. Consumers only communicate with sellers via text messages or sometimes phone consultations, they are also never allowed to touch the product until it is delivered, so they don't know the seller. Is the product credible, the product is genuine or fake, is true of the advertised image or not, and the goods may be damaged during transportation” [9]. Currently consumers are too accustomed to getting the actual product far from the advertised image. Not only the material, the size, but in many cases, the design, the color and the product will not last long due to poor quality. Therefore, even though it is possible to pay in advance by bank account or e-wallet, consumers still prefer to pay in cash upon receipt of goods (90.9%) (Table 2).

Table 2: Payment methods for products / services ordered online

Payment for products / services ordered online	Responses		% of each method
	N	%	
Pay in cash when receive product	709	48,3	90,9
E-wallet (Paypal, etc)	47	3,2	6,0
Bank transfer	456	31,0	58,5
Scratch cards (Phone cards, game cards, etc)	219	14,9	28,1
Payment card	38	2,6	4,9
Summary	1.469	100,0	188,4

Another factor is that product information is incompletely publicized, for example, many retailers on social networking sites like Facebook will not publicize product prices, but only post pictures of products in order not to others dumping (selling at lower prices) and increasing social interactions, thereby attracting more consumers' attention when seeing a high number of engagements and thinking that this is a quality product. Because of there are many buyers. Consumers will have to comment or text to ask for prices when they want to find out about the product. This goes against the benefits of online shopping because according to Le & Dao survey (2014), consumers feel comfortable shopping online because they can freely choose products, not shy and not awkward in deciding to buy [9]. Some consumers find it awkward and embarrassing to ask without buying or even fear that the seller quotes dishonestly, so they decide to look for another page with more complete information [14].

5.3 Internal and External factors

The internal factors that directly strike consumer sentiment is the quality of the goods that the sellers bring to the market and the detailed, clear, credible information of products, as can be seemed as healthcare. Nowadays, as consumers become smarter and know how to improve their understanding in order to protect them, consumers tend to consider the ingredients in a product whether in these ingredients is something beneficial and what is not. For example, if you are an everyday food consumer, when using e-commerce, where the information of the goods is transparent and clear, then you will easily notice that the group of chemical additives such as bisulfite de potassium, sulfite de sodium, dithionite de sodium, acide sulfureux, which causes dyspnea, that create "long lasting" freshness in vegetables are no longer available. Or with the Nitrate and Nitrite salts, whether used to marinate meat, inhibit the growth of bacteria or disinfectants, especially the marinade for the bacon, ham and sausages found in the supermarket, give them an eye-catching pink color, but since roasting this group of substances will produce carcinogens, their content in the food has been reduced proportionally. Also, consumers also aim at the price and price reduction of goods at a relatively high rate, especially in the context of the Covid-19 epidemic that prevents people from doing business or business, through the use of e-commerce shopping channel to buy goods and serve for social stretching. Therefore, Vietnamese consumers clearly show their general mentality that they love goods with low price or with discounts to suit their financial conditions. So, this can be thought as the parsimonious trait [5].

The external factors include how people, the consumers, want to pay for their needs, their trustworthy upon that payment method and the reputation of the sellers. In Vietnam, the number of consumers who are using digital payment method is increasing

unimaginably. Of course, the post-Covid-19 has pushed this style up for over a year but Vietnamese people still using the direct payment by cash habit. That is why if Vietnam's enterprises and foreign companies try to apply digital payment method in business, definitely would be difficult for these companies can survive for long. Because of that situation, companies have to connect with shipping service enterprises as Grab, Uber, Giaohangnhanh, etc to continuously allow consumers to pay by cash. And the reputation of the sellers depends on how they spread their impact on every qualified product, easily to recognize that if you are running a manufacturing company in Vietnam, you must know one thing first before you want to launch the product to the market is that huge amount of Vietnamese people is specifically following the Mass Psychologism. It can be said that if one person feels your products quality is not good, their closest relationship will think your products are not good too or contrast [9].

6 Some suggestions

Consumers like to have direct interacting with others. Enterprises can grasp this psychological behavior to predict the personalism trend inside E-commerce by using personalized website, stimulate the sober curious movement of customers. As follow, E-commerce system can track consumers habits and to modify e-commerce experience base on what consumers like.

Moreover, pushing up shopping online methods are always an object of constant interest from the enterprise and constantly changing to meet more shopping needs and promote the trend. Utilizing pop-up shops beside with E-commerce system is the best strategy for business when enterprises can navigate also potential online and offline customers [5].

Artificial Intelligence (AI) is studied to be considered the main direction of e-commerce for 10 years or more. Not only support the marketing managers to control their works and working schedule better but also simplify features which assist consumers experience more smoothly in orienting customers behaviors to give suitable advertisements, managing E-commerce system working more effective, integrating the customers control system and applications [3].

Firstly, online traders need to create favorable conditions for customers to minimize shopping time by building a system to receive, process information and respond to customers as quickly as possible. For web sites that require many stages when making a purchase, software supports that ensure the fastest transactions are made.

Second, diversifying products on the web to make it easy for customers to choose products is one of the factors to attract customers. In parallel with the product diversification, it is necessary to ensure quality in order to create prestige and trust for customers. The content of information should be accurate and complete so that customers can understand and feel more clearly about the product to avoid the difference between the customer's perception from the advertising information and the reality when receiving the goods [7].

Thirdly, omni channel sales trend has developed strongly in countries around the world and in Vietnam has been taking shape. More and more online retailers are opening more and more physical stores and vice versa. According to the Vietnam Retail Association, the single-channel retail method, only selling at stores or online will gradually decrease and be gradually replaced by the multi-channel retail method. The omnichannel retail approach plays a key role in reaching and connecting customers in the digital economy [6].

Retailers must create compelling shopping experiences for customers with hologram, virtual reality, and mobile technologies. More and more customers search online then do the actual shopping (webrooming), and vice versa more customers actually search, then shop online (showrooming). The combination of real and virtual increases the convenience of customers. In particular, the price comparison of consumer products also takes place in digital space, especially from mobile phones [5].

Fourth, need to clearly explain the security technology that the website uses and commit to customers that their personal information will be encrypted when entering the website. This will strengthen trust and make customers feel safe and secure when buying online. To avoid hackers, businesses need to be tightly controlled and apply information security checks right from the time of application development and after launch [11]. At the same time, enterprises regularly review and re-evaluate the safety of systems because new gaps and risks often appear over time.

Fifth, a reputable e-commerce website must have a reasonable information security policy and complaint guidelines. This will help the buyer to be confident when looking for information and less hesitant to make a buying decision. Currently, most websites do not pay much attention to these principles. Some units, after obtaining customer information, sold them or lost them to criminals, causing many bank account theft cases [4]. In many cases, when it is necessary to solve problems related to goods complaints, buyers also do not have a legal basis to protect their interests, so they do not trust websites that lack information about security.

7 Conclusion

Technology and innovation help e-commerce transform how they operate to not just survive, but thrive, in this new connected and contactless era from online ordering, self-checkouts and touchless payments to delivery and pick-up or return, changes of goods

Hence, factors of e-commerce will be entirely driven by off-premise consumption, using technology is not just about improving operations and service delivery, but also reimagining differentiate products and service offers to consumers.

E-commerce in Vietnam is highly rated for its potential for development, so in order to improve revenue and do business effectively, enterprises need to overcome the limitations of product quality and information, understand consumer psychology to gain trust from customers, install easily attractive marketing strategies for seeking for new trends, thereby building a reputable business image in the hearts of consumers. Also, becoming more eco-friendly can be done in a variety of ways, mainly by reducing waste packaging and possessing a more sustainable supply chain. At the same time, promoting the advantages of convenience and widespreading the online shopping in order to attract more consumers, contribute to economic development in the 4.0 era. Concentrating resources and financial savings to invest and nurture an effective distribution system and delivery channel, take care of online marketing messages, and take care of spiritual values and customer experiences for their products. Although F&B retailers are more cautious when opening new stores, and the strong trend of shifting between mutual sales channels presents many opportunities and challenges. It is expected that the demand from food will remain stable, especially after a long period of isolation at home, which prevents people from having a variety of F&B options, creating a post-pandemic boom and demanding businesses and small businesses prepare for new ideas to catch up with the resurgence of the whole retail market and consumers.

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