DETERMINANTS OF GENERATION Z'S ONLINE SHOPPING BEHAVIOR ON SHOPEE: EVIDENCE FROM HO CHI MINH CITY

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ABSTRACT:

The rapid expansion of e-commerce in Vietnam has profoundly reshaped consumer purchasing behavior, particularly among Generation Z. This study examines the factors influencing online purchasing decisions of Gen Z consumers in Ho Chi Minh City. Grounded in the Theory of Planned Behavior and supplemented by technology-related constructs, the study analyzes the effects of price, trust, perceived risk, subjective norms, perceived ease of use, and perceived usefulness on purchase intention and actual purchasing behavior. A quantitative approach employing regression analysis is used to assess the relationships among these variables. The findings offer empirical insights into the online shopping behavior of Gen Z and contribute to a deeper understanding of consumer decision-making in the digital marketplace.

Keywords: e-commerce, Gen Z, online purchase decision, Shopee, consumer behavior.

1. Introduction

In the context of rapid digital transformation, e-commerce in Vietnam has experienced significant growth and become a key driver of the digital economy. Electronic payment channels have grown rapidly, with Internet-based transactions increasing by 48.8% in volume and mobile payments rising by 76.2%, reflecting the growing reliance on digital platforms for everyday consumption. At the same time, the expansion of e-commerce platforms and social media has accelerated the development of Vietnam's online retail market. According to Statista, Vietnam is expected to become the second-largest e-commerce market in Southeast Asia before 2025. Among major platforms, Shopee has emerged as one of the most dominant marketplaces, attracting a large number of users, particularly Generation Z (Gen Z).

As digital natives, Gen Z consumers actively engage with online platforms for information searching, product comparison, and purchasing activities. Their purchasing behavior is characterized by a preference for convenience, competitive pricing, and personalized experiences. However, empirical research examining the determinants of Gen Z's online purchasing decisions in specific platform contexts such as Shopee remains limited.

Therefore, this study investigates the factors influencing Gen Z consumers' purchase decisions on the Shopee application in Ho Chi Minh City, focusing on price, trust, perceived risk, subjective norms, perceived ease of use, and perceived usefulness. The findings are expected to contribute to a better understanding of online consumer behavior and provide practical implications for e-commerce businesses in the rapidly evolving digital marketplace.

2. Theoretical background

2.1. Conceptual framework

Previous studies have highlighted that online consumer behavior is influenced by a combination of technological, psychological, and social factors (Monsuwé, Dellaert, & De Ruyter, 2004). These factors interact to influence consumers' intentions and ultimately their purchasing decisions in online environments. The Theory of Planned Behavior, proposed by Ajzen (1991), suggests that an individual's behavior is determined by behavioral intentions, which are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In online shopping contexts, subjective norms represent social pressures or influences from people who are important to the individual, such as friends, family members, and online communities (Ajzen & Fishbein, 1975).

In addition to social and psychological factors, technological aspects also play an important role in shaping online purchasing behavior. The Technology Acceptance Model (TAM), introduced by Davis (1989), explains users' acceptance of information technology through two key determinants: perceived usefulness and perceived ease of use. Perceived usefulness refers to the degree to which individuals believe that using a particular system enhances their performance, while perceived ease of use reflects the degree to which the system is perceived as effortless to use (Davis, 1989).

Previous studies have extended TAM to examine consumer adoption of e-commerce platforms. For example, Pavlou (2003) integrated trust and perceived risk into the technology acceptance framework to better explain consumers' willingness to engage in electronic commerce transactions. Similarly, Venkatesh et al. (2003) proposed an integrated model to explain the adoption of information technology across various contexts.

2.2. Hypothesis development

Previous studies have suggested that consumers tend to evaluate whether the price of a product is consistent with their perceived value before making a purchase decision. When consumers perceive that a product offers reasonable value for its price, they are more likely to complete the purchase (Nguyen, Le, & Nguyen, 2021). Moreover, competitive pricing strategies such as discounts, promotions, and free shipping can further encourage online purchasing behavior.

H1: Price positively influences consumers' online purchase decisions.

Trust refers to the belief that an online platform or seller will fulfill their obligations and deliver products or services as promised. When consumers trust an e-commerce platform, they are more willing to engage in transactions and share personal or financial information. Pavlou (2003) emphasized that trust is a crucial element in reducing uncertainty in electronic commerce environments. A high level of trust increases consumers' confidence in the platform and enhances their willingness to complete online transactions.

H2: Trust positively influences consumers' online purchase decisions.

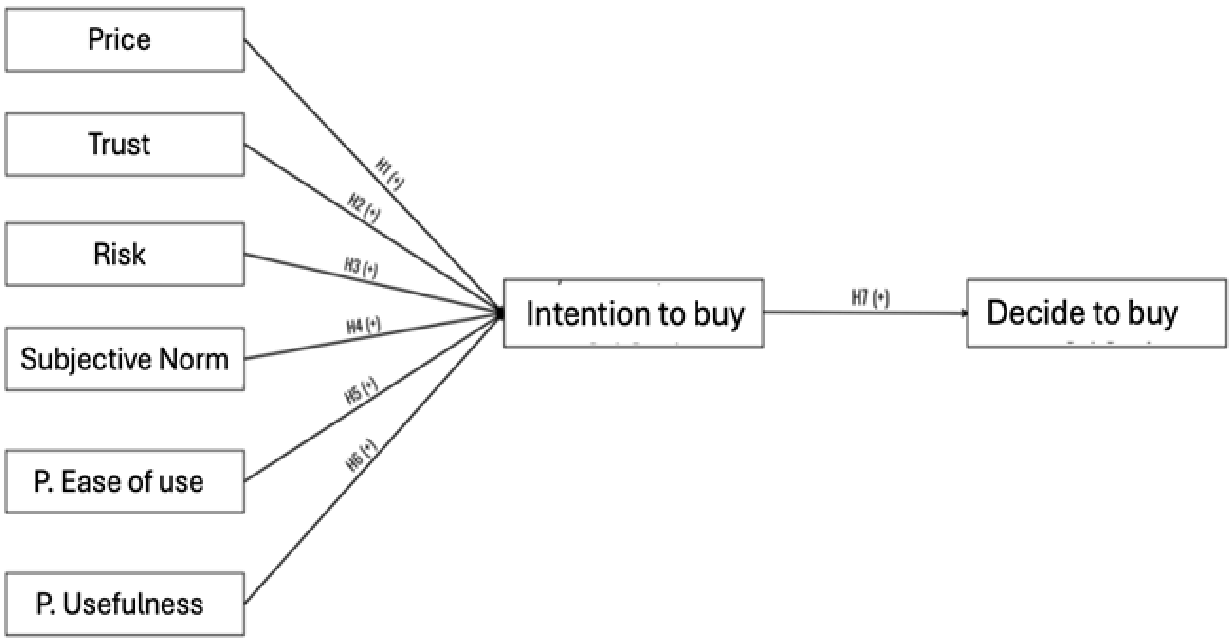
Studies on electronic commerce adoption have highlighted the importance of perceived security and risk in shaping consumers' willingness to conduct online transactions (Salisbury et al., 2001). When consumers perceive a high level of risk, their likelihood of completing an online purchase decreases.

H3: Perceived risk negatively influences consumers' online purchase decisions

Subjective norms represent the influence of social factors on an individual's behavior. According to the Theory of Planned Behavior, subjective norms refer to the perceived social pressure from important others regarding whether an individual should perform a specific behavior (Ajzen, 1991).

H4: Subjective norms positively influence consumers' online purchase decisions.

Perceived ease of use refers to the degree to which individuals believe that using a particular system requires minimal effort (Davis, 1989). In the context of e-commerce platforms, perceived ease of use reflects how easily consumers can navigate the platform, search for products, and complete transactions. Previous studies have confirmed that perceived ease of use plays an important role in technology adoption and online purchasing behavior (Venkatesh et al., 2003).



H5: Perceived ease of use positively influences consumers' online purchase decisions.

Perceived usefulness refers to the degree to which individuals believe that using a particular system enhances their performance or effectiveness (Davis, 1989). Previous studies have shown that perceived usefulness significantly influences users' attitudes toward technology and their behavioral intentions to adopt online systems (Davis, 1989; Venkatesh et al., 2003).

H6: Perceived usefulness positively influences consumers' online purchase decisions.

3. Methodology

This study adopts a quantitative research design to investigate the factors influencing Generation Z consumers' online purchasing decisions on the Shopee platform in Ho Chi Minh City. A total of 339 responses were collected, of which 300 valid questionnaires were retained after removing 39 responses that did not meet the study criteria. Measurement items for each construct were adapted from established scales in previous studies and assessed using a five-point Likert scale ranging from strongly disagree to strongly agree. The collected data were analyzed using statistical techniques, including descriptive statistics, reliability testing with Cronbach's Alpha, and validity assessments such as composite reliability, convergent validity, and discriminant validity (Fornell-Larcker criterion and HTMT). In addition, bootstrapping procedures were applied to test the significance of the hypothesized relationships in the research model.

4. Result

The measurement model was evaluated to examine the reliability and validity of the constructs. As presented in Table 4.8, most constructs demonstrate satisfactory internal consistency. Cronbach's Alpha values range from 0.830 to 0.948, exceeding the recommended threshold of 0.70, indicating strong reliability of the measurement scales. Similarly, composite reliability (rho_c) values for most constructs range from 0.876 to 0.954, confirming acceptable internal consistency. In addition, the average variance extracted (AVE) values for the majority of constructs exceed the recommended threshold of 0.50, indicating adequate convergent validity.

However, the construct RK (perceived risk) shows relatively weak measurement properties, with composite reliability (0.460) and AVE (0.181) falling below the recommended thresholds. This suggests that the measurement items associated with perceived risk may not sufficiently capture the underlying construct.

Table 1. Heterotrait-Monotrait Ratio (HTMT)

	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	P values
PR	0,864	0,870	0,899	0,597	0,187
TR	0,880	0,884	0,908	0,586	0,065
RK	0,918	-2,137	0,460	0,181	-0,007
SN	0,830	0,844	0,876	0,543	0,224
PE	0,914	0,915	0,929	0,567	0,350
PU	0,948	0,949	0,954	0,581	0,117
PI	0,908	0,910	0,925	0,578	0,844
PD	0,862	0,865	0,900	0,644	-

Table 2. Fornell-Larcker

	SN	PR	TR	PD	RK	PR	PU	PI
SN								
PR	0,735							
TR	0,738	0,914						
PD	0,754	0,855	0,787					
RK	0,202	0,139	0,125	0,085				
PR	0,799	0,800	0,868	0,860	0,139			
PU	0,795	0,832	0,786	0,848	0,136	0,877		

Table 2 presents the discriminant validity assessment using the Fornell-Larcker criterion. The square root of the AVE values for each construct is greater than the correlations with other constructs, indicating satisfactory discriminant validity. This suggests that each construct is empirically distinct and captures a unique aspect of the research model. Therefore, the results confirm that the measurement model demonstrates adequate discriminant validity for further structural model analysis.

The model fit results indicate an acceptable level of fit. The SRMR values for both the saturated model (0.058) and estimated model (0.062) are below the recommended threshold of 0.08, suggesting a good model fit. Overall, the results confirm that the model is suitable for further structural analysis.

Table 4 reports the model fit indices for both the saturated and estimated models. The SRMR values (0.058 and 0.062) are below the recommended threshold of 0.08, indicating an acceptable model fit.

Table 3. Collinearity

	VIF
SN	2,326
PR	3,402
TR	3,687
RK	1,041
PE	4,091
PU	3,939
PI	1,000

Table 4. Model fit

	Saturated model	Estimated model
SRMR	0,058	0,062
d_ULS	5,714	6,666
d_G	3,221	3,276
Chi-square	4640,183	4691,517
NFI	0,684	0,681

Although the NFI values (0.684 and 0.681) suggest a moderate fit, the overall model fit indices indicate that the proposed model adequately represents the observed data and is suitable for further structural analysis.

5. Conclusion and implications

The results indicate that price, trust, perceived risk, subjective norms, perceived ease of use, and perceived usefulness play important roles in shaping online purchasing behavior. Among these factors, price shows the strongest positive influence on purchase intention, highlighting Gen Z's sensitivity to competitive pricing and promotional strategies. Trust also plays a critical role, as Shopee's reputation, transparent policies, and secure transactions help strengthen consumers' confidence in the platform. Interestingly, perceived risk was found to have a positive impact on purchase intention, suggesting that Gen Z consumers may perceive certain levels of risk as part of the exploration and discovery experience in online shopping.

This finding reflects the adaptive and technology-oriented nature of Gen Z consumers, who are capable of evaluating information and managing potential risks when shopping online. In addition, subjective norms and perceived usefulness significantly influence purchase intention, emphasizing the role of social influence and platform benefits in shaping consumer behavior.

Based on these findings, e-commerce platforms should focus on strengthening trust, improving user experience, and offering competitive pricing strategies to better attract Gen Z consumers. Future research should further explore the role of perceived risk in online shopping behavior and examine how digital platforms can transform perceived risk into opportunities for enhancing consumer engagement and trust■

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CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN QUYẾT ĐỊNH MUA SẮM TRỰC TUYẾN CỦA NGƯỜI TIÊU DÙNG GEN Z TẠI TP. HỒ CHÍ MINH TRÊN SÀN THƯƠNG MẠI ĐIỆN TỬ SHOPEE

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TÓM TẮT

Sự phát triển nhanh chóng của thương mại điện tử tại Việt Nam đã làm thay đổi đáng kể hành vi mua sắm của người tiêu dùng, đặc biệt là thế hệ Gen Z. Nghiên cứu này nhằm xem xét các yếu tố ảnh hưởng đến quyết định mua sắm trực tuyến của người tiêu dùng Gen Z tại TP.Hồ Chí Minh. Dựa trên Lý thuyết Hành vi Có Kế hoạch (TPB) và các yếu tố liên quan đến công nghệ, nghiên cứu phân tích tác động của giá cả, niềm tin, rủi ro cảm nhận, chuẩn mực chủ quan, tính dễ sử dụng và tính hữu ích đối với ý định mua sắm và quyết định mua hàng. Phương pháp nghiên cứu định lượng kết hợp với phân tích hồi quy được sử dụng để kiểm định các mối quan hệ giữa các biến. Kết quả nghiên cứu cung cấp những hiểu biết quan trọng về hành vi mua sắm trực tuyến của Gen Z, đồng thời đưa ra hàm ý quản trị cho các nền tảng thương mại điện tử nhằm nâng cao khả năng cạnh tranh trong thị trường số đang phát triển nhanh chóng.

Từ khóa: thương mại điện tử, Gen Z, quyết định mua sắm trực tuyến, Shopee, hành vi người tiêu dùng.