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探討越南社群網路對線上及實體通路與消費者購物行為  
之中介效果？

How does Social Networking Mediate the Relationship  
between Consumer Shopping Behavior and Online-Offline  
Channel Integration in Viet Nam?

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## 準碩士推薦函

### 準碩士推薦函

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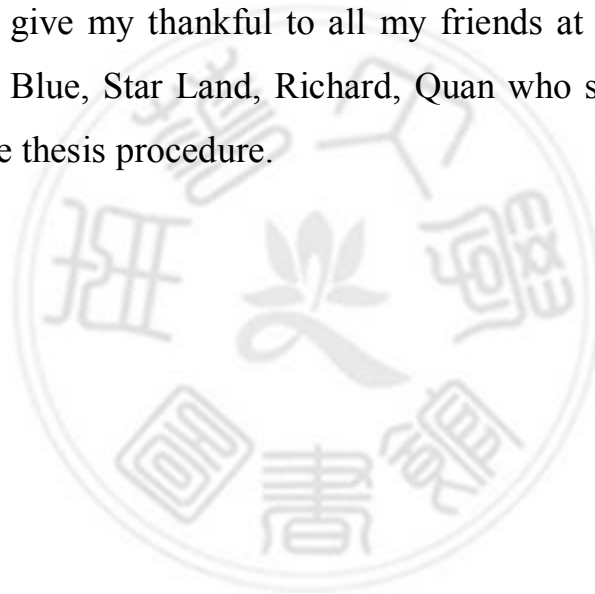
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# 南華大學管理學院企業管理學系管理科學碩士班

## 107 學年度第 2 學期碩士論文摘要

論文題目：探討越南社群網路對線上及實體通路與消費者購物行為之中  
介效果？

研究生：陳氏忠

指導教師：紀信光 博士

### 論文摘要內容：

廣泛的社交網絡平台遍布全球，對現代的在線商業模式產生了強大的影響，如 Facebook 和 Instagram，為新的在線企業家（電子商務）創造了巨大的機會。電子商務和社交媒體的結合塑造了新的強大和有效的模式，為在其戰略中成功應用這一點的賣家帶來巨大的利潤。在社交商務中，公司可以接近越來越多的潛在客戶，並吸引他們購買和推廣銷售流程，讓有關人員參與討論公共社交網頁中的產品，包括個人和團體。社交商務不僅是品牌公司的良好環境，也是小型初創賣家的好地方，他們希望嘗試自己的業務，並為客戶提供更多選擇，以便進行有趣和方便的購物體驗。因此，本文旨在研究社交網絡作為調解在線 - 離線渠道整合（OI）與消費者購物行為之間關係的主要因素的影響。該調查是針對具有在線購物體驗或通過社交網絡平台進行在線購物的在線用戶的行為。通過在線收集數據並使用 SPSS 和其他方法分析數據，得出結果。總共 300 個數據點建議收集經常使用社交網絡作為在線購物工具的用戶的受訪者。研究結果表明，消費者購物行為受 OI 背景下社交網絡的顯著影響，感知質量和感知風險適度社會感知因素給出了合同受訪者。此外，在購物習慣對 OI 與消費者行為之間關係的調節作用也很顯著，使企業更多地考慮在適當的背景下理解越南人的購物習慣，以有效地與他人競爭力

量。這項研究的結果也有助於澄清答案是，隨著 4.0 電子商務時間背景的快速發展，在未來幾年內，在線商店是否會取代越南的實體店。此外，對在線消費者購買行為的研究可以為企業提供有效的策略和廣告，以接近潛在的在線消費者並推動他們購買越來越多的產品。

**關鍵詞：** 在線—離線渠道整合、社交網絡、消費者購物行為、購物習慣、感知風險、感知質量、感知社交



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## **Abstract**

The widely of Social Network platform spread around the world has strong influence to modern online business model in nowadays, such as Facebook and Instagram, has created great chances for new online entrepreneur (e-commerce). The combination of e-commerce and social media shaping to new powerful and effectiveness model which bring huge profit for seller who apply successful this in their strategy. In social commerce, the firms can approach more and more potential customer and attract them to buy and promote selling process to concerned people to engage in discussing about the product in public social networking page including personal and group. Social commerce is not only a good environment for brand firms but a good place for small start-up seller who want to try their business and offer for customers more choices in conducting experience interesting and convenient shopping ever. Thus, the paper aim to investigate the effects of Social networking as a main factor which mediate the relationship between Online-Offline channel integration (OI) and consumer shopping behavior. The survey was conduct to online users who had online shopping experience or intent for online shopping through Social networking platform. Collecting data by online and using SPSS and others methods to analyze data give out the result. A total of 300 data points suggested collect



respondent of users who frequently using social network as a tool for online shopping. The research result indicate that the consumer shopping behavior is significant affected by social networking in OI context with Perceived quality and Perceived risk moderate Social perceive element give out contract respondent. Moreover, under moderating effect of shopping habit to relationship between OI and Consumer behavior is also significant and make the firms more consider about understanding shopping habit of Vietnamese in proper context to get strength compete to others effectively. The findings of this study also contribute a part of making clarify the answer is whether online store will replace physical store in Vietnam or not in the next few years with rapidly development of 4.0 e-commerce time context. Furthermore, research on online consumer purchasing behavior could support for firms the effective strategy and advertising to approach the potential online consumers and push them to purchase more and more product.

**Keywords: Online-Offline Channel Integration, Social Networking, Consumer Shopping Behavior, Shopping Habit, Perceived Risk, Perceived Quality, Perceived Social**

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Research Background and Research Motivation

Recently, according to HVNCLC (2018) many economic analysts and businessman were headache because there were many physical stores closed for competitive pressure from electronic market in around America and others countries where technology is strong developing, fast and popular. Particularly, one of the newspapers raising the new is Foxbusiness (Thomas Barrabi, 2018) reported the long listing of well-know brands such as Toys “R” Us, J.C. Penney, Macy’s, Sears or Kmart, Wet Seal stated close and brankrupt a lot of their own stores. In fact, the consumer is more and more choosing online shopping for out of expectation benefit which online shopping bring in for them instead of traditional way. This phenomenon has happened in nature as selective elimination rule in developing countries where technology industry developing strongly and no more place for traditional with out of date.

Nowadays, trade liberalization and the development of information technology have made it imperative for global economies to open up faster and wider in general and Vietnam also. The development of modern retailing services not only provides a wide range of products and services, but also offers various types of services that help customers having more choices conveniently and accurately in the consumption package. Retail industry in Vietnam is moving and changing dramatically to be compatible in the new stage when the 4.0 industry is taking place in global, that more necessary requires Vietnam have to change the policy to catch up the trend for developing as others country. Accordingly, Vietnam enterprises also are forced to resonate well between online and offline sales, with a package of services ranging from procurement, payment and delivery.



In the same time, Vietnam is one of the countries well-knowing for tradition stores as well as markets which directly supplying for retailing consumers with hundred-years history. According to HVNCLC (2018), Vietnam is developing as a "dragon" in the retail industry. Following to the plan to 2020, the country will have about 1,200 - 1,500 supermarkets, 180 trade centers, 157 shopping centers. In a report on the Global Retail Development Index (GRDI) in 2017, consultancy A.T. Kearney announced in June, 2017 that Vietnam is in the sixth position, improving from the 11th rank in the rankings, up from 5 in the rankings compare to 2016. This is Vietnam's highest position in the past 16 years of GRDI ranking.

Remarkably, technology is also changing Vietnam consumer behavior. According to PwC's Retail Industry Survey in Vietnam, 72% of consumers use smartphones at least monthly. This trend has led many retailers to turn to e-commerce integration, linking technology to better understanding consumer behavior. Developing e-commerce system, combining business and advertise products through network to increase sales effectiveness, save cost of sales also. Vietnam retailers are turning from the traditional way to modern and online retail. To attracting more customers and increasing the competitive for business strategy, it is required retailers to invest variety of resources.

E-commerce is an indispensable trend in the retail industry not only in Vietnam but globally. E-commerce is increasingly a popular form of business and has a significant impact to the community. According to BrandVietnam (2018), estimated that e-commerce sales will able to get \$10 billion in 2020 of Vietnam. In there, about 30% of the population will shop online. Especially in the past 5 years, Vietnam e-commerce is considered as a potential market with fast growth. In fact, it is increasing over the years with 20% per year from \$ 2.2 billion in 2013 to \$ 6.2 billion in 2017. Including three main popular groups of goods and services the customer often purchased online: clothes, shoes,

cosmetics (64%). The mainly forms which are used to do transaction through the website (76%), forums and social networks (68%). The most general payment method is chosen by customers to purchase products is payment of cash on delivery (COD) (in 2013 is 74%, in 2017 is 82%), after that such as bank transfer, international payment cards, online purchase etc. The percentage of consumers responding to online shopping has increased from 29% in 2013 to 54% in 2017

Addition to, with the strong development of information technology, the Internet take a significant role in contribute more convenience and helping people's life become more convenient. Typically, online shopping is supported by the Internet with convenient for customers to purchase a product with just a simple click. Online shopping is familiar to the customers around the world, in fact every day there are millions of successful transactions through internet.

A survey by international accounting firm PwC found that consumers shop through social networks that account for 51% of online shoppers in Thailand. This figure is higher than the average of 16% worldwide or 32% in India and 27% in China. And in Vietnam, survey results of market research company Vinaresearch (2018) showed that the number of people buy online 9.6%, growing rapidly compared to previous years.

In recent years, the Internet has become an indispensable part of Vietnamese life. In addition, the online shopping is becoming noisier especial when young customers take part in social media purchases for example Facebook, Zalo, Instagram, etc. This is a highly interactive market with wide connectivity, convenient in trade. Moreover, online trading is a rich and potential land for business to reclaim, and consumers also get more benefit from there. Understanding that fact, many businesses have leveraged social networking to promote their products and brands. In general, shopping through social networks has been a popular activity. As many as 95.8% of respondents

said that they used to buy in this method. In that, there are 31.2% regular shopping. According to a new survey released by the Vietnam E-commerce Association, 32% of the more than 4,100 enterprises surveyed said they were conducting business on social networks.

It raising another hard question whether the same matter in America will replace to Vietnam future when e-commerce is more popular? Is there any new way for saving Traditional Retail Industry but still maintaining the growth of e-commerce? The answer completely maybe is in online-offline Chanel integration. Because, there are no any useful method to promote the product in the most effective widely to the consumers rather than combining online-offline sales together to stable competition of physical store compare to online stores. Previous papers also proved and supported that the online-offline Chanel integration impact significant and will create a great competitive advantage for the entrepreneurs (Herhausen, D., Binder, J., Schoegel, M., & Herrmann, A., 2015). Meanwhile, the rapid growth of social networking is also an important factor which added in the paper for mediate between OI and shopping behavior to study how the factor influence to this relationship in Vietnam context. Besides, whether social networking will drive the consumers to spend more time for internet store or come back traditional store for perceived risk and perceived service quality from shopping on social networking.

The paper will conduct to investigate about consumer behavior when customers conducting the shopping process through online-offline shopping channel integration to more understanding about the potential market as well as find out the best solution for matters which are mentioned above.

## 1.2 Research Objective

With the movement and development of society, if businesses do not catch up new trends, the business is easy to become obsolete and outdated. As a result, businesses are increasingly slipping, as well as losing position in today's competitive market, where information technology is gaining momentum. However, not every business can be quick to catch up the times.

The evidence is that many young entrepreneurs are still struggling to find their way in a thousand of bubble information, while the old business is complacent with the lack of unity of their own strategy, so it cannot create good competition or effective strategies to promote their strengths. Therefore, it is well-known that online shopping will be able more dominant than traditional shopping in the future, and especially when both channels combined at the present time will play a greater role in today's business dealings. The study aims to explore the online shopping market through social networking sites with the support of traditional stores, especially through social networking sites in Vietnam. This can help to make suggestions for raising awareness and gradually changing online shopping habits for consumers, aiming to benefit for both consumers and businesses. Lay the foundations for trust to boost online shopping in today's context. In addition, this research will serve as a guide for entrepreneurs to find their own right path and achieve the expected success.

Based on the above research background and research motivations, this study collects data and conducts surveys of the online customer, users of social networking in Viet Nam. The main objective of the study can be summarized as follows:

- To study the mediation effects of social network between the relationship of offline- online channel integration and consumer shopping behavior.

- To examine the relationship of the 7 variables: online- offline channel integration, social networking, consumer shopping behavior, shopping habit, perceived risk, perceived social, perceived quality.
- To explore the mediation influence of social networking in relation with consumer shopping behavior.
- To investigate the moderation effects of perceived risk, perceived quality to social networking, while shopping habit in relation online- offline channel integration with consumer reaction.

### **1.3 Subject and Research Scope**

Before the developing of technology widely as today, in original almost people using traditional method to trading. When, the internet becomes popular, these consumer starts have more choice to diver shopping methods through online shopping. Thus, in the study, searching subject is people who have ever used tradition shopping or online shopping method to purchase goods for variety purposes such as personal daily items, product... in Vietnam. Besides, the factor social networking mediates the relationship between online- offline channel integration and consumer reaction. The theme focuses to assess and analyze online social networking users who using shopping online or concern to shopping online field. Base on the subject of the as above. The study conducts literature reviews to build up the research hypotheses and framework. Collecting data by using questionnaires to test hypotheses and figure out the results and conclusions.

### **1.4 The Procedure and Research Structure**

The study examines the role of social networking to consumer reaction in online-offline channels integration context of retail consumer in Vietnam. First,

the framework offers theoretical backgrounds in Vietnam retail market, the theory was shown in the relation of seven constructs: offline-online integration channel, social networking, consumer reaction, shopping habit, social perceived, risk perceived and quality perceived. Then point out the research model, using quantitative research method to conduct surveys, collect data to draw final conclusions. The research process is describing in Figure 1.1 as below:

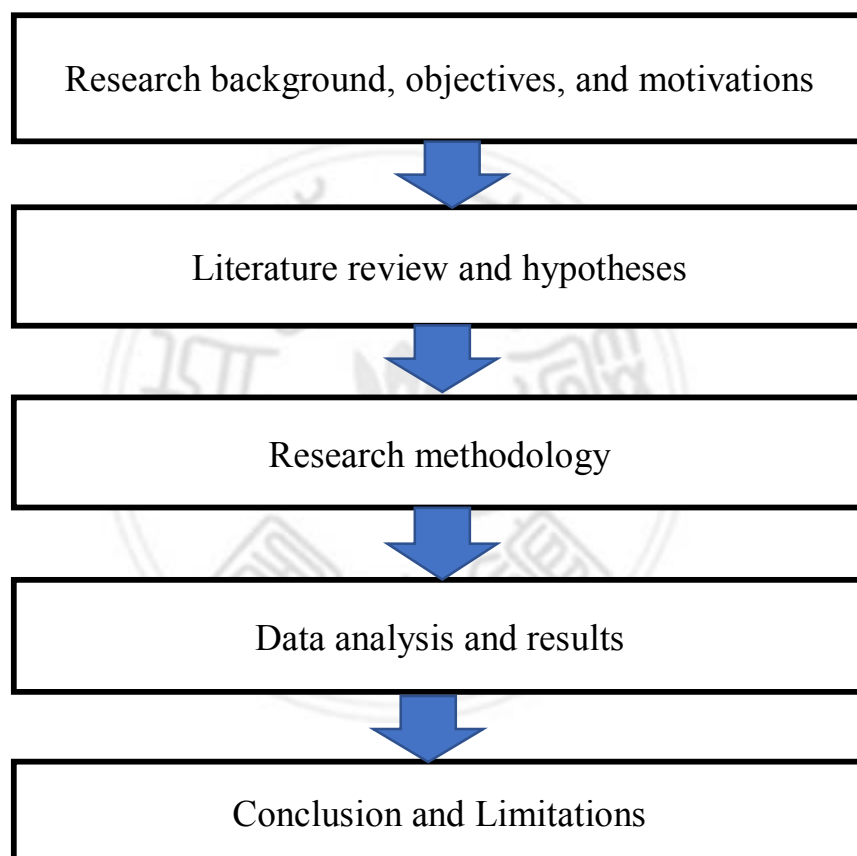


Figure 1.1 Research process.

Source: Original Study

## **CHAPTER TWO**

### **LITERATURE REVIEW**

This chapter will discuss the previous study of the seven constructs and related theories. After that, hypotheses will be shown. The flow of these categories: offline-online integration channel, social networking, consumer reaction, shopping habit, social perceived, risk perceived and quality perceived and hypotheses development.

#### **2.1 Offline-Online Channel Integration**

In one of previous papers defined online- offline channel integration (OI) as consistent and at the same time manipulation which offered by retailing entrepreneurs of Website and physical store aimed to derive convenient and great experience for consumers whenever switch channels during shopping process for interaction with retailer (Goersch, 2002). Meanwhile, Bendoly (2005) indicated in his paper that OI used to interact with each other through different channel such as access and get information about Internet store at physical store and about Physical store at Internet store. In addition, integration also can occur either from Internet to store or from store to Internet.

In Vietnam context, in few years recently, the consumer starting know and use new channel with integration of online and offline to shopping in daily life through internet and website for purchasing various product from essential to high quality good. In this study, the OI is tried to make clear that the combination of online- offline channel supported by Internet with many utilities application and connect from virtual environment to Offline channel in reality with the same time for doing business. Therefore, this channel will create a homogeneous market where both buyers and sellers can interact everywhere, every time without prevention from space and geographic distance. Besides,

with supporting of channel integration make great competition advantage for firms to approach to customer's satisfaction and trust. The competition created from convenient and useful when the customer can easily contact to retailer or other consumers to get recommendation or detail for goods. Then, it will make shopping process and transaction take place at the same time and continuously, consequence shopping experience will be increase dramatically in positive way. Moreover, the channel integration also helped to reduce the cost as free advertising channel and good distribution channel with a large amount of consumer come from diversity places with huge demand of products. These advantages were also mentioned in paper of author Ward (2001) with the same content that the advantage will support for firms attractive more new customers and supply more new appropriate services, because this channel will help to increase purchases and reduce costs.

The OI considered as an important factor impact positive to consumer behavior which drives to competition for firms. It is mentioned in the paper related to integration of Brick with Click of Dennis Herhausen author in 2015, the finding of paper showed strong evidence that OI guide to strong competitive advantage with cooperation rather than individual. It is said that a firm should use multichannel Online and Offline to support and complement each other rather than using only a single channel (Van Baal & Dach, 2005). Follow Brynjolfsson and Smith, (2000) that multichannel can create a good purchase experience which will support to increase total sales. Therefore, OI will create a great competitive advantage compare to only single-channel because there is a strong point of additional value from experience for the consumers. In other hand, the Internet also created new challenges for both traditional and online store in case they could not catch up the trend. For instance, the big online store such as Alibaba, Amazon had been to dominate important market shares in around the world (Levenburg, 2005). This point also brings to benefit for



customers about increasing useful information and able to collate products and improving quality through OI. Moreover, customers easily can change between sellers on online, have made price an important factor to attract and retain customers in the online marketplace.

Although some previous studies showed positive and negative effects of OI on customer shopping behavior, in present, only few practice studies indicated the significant role of OI. Bendoly (2005) analysed the effect of OI in specific case of product run off in a channel. It is found that there is a positive relationship existing in the relationship of perceived integration and the intention when consumers searching for the unavailable product in others channel of same business. Therefore, it is concluded that OI enhance customer firm faith and stay with the initial firm which supply the service. Customers are less likely to shop in the OI context, the selleres use Social networking as a mean to contact to buyers and customers. That mean, with supporting of Social-networking both the firms and consumers can easily to interacting each other and approach to product information in detail and effectiveness.

## **2.2 Social Networking**

Today, social networking (SN) has become a vital part of the daily lives of many people around the world. In fact, in Vietnam SN is becoming more and more familiar to many people, including young people and the elderly. The results of a recent survey conducted by Asia Plus with more than 600 people aged 18-39 have shown the current status and trends in using social networks in Vietnam. Facebook and Zalo are also the top two SN in terms of user ratings, followed other SN like Instagram, Twitter and LINE etc. According to research by We Are Social Media (1/2017), Vietnam has more than 46 million people regularly use MXH, ranked 22nd worldwide in terms of number of users. In particular, Facebook appeared in Vietnam in 2009, quickly became the most

popular MXH today. All social media tools have facilitated unprecedented growth in customer interactions in modern times, as they enable individuals to contact with their friends, acquaintance with new people, share some general content which related to themselves for example photos, status, videos and take the news, trends and products/services from SN (Giannakos, M. N., Chorianopoulos, K., Giotopoulos, K., & Vlamos, P., 2012). Or other word, Social networking is indicated by Weinberg (2009) that SN are used to connect users to others users who share same ideas or hobbies”. Some regular activities in the SN which large of user, especially younger users usually do including sharing their ideas, thinking, and their desire what they need and hope can get the attention from others users (Perrigot, R., Kacker, M., Basset, G., & Cliquet, G, 2012).

Although Vietnam joined the internet quite late in 1991, it was one of the countries that responded to the online shopping movement. However, there was a quite far distance between Vietnam and other countries in the number of transactions. Especially in recent two years, the extension and developing quickly of social networking in Vietnam also make a new way for e-business and social networking is no longer reserved for young people with personal purpose anymore, but it becoming an indispensable part of life of each person with more roles as supporting online shopping. Consequence, social networking is one of the factors having strong impact to E-commerce and it may take a part as an element in driving consumers behavior in this stage in Vietnam.

Besides expressing personal photos and views, social networking is also becoming more diversified, vibrant and increasingly commercialized. In fact, agents and retail businesses have learned to grasp this opportunity to expand their business as well as advertise their products and brands through social networks, websites, and apps etc. Recently, as the technological boom of the

4.0 era, the OI has formed a new shopping trend with the support of the stores, online shopping seems dramatically expand, consequence base on the foundation online shopping to be easier to make a transaction than ever. Although shopping is considered as one of a social activity in general, but in today online scene online shopping is becoming more and more popular. People starting a habit is sharing information related to product and review on the internet to dedicate their purchase decision (Purnawirawan, N., De Pelsmacker, P., & Dens, N., 2012). That is one of a reason why the study will focus on studying the social networking market for online and offline business to find new ways for entrepreneur improving their business effectively.

Moreover, Social networking also considered as a one of element take a significant part in the Vietnam people life with various functions. By “We are Social”, Vietnamese who using SN in daily reach to impressive number is 58 million people and take seventh in ranking of the world, increasing 16% compare to last year. There are about 360 social network pages working in Vietnam, in that Facebook and YouTube are the most popular, with 61% and 59%. The information on social networks is increasingly diverse, impacting strongly on Vietnam social life. SN is more and more becoming effectiveness tool for searching information and entertainment in Vietnam. According to W&S Company (2018) researching market shows in Vietnam brand newspaper that every day, an adult (more than 17 years old) online at least around 2.12 hours on SN. Beside using SN with main purposes connecting, chatting, reading news, sharing personal information, Vietnamese also used as a tool to do shopping activity. In general, shopping online through SN has been a popular activity in Vietnamese daily life. Up to 95.8% of respondents said that they used this form to shopping, and more than 31.2% is regular shoppers. From original purpose of born Social networking is to connect people to people, and communicate with long lost friends or relative. Nowadays SN meaning is more

than like that and retailers, firms and entrepreneurs realized that using SN is the effective way to reach to major Vietnamese young people who use SN as a part of their life. One of the most popular social networking which is widely over the world is Facebook. Facebook well know with a billion of users coming from various countries, thus it is proved that SN is the best place for who want to do business to promote their products as services. Using SN, businesses can improve better their brand value to customer.

Notably, on business social networking, survey conducted by the end of 2017 of VECOM shows that business on social networking is a trend to attract the attention of businesses, especially small and medium enterprises, individual business households and individuals in recent years. Specifically, 32% of surveyed enterprises said they are doing business on social networks, higher than the rate of 28% in 2015 but slightly down (2%) compared with the survey results in 2016. With above statistic, there are enough conditions to show that Vietnam is a great market to grow e-commerce, typically in online shopping. However, compared to the level of user access in social network with the level of successful transaction rate is still at a low rate. Previous studies have mentioned one of the reasons why consumers are hesitant to shopping online, because of the level of risk they bring in, therefore the consumers still do not fully trust in online shopping.

One of the effective marketing tools that entrepreneurs are using in their strategy approaching customers more popular today is social media. It provides a platform as a bridge for a firm and its customers to communicate effectively. In the real word, more than 70% of Fortune 500 companies were active on Facebook and Twitter in 2015. Social media appears as a result of: easy to communicate and exchange information each other and public brand issue happens naturally (Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S., 2011). Dennis defined Social networking as a mean to allow

users to socialize, interact and connect each other through website of online communities (Dennis et al., 2010). Social network site is one of a type of Social media, supplying an online platform for users to communicate with supporting of the internet, which is take a significant role of consumer socialization (Wang, Yu & Wei, 2012). Besides, SN mention to the relationships setting between individual and individual or with others relation as social group in direct and indirect way to shape of virtual communities (Perrigot et al., 2012).

One of the factor impact on customer purchase decision are review and content which related to product such as food, movies, book, music in high level that drive attitude of consumer in positive or negative way, they also base on the trust from the buyers who have ever used that product or services (Silverman, 2001) Most of users said they pay much attention to someone content or sharing about the information of product which made them get more percentage of buying or not. That mean, customers tend to trust these content and conduct to evaluate this information by themselves (Silverman, 2001). Therefore, in this study it is focusing on the review aspect about products from customer on social networking when they conducting to shopping process to purchasing and using the goods.

There was good news that the increasing of revenue and almost comes from SN market with content created by user SN will be consistent and more and more developing (Gangadharbatla, 2008). Not only online retailers but also offline retailers are trying to investigate the best strategies to attract more customers and improvement business through online platform (Luo, J., Ba, S., & Zhang, H, 2012). Thus, major of retailers, firms and entrepreneurs who want to reach to huge of consumers from SN market also have their own page from different kind of SN pages such as Facebook, Youtube, Instagram (Gangadharbatla, 2008). They usually update product information, discount, promotion or special events related to goods for approach not only customers

but their friends, relative also. With supporting of Internet, the people who use mobile phone easily access to SN with GPS capability and just switch on the whole world on user's hand.

In previous papers, some authors also mentioned about how SN influence to Consumer behavior. For example, SN changes the decision-making process in the consumer's shopping behavior (Constantinides ve Stagno, 2011). By social networks, marketers can observe customers and analyse the elements that help to firms more understanding the way and what the consumers really prefer about product (Kara ve Ço skun, 2012). According to United Airlines they said that they have suffered a 10% loss of market share due to less engaging active on social media (The Economist, 2009). This example proven that how social media strongly affect the performance of a firm.

There are studies showed that SN has had a positive influence on customer behaviors. This concept was done by Wang et al., (2012) which explained that SN has a positive effect to attitudes and purchase decisions of consumers about product. It also proves that SN positively impact to brand trust, and come to a positive result of brand loyalty (Laroche, Habibi & Richard, 2013). The results of the previous studies also indicated that SN is considered as an effective tool to increasing consumer behavior intention. The business are looking for good opportunities and supply services with high quality, it is necessary for the right strategies which can combine the power of SN and online shop together (Shen, 2012).

According to He, Y., Zou, D. and Jin, L (2010), the contents which is created by users is take an importance part for researchers to study about their consumption intention and it always change by the time. Therefore, it created new challenges for firms when they try to understanding what users' virtual group need (Lowry, P.B., Dongsong, Z., Lina, Z. & Xiaolan, F., 2010). Some researchers believe that social network is a significant role in today's buyer

making decision process, (Zarrella 2010; Weinberg 2009; Smith & Zook, 2011). The following showed on how consumers are influenced by social network for example there was Zagat and Amazon inviting each users to raise their ideas and their thinking, it made a good feedback and no stop the trend (Weber, 2007); that is there create a faire platform to millions of customer who can actually engage and contribute their voice in marketing process. Because traditional conversation is only one-way where the firms spoke, customers listened. Now there are not leader, but it is influence by the masses opinion and view (Katz & Lazarsfeld, 1955). Besides, social media take a role as a mean to give consumer a vouce and empower for them to raise their own decision. Smith and Zook (2011) have declared that the customers first to discus together (C2C) in supporting of online platforms to shape communities and then come back to react the business (C2B). Olenski (2012) showed that social network impacts to loyalty and their decisions while making purchase process. Vollmer and Precourt (2008) indicated that almost consumers do conduct searching information before make their purchasing decisions as frequency.

### **2.3 Shopping Habit**

The concept of habit was publiced in the inital days of study of the mind (James, 1890). Habit is different compare to behavior so it should not be seen as with the latter (Limayem, M., Hirt, S. G., & Cheung, C. M, 2007). Habits are understood as behavioral tendency to reduplicate past action from repeated performance in many time at a stable circumstance (Ouellete and Wood, 1998). Some prior studies (Polites and Karahanna, 2013; Verplanken & Aarts, 1996), customers shopping habit send back their record of connecting with the retailer and this kind of habit developing through repeated action and nearly same outcomes. When a shopping habit is formed, the behavior is performed automatically in right circumtance (Verplanken, 2006; Wood & Neal, 2007).

In current paper, it is integrated shopping habit into Vietnam culture context to investigate its moderater role in the relationship of Online- Offline channel integration and Consumer behavior.

It is considered to study mainly three of common shopping habits which Vietnamese usually express during shopping process including search information, need for touch, bargain. First, search information is defined as those influenced by product characteristic for full and detail information can be take before purchase, like clothes or laptop (Klein, 1998). Second, need for touch was measured by four items depend on the work of Peck and Childers (2004), express the consumers experience and examine a product before the buying. Third, bargain was represented as the capability to get the most cheapeast price as much as possible in all markets even directly or indirectly (L. B. Fletcher).

In Vietnam context, with culture is a main factor shaping shopping habit of Vietnamese. In general, shopping process follows certain steps which built up from old habit. In detail, before making purchase decision they usually do conduct searching about product information to deep understanding about particular product, especially they focus on price and original source. Before developing of internet, the consumers usually search information by ask their family, friend or relative for recommendation. After that, the consumers go to directly markets for site inspection products for clearly about the material by touching and observation. Finally, they conduct to bargain with sellers to get the best price in case the product was examined. However, in online-offline channel integration with the growth of internet, it created more chance as new channel to shopping beside traditional method. This factor derived consumer behavior to new way that the consumers turn to using electric devices such as mobile phone, laptop, tablet to access huge information from many sources as google, facebook, youtube before making purchase decision. Up to 85% of



people access the internet with mobile devices and 74% of people use this device to search for information before making a purchase.

Although integration has a positive impact on consumer behavior in few aspects, as promoting search product information before to purchase, as well as providing customers able to access information from huge sources. With diversified products information, easy to approach the exact customers need. Furthermore, in the process of finding the main product, the vast amount of information about other products also creates and expands the customer's willingness to buy alternative products. However, under the influence of the shopping habit in Vietnam, for example the habit of touching or bargain before buying can also be one of the barriers to consumers buying online. They are might anxious about the quality of the goods so always want to touch product to make sure about feeling and experience of products before emerge to buying process. They also are afraid of the product they intend to buy is not good, or the price is not standard. Therefore, not to be "bargain" is also one of the reasons people are not excited about buying online that Vietnamese people like to bargain when buying goods. When bargaining it likely bring in to customers the feeling they own product with victory from success bargaining. In fact, according to the Google statistics survey in 2014 on "online shopping behavior of Vietnamese consumers, there was 39% of respondent said that they do not purchase online because it is hard to bargain from online shopping. From the initial habit of looking for advices from friends, relatives before purchasing, customers began to expand the searching method by refer to others buyer's opinion from status, comment, sharing and review related to their caring product when the appearance of the purchase on the online platform. As many as 29% of respondents said they would decide what kind of purchase they read positive reviews from the acquaintance.

There are some papers mentioned about the relationship between shopping habit and consumer behavior. It is said that purchase and activities related to consumption tend to follow the habit which is repeated at specific times and places. Ehrenberg (1988) showed that some repeat-buying items is indicated including variety of brand, product, time and others”. There is persuasive proof of this reduplication comes from particulars which analyse that consumer purchasing and expending following the habit (Ehrenberg, 1991; Khare & Inman, 2006). Another evident also comes from customers who reported repeat purchasing product. It is declared that in everyday life, “most of the time what we do is what we do most of the time” (Townsend & Bever, 2001).

In present, there is few papers to indicate about shopping habit in the moderating role in the relationship of OI and consumer behavior, but some previous papers mentioned about the moderating role of shopping habit in the intention of consumers who do online booking hotel (El-Masry, A. A., & Agag, G, 2016) or in the relationship of online shopping satisfaction and online repurchase intention of Mohamed Khalifa and Vanessa Liu in 2007. Therefore, in this study it is expected to make more clear the role of shopping habit in the new relationship of OI and consumer shopping behavior in physical and online store in Vietnam.

## **2.4 Perceived Social**

Perceived Social is defined as the worth of improving, expanding, and keep relationships with other people when be in touch and interacting with others (Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K., 2004). Meantime, perceived social is a social component that are particular mention the state of feeling of one with another personal in a virtual environment (Allmendinger, 2010). Shoppers judge the opportunities to interact with others consumers and

team up with groups sharing common point while shopping online (Arnold and Reynolds, 2003). The interaction in virtual communities can closely support which is well-nigh be same to offline relationships (Mathwick C, Wiertz C, de Ruyter K, 2008). Besides, the pleasure of socialization demand can help to fluctuate online shopping into a good experience during shopping. Therefore, the social perception can be increase by friendship, social support, and familiarity in this member to other member during involment interaction (Vock, M., Dolen, W. V., & Ruyter, K. D, 2013).

The power for produce commercial is money, but trust is seen as the power for producing social. On social network platforms, information related to products and services become variety available for effort of sharing from free-people. Here it is convinient for millions of people to upload and share their own review for others to read and get recommendation. The giant companies as Google and Amazon influence the online world and they believe that social value can be the strong factor which can lead to success or failure of a firm. With supporting of new technologies allows consumers recomend others to make better decisions up on their previous experiences. Through shopping action that give them rights to express their individual pointviews from their expending or at times through review and word-of-mouth to their family and friends.

Social relations make the link among people to another that in turn create reaction rings. Some of the members are more active and starting in major of the conversations when others just gather around them while the last are just passive bystander who only watches and listen (Peppers & Rogers, 2011). Some customers are socially very well connected and they often take the good advises and recommendation from their relationship in this platform. However, there is also an another kind of consumers who just forward to traditional shop. It is suggested that perceived social of people will influence to social

networking as some papers mentioned which showed that perceived social is positive influence to social network satisfaction intention (Ya Ping Chang & Dong Hong Zhu, 2012). It is aware of that people are still highly aware of their position in society through work, education, family. With the advancement of technology and the internet, technology has made a great leap forward, with the social network spreading around the world with the advantage of connecting people together without space and geography barriers. Social networks that satisfy the desires and needs of the human being are said, listened to, and attentive. Users can easily find the sympathy from other users through the comments, share. Here, it becomes a miniature society where users can speak up their voices and influence others base on their work. Through the sharing, commenting and attention and interaction between users, the social awareness has been increased when community campaigns are raised from organizations that bring positive light on social values. For example, in 2014, the media bowed to the "Ice Bucket Challenge" the campaign was launched to raise money for the study of ALS (amyotrophic lateral sclerosis) disease and to raise public awareness of the dangers of the disease. Over the past 30 days, the campaign has garnered impressive results with more than 118,000 Twitter tweets referring to #icebucketchallenge, the number of videos and hashtags spread at rocket speeds on social networking site Facebook. From these, it is suggested that Perceived Social is influence to Social Network.

## **2.5 Perceived Risk**

Perceived risk is defined as general evaluation of consumer about unsafe and full of potential of risk from online purchasing. (Dowling & Staelin, 1994) The definition of perceived risk also indicated that the aware of loss from many aspects take place during online shopping by Mitchell (1999). Risk has been considered as one of the element influence to consumer decision making.

It was such a long time that risk perceived by consumer has been study as a vital subject (Mitchell, 1999). In previous papers, researchers focused on five elements to calculate risk dimension such as financial risk, function risk, psychological risk, social risk, and time risk (Jacoby & Kaplan, 1972; Roselius, 1971; Stone & Gronhaug, 1993). In this study tends to focusing on three main elements including the Functional risk, Social risk, Financial risk as important components using to measure the amount of risk which is awanessed by customers when they using SN as platform for shopping and contact to seller for payment.

Financial Risk was understood of financial loss for some main reason such as the expensive sale price, online cheating, or plus costs. Financial risk is indicated as the rate the consumer purchase the good but the value of that product is not equivalent to the price and it may available cheaper same product in somewhere else (Lu, H.P., Hsu, C.L. & Hsu, H.Y., 2005). Moreover, financial risk is considered of uncertainty about receiving the product even after purchasing (Biswas & Biswas, 2004).

Functional risk was explained as unsurely in performance of product to adapt consumer's expectation (Shimp & Bearden, 1982; Horton, 1976). This kind of risk came from the consumers who have not enough objective conditions to judge product accurattly.

Social risk was defined as reflection of judgment and criticism come from consumer's friends, family and others in case they bought of not good product or service choices (Ueltschy et al., 2004). Lu et al., (2005) showed that social risk took a role to an individual's ego and it will affect to purchase processing by opinions of reference groups.

Despite, reaching the rapid development, one of the major challenges entrepreneurs who do business through social networking have to facing is high rate of cancel the bill through COD payment method. That means, the guests

usually make a decision to not agree for payment after the product transfer to their house by post office. This matter could increase the cost of sales of many businesses, cause loss in their business. In the same time, the consumers also met a lot of problems during shopping through social networking and the biggest obstacle to online shopping is receiving product with terrible quality different to advertising, price is the another issues, and payment method. Therefore, if the firms expect exploiting social networking to be a place for marketing and do business, and get some success on revenue, they will try to answer the hard above question and figure out the best way for their business in this time. There have found that risk perception as main factors which driver consumer attitude towards social media which is a key in increasing satisfaction and loyalty for purchasing product (Curras-Perez et al., 2013). Social networking connecting users together created favorable conditions and environment for business enterprises. However, with the widespread and uncontrolled nature of the products being sold on social networking sites, the risks of goods quality or loss remain a major obstacle for Vietnamese consumers. It is declared that consumer aware of online or e-commerce risk is a bit higher than offline (Lee & Tan, 2003). Because when they find out the product that they intent to buy but they still doubt about the product. The main doubt comes from they could not able directly to see, touch or try the goods. For instance, shopping online require to delivery service, therefore during the delivery process the product easily can be lost, damaged or late for mistake (Hong, B. d & Cha, 2013). Further, sometimes there are situation that the sellers were be loss during shipping product that the consumers refused to receive for some reasons. That is reason why some online shop require customer prepay by credit card or transfer amount of guarantee product and provide personal information as email address, telephone number etc. Therefore, there are raise another serious matters that the personal information related to purchasing

process could not be guaranteed or exploited by the third party making consumers perception about risk rate increasing (Zhou, M., Dresner, M. & Windle, R.J, 2008). Additionally, when the mistake about purchasing process happen, it is difficult to make a complain and received the compensation from seller (Yu, T. K., & Wu, G. S, 2007). According to W&S company (2018) conducted survey on the social habits of consumers in Vietnam, there were 48.1% of those who shop online said that they have been cheated. The most common types what they think they were be cheated is that the quality of the merchandise is not committable but does not allow for return (80.9%) or reimbursement but has to compensate a fee for the seller (33.7%). Besides, Bauer (1960) suggested the risks percentage in the real world is lower than in virtual world which impacts to customer's behavior. The higher perceived risk the higher the customers collect more product information to make sure that the risk rate can be deducted to lowest. One of the most challenges to shopping online is lack of trust from online website (Urban, G. L., Amyx, C., & Lorenzon, A, 2009). It is perceived that shopping online is intangible compare to offline shopping, this makes customer harder to believe in product which display widely in online store. Moreover, some online sellers always try to attract more buyers by give overstate about product quality to drive customer buy that product, but when receiving the real product from online seller they usually get disappointed as product quality beyond of advertising. In the Social networking context, it is easy to raise the complaint about something to social networking community. That mean, whoever feel unsatisfied about service or product, they will share their bad experience to others buyers with purpose to advices them avoiding or more terrible is boycott that worthless product and prestige seller. In the past with the mouth of world is crucial part in tradition business but nowadays with supporting of Social networking, it is becoming popular with sharing and

comment directly in virtual community making the reputation as less of charisma spread everywhere.

Some previous papers tried to express that perceived risk take a vital part on purchase choice through online. Same content, rate of transaction security greatly influence intention and willing to buy of customer from the online channel (Jarvenpaa, S. L., Tractinsky, N., & Saarinen, L. 1999; Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. 2000; Swaminathan, V., Lepkowska-White, E. & Rao, B.P, 1999). However, in this study, it is considered that the risk perception will influence to other factors as social value and Social networking, therefore risk perception comes from Social networking when consumers conduct shopping and transaction process with sellers will decrease the amount of consumer who want or intent to shopping online through SN. Additionally, it is suggested that the risk perceived will moderate Perceived Social to decrease the awareness of the consumer about Social networking.

## **2.6 Perceived Quality**

Perceived quality can be determined as the consumer's perception of the general quality or high quality of a product or service following purpose or alternative. In the study, there are two types of quality perception which is considered to measure the quality perception of consumer which influence to consumer intention as information quality and service quality. First, information quality is explained as the value of information of the outcome good produced by a system and recognized by the consumers (Negash, S., Ryan, T. & Igarria, M., 2003). It is also mentioned to “personal web content, accomplished, concern, easy to get meaning and safe during conducting business transaction between customers, seller and suppliers” (Delone & McLean, 2003). Second, Service quality perceptions are defined as evaluating the general performance of firms, sellers, businesses during serving customer



process. (Zeithaml, V. A., Parasuraman, A., & Malhotra, A, 2002). In the same time, other researcher showed that it could base on meeting customer satisfaction to evaluate service quality provided from sellers. (Grönroos, 1982).

Whereas, during searching product information process, the data and information of user preference may change follow to website domains or usage depend on the purpose of information given. Balakrishnan (2008) suggested that if there are any wrong information or data it would lead to big failure for entrepreneur. Therefore, acknowledge information quality has a significant impact on the social networking where there are a huge interaction and transaction every day. The users access SN for main purpose including searching information, reading news and searching product from online shops.

Information quality has been emphasized in previous paper as an important measure for consumer to decide buy product or not. (Goswami et al., 2012; Shih, 2004; Park & Kim, 2003; Kim & Lim, 2001; Lee & Lin, 2005). The researchers Zeithaml, V. A., Berry, L. L. & Parasuraman, A, (1996) proved in their paper that perceived quality has strong impact to customers' behavioral intentions. However, to date, there is no studies conduct to research about how perceived quality moderate the relationship between social perceived and social networking in e-commerce context. In this study, it will make effort to clarify this relationship under author's view that with the impact of perceived quality to social networking which customers using this platform for shopping online, the result should be significant. It is assumed that when consumers perceived the quality of service from online stores on social network combining to their social perceived which encourage them to share their good experience and give out the recommendation for others. Thus, the more they get best experience from quality service, the more they share and review about purchasing and using product experience on social networking.

## **2.7 Consumer Shopping Behavior**

Purchaser conduct is characterized as conduct that shoppers show in amid procedure of seeking data, goal, acquiring, utilizing, assessing and reacting administrations that could fulfilled client need as they anticipated (S Shanti, S Anuska, S Dansi, S Senthilkumari, 2017) . Consumer behavior also handles about making decision process issue with external and internal factors which affect to consumer intention to buy product. Therefore, the main purpose of the paper is conduct to study comprehensive consumer behavior and try to answer why and how consumers make their purchase decisions in physical and internet stores in OI platform. These points will support to marketers and firms for considering about the most effective marketing strategies, especially today with progress of technologies, the collecting data procedure about consumer did not struggle as past time. The study will try to make effort for clarify Vietnamese consumer behavior during their shopping process in Internet store and physical store. Understanding deeply about these elements will support retailers and businesses for serving better consumers in the future.

### **2.7.1 Physical Store**

Customers use a Physical store for purchasing a product and get high intention for purchasing particular products and would like to return to buy product/services. Physical stores, especially shopping center with large size have spread around cities in Vietnam in recent years. To get the cheaper price with various products and comfortable atmosphers for shopping, it is a good motivation for consumers to willing go farther for shopping. (Gould & Golob, 1997). In deep of people exist the desire for movement, sometimes it is too boring for stay only one place, that is a reason why they escape and go to somewhere (Mokhtarian & Salomon, 2001). In this context, as Mokhtarian (2004) indicated, go out to shopping is proved for that motivation simply to get

out and go somewhere. Past of papers have demonstrated that shopping activities additionally serve social engine processes. (Salomon & Koppelman, 1988). Today enormous shopping centers and retail establishments are even encouraged with film, bistros, restaurant, etc give shopping activities much increasingly recreational. To appreciate such shopping delight, store shopping is clearly more alluring to buyers than e-shopping.

Purchasing in physical stores will bring more realism in paying a commodity in cash and it acquires more consumer's belief than the recently developed type of online shopping in Vietnam. In Vietnam, customers are accustomed to going directly to shops to see and directly touch products when shopping. This helps customers increase the reliability of the product of the seller, and through an overview of the product that customers can bargain on any product by feeling. If the item does not look good or has a bit of error, the customer will catch this point to negotiate with the seller to be able to buy it at a cheaper price than it actually is. During the time of purchase, in case customers no longer feel interested in the product, they can also exchange the item immediately at a convenient time. Besides, being immersed in the shopping atmosphere is busy and exciting, making it easier to pay when there is a crowd effect when buying goods. These give customers a sense of security and comfort during making purchasing in the shopping process. And all these points have formed the habit of shopping in physical stores for generations of customers in Vietnam. Will the new shopping model on online stores change the habits of Vietnamese consumers?

### **2.7.2 Internet Store**

Customers use an Internet store for purchasing a product and get high intention for purchasing particular products and would like to return to buy product/services. Previous researches on online shopping has mentioned about the motive of shopping customers including convenience (Bhatnagar & Ghose,

2004a, 2004b; Eastlick & Feinberg, 1999; Korgaonkar & Wolin, 2002); greater merchandise selection (Eastlick & Feinberg, 1999; Rowley, 2000), and lower prices (Korgaonkar, 1984), these motive customers more visiting and purchasing products, the retailers are finding the method rousing and gratify by improving the information quality (Menon & Kahn, 2002; Liang & Lai, 2002). They even start to attention and focus more on the layout of their virtual stores (Vrechopoulos, A. P., O'keefe, R. M., Doukidis, G. I., & Siomkos, G. J., 2004). Some popular ecommerce electronic websites such as Lazada, The gioi di dong, Dien may xanh, Vat gia in Vietnam is strong developing with stable amounts of customers, and they are also investing to upgrade their quality information from their online store.

As Huang (2000) expressed that such freshness information will keep consumers interested to explore the shopping sites, while the information with complication will bring the potential of pushing purchases. Therefore, e-shopping is considered take advantage to offline shopping with information quantity. Lee et al., (2003) stated that the usage of Internet information in present is creasing, that is a reason why economic value on Internet information would become higher.

However, following Forsythe and Shi (2003) that the customers shopping online doesn't mean that they will purchase online. Shopper support and hazard observations in Internet shopping. After searching and shopping procedure, customers need to choose either to pay, to get away, or keep shopping (Salomon & Koppelman, 1988). A system for contemplating electronic shopping versus store shopping. When they get the decison to purchase, they moved to next steps including the purchase transaction and product delivery matters. A few specialists prove that moneytary issues, rather than take a shopping excursion to store, waiting the online delivery is far more benefits (Hsiao M. H, 2009). In other hand, this finding differs with the

perception of Mokhtarian (2004) and Gould et al., (1998) in which they contended that the advantage from shopping trip time can be repay the time spent sitting tight for waiting shipping.

It is said that shopping based web in Vietnam keeps on developing emphatically, and is forming to supplant shopping at stores sooner rather than later. Endeavors to make web based shopping simpler and address client worries over the past, for example, improving the wellbeing of exchanges, return trade arrangements, and expenses low or free sending are the reasons that add to the proceeded with blast of web based shopping in Vietnam showcase.

On the other hand, the survey results of HVNCLC (2018) also pointed out that the online data channel has been moved toward increasingly more by clients and chose as the fundamental data channel while choosing items, particularly in urban zones.

HVNCLC (2018) survey results show that up to 23% of consumers choose online channels to refer to information before deciding to buy products, increasing 5% compared to the results of 2017 (18%) at all online information channels.

# CHAPTER THREE

## RESEARCH METHODOLOGY

Chapter 3 focuses on research methods. In this chapter, the study introduces the framework model, the hypotheses and measures the research structures. In addition, Chapter 3 also discusses research methods for analyzing, testing hypotheses and how the research is carried out. A number of sub-sections such as research design, questionnaire design, method and data collection plan, data analysis methods will be presented in this chapter.

### 3.1 Research Model

Depend on above research theories advancement, this investigation builds up an examination system as appeared in Figure 3.1.

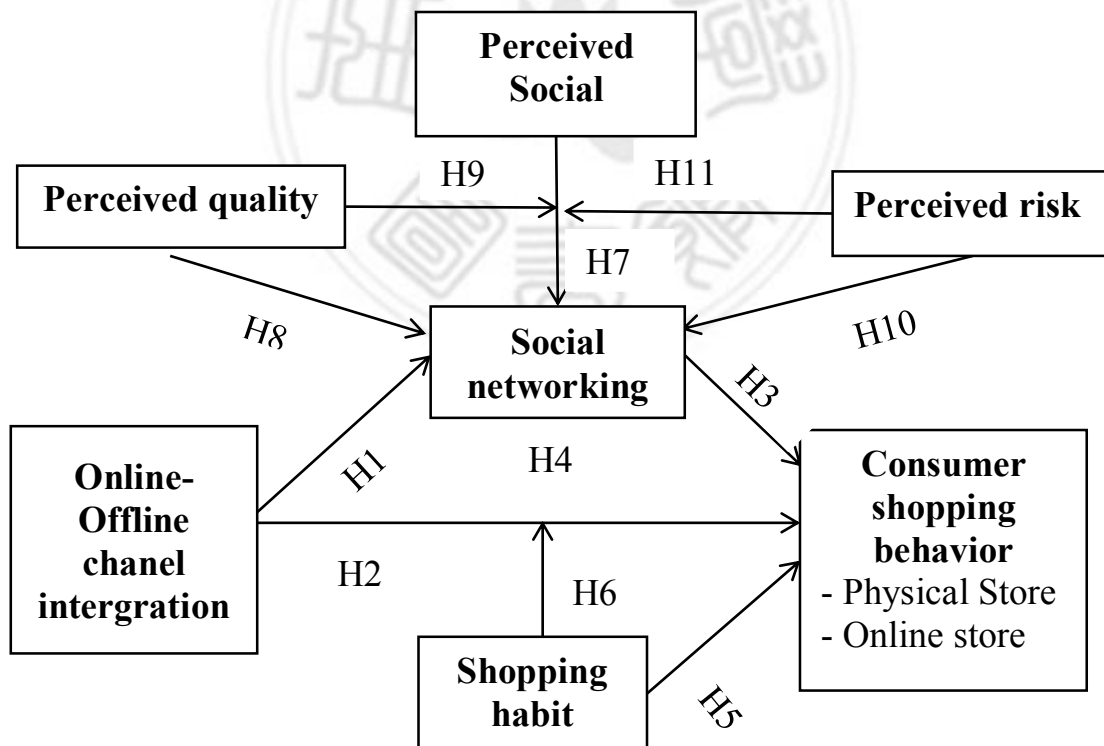


Figure 3.1 The research model

Source: Original Study

### **3.2 Hypotheses Development**

H1: OI has positive affect on social networking.

H2a: OI has positive effect on consumer shopping behavior conducting in physical store.

H2b: OI has positive effect on consumer shopping behavior conducting in online store.

H3a: Social networking has positive affect to consumer shopping behavior in physical store.

H3b: Social networking has positive affect to consumer shopping behavior in online store.

H4a: Social networking mediate the relationship between online-offline integration and consumer shopping behavior in physical store.

H4b: Social networking mediate the relationship between online-offline integration and consumer shopping behavior in online store.

H5a: Shopping habit has significant influence to consumer shopping behavior in physical store.

H5b: Shopping habit has significant influence to consumer shopping behavior in online store.

H6a: Shopping habit moderate the relationship between online-offline integration channel and consumer shopping behavior in physical store.

H6b: Shopping habit moderate the relationship between online-offline integration channel and consumer shopping behavior in online store.

H7: Perceived social has positive effect on social networking.

H8: Perceived quality has positive effect on social networking.

H9: Perceived quality moderate the relationship between perceived social and social networking.

H10: Perceived risk has negative effect on social networking.

H11: Perceived risk moderate the relationship between social value and social networking.

### **3.3 Research Design**

This study aimed to examine mediating of Social networking to the relationship among OI and Consumer shopping and influence of shopping habit moderating to this relationship in Vietnam. This research questionnaire was designed to obtain particular information that needed to conduct this study and to examine the variables listed in the research hypotheses. The questionnaire was developed to achieve the objectives of this study successfully.

The questionnaire was structured into two parts. The first part consists of social networking, online-offline channel integration, consumer shopping behavior, shopping habit, social perceived, perceived risk, perceived quality. Likert-type scales (1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree nor Disagree, 4 = Agree, 5 = Strongly Agree) were used to measure the variables. There are 47 items survey questionnaires which were developed to obtain the response from respondents. The questionnaire of this study consisted of 7 constructs: online- offline channel integration (4 items), social networking (5 items), shopping habit (6 items), perceived risk (7 items), perceived quality (4 items), social perceived (5 items), consumer shopping behavior (16 items). The second part was demographics. This part considered to gather the personal information for descriptive analysis: gender, age, education, income, occupation status. The respondents are 350 Vietnamese consumers who are using Social networking shopping online.



### **3.4 Translation**

To collect data for research, the major respondent is Vietnamese people. Therefore, Vietnamese language plays an important role in data collection. In typically, the survey was designed by English, after that, the second language - Vietnamese was used to translate all question items into Vietnamese. It is easier for respondents to answer quickly. The last but not the least step is to translate the questionnaire items back to English to check the correction. To complete this questionnaire, the four doctoral degree scientists, who major in business administration, human resource management have great skills at English as well as Vietnamese, in Vietnam, are asked to give their suggestion for all the items from English to translate into Vietnamese, to ensure that nothing is different between the Vietnamese version and English version. Then, the double check by translating Vietnamese back into English one more time was used to make sure again. After that, the incorrect words were removed. The final version of questionnaire in Vietnamese language was completed after being carefully discussed and modified.

### **3.5 Construct Measurement**

This study has considered six researches constructs, after that the interrelationship among these variables also be assessed. The main identified constructs are Social networking, online-offline channel integration, consumer shopping behavior, shopping habit, social perceived, perceived risk, perceived quality. Each construct has its operational conceptions and measurement items. Appendix tables present the questionnaire items for this study.

### **3.5.1 Online-Offline Channel Integration**

Channel integration is defined as the degree to which different Channels interact with each other Online-Offline (Bendoly et al., 2005).

- OI1. The online shops make it simple for me to change to a physical store.
- OI2. The services and duty in online shop and physical store supplement one another.
- OI3. The physical retailers and the online shop of have systematize and link their services.
- OI4. I can easily to buy product which is available in online shop that having products which I like in physical store.

### **3.5.2 Social Networking**

Consumers are taking part in Social networking by various activities from consuming content, participating to discuss and share knowledge to contributing to other's consumers on products or service and then they conducting the making decision procedure for purchasing that product or not (María Rojas Cívico, 2014).

- SC1. I ever bought product of online shop from Facebook, Instagram, Zalo.
- SC2. I think shopping online through Facebook, Instagram, Zalo is popular activities.
- SC3. I will purchase my favorite products which I saw on online store of Social networking.
- SC4. I tag friend on some fan page, news and dicuss when I see some product/service attracted me.
- SC5. I share about good/ bad experience about the product/service on social network.

### **3.5.3 Shopping Habit**

Following earlier work (Polites et al., 2013; Verplanken et al., 1996), clients shopping propensity mirror their history of interfacing with the online retailer and view propensity as improvement through rehashed execution and agreeable outcomes. It is consider to study mainly three of common shopping habits which Vietnamese usually express during shopping process including Search information is characterized as those commanded result traits for which full data can be procured earlier for purchasing, as sport shoes or cell phone (Klein, 1998); Requiring for touch was estimated with four things dependent on crafted by Peck and Childers (2004), mirroring the inclination to haptically understanding and assess an item before the buy; Bargaining was characterized as the capacity to get the most great value conceivable under conditions winning in all business sectors, either straightforwardly or in a round way (L. B. Fletcher).

SH1. When looking for product I direct search for data about item in various channels before making buy.

SH2. I ordinarily ask counsel and assessments from family and companions about an item before I purchase.

SH3. I feel increasingly sure buying an item after physically looking at it.

SH4. The compelling method to ensure the item worth to purchase is truly touch it.

SH5. I feel happy if I can get the good price from bargaining.

SH6. I willing to pay product if the price is lower than original price.

### **3.5.4 Perceived Risk**

The study focuses on three main elements to calculate risk dimension including financial risk, function risk, social risk (Jacoby et al., 1972; Roselius, 1971; Stone et al., 1993). First, functional risk is the dread that an item or

service will get failure to guaranteed capacities of product as expect (Shimp et al., 1982, Horton 1976). Second, Fiance risk is the dread that a potential buy can assess or surpass an individual's financial assets now or later on. Consumer's perceptions of risks are that the purchase of the product will cause financia losses (Shimp et al., 1982, Horton 1976). Last, Social risk related can diminish an individual's status with companions, family or close people (Shimp et al., 1982, Horton 1976).

PR1. I dread that the item which I purchased from online shop may not as I expected to be.

PR2. I dread that the item purchased from online may broke inevitably and be ruin or expire.

PR3. I fear that I might waste my money for online store.

PR4. I fear that I might got scam and lose my money without getting the product from online store.

PR5. I fear that my family might think that products bought from online is useless or wasteful.

PR6. I fear I might get criticize for products I want to purchase from online store.

PR7. I fear that my friend might make fun of me because of product I bought from online store.

### **3.5.5 Perceived Quality**

Service quality is evaluated based on the extent to which customer's expectations are met by the service provided (Grönroos, 1982).

PQ1. I am very satisfied service as convenient, fast, save time.

PQ2. I think good quality service is highly consistent.

PQ3. The service makes me feel pleasant as high quality.

PQ4. The service provided fits my needs well with diversity product.

### **3.5.6 Perceived Social**

"It is a social component that is mention the status of sentiment of being available with another person in a virtual situation" (Allmendinger, 2010).

PS1. I want to interact with other for communication purpose.

PS2. It is important to be ask and read for more information from others.

PS3. I for the most part ask counsel and conclusions from family and companions before I choose something.

PS4. I feel more confident when I get recommendation from other people to decide something.

PS5. I easily make a decision to do something when I got someone recommendation.

### **3.5.7 Consumer Shopping Behavior**

#### **3.5.7.1 Physical store**

To get the cheaper price with various products and comfortable atmosphper for shopping, it is a good motivation for consumers to willing go farther for shopping. (Gould et al., 1997).

CSBP1. I do shopping at a physical store since it is advantageous for me to discover.

CSBP2. I do shopping at a physical store because the shopping noisy atmosphere of the store bring in.

CSBP3. I do shopping at a physical store because I can enjoy shopping moment with my friends.

CSBP4. I do shopping at a physical store since I can see, contact and check straight forwardly the nature of the item.

CSBP5. I do shopping at physical store so I can take great price and offers.

CSBP6. I will consider to purchase a product at physical store after I read full information from different sources.

CSBP7. I intend to try the product/service which many people discuss on social networking at the physical stores.

### **3.5.7.2 Internet store**

Customers use an Internet store for purchasing a product and get high intention for purchasing particular products and would like to return to buy product/services. The motive of shopping customers including convenience (Bhatnagar et al., 2002); greater merchandise selection (Eastlick & Feinberg, 1999; Rowley, 2000), and lower prices (Korgaonkar, 1984), these motive customers more visiting and purchasing products, the retailers are finding the method rousing and gratify by improving the information quality (Menon & Kahn, 2002; Liang & Lai, 2002).

CSBO1. I think online store is a good choice for me for shopping.

CSBO2. I want to use online store to looking for and purchase for product.

CSBO3. When I read good review /remark, it makes me want to purchase the item.

CSBO4. Later on, I expect to search out the item/service talked about in the social network.

CSBO5. I shopping on the web in light of the fact that online stores typically offer preferable costs over shopping in conventional stores.

CSBO6. I purchase online store since it is efficient and save time  
CSBO7. I buy online store because it has door to door service.

CSBO8. I buy online store because it is 24 hours access.

CSBO9. I buy online store because it is easy to searching product.

## **3.6 Pilot Test**

A trial test is conducted in Vietnamese version to fifty questionnaire's effectiveness. The pilot test is handled on the internet and 50 respondents are

collected intentionally. Consequently, this trial data is analyzed in a reliability test to get the internal consistency of each item and factors. An acceptable level of internal consistency would be reflected in a Cronbach's  $\alpha$  value of no less than 0.70 in this study.

### **3.7 Demographics**

The demographic characteristics had designed to investigate the dissimilar features among every respondent, who took part in this survey. According to previous studies, the individual demographic features could be measured by the following indicators:

- Gender
- Age
- Jobs
- Education levels
- Income
- Participation Social networking
- Frequency of login SN

### **3.8 Sampling Plan and Data Collection**

The data in this thesis was collected by sending 350 questionnaires to the people who using social networking in Viet Nam are used as target systems. The respondents are the people have age around 18 to 50-year-old.

Data collection consisted of five steps:

- Firstly, identifying related research variables through literature review and advice from the thesis advisor.
- The second step was to complete the drafting of the survey questionnaire.

- The third step, translating the research questionnaires into Vietnamese and then translate back into English one more time to double check the meaning of the items remained the same.
- Fourthly, running a pre-test of the Vietnamese questionnaires to check  $\alpha$  (alpha). 50 respondents were invited for the pre-test. Based on the pre-test, an internal consistency reliability coefficient of each item was computed. If the consistency reliability coefficient of each question cannot be achieved, the questionnaire was modified one more time as a result to reach the greater consistency.
- The final step was delivery the Vietnamese questionnaire indirectly and directly to Vietnamese respondents. When the data was totally completed, it could be used for analyzing in the following step.

### **3.9 Data Analysis Procedure**

The program named SPSS v.20 was used to calculate data. To test the hypotheses as developed from this study, there are five methodological techniques adopted:

- Descriptive Statistic Analysis
- Factor Loading and Reliability test
- Independent Sample t-test
- ANOVA (One ways analysis of variance)
- Regression Analysis (Multiple regression and Hierarchical Regression)

#### **3.9.1 Descriptive Statistic Analysis**

To measure about characteristics of all variable, the method named Descriptive Statistic Analysis is extremely useful. It calculates the means of each variable, besides the standard deviations also mentioned.



### **3.9.2 Factor analysis and Reliability Tests**

#### **(I) Factor investigation:**

The reason for factor examination is to investigate the hidden difference structure of a lot of relationship coefficients. Factor investigation not exclusively is utilized to abridge or decrease information yet additionally exploratory or corroborative reason. Plant examination accept that few imperceptibly factors are in charge of the connection among an enormous number of watched factors. In other word, the latent cannot be directly observed, yet they influence detectable factors. In particular, factor investigation expected that the change of each watched variable originates from two sections: a typical part imparted to different factors that reason connection among them, and an exceptional part that is not quite the same as different factors. The regular parts are called factors, and these factors represent the latent constructs. Estimation things with factor loadings more than 0.6 will be chosen as the member from a particular factor.

#### **(II) Reliability test:**

After running a reliability test, Item-to-total Correlation and Cronbach's  $\alpha$  will be shown. These results measure the correlation of each item to the sum of the remaining items within one factor. This approach assumes that total score is valid and thus the extent to which the item correlates with the total score is indicative of convergent validity for the item. Items with correlation lower than 0.5, will be deleted from the analysis process.

### **3.9.3 Independent Sample t-test**

To test whether the differences between two groups in relation with one variable or not, and independent sample t-test is used in this cases. In this study, it was applied to compare the differences between male and female employees

in the six constructs: Brand Awareness, Customer Review, Perceived Value, Perceived Quality, Price, and Purchase Intention.

#### **3.9.4 One Way Analysis of Variance (ANOVA)**

To test whether the differences between more than two groups in relation with one variable or not, and one-way Analysis of variance is used in this cases. In this study, it was applied to compare the differences between demographic variables (i.e. ages, gender, education, jobs, and income) of the respondents in the seven constructs: Perceived Value, Perceived Quality, Social Value, Social networking, Online-Offline Channel, Shopping habit, Consumer shopping behaviour. The analysis will be significant with t-value higher than 1.98, also the p-value lower than 0.05.

#### **3.9.5 Regression Analysis**

##### **(I) Multiple Regression Analysis**

The multiple regression analysis is used to analyze the relationship between a single dependent variable and several independent variables. Thus, the main purpose of multiple regression analysis is to predict the dependent variable with a set of independent variable. Another objective of multiple regression is to maximize the overall predictive power of the independent variables as represented in the variate. Multiple regression analysis can also meet an objective comparing two or more sets of independent variables to ascertain the predictive power of each variate. The analysis will be significant when the R-square higher than 0.1 ( $R^2 > 0.1$ ), a correlation higher than 0.3 and F-value is higher than 4. In this study, the multiple regression analysis was conducted to examine the mediating variable of Social networking between the relationship of OI and Consumer shopping behavior.

##### **(II) Hierarchical Regression Analysis**

To test how the moderating variable of Shopping habit impact on the relationship between the independent variable of OI and the dependent variable of Consumer shopping behavior, Perceived quality moderate on the relationship between Social value and Social networking and the variable Perceived risk moderate the relationship of Social value and Social networking. The method named hierarchical regression analysis was conducted.



## **CHAPTER FOUR**

### **RESEARCH RESULTS AND DISCUSSION**

This part consist section of the experimental result of the study. The main segment is illustrative examination of the respondents including the response rates, traits of the respondents, and the estimation aftereffects of factors. The second segment is the consequences of factor examination and the dependability trial of estimation scales which comprise of primary segment factor investigation, item-to-total correlation, and Cronbach's  $\alpha$ . The third part is the determine factor examination. The last parts present the results of data analysis related with each study hypothesis.

#### **4.1 Descriptive Analysis**

Descriptive Analyses is presented in this section to provide information about the characteristics of respondents and means and standard deviations of relevant research variables. The respondent rate is also presented in this chapter.

##### **4.1.1 Response Rates**

The data were gathered through online questionnaire survey which was posted on social networking such as: Facebook with two months, from the beginning of January, 2019 to the end of March, including one pilot test and one final survey. After one and a haft month, 390 respondents were collected from social networking with 60 ineffective questionnaires. Therefore, it was conducted one more short time to collect last number, and the final 20 numbers finished with one week to collect enough data with total 350. The rate of respondent took 75% of the member of Facebook including friend, colleague, family and the last is across- stranger.

#### 4.1.2 Characteristics of Respondents

Table 4.1 displays the respondent characteristics of respondents, including gender, age, education, occupation, monthly income, times of participation in community in last six months, and the frequency of logging in the community website. It shows that the most respondents were female (53.7%). Majority of respondent's age were 21-30 (46.3%) and following by 31-40 (22.6%). More than 38.6% of the respondents had bachelor degree, and about 34.0% of respondents were students. Also, more than 56.6% earned \$250 per month and 28.3% of respondents incomes were between \$250 and \$500. Finally, more than 80% of respondents had participated Social Networking activities during last two months, and more than 48.9% of respondents online in the social networking daily.

Table 4.1 Characteristics of Respondents

Item	Description	Frequency	Percentage (%)
Gender	Male	162	46.3
	Female	188	53.7
Age	Less than 18	65	18.6
	18-25	162	46.3
	26-30	79	22.6
	31-45	30	8.6
	More than 45	14	4.0
Education	Less than Junior high school	23	6.6
	High school	119	34.0
	College/University	135	38.6

Table 4.1 Characteristics of Respondents (continued)

Item	Description	Frequency	Percentage (%)
	Master	30	8.6
	Doctoral	15	4.3
	Others	28	8.0
Occupation	Students	112	32.0
	Household	64	18.3
	Worker	89	25.4
	Officer	30	8.6
	Manager	25	6.9
	Others	30	8.9
Monthly Income	Less than \$250	198	56.6
	\$250~\$500	99	28.3
	\$500~\$1000	36	10.3
	More than \$1000	17	4.9
Participation Social networking	Less than 10 times	30	8.6
	10~25 times	65	18.6
	25~40 times	89	25.4
	More than 40 times	166	47.4
Frequency of login SN	Hourly	98	28.0
	Daily	171	48.9
	Weekly	50	14.3
	Monthly	31	8.9

Source: Original Study

### 4.1.3 Measurement Results for Relevant Research Variables

Table 4.2 provided descriptive statistics of questionnaire items which correspond with the respondent's satisfactory level in 5-point Likert scale rating. These included means and standard deviations of 4 items of online-offline channel integration, 5 items of social networking, 6 items for shopping habit and 7 items for risk perceived, as well as 4 items for quality perceived, 5 items for social perceived, 7 items for consumer shopping behavior to physical store and 9 items for consumer shopping behavior to online store.

Table 4.2 indicates that for the markers of Online-Offline Channel integration construct, respondents tended to perceive higher levels of agreement on OI4 (4.45), and followed by OI1 (4.36). The lowest extent of agreement was shown on OI2 (4.29). From above description, it showed that respondents had positive evaluation on each item of Online-Offline Channel integration.

For the Social networking construct, respondents tended to perceive high levels of agreement on SN1, SN6 (4.61), and the lowest extents of agreement was shown on SN5 (4.39). These results indicated that people using social networking for daily activities including shopping activities is popular.

For Shopping habit construct, the highest extent of agreement was shown on SH4, SH5, SH6 (4.27), which mean Vietnamese people they have their own shopping habit related to bargaining shopping common point in shopping in Vietnam. Whereas, the lowest extent of agreement was shown on SH3 (4.24), it showed that it's not almost people before purchasing something also ask the opinion from others.

With regard to Risk Perceived, respondents tended to perceive high levels of agreement on PR6 (4.25), and followed by PR5 (4.20). While, the lowest extent of agreement was shown on PR1 (4.04) and followed by PR4 (4.05). The results indicate that most of people scare get the criticize from

others and losing of money for their decision of purchasing product. Then again, less individuals they care about the item as like as it ought to be when they shopping through on the web.

Consistent to Perceived Quality construct, the descriptive statistic showed the highest extent of agreement was shown on PQ3(4.40), which mean respondents have high agreement on good quality will be the main element to define product quality. However, the lowest extent of agreement was shown on PQ4 (3.13). The results mean that even though members agree on diversity of product will bring for them the satisfaction, they still had not care to much this point.

For the Perceived Social construct, the highest extent of agreement was shown on PS5 (3.90). The lowest extent of agreement was shown on PS1 (3.82). It showed that respondents had positive evaluation on the important of getting recommendation from others people especially family, friends on the shopping procedure. Otherwise, even the need of interact to people for the communication purpose quite high, but it still lower than others.

For the Consumer shopping behavior to Physical store construct, the highest extent of agreement was shown on CSBP3 (4.40). The lowest extent of agreement was shown on CSBP 1 (4.22). It showed that respondents had positive agreement on shopping at physical store for enjoying happy moment with friends. However, there are a part of people do not think that shopping at the physical store is convenient.

For the Consumer shopping behavior to Online store construct, the highest extent of agreement was shown on CSBO3 (4.06). The lowest extent of agreement was shown on CSBO5 (3.85). It showed that respondents had positive agreement on shopping at Online store after reading the good review of product and this motivate for them to desire for buying. However, some



people do not think that shopping online can get the price better than physical online.

Table 4.2 Descriptive Analysis for Questionnaire Items

Factor Dimensions		Research Items	Means	Std. Dev
Online-Offline Channel integration	OI1.	The online shops make it simple for me to change to a physical store.	4.36	.715
	OI2.	The services and duty in online shop and physical store supplement one another.	4.29	.706
	OI3.	The physical retailers and the online shop of have systematize and link their services.	4.35	.693
	OI4.	I can easily to buy product which is available in online shop that having products which I like in physical store.	4.45	.612
Social networking	SN1.	I read/ post/ share/rate/ review about products/ services on online shop.	4.61	.662
	SN2.	I comment on some fan page / online store/ friend wall which related to some product/service I interested in.	4.47	.700
	SN3.	I write a story or article which related to some services and products and post them.	4.44	.699

Table 4.2 Descriptive Analysis for Questionnaire Items (continued)

Factor Dimensions		Research Items	Means	Std. Dev
Social networking	SN4.	I tag friend on some fan page, news when I see some product/service attracted me.	4.43	.689
	SN5.	I buy the product/service from brand I like/follow on social network.	4.39	.672
	SN6.	I complain about good/ bad experience about the product/service on social network.	4.61	.662
Shopping habit	SH1.	When looking for product I direct search for data about item in various channels before making buy.	4.25	.742
	SH2.	I ordinarily ask counsel and assessments from family and companions about an item before I purchase.	4.26	.740
	SH3.	I feel increasingly sure buying an item after physically looking at it.	4.24	.734
	SH4.	The compelling method to ensure the item worth to purchase is truly touch it.	4.27	.728

Table 4.2 Descriptive Analysis for Questionnaire Items (continued)

Factor Dimensions		Research Items	Means	Std. Dev
Shopping habit	SH5.	I feel happy if I can get the price lower compare to original price of the product.	4.27	.739
	SH6.	I willing to pay product if the price is lower than original price.	4.27	.733
Risk Perceived	PR1.	I fear that the product might not as I expected to be.	4.04	.816
	PR2.	I fear that the product might broke after a while and be spoil or expire.	4.12	.745
	PR3.	I fear that my family might think that it is useless or wasteful.	4.07	.780
	PR4.	I fear that I might got scam and lose my money without getting the product.	4.05	.783
	PR5.	I fear that I might waste my money.	4.20	.790
	PR6.	I fear I might get criticize for products I want to purchase.	4.25	.660
	PR7	I fear that my friend might make fun of me because of product I bought.	4.13	.739

Table 4.2 Descriptive Analysis for Questionnaire Items (continued)

Factor Dimensions		Research Items	Means	Std. Dev
Perceived Quality	PQ1	I am very satisfied service as convenient, fast, save time.	4.34	.707
	PQ2	I think good quality service is highly consistent.	4.36	.720
	PQ3	The service make me feel pleasant as high quality.	4.40	.741
	PQ4	The services provided fits my needs well with diversity product.	4.31	.723
Perceived Social	PS1	I want to interact with other for communication purpose.	3.82	1.066
	PS2	It is important to be ask and read for more information from other.	3.85	1.015
	PS3	I for the most part ask counsel and conclusions from family and companions before I choose something.	3.87	.958
	PS4	I feel more confident when I get recommendation from other people to decide something.	3.83	1.034
	PS5	I easily make a decision to do something when I got someone recommendation.	3.90	.934

Table 4.2 Descriptive Analysis for Questionnaire Items (continued)

Factor Dimensions		Research Items	Means	Std. Dev
Consumer shopping behavior to Physical store	CSBP1	I do shopping at a physical store since it is advantageous for me to discover.	4.22	.684
	CSBP2	I do shopping at a physical store because the shopping noisy atmosphere of the store bring in	4.36	.732
	CSBP3	I do shopping at a physical store because I can enjoy shopping moment with my friends.	4.40	.738
	CSBP4	I do shopping at a physical store since I can see, contact and check straight forwardly the nature of the item.	4.35	.801
	CSBP5	I do shopping at physical store so I can take great price and offers	4.34	.787
	CSBP6	I will consider to purchase a product at physical store after I read full information from different sources.	4.32	.836
	CSBP7	I intend to try the product/service which many people discuss on social networking at the physical stores.	4.30	.792

Table 4.2 Descriptive Analysis for Questionnaire Items (continued)

Factor Dimensions		Research Items	Means	Std. Dev
Consumer shopping behavior to Online store	CSBO1	I think online store is a good choice for me for shopping.	3.99	.899
	CSBO2	I want to use online store to looking for and purchase for product.	3.94	.946
	CSBO3	When I read good review /remark, it makes me want to purchase the item.	4.06	.820
	CSBO4	I shopping on the web in light of the fact that online stores typically offer preferable costs over shopping in conventional stores.	3.93	.899
	CSBO5	I shopping online because online stores usually offers better prices than shopping in traditional stores.	3.85	.931
	CSBO6	I purchase online store since it is efficient and save time.	3.94	.932
	CSBO7	I buy online store because it has door to door service.	4.01	.856
	CSBO8	I buy online store because it is 24 hours access.	3.99	.843
	CSBO9	I buy online store because it is easy to searching product.	3.99	.918

Source: Original Study

#### **4.1.4 Factor Analysis and Reliability Tests**

To check the dimensionality and reliability of the construct, a few information purging procedures are led in this examination, which incorporates factor investigation, relationship investigation, and coefficient alpha examination. Factor examination research the natural structure of the information. Relationship investigation affirms the multi-collinearity among variables. What's more, coefficient (Cronbach's) alpha gets to the inside consistency of every factor. For every one of research construct, factor investigation factor analysis is firstly adopted to structure the items used to measure the latent variable also compare with theoretically suggested items. Item-to-total correlation, coefficient alpha, and correlation matrix are accordingly performed to ensure the scalar reliability and internal consistency for the constructs. Confirmatory analysis was conducted for all constructs as the data were taken and adapted from former research and following criterions were followed for the factor analysis:

- Factor loading: Higher than 0.6
- Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO): Higher than 0.5 & Bartlett's test Sig below than 0.05
- Eigen value: Higher than 1
- Cronbach's coefficient alpha ( $\alpha$ ): Higher than 0.6
- Item-to-total correlation: Higher than 0.5

The results of the factor analysis and reliability for each variable are shown in Table 4-5 to 4-10.

##### **4.1.4.1 Online-Offline Channel integration**

There are total four items in this construct using to explain the Online-Offline Channel integration, which are listed in table 4.3

In general, the KMO value for all factors in each Construct is 0.75, hence it represents data in each factor are well suitable to perform factor analysis.

Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items of factor Online-Offline Channel integration have factor loadings higher than 0.6. Between each item, item OI3 has the highest Factor loading is 0.676, which indicates the highest relation to construct Online-Offline Channel integration. Besides, construct's Eigen value is 2.825 higher than 1.

Reliability test showed four variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha  $\alpha=0.781$ . Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total five items were selected for further analysis.

Table 4.3 Results of Factor Analysis and Reliability Tests on Online-Offline Channel Integration

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
Online-Offline Channel integration (KMO=.75)			2.42	60.53		0.781
	OI3	0.676			0.592	
	OI1	0.630			0.595	
	OI4	0.635			0.587	
	OI2	0.652			0.577	

Source: Original study



#### 4.1.4.2 Social networking

There are total five items in this construct using to explain the Social networking, which are listed in table 4.4.

In general, the KMO value for all factors in each Construct is 0.87, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items of factor Social networking have factor loadings higher than 0.6. Between each item, item SN2 has the highest Factor loading is 0.778, which indicates the highest relation to construct Social networking. Besides, construct's Eigen value is 4.796 higher than 1.

Reliability test showed five variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha  $\alpha=0.902$ . Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total five items were selected for further analysis.

Table 4.4 Results of Factor Analysis and Reliability Tests on Social Networking

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
<i>Social networking</i> ( <i>KMO=.87</i> )			3.59	71.84		0.902
	SN2	0.778			0.822	
	SN3	0.736			0.770	
	SN4	0.657			0.760	
	SN5	0.610			0.722	
	SN1	0.682			0.704	

Source: Original study

#### 4.1.4.3 Shopping habit

There are total six items in this construct using to explain the Shopping habit, which are listed in table 4.5.

In general, the KMO value for all factors in each Construct is 0.93, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items of factor Shopping habit have factor loadings higher than 0.7. Between each item, item SH2 has the highest Factor loading is 0.948, which indicates the highest relation to construct Shopping habit. Besides, construct's Eigen value is 12.657 higher than 1.

Reliability test showed six variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha  $\alpha=0.986$ . Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total six items were selected for further analysis.

Table 4.5 Results of Factor Analysis and Reliability Tests on Shopping Habit

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
<i>Shopping habit</i> ( <i>KMO=0.93</i> )			5.60	93.34		0.986
	SH2	0.948			0.989	
	SH3	0.925			0.948	
	SH5	0.918			0.947	
	SH6	0.924			0.944	
	SH4	0.922			0.942	
	SH1	0.911			0.935	

Source: Original study

#### 4.1.4.4 Risk perceived

There are total seven items in this construct using to explain the Risk perceived, which are listed in table 4.6.

In general, the KMO value for all factors in each Construct is 0.85, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

Most of items of factor Risk perceived have factor loadings higher than 0.7 except RP6 and RP7. Between each item, item RP4 has the highest Factor loading is 0.738, which indicates the highest relation to construct Risk perceived. Besides, construct's Eigen value is 4.337 higher than 1.

Reliability test showed five variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha  $\alpha=0.846$  (RP6 and RP7 was deleted). Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total five items were selected for further analysis.

Table 4.6 Results of Factor Analysis and Reliability Tests on Risk Perceived

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
<i>Risk perceived</i> ( <i>KMO=.85</i> )			3.10	61.92		0.846
	PR1	0.682			0.681	
	PR4	0.738			0.662	
	PR3	0.688			0.652	

Table 4.6 Results of Factor Analysis and Reliability Tests on Risk Perceived (continued)

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
	PR2	0.722			0.647	
	PR5	0.689			0.624	
	PR6	0.541	Deleted			
	PR7	0.553	Deleted			

Source: Original study

#### 4.1.4.5 Perceived Quality

There are total four items in this construct using to explain the Perceived Quality, which are listed in table 4.7.

In general, the KMO value for all factors in each Construct is 0.73, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items of factor Perceived Quality have factor loadings higher than 0.7. Between each item, item PQ1 has the highest Factor loading is 0.939, which indicates the highest relation to construct Perceived Quality. Besides, construct's Eigen value is 3.046 higher than 1.

Reliability test showed five variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha  $\alpha=0.885$ . Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total four items were selected for further analysis.

Table 4.7 Results of Factor Analysis and Reliability Tests on Perceived Quality

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
Perceived Quality (KMO=.73)			2.99	74.64		0.885
	PQ1	0.939			0.845	
	PQ2	0.826			0.797	
	PQ4	0.867			0.698	
	PQ3	0.679			0.664	

Source: Original study

#### 4.1.4.6 Perceived Social

There are total five items in this construct using to explain the Perceived Social, which are listed in table 4.8.

In general, the KMO value for all factors in each Construct is 0.84, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items of factor brand awareness have factor loadings higher than 0.7. Between each item, item PS1 has the highest Factor loading is 0.876, which indicates the highest relation to construct Perceived Social. Besides, construct's Eigen value is 8.374 higher than 1.

Reliability test showed five variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha  $\alpha=0.935$ . Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total five items were selected for further analysis.

Table 4.8 Results of Factor Analysis and Reliability Tests on Perceived Social

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
Social perceived(KMO=.84)			3.96	79.29		0.935
	PS1	0.876			0.916	
	PS4	0.869			0.889	
	PS2	0.820			0.753	
	PS3	0.700			0.889	
	PS5	0.719			0.732	

Source: Original study

#### 4.1.4.7 Consumer shopping behavior in Physical store

There are total seven items in this construct using to explain the Consumer shopping behavior in Physical store, which are listed in table 4.9.

In general, the KMO value for all factors in each Construct is 0.87, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

Most of items of factor brand awareness have factor loadings higher than 0.6 except CSBP1. Between each item, item CSBP4 has the highest Factor loading is 0.796, which indicates the highest relation to construct Consumer shopping behavior in Physical store. Besides, construct's Eigen value is 6.158 higher than 1.

Reliability test showed five variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha  $\alpha=0.882$  (CSBP1 and CSBP2 was deleted), Based on all criteria, we can conclude that the reliability and internal consistency on

this factor are acceptable. There are total five items were selected for further analysis.

Table 4.9 Results of Factor Analysis and Reliability Tests on Consumer Shopping Behavior in Physical Store

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
<i>Consumer shopping behavior in Physical store (KMO= .87)</i>			3.40	68.02		0.882
	CSBP5	0.793			0.762	
	CSBP4	0.796			0.756	
	CSBP6	0.765			0.728	
	CSBP3	0.686			0.671	
	CSBP7	0.679			0.669	
	CSBP2	0.599	Deleted			
	CSBP1	0.502	Deleted			

Source: Original study

#### 4.1.4.8 Consumer shopping behavior in Online store

There are total nine items in this construct using to explain the Consumer shopping behavior in Online store, which are listed in table 4.10.

In general, the KMO value for all factors in each Construct is 0.95, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items of Consumer shopping behavior in Online store have factor loadings higher than 0.7. Between each item, item CSBO7 has the highest Factor loading is 0.786, which indicates the highest relation to construct Consumer shopping behavior in Online store. Besides, construct's Eigen value is 31.666 higher than 1.

Reliability test showed nine variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's coefficient alpha  $\alpha=0.938$ , Based on all criteria, we can conclude that the reliability and internal consistency on this factor are acceptable. There are total nine items were selected for further analysis.

Table 4.10 Results of Factor Analysis and Reliability Tests on Consumer Shopping Behavior in Online Store

Construct	Items	Factor Loading	Eigen-value	Cumulative Explained	Item to total correlation	Cronbach's Alpha
<i>Consumer shopping behavior in Online store (KMO=.95)</i>			6.02	66.85		0.938
	CSBO6	0.770			0.793	
	CSBO2	0.779			0.783	
	CSBO8	0.784			0.781	
	CSBO7	0.786			0.773	
	CSBO4	0.774			0.772	
	CSBO9	0.753			0.761	
	CSBO5	0.738			0.753	

Source: Original study

## 4.2 Independent Sample t-test

The motivation behind this part is to recognize the contrasts among male and female into eight develops constructs. The independent sample t-test used to compare means for male's group and female's group on their perception of Online- Offline intergration channel, Social Networking, Shopping habit, Perceived Risk, Perceived Quality, Perceived Social, Consumer shopping behavior in Physical store, Consumer shopping behavior in Online store price. According to the conclusion of Hair et al., (2006) about t-test, the significant



results were p-values no more than 0.05, and t- value could not be lower than 1.98.

The results of independent t-test were present in Table 4.11. It showed that female respondents have higher the mean score in Online- Offline Intergration channel, Social networking, Shopping habit, Quality perception, Rirk perception and Customer shopping behavior in Physical store, while male respondents have higher the mean score in Social perception and Customer shopping behavior in Online store. In addition, t-test results indicated that there are differences between male and female in Social networking (T-value = - 4.202, P-value < 0.05), Shopping habit (T-value = -2.560, P-value < 0.05) and Social perception (T-value = 0.905, P-value < 0.05). There are not contrasts among male and female in other construct.

Table 4.11 The T-test Results Comparing Online- Offline Intergration Channel, Social Networking, Shopping Habit, Perceived Risk, Perceived Quality, Perceived Social, Consumer Shopping Behavior in Physical Store and Online Store

Mean	Male	Female	T- value	P-value	Different between group
	N= 162	N=188			
Online- Offline Intergration channel	4.3380	4.3816	0.758	0.449	NS
Social networking	4.3309	4.5862	4.202	0.000***	Female > Male
Shopping habit	4.1553	4.3520	2.560	0.011*	Female > Male
Social perception	3.9012	3.8149	0.905	0.366	N.S
Quality perception	4.2932	4.4016	1.612	0.108	N.S

Table 4.11 The T-test Results Comparing Online- Offline Intergration Channel, Social Networking, Shopping Habit, Perceived Risk, Perceived Quality, Perceived Social, Consumer Shopping Behavior in Physical Store and Online Store (continued)

Mean	Male	Female	T-value	P-value	Different between group
Rirk perception	4.0432	4.1447	1.514	0.131	N.S
Customer shopping behavior in Physical store	4.3025	4.3927	1.293	0.197	N.S
Customer shopping behavior in Online store	3.9822	3.9539	0.360	0.719	N.S

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001

Source: Original study

### 4.3 One-way Analysis of Variance (ANOVA)

To compare the dissimilar of the dimentions mean score based on respondent's ages, income, job, education, Participating Social network, Frequency of online Social networking, the One-way ANOVA was conducted. This technique is used to studies involving two or more groups. With the aim of gaining further understanding, one-way ANOVA was performed so as to find the significant difference of online- offline intergration channel, social networking, shopping habit, perceived risk, perceived quality, perceived social, consumer shopping behavior in physical store, consumer shopping behavior in online store among each group. The one-way ANOVA produces a one-way analysis of variance of a quantitative dependent variable by a single factor as known as independent variable.

### 4.3.1 Age of Respondents

There is significant difference in Online- Offline intergration channel, Social Networking, Shopping habit, Perceived Social, Consumer shopping behavior in traditional store, Consumer shopping behavior in online store while Perceived Risk and Perceived quality are no significant among different age of respondents. It takes the most different group has from the highest to the lowest follow the Table 4.12: From 18 to 25: (2) > Under 18 (1)> From 26 to 35 (3) > (4) From 36 to 45; (5) Over 45, following is (2) > Under 18 (1)> From 26 to 35 (3) > (5) Over 45 > (4) From 36 to 45.

Table 4.12 Results of the difference of the four constructs among group of Age Levels

Variable	(1)	(2)	(3)	(4)	(5)	F-value	p-value	Scheffe
OI	4.3192	4.4475	4.3133	4.1417	4.3036	2.715	0.030	(2) > (1) > (3) > (5) > (4)
SN	4.5415	4.6111	4.4354	4.4133	2.7714	51.923	0.000	(2) > (1) > (3) > (4) > (5)
SH	4.2641	4.4239	4.2954	3.7556	3.2500	15.146	0.000	(2) > (3) > (1) > (4) > (5)
PR	4.0123	4.1444	4.1165	4.1067	3.8286	1.237	0.295	N.S
PQ	4.3808	4.3920	4.2816	4.2083	4.4464	0.931	0.446	N.S
PS	3.6523	4.1247	4.0987	3.1133	1.8857	41.236	0.000	(2) > (3) > (1) > (4) > (5)
CSBP	4.2513	4.5093	4.2932	4.0278	4.0000	6.266	0.000	(2) > (3) > (1) > (4) > (5)
CSBO	3.8256	4.1097	4.0380	3.7148	3.1111	8.742	0.000	(2) > (3) > (1) > (4) > (5)

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; OI=online- offline intergration channel; SN= social networking; SH= shopping habit, PR= perceived risk; PQ= perceived quality; PS= perceived social; CSBP= consumer shopping behavior in physical store; CSBO= consumer shopping behavior in online store; (1) =

Under 18; (2)= From 18 to 25; (3)= From 26 to 35 (4)= From 36 to 45; (5)= Over 45.

Source: Original study

### 4.3.2 Education of Respondents

There are significant difference groups in Online- Offline intergration channel, Social Networking, Shopping habit, Perceived Social, Perceived Risk, Consumer shopping behavior in Physical store, Consumer shopping behavior in Online store while only Perceived quality is no significant among different Education of respondents. It takes the different group has from the highest to the lowest follow the Table 4.13. One of them is from (3) College/University > (5) Doctoral > (4) Master > (6) Others > (2) High school > (1) Less than Junior high school.

Table 4.13 Results of the difference of the four constructs among group of Education Levels

Variable	(1)	(2)	(3)	(4)	(5)	(6)	F-value	p-value	Scheffe
OI	3.9565	4.2584	4.4704	4.4833	4.3667	4.4732	5.636	0.000	(4) > (6) > (3) > (2) > (5) > (1)

Table 4.13 Results of the difference of the four constructs among group of Education Levels (continued)

Variable	(1)	(2)	(3)	(4)	(5)	(6)	F-value	p-value	Scheffe
SN	3.0174	4.4941	4.6044	4.6400	4.4667	4.7071	57.510	0.000	(6) > (4) > (3) > (2) > (5) > (1)
SH	3.1159	4.0000	4.6062	4.5333	4.3222	4.3214	32.589	0.000	(3) > (4) > (5) > (6) > (2)>(1)
PR	3.4870	4.0319	4.1956	4.1533	4.2133	4.2857	6.647	0.000	(6) > (5) > (3) > (4) > (2)>(1)
PQ	4.2391	4.3067	4.3537	4.4667	4.1667	4.5982	1.634	0.150	N.S
PS	2.0870	3.6437	4.2356	4.0467	4.1733	3.9929	38.587	0.000	(3) > (5) > (4) > (6) > (2)>(1)
CSBP	3.7319	4.2969	4.4519	4.4722	4.3667	4.4643	5.834	0.000	(4) > (6) > (3) > (5) > (2)>(1)

Table 4.13 Results of the difference of the four constructs among group of Education Levels (continued)

Variable	(1)	(2)	(3)	(4)	(5)	(6)	F-value	p-value	Scheffe
CSBO	2.9855	3.8674	4.1835	4.0741	4.1333	3.9484	13.419	0.000	(3) > (5) > (4) > (6) > (2) > (1)

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ ; (1)= Less than Junior high school; (2)= High school; (3)= College/University; (4)= Master; (5)= Doctoral; (6)= Others

Source: Original study

### 4.3.3 Job of Respondents

There are significant difference groups in Online- Offline intergration channel, Social Networking, Shopping habit, Perceived Social, Consumer shopping behavior in Online store while Online- Offline intergration channel, Perceived Quality, Perceived Risk, Consumer shopping behavior in Physical store are no significant among different job of respondents. It takes the different group has from the highest to the lowest follow the Table 4.14 among different job levels.

Table 4.14 Results of the difference of the four constructs among group of Job Levels

Variable	(1)	(2)	(3)	(4)	(5)	(6)	F-value	p-value	Scheffe
OI	4.4040	4.2813	4.3090	4.4083	4.5938	4.2984	1.683	0.138	NS
SN	4.4857	4.2719	4.4494	4.6467	4.6917	4.5161	2.904	0.014	(5) > (4) > (6) > (3) > (1) > (2)

Table 4.14 Results of the difference of the four constructs among group of Job Levels (continued)

Variable	(1)	(2)	(3)	(4)	(5)	(6)	F-value	p-value	Scheffe
SH	4.3824	4.0573	4.0262	4.5333	4.5556	4.4247	6.090	0.000	(5) > (4) > (6) > (1) > (2)>(3)
PR	4.0625	4.0750	4.0539	4.1067	4.3417	4.2000	1.107	0.356	NS
PQ	4.3214	4.4141	4.3146	4.4750	4.4583	4.2339	.839	0.523	N.S
PS	4.1107	3.6531	3.5461	3.6400	4.2333	4.1484	7.071	0.000	(5) > (6) > (1) > (2) > (4)>(3)
CSBP	4.4033	4.3411	4.2884	4.2333	4.6042	4.2796	1.341	0.247	N.S
CSBO	4.1022	3.8507	3.8190	3.6667	4.4074	4.0932	5.035	0.000	(5) > (1) > (6) > (2) > (3) > (4)

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ ; (1)= Students; (2)= Household; (3)= Worker; (4)= Officer; (5)= Manager; (6)= Others.

Source: Original study

#### 4.3.4 Income of Respondents

There is significant difference in Online- Offline intergration channel, Social Networking, Shopping habit, Perceived Social, Perceived Risk Consumer shopping behavior in Online store while Perceived Quality, Consumer shopping behavior in Physical store are no significant among different income of respondents. It takes the different group has from the highest to the lowest follow the Table 4.15 among different income levels. It has from the highest to the lowest follow the Table 4.15, one of them is: Less

than 250 USD (1)> Over 1000 USD (4) > (3) From 500 USD to under 1000 USD> (2) From 250 USD to under 500 USD.

Table 4.15 Results of the difference of the four constructs among group of Income Levels

Variable	(1)	(2)	(3)	(4)	F-value	p-value	Scheffe
OI	4.4508	4.1894	4.3125	4.4265	5.759	0.001	(1)>(4)>(3)>(2)
SN	4.5465	4.3010	4.3944	4.6824	5.080	0.002	(4)>(1)>(3)>(2)
SH	4.4941	3.8788	3.9907	4.3431	21.715	0.000	(1)>(4)>(3)>(2)
PR	4.1889	3.9253	4.0722	4.0941	4.163	0.006	(1)>(4)>(3)>(2)
PQ	4.3674	4.2576	4.4375	4.5294	1.489	0.217	N.S
PS	4.1909	3.4222	3.4167	3.3882	26.219	.000	(1)> (2)>(3)>(4)
CSBP	4.4259	4.2744	4.2083	4.2255	2.181	.090	N.S
CSBO	4.1324	3.7778	3.7685	3.5621	8.764	.000	(1)>(2)>(3)>(4)

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; (1)=Less than 250 USD; (2)= From 250 USD to under 500 USD; (3)= From 500 USD to under 1000 USD; (4)= Over 1000 USD.

Source: Original study

#### 4.3.5 Participation Social Networking

There is significant difference in all variables including Online- Offline intergration channel, Social Networking, Shopping habit, Perceived Social, Perceived Risk Consumer shopping behavior in Online store, Perceived Quality, Consumer shopping behavior in Physical store among different Participation Social networking of respondents. It takes the different group has from the highest to the lowest follow the Table 4.16 among different income levels. It has from the highest to the lowest follow the Table 4.16, the most of them show



that: (3) 25~40 times > (2) 10~25 times > (4) More than 40 times > (1) Less than 10 times.

Table 4.16 Results of the difference of the four constructs among group of Participation Social Networking

Variable	(1)	(2)	(3)	(4)	F-value	p-value	Scheffe
OI	4.0500	4.4923	4.5112	4.2861	8.804	0.000	(3)>(2)>(4)>(1)
SN	3.9933	4.6092	4.6427	4.4048	12.438	0.000	(3)>(2)>(4)>(1)
SH	3.7167	4.4872	4.7060	4.0321	32.212	0.000	(3) >(2)>(1)>(4)
PR	3.9000	4.1785	4.3034	3.9916	6.660	0.000	(3)>(2)>(4)>(1)
PQ	4.0917	4.3654	4.4045	4.3645	12.438	0.000	(3)>(2)>(4)>(1)
PS	3.5200	4.1292	4.3730	3.5301	25.075	0.000	(3)>(2)>(4)>(1)
CSBP	3.9667	4.4718	4.5393	4.2721	8.145	0.000	(3)>(2)>(4)>(1)
CSBO	3.5741	4.1829	4.2434	3.8052	12.937	0.000	(3)>(2)>(4)>(1)

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; (1)= Less than 10 times, (2) = 10~25 times, (3)= 25~40 times, (4)= More than 40 times.

Source: Original study

#### 4.3.6 Frequency of Login Social Networking

There is significant difference in all variables including Online- Offline intergration channel, Social Networking, Shopping habit, Perceived Social, Perceived Risk Consumer shopping behavior in Online store, Perceived Quality, Consumer shopping behavior in Physical store among different Frequency of login Social networking of respondents. It takes the different group has from the highest to the lowest follow the Table 4.17 among different Frequency of login SN levels. It has from the highest to the lowest follow the Table 4.17, the most of them show that: (2) daily > (3) weekly > (1) hourly > (4) monthly.

Table 4.17 Results of the difference of the four constructs among group of Frequency of Login Social Networking

Variable	(1)	(2)	(3)	(4)	F-value	p-value	Scheffe
OI	4.3816	4.5602	4.4080	4.3290	2.986	0.031	(2)>(3)>(1)> (4)
SN	4.2679	4.4635	4.2550	4.2661	4.247	0.006	(2)>(3)>(1)> (4)
SH	4.0340	4.5000	4.0767	3.9570	14.227	0.000	(2)>(3)>(1)> (4)
PR	3.9776	4.1883	3.9560	4.2065	3.767	0.011	(4)>(2)>(1)> (3)
PQ	4.3418	4.3845	4.3350	4.2258	0.598	0.617	N.S
PS	3.5429	4.1064	3.6120	3.8452	10.555	0.000	(2)>(4)>(3)> (1)
CSBP	4.2092	4.4893	4.2267	4.2366	5.339	0.001	(2)>(4)>(3)> (1)
CSBO	3.7959	4.1553	3.7311	3.8495	8.032	0.000	(2)>(4)>(1)> (3)

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; (1)= hourly, (2) = daily, (3)= weekly, (4)= monthly.

Source: Original study

## 4.4 Relationships Among Constructs

### 4.4.1 Pearson Correlation Analysis

To test the hypotheses, data analyses were performed using SPSS, version 20. Descriptive statistics and bivariate correlations among the variables under study are shown in the Table 4.18.

The highest mean was for Social Network (4.4680) with a standard deviation of 0.5374, while the lowest mean was Perceived Social (3.8549) with 0.89261 of standard deviation. The correlation coefficients show the bivariate relationships among the variables. Correlation showed that Online- Offline intergration chanel significantly correlated with Consumer shopping behavior for Physical store ( $r=0.549$ ,  $p<0.01$ ) and Online Store ( $r=.335$ ,  $p<0.01$ ), also significantly correlated with Social network ( $r=0.465^{**}$ ,  $p<0.01$ ) supporting H1, H2a and H2b respectively. Moreover, Social network and Shopping habit significantly correlated with Consumer shopping behavior in Physical store ( $r=0.529^{**}$ ,  $p<0.01$ ), ( $r=0.341^*$ ,  $p<0.01$ ) and in Online store ( $r=0.351^{**}$ ,  $p<0.01$ ), ( $r=0.205^{**}$ ,  $p<0.01$ ). Therefore, these result support for H3a, H3b and H5a, H5b consistenly.

Perceived Social significantly correlated with Social networking ( $r=0.465^{**}$ ,  $p<0.01$ ) suporting H7. Perceived Quality significantly correlated with Social networking ( $r=0.272^{**}$ ,  $p<0.01$ ) supporting for H8.

Perceived Risk significantly correlated with Social networking ( $r=0.317^{**}$ ,  $p<0.01$ ), so this result not support to H10, and this relationship change from negative to positive relation.

Table 4.18 Descriptive Statistics and Bivariate Correlations of the Variables

Variables	Mean	Std. Dev	OI	SN	SH	PR	PQ	PS	CSBP	CSBO
OI	4.361	0.5303	1							
SN	4.468	0.5801	0.465 <sup>**</sup>	1						
SH	4.261	0.7111	0.426 <sup>**</sup>	0.53 <sup>**</sup>	1					
PR	4.097	0.6160	0.471 <sup>**</sup>	0.31 <sup>**</sup>	0.28 <sup>**</sup>	1				
PQ	4.351	0.6231	0.388 <sup>**</sup>	0.27 <sup>**</sup>	0.13 <sup>**</sup>	0.17 <sup>**</sup>	1			

Table 4.18 Descriptive Statistics and Bivariate Correlations of the Variables (continued)

Variable	Mean	Std. Dev	OI	SN	SH	PR	PQ	PS	CSBP	CSBO
PS	3.854	0.8926	0.21**	0.46**	0.20**	0.31**	0.084	1		
CSBP	4.351	.64476	0.54**	0.52**	0.34**	0.40**	0.36**	0.28**	1	
CSBO	3.967	0.7309	0.335**	0.351**	0.205**	0.43**	0.114*	0.574**	0.369**	1

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ ; OI=Online- Offline Intergration channel; OI=online- offline intergration channel; SN= social networking; SH= shopping habit, PR= perceived risk; PQ= perceived quality; PS= perceived social; CSBP= consumer shopping behavior in physical store; CSBO= consumer shopping behavior in online store.

Source: Original study

#### 4.4.2 The Mediating Effect of Social Networking

##### 4.4.2.1 Mediating Effect of Social Networking to the Relationship between Online- Offline Chanel and Customer Shoping Behavior in Physical store

According to table 4.19:

Model 1 tested Hypothesis 1: Online- Offline Chanel (independent variable) has a positive effect on Social networking (mediator variable). The result show that that Online- Offline Chanel is significant and positively affected to Social networking ( $\beta=0.465$ ,  $p < 0.001$ ) therefore, H1 is supported.

Model 2 tested a first part of Hypothesis 2: Online- Offline intergration chanel has a positive effect on Customer shoping behavior in Physical store and Hypothesis 3: Social networking has a significant influence on Customer shopping behavior in Physical store. The result show that Online- Offline Chanel

is significant and positively affected to Customer shopping behavior in Physical store ( $\beta=0.549$ ,  $p<0.001$ ). Social networking is significant and positively affected to Customer shopping behavior in Physical store ( $\beta=0.529$ ,  $p<0.001$ ). Therefore, H2a and H3a are supported.

In model 3, Online- Offline intergration chanel and Social networking regressed with Customer shopping behavior in Physical store ( $\beta=0.349$ ,  $p<0.001$ ;  $\beta=0.387$ ,  $p<0.001$ ). The results showed that  $R^2=0.398$  and the adjusted R-square is 0.394, meaning that 39% of the variance in Customer shopping behavior in Physical store can be predicted from Online- Offline intergration chanel and Social networking. F-value=114.492 ( $p$ -value  $< 0.001$ ) is significant. We don't need to worry about multilcollinearity because max VIF is 1.276.

According to the results, the beta value of Online- Offline intergration chanel is reduced from 0.465 to 0.349, and both Online- Offline intergration chanel and Social networking are significantly related to Customer shopping behavior in Physical store. Therefore, Social networking provides a partial mediation effect on the relationship Online- Offline intergration chanel and Customer shopping behavior in Physical store, this result supports for H4a.

Table 4.19 Mediation Test of Social networking between Online- Offline Intergration Chanel and Customer Shopping Behavior in Physical Store

Variables	Model 1	Model 2		Model 3
	SN	CSBP	CSBP	CSBP
OI	0.465***		0.549***	0.349***
SN		0.529***		0.387***
$R^2$	0.216	0.280	0.302	0.398

Table 4.19 Mediation Test of Social networking between Online- Offline Intergration Chanel and Customer Shopping Behavior in Physical Store (continued)

Variables	Model 1	Model 2		Model 3
	SN	CSBP	CSBP	CSBP
Adj-R <sup>2</sup>	0.214	0.278	0.300	0.394
F-value	150.455	135.530	150.455	114.492
P-value	0.000	0.000	0.000	0.000
D-W	0.767	1.751	1.735	1.835
Max VIF	1.000	1.000	1.000	1.276

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; OI= Online- Offline intergration chanel; SN= Social networking; CSBP = Customer shopping behavior in Physical store.

Source: Original study

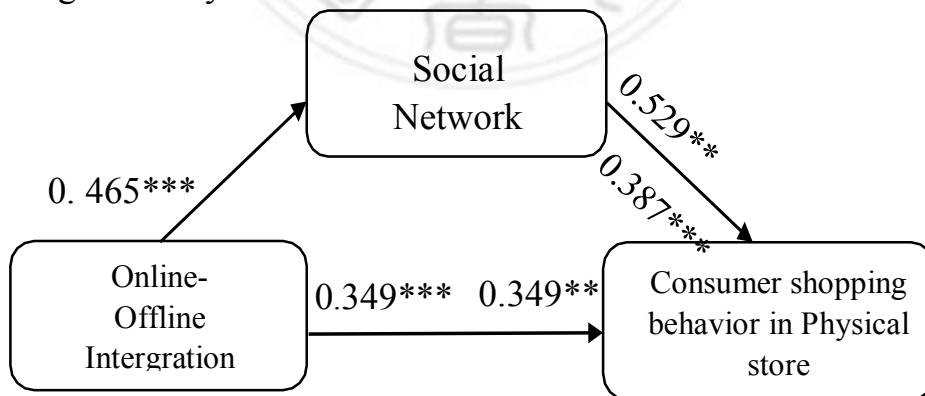


Figure 4.1 Mediating Effect of Social Networking between Customer Shopping Behavior in Physical Store and Online- Offline Intergration Chanel

Note: \*\*\*p<0.001

Source: Original study

#### **4.4.2.2 Mediating Effect of Social Networking to the Relationship between Online- Offline Chanel and Customer Shopping Behavior in Online store**

According to table 4.20:

Model 1 tested Hypothesis 1: As above, Online- Offline Chanel (independent variable) has a positive effect on Social networking (mediator variable). The result show that that Online- Offline Chanel is significant and positively affected to Social networking ( $\beta=0.465$ ,  $p<0.001$ ) therefore, H1 is supported.

Model 2 tested a first part of Hypothesis 2: Online- Offline intergration chanel has a positive effect on Customer shopping behavior in Online store and Hypothesis 3: Social networking has a significant influence on Customer shopping behavior in Online store. The result show that Online- Offline Chanel is significant and positively affected to Customer shopping behavior in Online store ( $\beta=0.335$ ,  $p<0.001$ ). Social networking is significant and positively affected to Customer shopping behavior in Online store ( $\beta=0.351$ ,  $p<0.001$ ). Therefore, H2b and H3b are supported.

In model 3, Online- Offline intergration chanel and Social networking regressed with Customer shopping behavior in Online store ( $\beta=0.219$ ,  $p<0.001$ ;  $\beta=0.249$ ,  $p<0.001$ ). The results showed that  $R^2=0.161$  and the adjusted R-square is 0.156, meaning that 16% of the variance in Customer shopping behavior in Online store can be predicted from Online- Offline intergration chanel and Social networking. F-value=33.196 ( $p$ -value  $< 0.001$ ) is significant. We don't need to worry about multilcollinearity because max VIF is 1.276.

According to the results, the beta value of Online- Offline intergration chanel is reduced from 0.465 to 0.219, and both Online- Offline intergration chanel and Social networking are significantly related to Customer shopping behavior in Online store. Therefore, Social networking provides a partial

mediation effect on the relationship Online- Offline intergration chanel and Customer shoping behavior in Online store, so this result supports for H4b.

Table 4.20 Mediating Effect Of Social Networking between Customer Shopping Behavior in Online Store and Online- Offline Intergration Chanel

Variables	Model 1	Model 2		Model 3
	SN	CSBO	CSBO	CSBO
OI	0.465***		0.335***	0.219***
SN		0.351***		0.249***
R <sup>2</sup>	0.216	0.123	0.112	0.161
Adj-R <sup>2</sup>	0.214	0.121	0.109	0.156
F-value	150.455	48.883	43.853	33.196
P-value	0.000	0.000	0.000	0.000
D-W	0.767	1.597	1.616	1.709
Max VIF	1.000	1.000	1.000	1.276

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; OI= Online- Offline intergration chanel; SN= Social networking; CSBP = Customer shoping behavior in Online store.

Source: Original study



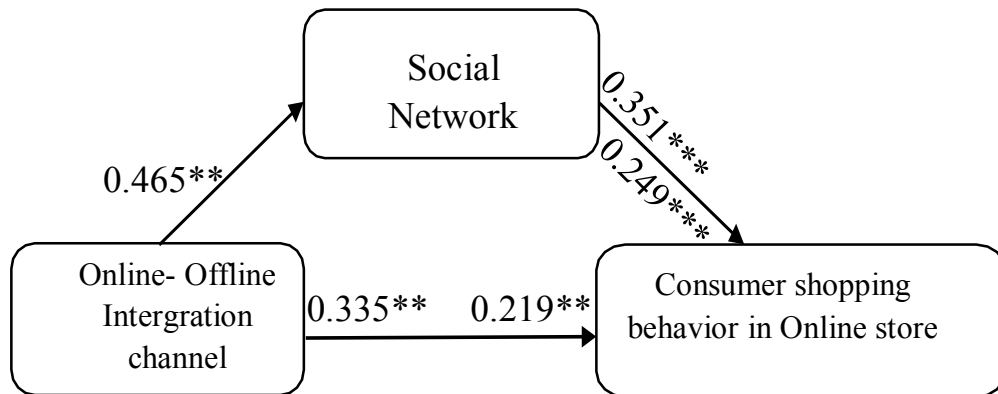


Figure 4.2 Mediating Effect of Social Networking between Customer Shopping Behavior in Online Store and Online- Offline Intergration Chanel

Note: \*\*\* $p < 0.001$

Source: Original study

#### 4.4.3 The Moderating Effect of Shopping habit

##### 4.4.3.1 The Moderating Effect of Shopping Habit to Relationship between Online- Offline Intergration Channel and Consumer Shopping Behavior in Physical Store.

According to table 4.21:

Model 1 tested Hypothesis 2: As proved in above, Online- Offline Intergration channel has a positive effect on Consumer shopping behavior in Physical store. The result show that Online- Offline Intergration channel is significant and positively affected to Consumer shopping behavior in Physical store ( $\beta = 0.549$ ,  $p < 0.001$ ). Therefore, H2a is supported.

Model 2 tested Hypothesis 5: Shopping habit has significant influence to Consumer shopping behavior in Physical store. The result show that Shopping habit is significant and positively affected to Consumer shopping behavior in Physical store ( $\beta = 0.341$ ,  $p < 0.001$ ). Therefore, H5a is supported.

As shown in model 3 in the table 4.21, the result showed that both independent variables Online- Offline Intergration channel and moderating variables Shopping habit ( $\beta=0.474$ ,  $p<0.001$ ) are significantly affected to dependent variable (Consumer shopping behavior in Physical store) respectively.

In addition, the result in Model 4 revealed the interaction effect ( $R^2=0.326$ ,  $\beta=-0.115^*$ ,  $p<0.5$ ) of Online- Offline Intergration channel and Shopping habit is significant to Consumer shopping behavior in Physical store. This meant that Shopping habit is a negative moderator effect in the relationship between Online-Offline Intergration channel and Consumer shopping behavior in Physical store, from this result support for H6a.

Table 4.21 Moderation Test of Shopping Habit between Online-Offline Intergration Channel and Consumer Shopping Behavior in Physical Store

OI-SH-CSBP	Model 1	Model 2	Model 3	Model 4
	CSBP	CSBP	CSBP	CSBP
Independent Variable				
OI	0.549***			0.494***
Moderating Variable				
SH		0.341***		0.131**
Interaction Variable				
OI*SH			0.474***	-0.115*
N	350	350	350	350

Table 4.21 Moderation Test of Shopping Habit between Online- Offline Intergration Channel and Consumer Shopping Behavior in Physical Store (continued)

<b>OI-SH-CSBP</b>	<b>Model 1</b>	<b>Model 2</b>	<b>Model 3</b>	<b>Model 4</b>
Max VIF	1.000	1.000	1.000	1.261
F-value	150.455	45.929	100.987	55.884
R <sup>2</sup>	0.302	0.117	0.225	0.326
Adj. R <sup>2</sup>	0.300	0.114	0.223	0.321

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; SH= Shopping habit; OI= Online-Offline Intergration channel; CSBP= Consumer shopping behavior in Physical.

Source: Original study

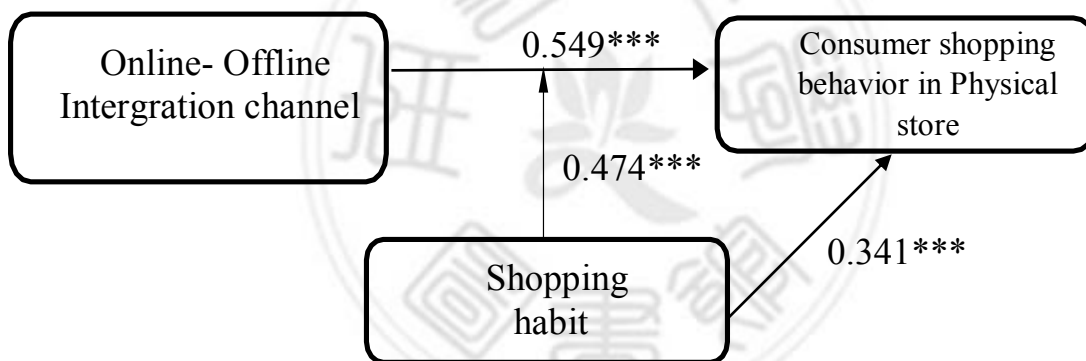


Figure 4.3 Moderating Effect of Shopping Habit between Online- Offline Intergration Channel and Consumer Shopping Behavior in Physical store

Note: \*\*\*p<0.001

Source: Original study

In order to understand more about the moderating effect of shopping habit, the study plotted the results using the same method as shown in Aiken and West's study (1991). In the graph presented in Figure 4.4, the study showed the effects of shopping habit on consumer shopping behavior in physical store for two levels of shopping habit, low and high level. As can be seen in the reinforcement interaction effect in Figure 4.4, when customers have high

shopping habit level, it will enforce the relationships between consumer behavior in physical store and Online-Offline intergration channel. In the same time, consumers with low shopping habit also influence the relationships between Online-Offline intergration channel and consumer shopping behavior in physical store.

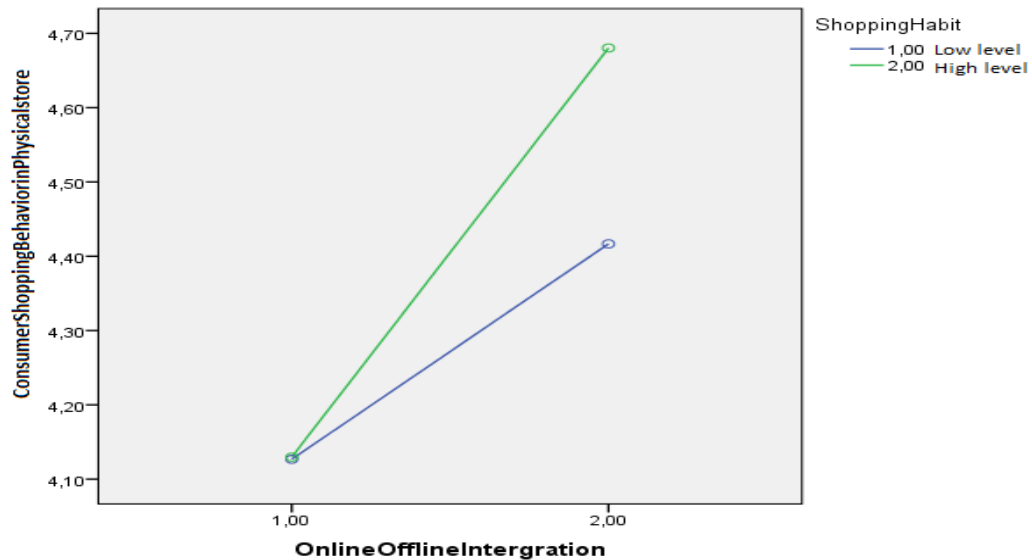


Figure 4.4 The Effects of Shopping Habit to Consumer Shopping Behavior in Physical Store

Source: Original study

#### 4.4.3.2 The Moderating Effect of Shopping Habit to Relationship between Online- Offline Intergration Channel and Consumer Shopping Behavior in Online Store.

According to table 4.22:

Model 1 tested Hypothesis 2: As proved in above, Online- Offline Intergration channel has a positive effect on Consumer shopping behavior in Online store. The result show that Online- Offline Intergration channel is

significant and positively affected to Consumer shopping behavior in Online store ( $\beta=0.335$ ,  $p<0.001$ ). Therefore, H2b is supported.

Model 2 tested Hypothesis 5: Shopping habit has significant influence to Consumer shopping behavior in Online store. The result show that Shopping habit is significant and positively affected to Consumer shopping behavior in Online store ( $\beta=0.205$ ,  $p<0.001$ ). Therefore, H5b is supported.

As shown in model 3 in the table 4.22, the result showed that both independent variables Online- Offline Intergration channel and moderating variables Shopping habit ( $\beta=0.272$ ,  $p<0.001$ ) are significantly affected to dependent variable (Consumer shopping behavior in Online store) respectively.

In addition, the result in Model 4 revealed the interaction effect ( $R^2=0.138$ ,  $\beta=-0.115^*$ ,  $p<0.05$ ) of Online- Offline Intergration channel and Shopping habit is significant to Consumer shopping behavior in Online store. This meant that Shopping habit is a negative moderator effect in the relationship between Online- Offline Intergration channel and Consumer shopping behavior in Online store. From this result supporting for H6b.

Table 4.22 Moderation Test of Shopping Habit between Online-Offline Intergration Channel and Consumer Shopping Behavior in Online Store.

OI-SH-CSBO	Model 1	Model 2	Model 3	Model 4
	CSBO	CSBO	CSBO	CSBO
Independent Variable				
OI	0.335***			0.302***
Moderating Variable				

Table 4.22 Moderation Test of Shopping Habit between Online- Offline Intergration Channel and Consumer Shopping Behavior in Online Store (continued)

OI-SH-CSBO	Model 1	Model 2	Model 3	Model 4
SH		0.205***		0.076
Interaction Variable				
OI*SH			0.272***	-0.115*
N	350	350	350	350
Max VIF	1.000	1.000	1.000	1.261
F-value	43.853	15.226	27.907	22.910
R <sup>2</sup>	0.112	0.042	0.074	0.138
Adj. R <sup>2</sup>	0.109	0.039	0.072	0.130

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; SH= Shopping habit; OI= Online- Offline Intergration channel; CSBO= Consumer shopping behavior in Online store.

Source: Original study

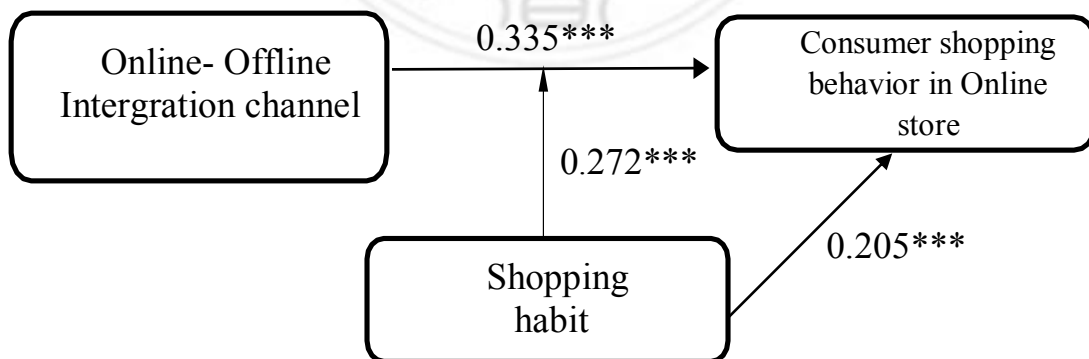


Figure 4.5 Moderating Effect of Shopping Habit between Online- Offline Intergration Channel and Consumer Shopping Behavior in Online store

Note: \*\*\*p<0.001

Source: Original study

The study conducted to do plot and using the result to clarify the moderating effect of shopping habit. In the graph presented in Figure 4.6, the study showed the effects of shopping habit on consumer shopping behavior in online store for two levels of shopping habit, low and high level. As can be seen in the reinforcement interaction effect in Figure 4.6, when customers have high shopping habit level, it will enforce the relationships between consumer behavior in physical store and Online-Offline intergration channel. In the same time, consumers with low shopping habit also influence the relationships between Online-Offline intergration channel and consumer shopping behavior in physical store.

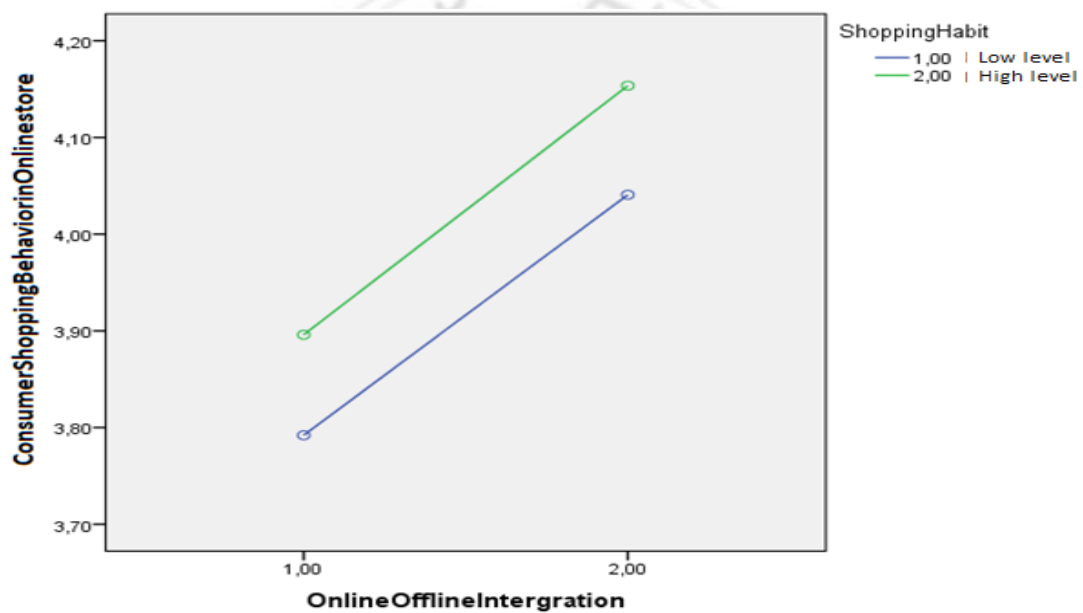


Figure 4.6 The Effects of Shopping Habit on Consumer Shopping Behavior in Online Store

Source: Original study

#### 4.4.4 The Moderating Effect of Perceived Quality

According to table 4.23:

Model 1 tested Hypothesis 7: Perceived Social has positive effect on Social networking. The result show that Perceived Social is significant and positively affected to Social networking ( $\beta=0.465$ ,  $p<0.001$ ). Therefore, H7 is supported.

Model 2 tested Hypothesis 8: Perceived Quality has positive effect on Social networking. The result show that that Perceived Quality is significant and positively affected to Social networking ( $\beta=0.272$ ,  $p<0.001$ ). therefore, H8 is supported.

As shown in model 3 in the table 4.23, the result showed that both independent variables Perceived Social and moderating variables Perceived Quality ( $\beta=0.764$ ,  $p<0.001$ ) are significantly affected to dependent variable Social networking respectively.

In addition, the result in Model 4 revealed the interaction effect ( $R^2=0.972$ ,  $\beta= 1.641$ ,  $p<0.01$ ) of Perceived Social and Perceived Quality is significant to Social networking. This meant that Perceived Quality is a moderator in the relationship between Perceived Social and Social networking, therefor this result supporting for H9.

Table 4.23 Moderation Test of Perceived Quality between Perceived Social and Social Networking

	Model 1	Model 2	Model 3	Model 4
	SN	SN	SN	SN
Independent Variable				
PS	0.465***			0.027**
Moderating Variable				



Table 4.23 Moderation Test of Perceived Quality between Perceived Social and Social Networking (continued)

	Model 1	Model 2	Model 3	Model 4
	SN	SN	SN	SN
PQ		0.272***		1.078***
Interaction Variable				
PS*PQ			0.764***	1.641***
N	350	350	350	350
Max VIF	1.000	1.000	1.000	3.839
F-value	96.170	27.747	486.443	4033.559
R <sup>2</sup>	0.217	0.074	0.583	0.972
Adj. R <sup>2</sup>	0.214	0.071	0.582	0.972

Note: \*p<.05, \*\*p<.01, \*\*\*p<.001; PQ= Perceived Quality; PS= Perceived Social; SN= Social Networking.

Source: Original study

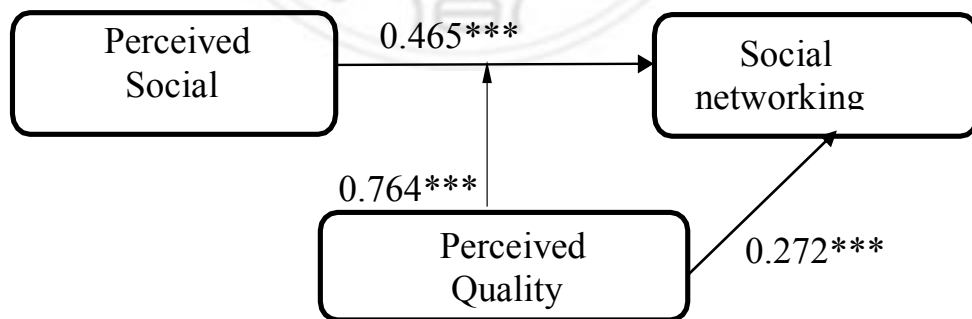


Figure 4.7 Moderating Effect of Perceived Quality between Perceived Social and Social Networking

Note: \*\*\*p<0.001

Source: Original study

The study conducted to do plot and using the result to clarify the moderating effect of perceived quality. In the graph presented in Figure 4.8, the study showed the effects of perceived quality on social network for two levels of perceived quality in the internet, low and high level. As can be seen in the reinforcement interaction effect in Figure 4.8, when customers have high perceived quality level, it will more impact the relationships between perceived social and social networking. Meanwhile, consumers with low perceived quality also influence the relationships between perceived social and social networking.

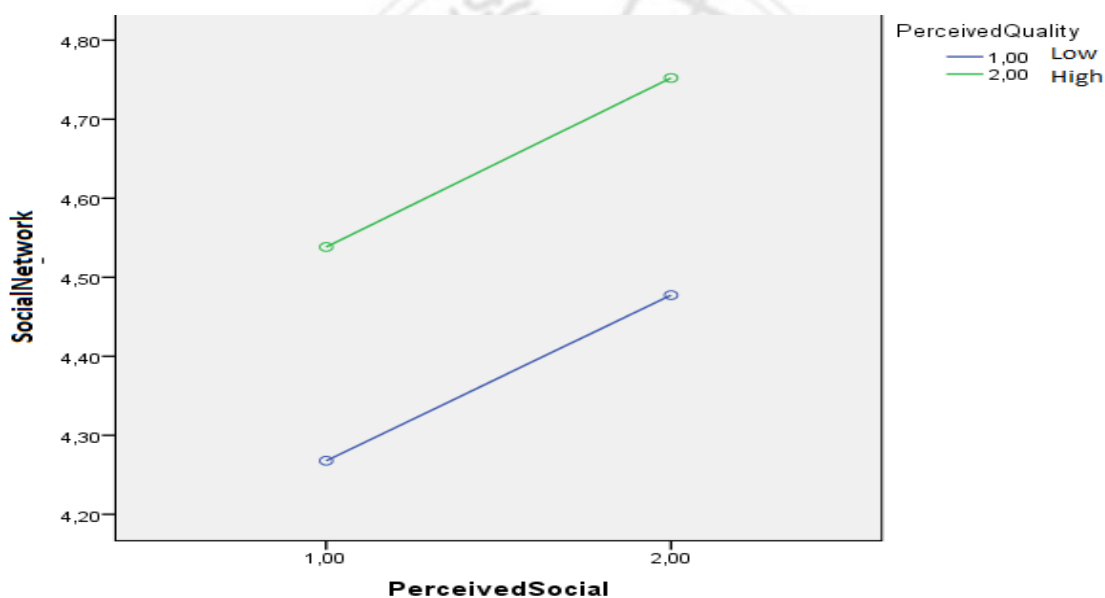


Figure 4.8 Moderating Effect of Perceived Quality

Source: Original study

#### 4.4.5 The Moderating Effect of Perceived Risk

According to table 4.24:

Model 1 tested Hypothesis 7: As the result in above, Perceived Social has positive effect on Social networking. The result show that Perceived Social

is significant and positively affected to Social networking ( $\beta=0.465$ ,  $p<0.001$ ). Therefore, H7 is supported.

Model 2 tested Hypothesis 10: Perceived Risk has negative effect on Social networking. However, the result show that that Perceived Risk is significant and positively affected to Social networking ( $\beta=0.317$ ,  $p<0.001$ ), therefore H10 is positive relation.

As shown in model 3 in the table 4.24, the result showed that both independent variables Perceived Social and moderating variables Perceived Risk ( $\beta=0.757$ ,  $p<0.001$ ) are significantly affected to dependent variable Social networking respectively.

In addition, the result in Model 4 revealed the interaction effect ( $R^2=0.892$ ,  $\beta=-1.005$ ,  $p<0.001$ ) of Perceived Social and Perceived Risk is significant to Social networking. This meant that Perceived Risk is a moderator in the relationship between Perceived Social and Social networking, so this result supports for H11.

Table 4.24 Moderation Test of Perceived Risk between Perceived Social and Social Networking

	Model 1	Model 2	Model 3	Model 4
	SN	SN	SN	SN
Independent Variable				
PS	0.465***			0.046*
Moderating Variable				
PR		0.317***		1.005***
Interaction Variable				
PS*PR			0.757***	1.571***
N	350	350	350	350

Table 4.24 Moderation Test of Perceived Risk between Perceived Social and Social networking (continued)

	Model 1	Model 2	Model 3	Model 4
	SN	SN	SN	SN
Max VIF	1.000	1.000	1.000	3.838
F-value	96.170	38.819	466.307	954.744
R <sup>2</sup>	0.217	0.100	0.573	0.892
Adj. R <sup>2</sup>	0.214	0.098	0.571	0.891

Note: \*p<0.05, \*\*p<0.01, \*\*\*p<0.001; PR= Perceived Risk; PS= Perceived Social; SN= Social Networking

Source: Original study

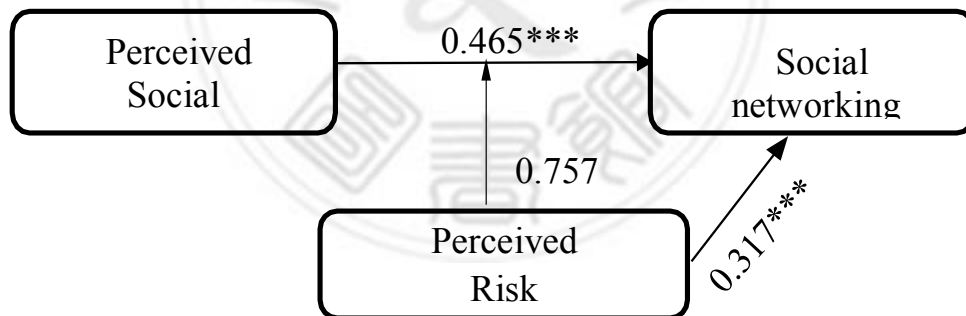


Figure 4.9 Moderating Effect of Perceived Risk between Perceived Social and Social Networking

Note: \*\*\*p<0.001

Source: Original study

The study conducted to do plot and using the result to clarify the moderating effect of perceived risk. In the graph presented in Figure 4.10, the study showed the effects of perceived quality on social network for two levels

of perceived risk in the internet, low and high level. As can be seen in the reinforcement interaction effect in Figure 4.10, when customers have low perceived risk level, it will more impact the relationships between perceived social and social networking. In contrast, consumers with high perceived quality level also influence the relationships between perceived social and social networking.

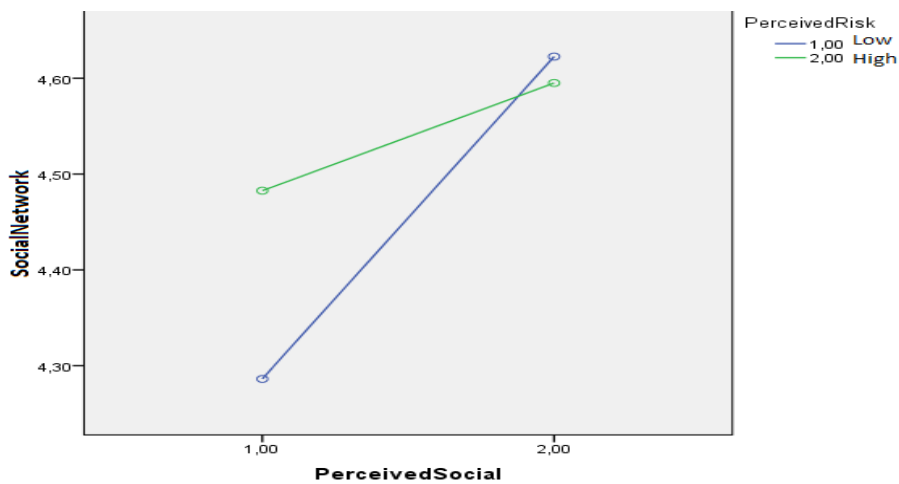


Figure 4.10 Moderating Effect of Perceived Risk

Source: Original study

# CHAPTER FIVE

## CONCLUSIONS AND SUGGESTIONS

### 5.1 Research Conclusion

Table 5.1 The Results of the Testing Hypotheses

<b>Hypotheses</b>		<b>Results</b>
H <sub>1</sub>	OI has positive affect on Social networking.	Support
H <sub>2a</sub>	H2a: OI has positive effect on Buyer shopping conduct in Physical store.	Support
H <sub>2b</sub>	H2b: OI has positive effect on Buyer shopping conduct in Online store.	Support
H <sub>3a</sub>	Social networking has positive affect to Consumer shopping behavior in Physical store.	Support
H <sub>3b</sub>	Social networking has positive affect to Consumer shopping behavior in Online store.	Support
H <sub>4a</sub>	Social networking mediate the relationship between Online-Offline integration and Consumer shopping behavior in Physical store.	Support
H <sub>4b</sub>	Social networking mediate the relationship between Online-Offline integration and Consumer shopping behavior in Online store.	Support
H <sub>5a</sub>	Shopping habit has significant influence to Consumer shopping behavior in Physical store.	Support
H <sub>5b</sub>	Shopping habit has significant influence to Consumer shopping behavior in Online store.	Support

Table 5.1 The Results of the Testing Hypotheses (continued)

<b>Hypotheses</b>		<b>Results</b>
H <sub>6a</sub>	Shopping habit moderate the relationship between Online-Offline integration channel and Consumer shopping behavior in Physical store.	Support
H <sub>6b</sub>	Shopping habit moderate the relationship between Online-Offline integration channel and Consumer shopping behavior in Online store.	Support
H <sub>7</sub>	Perceived Social has positive effect on Social networking.	Support
H <sub>8</sub>	Perceived Quality has positive effect on Social networking.	Support
H <sub>9</sub>	Perceived Quality moderate the relationship between Perceived Social and Social networking.	Support
H <sub>10</sub>	Perceived Risk has negative effect on Social networking.	Not Support
H <sub>11</sub>	Perceived Risk moderate the relationship between Social value and Social networking.	Support

Source: Original study

The study aims to study the factors that influence the consumers shopping behavior in Physical and Online store in Vietnam. Specifically, the relationship of Online-Offline integration channel, Social networking, Shopping habit, Perceived Social, Perceived Quality, Perceived Risk and Consumer shopping behavior of shopping activities at Physical and Online store in Vietnam are taken into consideration. The study also tested the mediation effects of Social networking in relation with Online-Offline integration channel and Consumer shopping behavior. Then the study keep

continue to examining the moderating roles of Perceived Quality and Perceived Risk on the influence of these factors on Social networking. Data was gathered from 350 respondents of Vietnam. Eleven hypotheses were presented to test the relationship between the independent and dependent variables: online-offline integration channel, shopping habit, perceived quality, perceived risk, price and consumer shopping behavior of shopping activities at physical and online store in Vietnam.

The study showed that Online-Offline integration channel has positive affect on Social networking, therefore the first hypothesis (H1) is supported. That means base on this platform the people using the OI channel to approach the sellers from Social networking easier and more convenient. This channel also creates a homogeneous market where both buyers and sellers can interact everywhere, every time without prevention from space and geographic distance. This study confirmed that Online-Offline integration channel was significantly and positively related to Consumer shopping behavior in both Physical and Online store. Thus, the second hypothesis (H2) is supported. This finding has related to some previous studies' results. The results are also in line with Davis in 1989 that (OI) only indirectly influences customer behavior (search intention, purchase intention, and WTP) through influencing customer evaluations (perceived service quality). The finding also found that there was a significant and positive relationship between Social networking has positive affect to Consumer shopping behavior in both Physical and Online store. This result supports for H3 and sharing the commom ideas with the result of Wang et al., in 2012. From the above result, the study indicated that Social networking mediate the relationship between Online-Offline integration channel and Consumer shopping behavior in both Online and Offline store and proved for H4. This conclusion is also supported by Constantinides ve Stagno (2011) with



the same content of the role of Social networking mediate to the relationship between Online-Offline integration and Consumer shopping behavior.

The fifth hypothesis is proved that shopping habit has significant influence to Consumer shopping behavior in both physical and online store. This also is mentioned in the study of Ehrenberg (1991) and Khare and Inman (2006) which related to shopping habit drives consumer to shopping process. In addition to the result, it is also support for the sixth hypothesis (H6) that Shopping habit moderate the relationship between Online-Offline integration channel and Consumer shopping behavior in both Physical and Online store.

The seventh and eighth hypothesis are proved that perceived social has positive effect on social networking as the expectation of study and it is also supported by the result study of Ya Ping Chang and Dong Hong Zhu (2012). Besides, it is found that perceived quality has positive effect on social networking. From this result supporting for the success of ninth hypothesis perceived quality moderate the relationship between Perceived Social and Social networking as the study's expectation.

The tenth hypothesis is supported that perceived risk has negative effect on social networking and the eleventh hypothesis is perceived risk moderate the relationship between social value and social networking.

## **5.2 Research Discussions and Implications**

The good resonance of both online and offline sales will be the foundation for businesses to develop sustainably. If websites like social networks are a place to generate revenue from customers, stores are the space to experience, attract and retain customers.

E-commerce is an inevitable trend in the retail industry not only in Vietnam but globally. According to experts, e-commerce cannot overwhelm and replace the direct selling channel (offline). The survey shows that the chain

of supermarkets and shops is still the main channel in retail business activities in Vietnam.

Besides the Google search page, social networks like Facebook and Instagram are increasingly being approached by many customers and chosen as the main information channel before buying directly, especially consumers in urban areas. This is a data channel that can communicate best with buyers without being restricted by existence. The pattern of alluding data on the web however has quite recently showed up as of late in Vietnam, yet will be an undeniably prominent data channel and an unavoidable pattern in the computerized age. Undertakings need to exploit this asset to advance items, improve intensity in the market, particularly those went for youthful purchasers.

Although aware of the risks of online purchases, this does not prevent consumers from buying through this online channel, especially in the social network Facebook. Because the trend of buying through social networks Facebook is loved by the majority of young Vietnamese, because illustrations as well as attractive prices and commitment from sellers create curiosity and attract people. However, if the risks of online shopping are frequent, this will easily lead to a boycott. Therefore, businesses need to pay attention, create brand and trust for customers right from the smallest issues such as price, commitment to goods, payment. In order to making online shopping easier and address customer risk concerns by improving the security of transactions, exchange or return policies, low or free of charge shipment, will contribute to the explosion of online shopping in Vietnam market.

In addition, understand the tastes, psychology, shopping habits, social needs of Vietnamese customers such as want to get better prices, want to see products directly, quickly and conveniently in the shopping process, will be an advantage for businesses to attract and serve customers' needs better.

### **5.3 Research Limitations**

Although the study made an effort to reach the best result, however it still exists some limitations. The examination depends on a little example size of 350 respondents. A greater, progressively agent test could prompt increasingly strong outcomes. This research uses only five independent variables, a mediator and four moderators to understand the consumer shopping behavior through Social network as Facebook in Vietnam, there could be other factors that influence consumer behavior which was not explored in the study.



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# **APPENDIX I**

## **English Questionnaire**

**The study of how Social-networking mediate the relationship between Consumer shopping behavior and Online-Offline channel integration (OI) in Vietnam – An example of Vietnam.**

Dear participants,

Thank you for agreeing to participate in this survey. The survey was conducted by the Faculty of Business Administration at Nanhua University, Taiwan. This survey collected data from Vietnamese consumers.

The data collected will be used to develop a research model of the influence of Social networking factors as mediate role on the relationship between OI and consumer shopping behavior of Vietnamese consumers. This is based entirely on opinions and there are no right and wrong answers.

All answers provided in this survey will be kept confidential. No identification information is available to the public, individual or organization. Survey data will only be reported for the purpose of this study.

This survey will take about 15 minutes to complete.

Thanks again for your support in my survey!

Contact:

Tran Thi Chung

Email: [tranthichung711@gmail.com](mailto:tranthichung711@gmail.com)

## Demographic data

Please tick on the box which best describe the respondent.

Gender:

- Male
- Female

Age:

- Under 18
- From 18 to 25
- From 26 to 35
- From 36 to 45
- Over 45

Job:

- Student
- Employee
- Self-employee
- Others

Income:

- Under 300 USD
- From 300 USD to under 600 USD
- From 600 USD to under 900 USD
- Over 900 USD



## Survey

Tick one box for each question. From 1 to 5 are equivalent to Strongly disagree to Strongly agree:

Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
<b>Online-Offline Channel integration</b>						
1	The online shops make it simple for me to change to a physical store.	1	2	3	4	5
2	The services and duty in online shop and physical store supplement one another.	1	2	3	4	5
3	The physical retailers and the online shop of have systematize and link their services.	1	2	3	4	5
4	I can easily find favorite products which display in physical store and buy it on online store.	1	2	3	4	5
<b>Social networking</b>						
1	I ever bought product of online shop from Facebook, Instagram, Zalo.	1	2	3	4	5
2	I think shopping online through Facebook, Instagram, Zalo is a popular activities.	1	2	3	4	5



Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
3	I will purchase my favorite products which I saw on online store of Social networking.	1	2	3	4	5
4	I tag friend on some fan page, news and discuss when I see some product/service attracted me.	1	2	3	4	5
5	I share about good/ bad experience about the product/service on social network.	1	2	3	4	5
Shopping habit						
1	When looking for product I direct search for data about item in various channels before making buy.	1	2	3	4	5
2	I ordinarily ask counsel and assessments from family and companions about an item before I purchase.	1	2	3	4	5
3	I feel increasingly sure buying an item after physically looking at it.	1	2	3	4	5
4	The compelling method to ensure the item worth to purchase is truly touch it.	1	2	3	4	5

Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
5	I feel happy if I can get the good price from bargaining.	1	2	3	4	5
6	I will willing to pay product if the price is lower than original price.	1	2	3	4	5
Perceived Risk						
1	I dread that the item which I purchased from online shop may not as I expected to be.	1	2	3	4	5
2	I dread that the item purchased from online may broke inevitably and be ruin or expire.	1	2	3	4	5
3	I fear that I might waste my money for online store.	1	2	3	4	5
4	I fear that I might got scam and lose my money without getting the product from online store.	1	2	3	4	5
5	I fear that my family might think that products bought from online is useless or wasteful.	1	2	3	4	5
6	I fear I might get criticize for products I want to purchase from online store.	1	2	3	4	5
7	I fear that my friend might make fun of me	1	2	3	4	5

Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
	because of product I bought from online store.					
Perceived Quality						
1	I am very satisfied service as convenient, fast, save time.	1	2	3	4	5
2	I think good quality service is highly consistent.	1	2	3	4	5
3	The service make me feel pleasant as high quality.	1	2	3	4	5
4	The service provided fits my needs well with diversity product.	1	2	3	4	5
Perceived Social						
1	I want to interact with other for communication purpose.	1	2	3	4	5
2	It is important to be ask and read for more information from other.	1	2	3	4	5
3	I for the most part ask counsel and conclusions from family and companions before I choose something.	1	2	3	4	5
4	I feel more confident when I get recommendation from other people to decide something.	1	2	3	4	5

Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
5	I easily make a decision to do something when I got someone recommendation.	1	2	3	4	5
Consumer shopping behavior to Physical store						
1	I do shopping at a physical store since it is advantageous for me to discover.	1	2	3	4	5
2	I do shopping at a physical store because the shopping noisy atmosphere of the store bring in.	1	2	3	4	5
3	I do shopping at a physical store because I can enjoy shopping moment with my friends.	1	2	3	4	5
4	I do shopping at a physical store since I can see, contact and check straight forwardly the nature of the item.	1	2	3	4	5
5	I do shopping at physical store so I can take great price and offers.	1	2	3	4	5
6	I will consider to purchase a product at physical store after I read full information from different sources.	1	2	3	4	5

Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
7	I intend to try the product/service which many people discuss on social networking at the physical stores.	1	2	3	4	5
Consumer shopping behavior to Online store						
1	I think online store is a good choice for me for shopping .	1	2	3	4	5
2	I want to use online store to looking for and purchase for product.	1	2	3	4	5
3	When I read good review /remark, it makes me want to purchase the item.	1	2	3	4	5
4	Later on, I expect to search out the item/service talked about in the social network.	1	2	3	4	5
5	I shopping on the web in light of the fact that online stores typically offer preferable costs over shopping in conventional stores.	1	2	3	4	5
6	I purchase online store since it is efficient and save time.	1	2	3	4	5

Questions		Level of Agreement				
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
7	I buy online store because it has door to door service.	1	2	3	4	5
8	I buy online store because it is 24 hours access.	1	2	3	4	5
9	I buy online store because it is easy to searching product.	1	2	3	4	5

## **APPENDIX II**

### **VIETNAMESE QUESTIONNAIRE**

**Nghiên cứu sự ảnh hưởng của Mạng xã hội đến hành vi mua sắm và kênh tích hợp Online- Offline của người tiêu dùng đối với các cửa hàng trực tuyến và cửa hàng thực tế tại Việt Nam.**

Kính gửi những người tham gia,

Cảm ơn bạn đã đồng ý tham gia cuộc khảo sát này. Cuộc khảo sát được thực hiện bởi Khoa Quản trị Kinh doanh tại Đại học Nanhua, Đài Loan. Cuộc khảo sát này thu thập dữ liệu từ người tiêu dùng Việt Nam.

Dữ liệu thu thập được sẽ được sử dụng để phát triển một mô hình nghiên cứu về Mạng xã hội ảnh hưởng với vai trò là yếu tố trung gian ảnh hưởng đến mối quan hệ giữa Kênh tích hợp mua sắm ngoại tuyến và Hành vi mua sắm của khách hàng của người tiêu dùng Việt Nam. Những câu hỏi này hoàn toàn dựa trên ý kiến và không có câu trả lời đúng sai.

Tất cả các câu trả lời được cung cấp trong bản khảo sát này sẽ được giữ bí mật. Không có thông tin nhận dạng nào được cung cấp cho công chúng, cá nhân hay tổ chức. Dữ liệu khảo sát sẽ chỉ được báo cáo cho mục đích của nghiên cứu này.

Bản khảo sát này sẽ mất khoảng 15 phút để hoàn thành.  
Một lần nữa cảm ơn sự hỗ trợ của bạn trong cuộc khảo sát của tôi.

Liên hệ:

Trần Thị Chung (Julia)

email: [tranthichung711@gmail.com](mailto:tranthichung711@gmail.com)

## Thông tin cá nhân

Chọn một câu trả lời đúng với bản thân nhất.

Giới tính:

- Nam
- Nữ

Độ tuổi:

- Under 18 Dưới 18 tuổi
- From 18 to 25 Từ 18 đến 25 tuổi
- From 26 to 35 Từ 26 đến 35 tuổi
- From 36 to 45 Từ 36 đến 45 tuổi
- Over 45 Trên 45 Tuổi

Nghề nghiệp:

- Học sinh/Sinh viên
- Công nhân viên
- Lao động tự do
- Nghề nghiệp khác

Thu nhập:

- Dưới 300 USD
- Từ 300 USD đến dưới 600 USD
- Từ 600 USD đến dưới 900 USD
- Trên 900 USD



## Khảo sát

Chọn một câu trả lời cho mỗi câu hỏi ở bảng khảo sát sau. Từ 1 đến 5 tương ứng với Hoàn toàn phản đối đến Hoàn toàn đồng ý:

<b>Section 1.</b>	<b>Levels of agreement (Mức độ đồng ý)</b>				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến sử dụng mạng xã hội để tiến hành quá trình mua sắm trực tuyến và tại cửa hàng bán lẻ, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the <b>using Social networking to conduct shopping in online store and physical store</b>, and then <b>CIRCLE</b> the level of agreement on each of the items below base on your opinion.</p>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Stongly agree</b>
<b>Kênh tích hợp ngoại tuyến</b>					
1. Những cửa hàng trực tuyến giúp tôi dễ dàng chuyển sang mua sắm tại cửa hàng bán lẻ của họ khi mua sắm.	1	2	3	4	5
2. Các dịch vụ và chức năng của các cửa hàng online và cửa hàng bán lẻ bổ sung cho nhau.	1	2	3	4	5
3. Các cửa hàng bán lẻ và các cửa hàng online của họ đã phối hợp và liên kết các dịch vụ của họ lại với nhau.	1	2	3	4	5

4. Tôi có thể dễ dàng tìm thấy các món hàng yêu thích được trưng bày ở các cửa hàng bán lẻ và mua chúng trên các cửa hàng online.	1	2	3	4	5
<b>Mạng xã hội</b>					
1. Tôi từng mua các sản phẩm hàng hóa từ cửa hàng trực tuyến thông qua các trang mạng xã hội như Facebook, Instagram, Zalo.	1	2	3	4	5
2. Tôi nghĩ mua sắm trực tuyến qua trang mạng xã hội là một hoạt động khá phổ biến hiện nay.	1	2	3	4	5
3. Tôi sẽ mua một sản phẩm mà tôi yêu thích nếu tôi thấy nó xuất hiện trên bảng tin của mạng xã hội.	1	2	3	4	5
4. Khi tôi thấy có sản phẩm hoặc dịch vụ nào đó thú vị và thu hút tôi thường gắn thẻ những người bạn của mình và cùng nhau thảo luận tại các trang fanpage và những dòng trạng thái đó.	1	2	3	4	5
5. Tôi sẽ chia sẻ về những trải nghiệm tốt và không tốt của mình về các sản phẩm tôi từng mua và sử dụng trên các trang mạng xã hội cho những người khác biết.	1	2	3	4	5
<b>Thói quen mua sắm</b>					
1. Khi bắt đầu mua một sản phẩm bất kì, tôi thường tiến hành quá trình tìm kiếm tham khảo các thông tin về sản phẩm từ các nguồn khác nhau trước khi quyết định mua.	1	2	3	4	5
2. Tôi thường hỏi ý kiến của gia đình và bạn bè trước khi mua một sản phẩm nào đó.	1	2	3	4	5

3. Tôi cảm thấy tự tin để mua một sản phẩm hơn khi đã kiểm tra thực tế món hàng.	1	2	3	4	5
4. Tôi nghĩ cách hiệu quả để chắc chắn sản phẩm có đáng mua hay không là được chạm vào nó.	1	2	3	4	5
5. Tôi cảm thấy vui nếu tôi nhận được giá tốt từ việc thương lượng giá cả món hàng.	1	2	3	4	5
6. Tôi sẵn sàng mua một món hàng nếu giá của nó thấp hơn so với giá gốc.	1	2	3	4	5
<b>Nhận thức rủi ro</b>					
1. Tôi sợ sản phẩm tôi mua sẽ không giống như tôi mong đợi.	1	2	3	4	5
2. Tôi sợ sản phẩm sẽ bị hỏng nhanh, không bền, và nhanh hết hạn sử dụng.	1	2	3	4	5
3. Tôi sợ tôi sẽ lãng phí tiền vào những cửa hàng online.	1	2	3	4	5
4. Tôi sợ tôi sẽ bị lừa và mất tiền mà không nhận được món hàng từ mua hàng online.	1	2	3	4	5
5. Tôi sợ gia đình tôi nghĩ rằng món hàng tôi mua thật vô dụng và lãng phí.	1	2	3	4	5
6. Tôi sợ tôi sẽ lãng phí tiền của mình vào món đồ không cần thiết vào mua sắm online .	1	2	3	4	5
7. Tôi sợ bạn bè sẽ cười nhạo tôi vì món hàng tôi mua online.	1	2	3	4	5
<b>Nhân thức chất lượng</b>					
1. Tôi hài lòng về chất lượng dịch vụ khi có các yếu tố như thuận tiện, nhanh, và tiết kiệm thời gian.	1	2	3	4	5

2. Tôi nghĩ chất lượng dịch vụ tốt phải có tính nhất quán, chặt chẽ cao.	1	2	3	4	5
3. Những dịch vụ khiến tôi hài lòng khi chất lượng dịch vụ cao.	1	2	3	4	5
4. Chất lượng của dịch vụ tốt khi đáp ứng tốt được nhu cầu của tôi với các sản phẩm đa dạng.	1	2	3	4	5
<b>Nhận thức xã hội</b>					
1. Tôi muốn tương tác và kết nối với những người xung quanh vì nhu cầu muốn được giao tiếp.	1	2	3	4	5
2. Tôi nghĩ được hỏi và đọc những thông tin hữu ích liên quan đến các lĩnh vực khác nhau từ mọi người xung quanh là một điều quan trọng.	1	2	3	4	5
3. Tôi thường hỏi ý kiến và lời khuyên từ gia đình và bạn bè trước khi quyết định một điều gì đó.	1	2	3	4	5
4. Tôi cảm thấy tự tin hơn khi đã có được lời gợi ý, giới thiệu của mọi người trước khi quyết định điều gì đấy.	1	2	3	4	5
5. Tôi dễ dàng đưa ra quyết định hơn khi đã được ai đó cho lời tư vấn, giới thiệu.	1	2	3	4	5
<b>Hành vi mua sắm của người tiêu dùng tại cửa hàng bán lẻ truyền thống</b>					
1. Tôi mua sắm tại cửa hàng bán lẻ truyền thống vì thuận tiện cho tôi trong việc tìm kiếm.	1	2	3	4	5
2. Tôi thích mua sắm tại cửa hàng bán lẻ truyền thống vì không khí mua sắm náo nhiệt của cửa hàng mang lại.	1	2	3	4	5

3. Tôi thích mua sắm tại cửa hàng bán lẻ vì tôi muốn được tận hưởng khoảnh khắc mua sắm thú vị cùng những người bạn của tôi.	1	2	3	4	5
4. Tôi mua sắm tại các cửa hàng bán lẻ truyền thống vì tôi có thể kiểm tra chất lượng của món hàng một cách trực tiếp.	1	2	3	4	5
5. Tôi mua sắm tại các cửa hàng bán lẻ truyền thống vì tôi có thể nhận được cái giá tốt hơn cũng như những đề nghị từ nhà bán hàng.	1	2	3	4	5
6. Tôi sẽ xem xét về việc mua những sản phẩm tại cửa hàng bán lẻ truyền thống mà tôi đã đọc được thông tin về sản phẩm đó ở các kênh như mạng xã hội Facebook, Instagram.	1	2	3	4	5
7. Tôi định dùng thử các dịch vụ hoặc mua sản phẩm được nhắc đến trên báo và mạng xã hội ở các cửa hàng bán lẻ truyền thống.	1	2	3	4	5
<b>Hành vi mua sắm của người tiêu dùng tại cửa hàng trực tuyến (online)</b>					
1. Tôi nghĩ cửa hàng trực tuyến là sự lựa chọn tốt cho tôi để mua sắm.	1	2	3	4	5
2. Tôi muốn dùng các cửa hàng trực tuyến để tìm kiếm và mua hàng hóa.	1	2	3	4	5
3. Sau khi đọc những lời bình luận và nhận xét trên các trang mạng, nó khiến tôi muốn mua và sở hữu những sản phẩm đó.	1	2	3	4	5
4. Sắp tới tôi sẽ tìm ra và mua những sản phẩm đã được nhắc đến nhiều trong những lượt bình luận và nhận xét trên các trang mạng.	1	2	3	4	5

5. Tôi thường mua sắm online (trực tuyến) vì các cửa hàng này thường đưa ra cái giá tốt hơn so với các cửa hàng bán lẻ truyền thống.	1	2	3	4	5
6. Tôi mua sắm trực tuyến vì nó giúp tôi tiết kiệm được thời gian.	1	2	3	4	5
7. Tôi mua sắm trực tuyến vì nó có dịch vụ giao hàng đến tận nhà.	1	2	3	4	5
8. Tôi mua sắm trực tuyến vì tôi có thể truy cập sử dụng dịch vụ 24/24 giờ.	1	2	3	4	5
9. Tôi mua sắm trực tuyến vì tôi có thể dễ dàng tìm kiếm được sản phẩm, mặt hàng tôi muốn mua.	1	2	3	4	5

