

ONLINE SHOPPING BEHAVIOR UNDER THE INFLUENCE OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE: AN EMPIRICAL RESEARCH IN THAI NGUYEN CITY, VIET NAM

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ABSTRACT

Based on the Technology Acceptance Model, the study aims to determine factors affecting online shopping behavior of consumers in Thai Nguyen city, Viet Nam. By convenient sampling method, the author has collected 304 valid answer sheets. Respondents are 18 years of age or older, live in Thai Nguyen city and have ever shopped online. The research determined that there are two factors (perceived ease of use, perceived usefulness) affecting the online shopping behavior of Thai Nguyen city consumers. The study findings are the basis for recommendations for online businesses, customers, and state management agencies to improve the efficiency of online business operations and best meet the needs of customers.

Keywords: Online shopping, behavior, consumer.