The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam

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CHRONICLE	ABSTRACT
	The aim of the present study is to examine the influence of website quality on consumer's e-loyalty, noting the mediating role of e-trust, e-satisfaction, and perceived enjoyment. Besides, this study examines the consequence of consumer's e-loyalty. Survey data collected from 594 respondents aged at least 16 years and performed some online shopping through websites in Vietnam. Based on the theoretical framework, PLS-SEM using SmartPLS 3.0 software was deployed to discover links between the constructs. The results showed a positive effect of website quality on e-loyalty, which was mediated partially through consumer e-trust and e-satisfaction. Moreover, e-loyalty had a positive association with electronic word of mouth (eWOM) as well. The main findings of this research provide some empirical implications for Internet marketers and online retailers in Vietnam. E-vendors should understand the customers' expectations and e-loyalty regarding online shopping to attract new customers as well as to retain their existing customers.

1. Introduction

Internet has been changing the traditional ways of purchasing goods and services. The users have no longer been restricted by time and geographical factors. They could actively purchase the products and goods regardless of any time and location factors. The Internet has brought about new methods of communication and new ways of exchanging everyday information among peoples. The ever-increasing number of Internet users would also coincide with the development of online purchasing (Joines et al., 2003). The fast development of the Internet would be explained by the combination of broadband technology and the change of customer behavior (Oppenheim, 2006). Online shopping, also known as internet shopping or e-shopping, can be explained as electronic commerce when buyers and sellers virtually meet others through a web browser (Kaur & Joshi, 2012). In other words, e-shopping is a process when users decide to buy products or services on the Internet economy (Puranik & Bansal, 2014). Unlike traditional shops that require physical locations, physical security services, and specific timeframes to operate, internet shops need none of those requirements. Customers can access to the shop from anywhere (e.g., without worrying about geographical boundaries) and anytime (e.g., 24-hour opening, 7 days a week, time zones) they like as long as they have internet connection and an appropriate device like a computer, a tablet or a smartphone (Bidgoli, 2010; Karthika &

Manojanaranjani, 2018). Since people are more and more busy with their jobs and internet has been widely and easily accessible, e-shopping has "redefined business and customer relationships, business processes, even sometimes restructuring the whole industry by providing new distribution channel, new delivery methods, new payment methods and new medium for communication" (Cosgun & Dogerlioglu, 2012).

With the tremendous opportunity to grow and a very promising market to exploit, e-shopping has been attracting many scholars and experts to make researches in order to become successful in this new method of selling products. As a result of that, many factors have been explored to contribute to a successful online business. Chu and Zhang (2016) showed that one of the most significant factors that lead to the customers' satisfaction is their attitude towards e-retailing. In that research, the authors also highlighted the easiness, usefulness and effortless when customers interact with the web pages can create favorable shopping intentions. Besides the attitude towards e-shopping, Chu and Zhang (2016) added that customers' trust played an important role in increasing customers' satisfaction to shop online. They also proved that trust in e-vendor can be gained when people know that shop owners earn nothing more by cheating, a shop is safe to make a transaction and the website is optimized to be friendly and easy to use. Generally, previous researches paid more attention to the satisfaction and trust of buyer shops online but investigating loyalty (or repurchase intention) in online shopping is still in its infancy (e.g., Polites et al., 2012; Serra-Cantallops, Ramon-Cardona, & Salvi, 2018). They also said that thanks to the Internet, users could find many providers and reference information, as well as reviews of products they need to buy. That is the reason why the Internet has become a very competitive environment when the fights are very tough to attract and keep customers. To influence and keep the customers in a competitive market, it would be very necessary to identify the factors or issues influencing customers' loyalty when they carry out their online shopping. On the other hand, e-shopping in Vietnam is still a new technology breakthrough since it has just begun to assault the Vietnamese retailing sector with e-shopping services. As reported by Vietnam E-commerce and Information Technology Agency (VECITA), in 2018, the number of internet users in Vietnam, accounted for 54% of the population and 57% of them have done online transactions (VECITA, 2018). In particular, the e-commerce sales per online buyer are approximately $100 and the most popular items purchased on the internet are baby products (12%), household items (14%), books and stationery (19%), cosmetics and personal care (21%), e-accessories (23%), food and beverages (26%), fashion (33%) (Cimigo, 2019). The e-commerce market in Vietnam amounted to $2.26 billion in 2017. Forecasting by 2023, Vietnam will have 49.8 million customers using e-commerce, and Vietnam's e-commerce sales will reach around 4.47 billion USD in 2023 (VECITA, 2018). In 2018, Vietnam had big progress in the online transaction types in both "business to business" (B2B) and "business to consumer" (B2C) (VECITA, 2018). Considering the general aspects of the market, the selection of business models for e-commerce plays a very vital role in increasing the awareness level of customers as well as the revenue. The economic benefits are brought in by online sites have encouraged customers to participate in the e-commerce strongly and created a very large spillover. Currently, e-commerce in Vietnam is still highly fragmented in both "consumer to consumer" (C2C) and "business to consumer" (B2C) segments (VECITA, 2018). The notable sites work on typical e-retailers are shoppe.vn, tiki.vn, lazada.vn, thegioididong.com, sendo.vn, dienmayxanh.com, fptshop.com.vn, adayroi.com, cellphones.com.vn, vatgia.com, etc. (see Fig. 1).

Fig. 1. The top ten most visited e-commerce websites in Southeast Asia in Q1 2019

(Sources: Iprice, 2019)

Over the past few years, in comparison with other countries in the region, Vietnamese has witnessed the rapid development of the Internet in Vietnam and Vietnam becomes a country whose Internet development ranked top of the world. Thanks to the rapid development of the Internet in Vietnam, both in terms of infrastructure and the number of users, the e-commerce of Vietnam becomes very potential, attracting many enterprises and individuals selling their services and products to participate in the market for online shopping. In addition, Vietnamese users are becoming more familiar with online shopping activities provided by domestic and oversea websites. Over the past few years, online shopping enjoys the strongest growth rate in comparison with other businesses.

Although the number of Internet users is huge and ever-increasing, the majority of them only use the Internet to look for information and communications, the price and comments about the products but they hesitate to make the paying transaction or product reservation (Lim & Ting, 2012). Vietnamese customers would rather go directly to the shop and buy the things they saw on the web. As a result of that, e-shopping, as they know, is nothing but an advertising or marketing channel. Additionally, the internet plays an important role in choosing and buying the products, but the trust is still low for online payment methods because only a small proportion number thinks that online shopping is secured. Buying Internet-based products is still not popular in Vietnam. Only a small number of Internet users regularly log in to online shopping and auction websites. Most of them agree that "it is possible to buy numerous products on the Internet", but many do not think that "online shopping is secured". 60% of buyers do not trust online payment systems. The other obstacle is low awareness of Vietnamese people and the unfriendliness of the social environment and business practices. Although enterprises are very active in applying information technology and e-commerce, more time spans and necessary steps are needed to achieve advanced business and consumption environment. Online security and privacy are still not ensured. The appearance of millions of Internet users at any time would provide potential customers for online retailers. Thanks to the development of internet-based technologies, online shopping websites could discover many opportunities to approach a great number of customers at any time and anywhere, but obstacles also appear as the buyers could easily look for information and choose to buy the products from many other competitive websites simultaneously. To survive and develop in the competitive market of e-shopping, it is a task for retailing websites in Vietnam to attract potential customers while retaining their own customers. Online sellers are requested to understand what Vietnamese customers want and need when they repurchase online.

As mentioned above, the importance of identifying factors influencing the loyalty of customers when they purchase online is very decisive for online shops running in the e-commerce market of Vietnam. As there are significant differences between the loyalty of customers purchasing on the Internet and in the traditional ways, in the meantime the studies concerning the loyalty of customers purchasing online in Vietnam are still limited. It becomes an imperative demand for online retailers to understand the main factors influencing the loyalty of Vietnamese online customers. Thus, based on the context of the online shopping market in Vietnam, this research aim is to propose a model predicting customers' loyalty in the online shopping context in Vietnam. In particular, this study is to investigate the impact of website quality on customers' loyalty in an online shopping context. Besides, the author also examines the effect of the mediating role of factors (trust, satisfaction, and perceived enjoyment) on consumers' online shopping loyalty and the role of electronic word of mouth is a consequence of e-loyalty.

2. Theoretical background and hypothesis

2.1 Website quality

Researchers and academics have tried to understand and explain the contribution of information systems to consumers, as well as to supply-side organizations. Gefen et al. (2003) stated that "a website is not just an information system, but also an interface with a vendor". Aladwani and Palvia (2002) argued that organizations need to improve the information systems function to overcome the critical challenges to their survivability and growth. Some scholars (e.g., Alshibly & Chiong, 2015) suggested that "it is vital to the success of an e-commerce company to assess the quality of their website in order

to improve and understand the competition and industry benchmarks in an effort to improve their position in the online channel". "In the e-commerce context, website quality is considered as an important internal factor for consumers to evaluate criteria of online retailers" (Jiyoung Kim & Lennon, 2013). Website quality helps increase consumer buying interest (Shin et al., 2013) and motivate them to shop online (Hernandez, Jimenez, & Jose Martin, 2009). Aladwani and Palvia (2002) defined website quality as "the perception of how a user evaluates a website for its features meeting their needs". Website quality can also be conceptualized as "the consumer's judgment about a given site's overall excellence and fitness for use in assisting with the task or goal of making an online purchase" (Polites et al., 2012). Therefore, website quality should be a critical business concern, especially in an e-commerce perspective, due to the low percentage of website visitors that purchase from the site and the relevance of increasing this number.

A review of the literature evaluation reflected that there were many instruments to measure website quality. In this study, the instrument from a study of Wolfinbarger and Gilly (2003) was used due to its concept base on the shoppers' perspective. This instrument included four dimensions: web design, customer service, fulfillment/ reliability, and security/privacy. "(1) Website design refers to the consumers' interaction including navigation, in-depth information and order processing; (2) Customer service, that is, response, helpful and willing service that answers the consumers' questions in a timely manner; (3) Fulfillment/ Reliability, that is, capability of providing accurate product information and delivering the right product within the time frame promised and (4) Security/privacy, that is security of card payment and privacy of consumer's information". Website quality in this proposed model was also incorporated as a factor leading and influencing customer's repurchase behavior through four constructs: customer trust, customer satisfaction, perceived enjoyment, and consumer loyalty.

2.2 E-trust

Mayer, Davis, and Schoorman (1995) defined trust as "the willingness…to be vulnerable to the action of another party based upon the expectation that the other will perform a particularly important action". It has been conceptualized as either a set of specific beliefs about an object of trust or a general belief about the object of trust. Trust has been widely discussed as a key factor for a successful online business. Kim and Benbasat (2003) defined consumer trust in Internet shopping (e-trust) as "the willingness of a consumer to expose himself/herself to the possibility of loss during an Internet shopping transaction, based on the expectation that the merchant will engage in generally accepted practices, and will be able to deliver the promised products or services". E-trust is also defined as "the consumers' belief and expectation that e-sellers are reliable and will perform their obligations faithfully". E-trust is an important factor affecting consumers' behavior and it may contribute to the success of technology adoption such as e-commerce (Goles et al., 2009). Ribbink et al. (2004) argued that e-trust is a prerequisite for a consumer to engage in an e-commerce transaction because it is likely that lack of them leads customers to abandon their shopping carts prior to completion of the checkout in the Internet store, and further enables the development of longer-term relationships with the consumer.

The development of trust is more difficult in the e-commerce environment due to the impersonal nature of the channel. In addition to the consumer's perception of the e-commerce vendor's ability to meet privacy expectations, the development of trust has also been linked to numerous e-commerce vendor attributes, including vendor size and website quality (Tirtayani & Sukaatmadja, 2018). It can be seen that buyers are more likely to make transactions on the internet if they know that sellers are trustworthy and reliable. Unlike a physical store that people can come and try the items, online shops have almost nothing to guarantee customers that their items are exactly what people can see on their websites. Because of that, customers' trust even plays a more critical role in online shopping than buying by traditional methods. According to Liao, Palvia, and Lin (2006), if buyers perceive that website quality is of high quality, they are likely to have high trusting beliefs about the online vendor's benevolence, integrity, and competence and will cultivate a willingness to depend on the online vendor. Some studies (e.g., Ghalandari, 2012; Tirtayani & Sukaatmadja, 2018) also found that website quality had a stronger

impact on E-trust. So, it is suggested that:

Hypothesis H₁: Website quality is positively associated with E-trust.

2.3 Perceived Enjoyment

Davis et al. (1992) defined perceived enjoyment as "the extent to which the activity of using the computer is to be previewed to be enjoyable in its own right". Many researchers have identified enjoyment to be of essential importance to the adoption of social networking (Curran & Lennon, 2011). Abdullah and Ward (2016) stated that perceived enjoyment is "the degree an individual enjoys using a particular technology aside from performance". Online shopping adoptions could occur if someone has an enjoyable experience when using online shopping. Perceived enjoyment is a behavior-based affective reaction. It is usually obtained during the process of an intensive interaction with a website. Perceived enjoyment is process-based. Perceived enjoyment can exist aside from the perception of website quality. Therefore, high website quality could enhance perceived enjoyment of buyers as well (Juyeon Kim, Ahn, & Chung, 2013). Base on the aforementioned discussions, the hypothesis is proposed:

Hypothesis H₂: Website quality is positively associated with perceived enjoyment.

2.4 E-satisfaction

Satisfaction implies an evaluation regarding the products' acquisition and/or consumption experience. Thus, customers' satisfaction is an evaluation based on their personal experiences with regard to their needs and expectations (Oliver, 2010). In the online shopping context, the e-satisfaction concept emerges as an important behavioral outcome (Bansal et al., 2004). Thus, e-satisfaction is the outcome of overall experience and satisfaction concerning a given e-vendor's website (Polites et al., 2012). It symbolizes "the contentment of the customers with respect to their prior purchasing experiences with a given electronic commerce firm" (Anderson & Srinivasan, 2003). The assessment of a customer's online experience is playing an important role in e-commerce. Online providers need to know how their potential customers conduct the online information search, to evaluate their online purchase intentions, and understand the factors that stimulate a purchase. Thereby, they may customize the online channel, in order to satisfy customers' needs, improving service quality and customer's e-satisfaction (Polites et al., 2012). As seen previously there is some ambiguity when considering the relationship between website quality and satisfaction with the website (e.g., Polites et al., 2012; Tirtayani & Sukaatmadja, 2018). Nonetheless, as we know, e-commerce adoption implies the use of information and communication technologies. Thus, the receptivity to the online environment is a crucial aspect in order to form a positive relationship with satisfaction. However, website quality and satisfaction are distinct concepts. Many authors consider that website quality is antecedent to satisfaction. Positive perceptions regarding the website and its content increase the level of online satisfaction (e.g., Polites et al., 2012; Rodgers, Negash, & Suk, 2005). In this sense, the website quality is a crucial determinant and the starting point for an entirely online shopping experience. Thus, the author suggests:

H₃: Website quality has a positive influence on e-satisfaction.

Customer trust is an important concept within the e-commerce space as it drives both satisfaction in the company or organization as well as the intent to engage in future e-commerce transactions in a manner that satisfaction alone cannot predict (Pavlou, 2003). Customer trust and satisfaction are offered as supporting concepts when discussing privacy in the e-commerce space. Both trust and customer satisfaction is linked to the voluntary use of e-commerce systems (Warrington, Abgrab, & Caldwell, 2000). Linking trust and customer satisfaction continued to be a primary focus even as marketing efforts expand to include the use of personal information for increasingly intrusive marketing approaches such as behavioral marketing. Some scholars (Ghalandari, 2012; Taheri & Akbari, 2016) pointed out that e-trust influences on consumers' satisfaction with online shopping. If buyers trust a product or service, it can be confirmed that these products or services exceed their expectations. As a result, customer trust could enhance customer satisfaction. Based above discussions, it is suggested that:

Hypothesis H₄: E-trust is positively associated with E-satisfaction.

Churchill and Surprenant (1982) suggested that the expectancy-confirmation paradigm (ECP) should be widely used to clarify the satisfaction of buyers. This paradigm mentions "an individual's level of satisfaction is derived from the discrepancy between the individual's initial expectation and their post-purchase expectation, which in turn determines the repurchase intention". Based on ECP theory, Oliver and DeSarbo (1988) reasoned that shoppers who have "higher expectations may lead to higher satisfaction". In the ECP theory, perceived enjoyment is one of the aspects of post-usage expectation. Therefore, it is plausible that a buyer who has either one of the expectations may elicit his or her own satisfaction. Moreover, based on the theory of reasoned action, user belief (e.g., perceived enjoyment) relates to an attitudinal outcome (e.g., consumer satisfaction). Nusair and Kandampully (2008) indicated that perceived enjoyment is essential in attracting, satisfying, and retaining users. Hence, perceived enjoyment could be considered as a factor that leads to e-satisfaction. In addition, some scholars Safa and Solms (2016) asserted that perceived enjoyment related to consumer satisfaction.

Hypothesis H₅: Perceived enjoyment is positively associated with E-satisfaction.

2.5 E-loyalty

Polites et al. (2012) stated that "research should shift its focus away from satisfaction as the ultimate dependent variable, and toward dependent variables such as loyalty and repurchase intention, that may contribute more to the company's bottom line". Customer loyalty represents the customer's attitude and preference for a given company, product or service, and a commitment to rebuy (Gommans, Krishman, & Scheffold, 2001). In other words, consumer loyalty is the concept of customers purchasing goods or services from an organization again after an initial purchase has been made. The customer comes back to the organization or is retained. Loyalty (or repurchase) leads to profit and growth for an organization through increased purchases, willingness to pay higher premiums (thereby increasing profit margin), retention, reduction in marketing costs over time, and decreased vulnerability to competitive threats (Ittner & Larcker, 1998; Tirtayani & Sukaatmadja, 2018). Repurchase is based on the notion that keeping existing customers is cheaper than acquiring new ones. This logic relies on the assumption that a customer relationship is profitable, although this is an oversimplification in many industries. Some customer bases are actually unprofitable. In the online context, e-loyalty represents a perceived intention to revisit or use the website, or to consider purchasing from it in the future. The main goal of e-loyalty is to transform a behavioral intention into purchasing actions, namely a repeat buying behavior (Cyr, Kindra, & Dash, 2008).

As seen, websites are crucial components for succeeding e-commerce strategies for any organization. Effective use of this tool may increment customer satisfaction, website retention and repeat purchases, as well as lowering customers' tendency to switch to another website service provider (Tandon, Kiran, & Sah, 2017). Different features (e.g., content, functionality) affect customer loyalty to the website, depending on the website domain. For instance, the relationship between functionality and loyalty is stronger for transaction-oriented websites, rather than for information-oriented websites. Therefore, loyalty results from positive attitudes regarding the website. Different researches confirm the relationship between website quality and e-loyalty (Tandon et al., 2017; Tirtayani & Sukaatmadja, 2018). So, the following hypothesis is proposed:

H₆: Website quality has a positive influence on e-loyalty.

In the e-commerce context, there is a significant empirical support for the positive relationship between satisfaction and constructs related to e-loyalty, such as site stickiness, repurchase intentions, and continuance intentions. As a matter of fact, "e-satisfaction is considered an important factor in encouraging site stickiness, or loyalty, to an e-vendor's website" (Polites et al., 2012). Tandon et al. (2017) also theorized that because the Internet provides a simple mechanism for accessing other e-commerce vendors, the act of switching e-commerce partners requires minimal effort. Lacking strong customer satisfaction, consumers would not remain loyal to the service provider. For some authors, the link between them is evident and "intuitive" (Tandon et al., 2017; Tirtayani & Sukaatmadja, 2018).

Thus, the hypothesis is proposed:

H7: E-satisfaction has a positive influence on e-loyalty.

Moreover, research has shown that trust is an important factor in a consumer's intention to adopt services provided over the Internet as well as one time purchases, consumers must be trusted to engage in both e-commerce purchases and e-commerce services (Featherman & Pavlou, 2003). Corbitt, Thanasankit, and Yi (2003) advocated that "the higher the level of trust towards the e-commerce website, the greater the likelihood to repurchase the product from that website". In the online shopping context, since there is the absence of physical contact with the product, e-loyalty only exists when there is a degree of trust. Thus, only if an initial trust is built on the website, the customer is likely to repurchase the product from the website. Wen, Prybutok, and Xu (2011) showed that the violation of e-trust could lead to negative repurchase intentions. Lack of trust could be the main reason which prevents customers from engaging in online shopping or why they have negative concerns related to shopping online because buyers are unlikely to carry out transactions with vendors who fail to convey a sense of their trustworthiness. Therefore, e-trust plays a vital role in driving e-loyalty (Tirtayani & Sukaatmadja, 2018). The following hypothesis is proposed:

H8: E-trust is positively associated with e-loyalty.

2.6 Electronic word of mouth (eWOM)

Until now, there are many definitions of Word-of-Mouth (WOM). Arndt (1967) defined WOM as "oral, person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial concerning a brand, a product, or a service". In a post-purchase context, Westbrook (1987) stated that "consumer WOM transmissions consist of informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services and/or their sellers". Bone (1992) conceptualized WOM as "a group phenomenon - an exchange of comments, thoughts, and ideas among two or more individuals in which none of the individuals represent a marketing source". WOM is also defined as being informal and non-commercial communication and as an exchange of information between two or more individuals regarding a product or a service (Silverman, 2011). WOM is one of the critical factors changing consumer behavior. WOM can be one-way suggestions and recommendations or mutual conversations; live or recorded; in person, by email, by telephone, or by any other means of communication; one-to-one, one-to-many, or group discussion as long as they are from or among people perceived as non-commercial interest in encouraging others to a product or a service. These people can be friends, family, acquaintances or even strangers (Cheung & Thadani, 2012).

Electronic word-of-mouth (eWOM) is a new form of online WOM communication in the new digital era (Yang, 2017). According to Litvin, Goldsmith, and Pan (2018), eWOM "as all informal communication via the Internet addressed to consumers and related to the use or characteristics of goods or services or the sellers thereof". Abubakar, Ilkan, and Sahin (2016) stated that "eWOM has taken on a special importance with the emergence of online platforms, which have made it one of the most influential information sources on the Web". eWOM could lead to shifts in consumer behavior because it enables buyers to exert on each other by allowing them to receive or share information and opinions about products or services. Besides, eWOM has a prominent advantage due to its availability to everyone who can use online platforms to share their reviews and opinions with other users. Nowadays, buyers from everywhere can be easy to leave their comments and opinions that other buyers can use to get information about products and services efficiently. Therefore, where buyers trusted WOM from their family and friends, now they could get online reviews (eWOM) for information about goods or services that they need. Furthermore, in an environment in which consumers' trust of both organizations and advertising has been reduced, eWOM gives a way to gain a significant competitive advantage. Both of eWOM and traditional advertising can be seen as forms of advocacy; however, eWOM is perceived free of vested interest while advertising and commercial communication is information from a source having vested interest in presenting the information in a particular way

(Silverman, 2011). It is evident that purchasers commonly view eWOM as more trustworthy and credible than marketing communications (Yang, 2017).

Concerning the factors that affect eWOM, it is believed that satisfaction has a positive relationship with the desire for customers to make recommendations and reviews for the service providers (e.g., Prayag et al., 2017; Tsao & Hsieh, 2012). Organizations tend to expect that satisfied customers will automatically spread eWOM (Lii & Lee, 2012). Within the context of online shopping, eWOM seems to occur when people are either satisfied or dissatisfied with experiencing a product or service. The satisfied mode is based on the level of the product or service performance exceeding from customers' expectations and is probably resulted in positive eWOM, referring to pleasant experiences. While dissatisfied emotion depends on the level customer's expectations are not met and may lead to negative eWOM, including product denigration, unpleasant experiences, negative feelings, rumor and private complaining (Dolnicar, Coltman, & Sharma, 2015; Richins, 1983). These results explained that it is crucial for organizations to minimize eWOM from customers with low levels of satisfaction with the website and to maximize eWOM from highly satisfied customers. Furthermore, some authors Serra-Cantallops et al. (2018)demonstrated that e-satisfaction is a crucial antecedent of eWOM. Therefore, within the online shopping context, the author put forward the hypothesis as follows:

H9: E-satisfaction has a positive effect on the formation of positive eWOM.

On the other hand, Mohan, Sivakumaran, and Sharma (2013) clarified that perceived enjoyment might influence the different aspects of consumer behavior. A higher level of perceived enjoyment predisposition could lead to higher levels of positive affect. Thus, when buyers perceive a particular online shopping as playable or enjoyable, they are likely to recommend such a website to their family, colleagues, and friends. Mihić and Kursan Milaković (2017) justified that perceived enjoyment had a positive relationship with eWOM. Based on the aforementioned discussion, the author hypothesizes that:

H10: Perceived enjoyment has a positive effect on the formation of positive eWOM.

Loyalty is a crucial factor in achieving organizational sustainability and success (Bulut & Karabulut, 2018). Loyalty can be related both to the period when a buyer shops online as well as after that buyer finish his or her shopping. It is indicated that loyal customers tend to make a positive recommendation to relatives and friends. They have more incentives to get new information as well as resist more negative information about the organization (Salehnia et al., 2014). Conversely, Wangenheim (2005) argued that if customers have no loyalty to the firm, they tend to switch to another alternative and probably distribute negative words of mouth about the firm to reduce their cognitive dissonances. As a consequence, loyalty can be seen as one factor effective on WOM. Besides, in the online shopping context, Salehnia et al. (2014) found that e-loyalty had a positive relationship with eWOM (see Figure 2). Based on the above discussion, the following hypothesis is proposed:

H11: E-loyalty has a positive effect on the formation of positive eWOM.

2.7 The mediating role of e-trust and e-satisfaction

Besides the direct impact of website quality on customers' e-loyalty, website quality also could influence customers' e-loyalty through e-trust and e-satisfaction. The author states that e-trust and e-satisfaction are the mediating factors on the connection between website and e-loyalty because lack of e-trust and e-satisfaction could be the main reason customers decide not to shop online or they could consider switching to another website. Moreover, some studies have shown that the direct relationships between website quality and e-loyalty (e..g., Tandon et al., 2017), website quality and e-trust, e-trust and e-loyalty (e.g., Ghalandari, 2012; Tirtayani & Sukaatmadja, 2018), website quality and e-satisfaction (e.g., Tirtayani & Sukaatmadja, 2018), e-satisfaction and e-loyalty (e.g., Safa & Solms, 2016; Taheri & Akbari, 2016). Based on the linking of the relationships mentioned above, the author state that there is a likelihood that e-trust and e-satisfaction mediate the relationships between website quality and e-loyalty. So, the following hypotheses are proposed:

H_{12a}: E-trust mediates the relationship between website quality and e-loyalty.

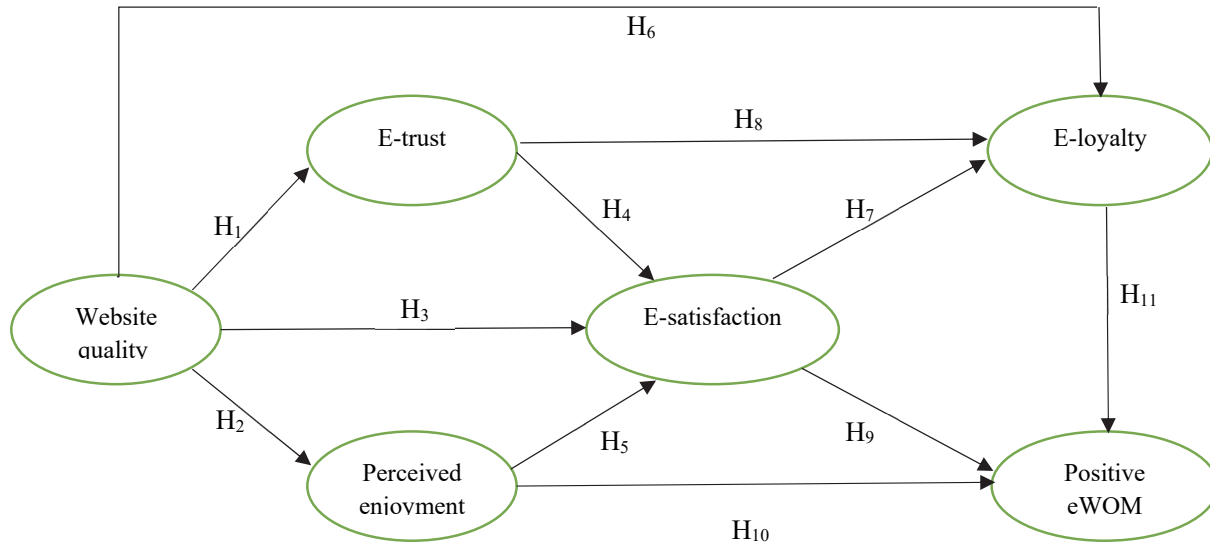*H_{12b}: E-trust mediates the relationship between website quality and e-loyalty.*

Fig. 2. An integrated model for customer's e-loyalty

(Source: the author proposes)

3. Research methodology

3.1 Procedure and sampling size

The sample was selected using a nonprobability sampling with a technique-convenience sample. Target respondents of this survey were people who aged16 years old and have ever purchased on online shopping websites in Vietnam. The current study consisted mainly of two stages including qualitative and quantitative research. For qualitative research, the questionnaire was originally formulated in English and then the author translated it into the Vietnamese language with the support of English specialists. In the qualitative research, the Vietnamese version of the questionnaire was tested by an in-depth interview method in one week with ten people who have ever purchased on online shopping to ensure if they understood the questions and revised Vietnamese terms which were unclear during due to translation. Based on the comments of respondents, the survey questionnaire was modified properly. The pilot study was sent to 50 people who have ever purchased on online shopping. The participants were asked to provide advice on elements of the survey that they are confusing, recommendations on wording, overall mechanics of taking the survey online, the instructions provided, and any questions they felt uncomfortable answering. Modifications were made to the instrumentation, specifically around grammatical errors and survey logic. The modified instrument was found to be reliable due to the minimum Cronbach's Alpha of each factor equals to 0.746 (Table 1). The individual items were deemed to be valid for the research as for each dimension the Cronbach's alpha was above the acceptable threshold of 0.70 (Giao & Vuong, 2019). For quantitative research, after the modifications for the questionnaire, the survey was issued to all respondents who work in the Vietnamese state-owned organizations in Vietnam at the time the research was deployed by delivering mainly via the internet by Google Docs. In this way, the author sent directly the survey link to respondents' email. In total, 650 responses were collected, but 29 questionnaires were removed because respondents indicated that the respondents are under 15 years old and the rest (27 questionnaires) was eliminated because they were invalid (respondents just chose one option for all questions). Finally, there only 594 valid questionnaires were used for the data analysis process.

Table 1

The pilot testing summary

Dimension		Code	Items	Cronbach's Alpha
Website quality	Website design	WD	4	0.811
	Security/privacy	SE	4	0.863
	Fulfillment/Reliability	RE	4	0.766
	Consumer service	CS	4	0.851
E-trust		ET	4	0.911
Perceived enjoyment		PE	4	0.849
E-satisfaction		ES	4	0.893
E-loyalty		EL	4	0.746
Electronic word of mouth		EWOM	4	0.887

Table 2

Distribution of the sample

N=594		Frequency	Percent
Gender	Female	381	64.1
	Male	213	35.9
Marital status	Married	375	63.1
	Single	219	36.9
Age	15-25 years old	117	19.7
	26-30 years old	279	47.0
	31-40 years old	168	28.3
	Over 40 years old	30	5.1
Education	Under College	69	11.6
	College	224	37.7
	Bachelor	270	45.5
	Postgraduate	31	5.2
Monthly income	< 5 million VND	183	30.8
	5-10 million VND	285	48.0
	10-20 million VND	96	16.2
	> 20 million VND	30	5.1
Online shopping frequently	1-3 times	272	45.8
	4-5 times	185	31.1
	> 5 times	137	23.1
Categories	Household items	33	5.6
	Books and stationery	60	10.1
	Food and beverages	153	25.8
	Fashion	201	33.8
	Cosmetics and personal care	72	12.1
	E-accessories	30	5.1
	Baby products	45	7.6

Note: 1 million VND ≈ 43 USD

3.2 Instruments

All constructs in the conceptual model were measured with multiple items, which were developed by previous researchers. All of the measurement scales used a five-point Likert scale including "Strongly disagree" (=1), "Disagree" (=2), "Neutral" (=3), "Agree" (=4), and "Strongly agree" (=5) to explore the opinion of the respondents. Specifically, website quality measured by sixteen items of Li et al. (2015) with four dimensions: website design (four items: e.g., *This website has effective search functions*"); Security/privacy (four items: e.g., "*I feel safe in my transactions at this website*"); Fulfillment/Reliability (four items: e.g., "*I obtain exactly the products which I ordered*"); Consumer service (four items: e.g., "*This company is responsive to my requests*"). E-trust was measured by four items of Jin, Yong Park, and Kim (2008). A sample item for e-trust was "*This company gives me a trustworthy impression*". E-satisfaction was measured by four items of Li et al. (2015). A sample item for e-satisfaction was "*Overall, this website consistently meets my expectations*". Perceived enjoyment

was developed by four items of Wen (2012). A sample item for perceived enjoyment was "*I found my visit to this website interesting*". E-loyalty was developed by four items of Chang and Chen (2008). A sample item for e-loyalty was "*I usually visit this website first when I need to shop online for this type of product/service*". Electronic word of mouth was developed by four items of Wen (2012) and Bulut and Karabulut (2018). A sample item for eWOM was "*I say positive things about this website to other people*".

3.3 Partial Least Squares Regression

Partial least square-structural equation modeling (PLS-SEM) was employed by the SmartPLS 3.0 software to evaluate the hypotheses in this study. PLS-SEM is a statistical analysis technique for data exploration within the quantitative research discipline used to measure the observed variables collected from instruments to determine their influence on latent or unobserved variables (Fornell & Larcker, 1981). Hair et al. (2014) proposed the use of PLS-SEM due to its effective use as an analysis tool used to support prediction models from empirical data. Vuong and Giao (2019) also advocated that PLS-SEM has the capability to calculate p-values through a bootstrapping technique if samples are independent and if the data is not required to be normally distributed.

4. The results

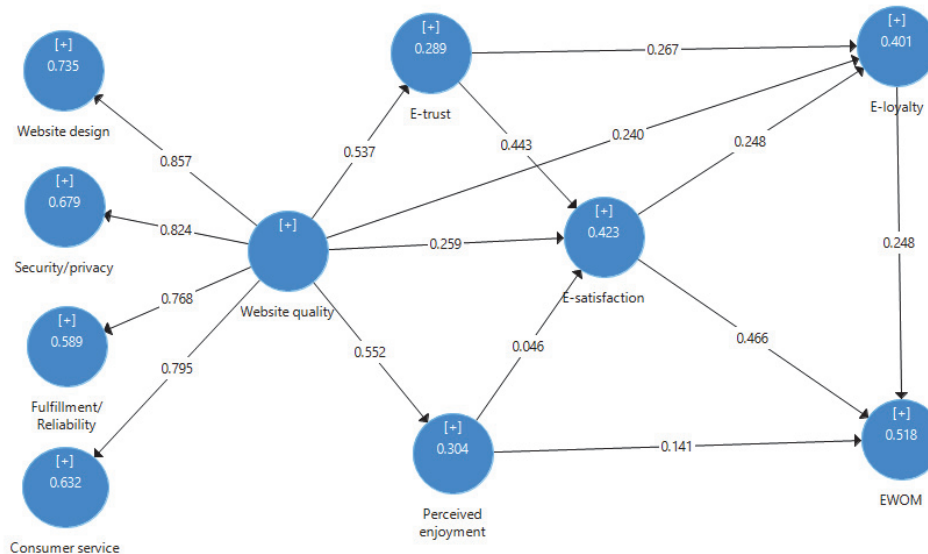### 4.1 Reliability and Validity of Constructs

Fig. 3. Measurement model

Following Giao and Vuong (2019), who indicated that the composite reliability values should be 0.7 or greater to be considered reliable in a model, each variable was evaluated and charted to verify reliability. From Figure 3 and Tables 3 presented, it is clearly stated that all the variables used in this research were reliable since it obtained the Composite Reliability and Cronbach's Alpha values more than 0.7. So, all values fall within the acceptable range to conclude good reliability.

Moreover, convergent validity is the amount of variance when two or more items agree when measuring similar constructs and is calculated using the Average Variance Extracted (AVE). AVE measures the captured by a construct as a percentage (Fornell & Larcker, 1981). Convergent validity is said to be reliable when the AVE is above 0.50 (Fornell & Larcker, 1981; Hair et al., 2014). However, Fornell and Larcker (1981) stated that an AVE below 0.5 would be acceptable as long as the composite reliability is above 0.7. Table 3 showed a summary of the PLS quality of the measurement model. The mean composite reliability (CR) for all of the constructs fell well above the threshold with values ranging between 0.869 and 0.928, and AVE values were ranging between of 0.631 and 0.874. Thus, all the items in the survey instrument are now considered convergent validity.

Table 3
Summary of PLS Quality

Construct	Indicator	Indicator loading	Cronbach's Alpha	Composite Reliability (CR)	AVE	R²
Website design	WD1	0.832	0.813	0.878	0.645	
	WD2	0.870				
	WD3	0.812				
	WD4	0.684				
Security/ privacy	SE1	0.835	0.881	0.918	0.736	
	SE2	0.865				
	SE3	0.863				
	SE4	0.868				
Fulfillment/ Reliability	RE1	0.787	0.862	0.907	0.709	
	RE2	0.840				
	RE3	0.858				
	RE4	0.879				
Consumer service	CS1	0.827	0.874	0.874	0.874	
	CS2	0.836				
	CS3	0.895				
	CS4	0.848				
	CS1	0.827				
E-trust	ET1	0.816	0.857	0.903	0.700	0.289
	ET2	0.811				
	ET3	0.885				
	ET4	0.832				
Perceived enjoyment	PE1	0.856	0.890	0.924	0.753	0.304
	PE2	0.916				
	PE3	0.886				
	PE4	0.811				
E-satisfaction	ES1	0.893	0.895	0.928	0.763	0.423
	ES2	0.889				
	ES3	0.916				
	ES4	0.792				
E-loyalty	EL1	0.854	0.798	0.869	0.631	0.401
	EL2	0.900				
	EL3	0.815				
	EL4	0.566				
Electronic word of mouth	EWOM1	0.868	0.889	0.923	0.751	0.518
	EWOM2	0.893				
	EWOM3	0.879				
	EWOM4	0.825				

In order to determine item discriminate validity, the factors should be examined and analyzed to ensure that items load on constructs they were intended to load, do not load on constructs they were not designed to load (Giao & Vuong, 2019). Table 4 identifies the item cross-loadings for this research. Hair et al. (2014) stated that if the load of the items on other constructs, the item is said to not measure the construct appropriately and continuing to use the item in analysis can alter results and interpretation of the data. According to Table 3, because all constructs did not load on any construct, it was not removed from the measurement model, as discriminate validity was acceptable. Besides, discriminant validity can be shown through the correlation matrix. The square root of a construct's AVE value should be greater than the squared correlation with any other construct "since a construct shares more variance with its associated indicators than it does with any other construct" (Hair et al., 2014). The table above (Tables 4) was the correlation matrices of the constructs with the diagonal values. Each construct square root of their AVE values was indeed greater than the squared correlation with any other construct. Therefore, discriminant validity has been established for the constructs.

Table 4
Correlations of constructs

	CS	EL	ES	ET	EWOM	PE	RE	SE	WD
CS	0.852								
EL	0.524	0.794							
ES	0.507	0.534	0.874						
ET	0.517	0.546	0.606	0.836					
EWOM	0.534	0.581	0.657	0.606	0.867				
PE	0.520	0.602	0.416	0.514	0.484	0.868			
RE	0.467	0.323	0.391	0.411	0.383	0.359	0.842		
SE	0.484	0.387	0.334	0.396	0.315	0.492	0.522	0.858	
WD	0.598	0.413	0.456	0.408	0.440	0.403	0.537	0.658	0.803

4.2 Structural Model

4.2.1 Multicollinearity

Hair et al. (2014) recommended that indicators that indicate the presence of multicollinearity is a problem, as the indicator has the possibility of inflating bootstrap standard errors, thus increasing the probability of failing to detect that an effect is present in the research. They also proposed the Variance Inflation Factor (VIF) indicator to measure multicollinearity issues. The VIF should be less than a 5.00 tolerance level (Giao & Vuong, 2019). In this study, the maximum inner VIF of constructs was 1.850. As a result, the collinearity of the constructs was not a concern (Table 5).

Table 5
The result of multicollinearity

Construct	Inner VIF Values				
	Website quality	PE	ET	ES	EL
Website design	1.000				
Security/ Privacy	1.000				
Fulfillment/Reliability	1.000				
Consumer service	1.000				
E-trust	1.000				
Perceived enjoyment	1.000				
E-satisfaction	1.645	1.555	1.590		
E-loyalty	1.539		1.766	1.728	
Electronic word of mouth		1.599		1.428	1.850

4.2.2 Hypotheses Testing

Based on what was discovered in the PLS-SEM estimates (Fig. 4 and Table 6), the results of the hypotheses were indicated as the following:

Hypothesis 1: the result showed that website quality had a positive and significant relationship with e-trust, (p-value = 0.000 and beta coefficient = 0.537). This was supported by the previous research of Tirtayani and Sukaatmadja (2018). The result indicated that the higher website quality, the greater is the possibility that buyers will trust in online vendors. Thus, hypothesis 1 was supported.

Hypothesis 2: the result showed that website quality had a positive and significant relationship with perceived enjoyment (p-value = 0.000 and beta coefficient = 0.552) which means that consumers who had a good perception of website quality tended to show a higher level of perceived enjoyment. This was supported by the previous investigation of Juyeon Kim et al. (2013). Thus, hypothesis 2 was supported.
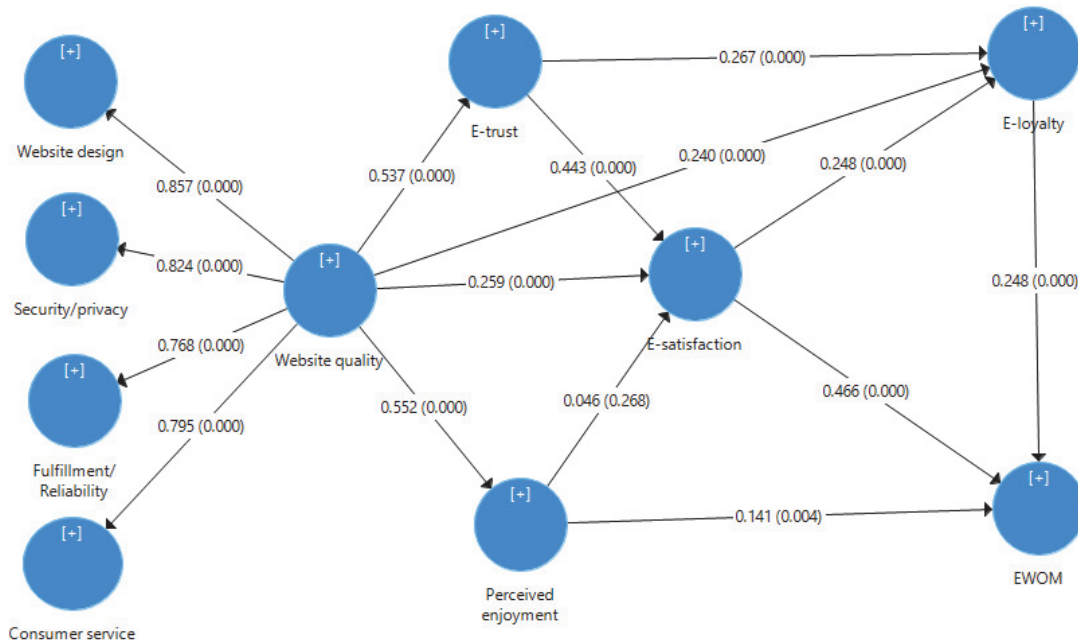
Fig. 4. Structural Model

Hypothesis 3: the result showed that website quality had a positive and significant relationship with e-satisfaction (p-value = 0.000 and beta coefficient = 0.259) which means that consumers who had a good perception of website quality tended to show a higher level of e-satisfaction. This was supported by the previous study of Polites et al. (2012). Thus, hypothesis 3 was supported.

Table 6
Hypothesis Testing Results

Hypothesis	Dependency			Path	Standard	T-Statistics	P-Values	Conclusion
	WQ	→	WD	0.857	0.012	71.499	0.000	
	WQ	→	SE	0.824	0.013	62.736	0.000	
	WQ	→	RE	0.768	0.021	36.052	0.000	
	WQ	→	CS	0.795	0.017	46.233	0.000	
H_1	WQ	→	ET	0.537	0.029	18.524	0.000	Supported
H_2	WQ	→	PE	0.552	0.031	18.061	0.000	Supported
H_3	WQ	→	ES	0.259	0.038	6.746	0.000	Supported
H_4	ET	→	ES	0.443	0.042	10.421	0.000	Supported
H_5	PE	→	ES	0.046	0.041	1.108	0.268	Not Supported
H_6	WQ	→	EL	0.240	0.049	4.867	0.000	Supported
H_7	ES	→	EL	0.248	0.053	4.715	0.000	Supported
H_8	ET	→	EL	0.267	0.045	5.918	0.000	Supported
H_9	ES	→	eWOM	0.466	0.034	13.823	0.000	Supported
H_{10}	PE	→	eWOM	0.141	0.048	2.899	0.004	Supported
H_{11}	EL	→	eWOM	0.248	0.045	5.450	0.000	Supported

Hypothesis 4: the result showed that e-trust had a positive and significant relationship with e-satisfaction (p-value = 0.000 and beta coefficient = 0.443) which means that consumers who had a high e-trust tended to show a higher level of e-satisfaction. This was supported by the previous examination of Taheri and Akbari (2016). Thus, hypothesis 4 was supported.

Hypothesis 5: the result showed that perceived enjoyment didn't have a significant relationship with e-satisfaction (beta coefficient = 0.046). Besides, perceived enjoyment showed a positive relationship with e-satisfaction which means that consumers who had a good perception of enjoyment tended to show a higher level of e-satisfaction. However, this relationship was not statistically significant (p-value = 0.268), which means that there is a high potential that this relationship may occur purely by chance. Thus, hypothesis 5 was not supported.

Hypothesis 6: the result showed that website quality had a positive and significant relationship with e-loyalty (p-value = 0.000 and beta coefficient = 0.240). This was supported by previous studies of Tirtayani and Sukaatmadja (2018), Tandon et al. (2017). When the perceived risk is low, consumers are more willing to continue to repurchase at the website. Online vendors need to focus on the online store to safely and promptly deliver the ordered product as promised, especially ensure the consumer's security. Thus, hypothesis 6 was supported.

Hypothesis 7: the result showed that e-satisfaction had a positive and significant relationship with e-loyalty (p-value = 0.000 and beta coefficient = 0.248) which means that consumers who had a high e-satisfaction tended to show a higher level of e-loyalty. This was supported by previous researches of Taheri and Akbari (2016), Safa and Solms (2016). Thus, hypothesis 7 was supported.

Hypothesis 8: the result showed that e-trust had a positive and significant relationship with e-loyalty (p-value = 0.000 and beta coefficient = 0.267) which means that consumers who had a good perception of e-trust tended to show a higher level of e-loyalty. This was supported by the previous analysis of Safa and Solms (2016). Thus, hypothesis 8 was supported.

Hypothesis 9: the result showed that e-satisfaction had a positive and significant relationship with eWOM (p-value = 0.000 and beta coefficient = 0.466) which means that consumers who had a good perception of e-satisfaction tended to show a higher level of eWOM. This was supported by the previous investigation of Dolnicar et al. (2015). Thus, hypothesis 8 was supported.

Hypothesis 10: the result showed that perceived enjoyment had a positive and significant relationship with eWOM (p-value = 0.000 and beta coefficient = 0.141) which means that consumers who had a good perception of enjoyment tended to show a higher level of eWOM. This was supported by the previous study of Mihić and Kursan Milaković (2017). Thus, hypothesis 10 was supported.

Hypothesis 11: the result showed that e-loyalty had a positive and significant relationship with eWOM (p-value = 0.000 and beta coefficient = 0.248) which means that consumers who had a high e-loyalty tended to show a higher level of eWOM. This was supported by the previous examination of Salehnia et al. (2014). Thus, hypothesis 11 was supported.

Table 7
The mediating role of e-trust and e-satisfaction

Relationship	Direct effect	Indirect effect	Total effect	Mediating effect	Conclusion
WQ→ET→EL		0.143***		Partial Mediation	Supported
WQ→ES→EL	0.240***	0.064***	0.512***	Partial Mediation	Supported
WQ→ET→ES→EL		0.059***			

Note: ***=p<0.001

Hypothesis 12a: Based on Table 7, e-trust mediated the relationship between website quality and e-loyalty due to some following reasons: first, the results in Table 6 revealed that the p-value for the direct path WQ→EL was 0.000; QW→ET was 0.000; ET→EL was 0.000 which were statistically significant (p<0.05). Second, the p-value of the indirect effect (WQ→ET→EL) was 0.000 (Table 7) which was statistically significant as well. Hence, the mediating role of e-trust has existed (Giao & Vuong, 2019). Therefore, hypothesis 12a was supported and this mediation was partial.

Hypothesis 12b: Based on Table 7, e-satisfaction mediated the relationship between website quality and e-loyalty due to some following reasons: first, the results in Table 6 revealed that the p-value for the direct path WQ→EL was 0.000; WQ→ES was 0.000; ES→EL was 0.000 which were statistically significant (p<0.05). Second, the p-value of the indirect effect (WQ→ES→EL) was 0.000 (Table 7) which was statistically significant as well. Hence, the mediating role of e-trust has existed (Giao & Vuong, 2019). Therefore, hypothesis 12b was supported and this mediation was partial.

4.2.3 Model fit of PLS model

Hair et al. (2014) suggested that a high R^2 value of the dependent construct could be well predicted in

the PLS path model. The R^2 value for e-loyalty (0.401) indicates that 40.1% of the total variation of the endogenous construct e-loyalty may be explained by the exogenous constructs such as website quality, e-trust, and e-satisfaction. The R^2 value for an electronic word of mouth (0.518) indicates that 51.8% of the total variation of the endogenous construct (eWOM) may be explained by the exogenous constructs such as perceived enjoyment, e-satisfaction, and e-loyalty. Additionally, Giao and Vuong (2019) recommended that R^2 values and the effect for endogenous latent variables could be estimated as 0.02 (weak), 0.13 (moderate), and 0.26 (large). In this study, R^2 coefficients for e-loyalty and eWOM were greater than 0.26 (40.1%, 51.8%, respectively). Consequently, the PLS model of this research demonstrated the good model-data fit.

5. Conclusion

The main objective of the research was to examine the relationship between website quality, e-trust, e-satisfaction, e-loyalty, and electronic word of the mouth thoroughly. Hence, an integrated model for customer's e-loyalty was proposed in an online shopping context in Vietnam. This study achieved some results like the following: First, measurement scales in this study were adapted from some prior researches and were employed to measure in the Viet Nam market. This study could be a useful reference for future research related to behavioral intention in an online shopping context. Seconds, this study also showed that individual users' intention to be a positive word of mouth in online websites was mainly motivated by e-trust, e-satisfaction, website quality, perceived enjoyment, and e-loyalty. Moreover, the results indicated that website quality also indirectly impacted on e-loyalty through e-trust and e-satisfaction. Third, this study was consistent with prior researches about consumers' e-loyalty in online shopping, and this relationship is also confirmed its meaning in Vietnam online shopping market. The relationship between e-trust and e-satisfaction often changes from one study to another. It remains unclear whether consumers are satisfied because they trust online shopping, or if they report improved trust because they are satisfied with internet shopping. In this study, when measuring this relationship in an online shopping context, e-trust was found that it has a strong impact on e-satisfaction. Furthermore, e-trust was also a significant motivator on customers' e-loyalty. Fourth, this study also confirmed the relationship between website quality and other factors which was examined not much in previous studies. Website quality is a vast concept and multi-dimensional construct. Many researchers have tied to propose different measurement scales to measure this concept. In this study, four constructs of website quality (website design, security/privacy, fulfillment/reliability, consumer service) were used to measure customer cognition to the quality of online shopping websites. Results of the study specified that website design and security/privacy had a stronger impact than fulfillment/reliability and consumer service on user perception of website quality.

6. Managerial implications

This research made essential contributions to online shopping research. The results of this research offered some significant implications for marketers who prepared strategic plans and implemented tools to enhance the performance of their e-business as well:

First, this study could help e-sellers to fully understand the crucial factors that determine the customers' behavioral intention, which could help e-sellers to update their managerial and IT strategies and increases profits. This result highlights the importance of website quality, e-trust, e-satisfaction, and perceived enjoyment in predicting the e-loyalty and eWOM to use online websites.

Second, online vendors should provide good online website quality to retain existed customers. Online websites need to differentiate more and more, especially focus factors influence feeling or experiences customer have while engaging with the websites. Managers should commit to maintain system operation well and make the website easy and quick to be used. When shopping online, one of the problems which customers afraid of is the loss of personal data and perceived risk in security. Hence, provide a secure system, and a secure payment mechanism is very necessary for online shopping. Besides that, online vendors also must ensure reliability. Customers usually pay attention to websites that provide more information with highly reliable and accurate. Invest in fulfillment/reliability will

increase the quality of the website and could attract more new customers in the competitive market.

Third, this study indicates that e-trust as a predictor as well as a factor influencing on e-loyalty directly and indirectly. Thus, managers who ran websites should pay attention to enhance the level of e-trust of consumers. In modem society, although organizations have enthusiastically used the internet as a critical sales and marketing tool for their goods and services, many buyers have not trusted in e-commerce security. They are reluctant to release their personal information to a website, especially in Vietnam where institutions and infrastructure conducive to trust have not been well developed. Hence, play a high priority on increasing customers' e-trust becomes more necessary to motivate customers' repurchasing behavior in the Vietnam market.

Fourth, this research also confirmed the role of e-satisfaction in predicting customers' e-loyalty. Having satisfied customers is an antidote for online websites. Customers will discontinue using an online website if they are not satisfied with it, even if it is useful or well designed. Conversely, they will repurchase products or services of online websites when they feel satisfied with it. Thus, in order to retain an existing customer, online vendors should devote themselves to make customers feel satisfied with their provided products and services. They need to improve their performance to adjust to customer expectations, as well as increasing customer e-trust and e-loyalty to online websites.

Fifth, this analysis showed that perceived enjoyment is an important consequence of website quality, and it has a positive relationship with eWOM. Attributes such as fun, interesting, entertainment, and enjoyable are the areas in which online vendors could work on in order to take advantage of customers' attitudes towards online shopping, therefore increase their loyalty to shop online. Online sellers should pay attention to improve their website quality to evoke positive emotions from buyers. As a result, because a high perceived website quality tends to raise the repurchase intention and eWOM for further.

Finally, increasing website quality, not only customers' e-trust, e-satisfaction, perceived enjoyment, and e-loyalty are strengthened, but also customers' positive electronic word of mouth is strongly advised. It will motivate customers to say positive things about online vendors, recommend and even encourage the other people using that website. This helps to create competitive advantages for online vendors in maintaining their customers, and even thanks to the existing customers for attracting new customers. Online vendors should take some actions such as doing surveys to understand buyers how well buyers satisfied with their website, their expectations about services, their comments or complaints, etc. so that vendors could give feedback on time to improve buyers' satisfaction; these surveys would be done yearly. Besides, online vendors should provide online service with more competitive prices and enhance product quality to make buyers satisfy so that they can give positive word-of-mouth communications among them.

7. Limitations and recommendations for future research

This research offered some valuable insights into online shopping studies. However, there are various limitations of this study and recommendation to the future research will also be discussed. First, empirical research was conducted only in Viet Nam. Thus, data results mainly reflected in customer behaviors in Vietnam. The author recommended replicating the study in different nations to get an international sample. Second, the different shoppers may have different online shopping intentions, but this research did not perform an analysis of variance on demographic variables of buyers. Future research should perform a comparison of demographic variables such as gender, income, age, education, marital status on behavioral intention. Finally, respondents answered the questionnaire based on various websites rather than responding to questions about a specific website. So, the type of distinctive websites may influence customers' perceptions and experience of online shopping.

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