

# Research on the Influence of E-commerce Platform Service Functions on Vietnamese Consumers' Purchasing Intention

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## Abstract

According to the Vietnam E-commerce Index Report released by the Vietnam E-commerce Association (VECOM) in 2018, the growth rate of Vietnam's e-commerce index in 2017 increased by 25% compared with 2016. The report also shows that for the online retail space, data from thousands of e-commerce sites showed a 35% increase in revenue growth in 2017. In addition, with the explosive development of information technology and the Internet in Vietnam, online transactions on e-commerce platforms have gradually become more common and popular. Especially in the face of the complex situation of the Covid-19 pandemic, more and more e-commerce platforms have proved their advantages and played their positive role, and the decline in offline retail sales has become a lever for the strong growth of e-commerce. – Data shows that during the Covid-19 epidemic, the number of consumers shopping online in Vietnam has reached a record high, with an average of 30 million purchases per day. The explosive development and wide application of e-commerce services have brought benefits to businesses and consumers, especially driving the overall economic development of Vietnam. By 2022, about 30% of Vietnam's population is expected to participate in online shopping, reaching US\$350 per person, and e-commerce on mobile platforms will continue to become the mainstream of the world. To study the influence of e-commerce platform service functions on Vietnamese consumers' purchase intention through literature research and empirical analysis, considering ease of use, product information, reliability, customer support, interface design, and considering consumer satisfaction and consumer trust Moderating effect, establish a conceptual model, collect data through questionnaires, and use SPSS software to conduct empirical analysis on the data, and draw the following research conclusions: There are five paths for the service function factors of e-commerce platforms to affect Vietnamese consumers' purchase intention; one is easy Usability—consumer satisfaction—purchase intention; second, customer support—consumer satisfaction—consumer purchase intention; third, interface design—consumer satisfaction—consumer purchase intention; fourth, reliability—consumer trust—consumer purchase Willingness; the fifth is product information—consumer trust—consumer purchase intention.

## Keywords

Vietnamese Consumers; Consumer Satisfaction; Trust; Purchase Intention; E-commerce Platform Service Functions.

## 1. Introduction

Vietnam is one of Asia's fast-growing economies, so it offers direct and online retail investors the opportunity to tap potential markets. Vietnam's e-commerce market is growing rapidly, with 35.4 million users and over \$2.7 billion in revenue in 2019. Vietnam has 59.2 million Internet users, more than a quarter of the country's population, and that number is expected to rise to 68 million by 2021. By 2021, there will be 35 million smartphone users for daily life and

shopping, and this is expected to grow to 40 million by the end of 2021. This is a good condition for online retailers to open online product stores in Vietnam and establish a foothold in the market. In Vietnam's online shopping market, currently, three of The top 10 e-commerce sites are The leading online business platforms in Southeast Asia, namely Tiki, Sendo and The Gioi Di Dong. Alibaba Vietnam, Shopee (Vietnam) and JD.com.vn (JD.com.vn) are e-commerce sites with larger scale and scope of activities, covering Southeast Asia.

The number of e-commerce platforms and product categories will develop in depth, diversity and richness. The touch revolution has had a big impact on consumer behavior and habits, and Vietnamese consumers are also following this general trend. The 4.0 technology platform enables developers to unleash their creativity across a variety of devices. With technological breakthroughs, buyers and sellers are getting closer and closer. In the context of a lot of rapid change, a lot of new things are coming into being that can help users have a lot of fun experiences, but also become more worried about potential risks. Therefore, the service function of e-commerce platform will attract customers' attention, which will affect purchase intention, online customer loyalty and other factors.

Domestic and foreign e-commerce platforms compete with each other. The e-commerce market is expected to boom in the coming years as domestic e-commerce platforms compete with well-known foreign e-commerce platforms such as Amazon, Taobao and ebay. Specifically, the market will grow strongly, but foreign e-commerce exchanges will occupy 70-80% of the market, while Vietnamese e-commerce exchanges will only occupy the remaining 20% of the niche market.

In my opinion, by 2020, the e-commerce market will no longer focus on growth and increasing profits, but will establish better delivery strategies and improve user experience to prosper in the coming years.

## **2. The Formation, Development and Status Quo of E-commerce Platform in Vietnam**

### **2.1. The Formation and Development of E-commerce Platform in Vietnam**

E-commerce activities in Vietnam appeared in the early years of the 2010s. The Government, after studying for a long time, issued a Decree on e-commerce. E-commerce activities were officially recognized by law in 2013.

Currently, there are many definitions of e-commerce that have been proposed. According to the WTO definition, "Electronic commerce includes the production, distribution, marketing, sale or delivery of goods and services by electronic means". In Vietnam, there is also a Government decree on e-commerce. Including the introductory definition of e-commerce is: "E-commerce activities are the conduct of part or the whole process of commercial activities by electronic means connected to the Internet, mobile telecommunications networks or other open networks." E-commerce is also known as E-commerce, that is, Electronic Commerce.

E-commerce is carried out for traditional activities (health care, education, ...), trade in services (legal services, financial services, ....) and especially trade in goods (goods). housewares, clothes, etc.)

### **2.2. The "Golden Age" of E-commerce Platforms in Vietnam**

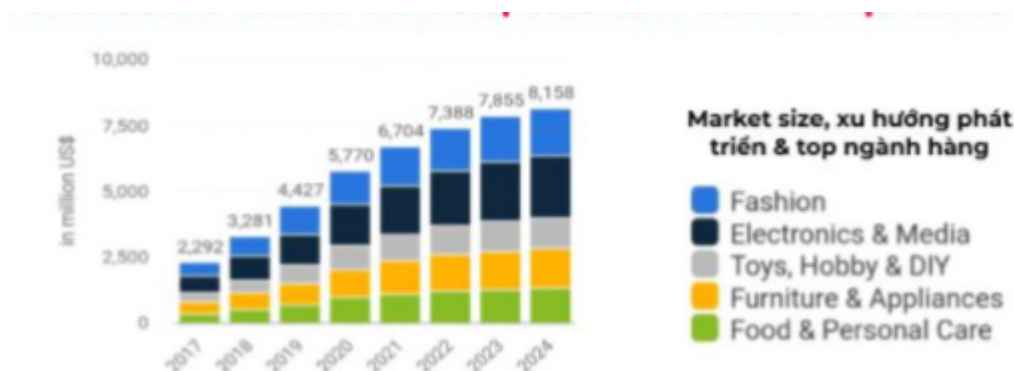
#### **E-commerce development trend in Vietnam**

Top growth industries on e-commerce include fashion, electronics, toys, furniture and appliances, food and personal care...

The age group with the highest demand for shopping on E-commerce is 25-34.

Among those who are using e-commerce, women account for 50.5% and men make up 49.5%.

In terms of income, people with low, medium to high income all participate in shopping on E-commerce.



**Fig 1.** E-commerce industry growth

Source: Statista

### Main e-commerce platforms in Vietnam

Mặc dù sân chơi hiện nay có sự tham gia của rất nhiều sàn lớn nhỏ, nhưng có sức ảnh hưởng lớn nhất đến thị trường và người tiêu dùng vẫn là 4 cái tên: Tiki, Shopee, Lazada, Sendo.

### Current status of e-commerce development in Vietnam

**Strong growth rate:** According to the eEconomy SEA 2019 report published by Google and Temasek, the size of Vietnam's e-commerce market in early 2020 reached 5 billion USD, the growth rate was up to 81%. Notably, the Vietnam E-commerce White Paper in 2019 released by the Department of E-commerce and Digital Economy (Ministry of Industry and Trade) shows that the growth of Vietnam's e-commerce market is at the highest level in the past 3 years. , the whole country has 39.9 million people participating in online shopping, an increase of 11.8% compared to 2018 and nearly doubled after only 3 years. Online shopping value per capita reached 202 USD, up 8.6%. Among the 10 e-commerce platforms with the highest total number of website visits in the Southeast Asian market in the first 6 months of 2019, up to 5 are from Vietnamese enterprises - including Tiki, Sendo, thegioididong, Dien May Xanh and FPT Shop. During the outbreak of the pandemic, Vietnam's e-commerce achieved an impressive growth of 18%, the market size was up to 11.8 billion USD, accounting for 5.5% of the total retail sales of goods and revenue. nationwide consumer service. With that impressive growth, Vietnam is said to be quickly becoming the leading "hot piece of cake" for e-commerce in Southeast Asia.

The reason for this breakthrough growth is due to strict social distancing regulations from the Government that have forced consumers to find ways to adapt to shopping remotely without having to leave their homes.

Before the obvious impact of the COVID-19 pandemic, Vietnamese consumers' buying behavior has had certain changes. Outside shopping activities such as supermarkets, shops or traditional markets are minimized by consumers. Instead, they tend to increase and focus more on spending that can be done at home.

According to experts, Vietnam's e-commerce market is going in two trends. First, the game is for e-commerce giants with huge investments to compete for market share; Second, the emergence of more and more startup ideas with breakthrough technology providing services to leading enterprises in the industry. According to the ranking of the top e-commerce businesses in Vietnam, updated by iPrice insights on March 3, 2020, Shopee Vietnam continues to lead in the whole year of 2019 in terms of website traffic (averaging 38 million visits).

/month). Followed by Thegioididong with 28 million visits/month, Sendo with 27.2 million visits/month, Lazada with 27 million visits/month and Tiki with 24.5 million visits/month.

### **3. Difficulties and Challenges in Developing E-commerce, What Should Vietnamese Businesses Change and Focus on?**

#### **3.1. Difficulties and Challenges in Developing E-commerce**

Despite the strong development, the e-commerce market also creates a harsh screening. In early February 2020, Leflair announced to suspend operations in Vietnam. According to this investor's explanation, building and expanding e-commerce requires huge investment resources. In which, technology, logistics and human resources are important factors determining the success of enterprises. However, the pressure of limited capital and the requirement to cut operating costs forced enterprises to make this difficult decision. Not only Leflair, before that, in 2019, the market witnessed the "departure" of many online sales brands such as Robins.vn, Adayroi.vn (of Vingroup). Other names like Vuivui.com (of thegioididong), Cdiscount.vn (of Big C Vietnam) were closed because of inefficient operation.

After these brands gave up the game, the general e-commerce sites in Vietnam only had 4 notable names: Lazada.vn, Sendo.vn, Tiki.vn, Shopee.vn. However, these names are dominated by foreign giants. In which, Alibaba owns Lazada.vn, JD.com is a major shareholder of Tiki.vn, Tiki has coordinating capital from Chinese investors...

Challenges in terms of network safety and security, both for businesses and consumers. Cybersecurity and personal security in e-commerce transactions in Vietnam is a big dilemma for business managers and state management agencies. Recently, the State has issued many legal documents forcing businesses providing goods and services in e-commerce not to perform a number of acts that may infringe on the rights and interests of consumers. However, the law on consumer protection is not yet feasible, so consumers still suffer many disadvantages and are not assured when shopping online.

Most Vietnamese enterprises today, especially small and medium enterprises, have not invested enough in research activities to understand foreign customers' tastes to sell directly, not through intermediary distributors. E-commerce enterprises in Vietnam are still slow to invest and invest in research and customer care activities. In terms of prestige, domestic online sellers are still weak compared to many global online sellers. The quality and design of domestic products are still inferior to similar products of many other countries.

The percentage of businesses in the B2C model building websites in recent years has not changed much (in 2018 there were 44%, 1% higher than 2017 and 1% lower than 2016), but most of the This business has paid more attention to taking care of and updating information on its website system. Specifically, 47% of businesses said that they regularly update information daily, 23% of businesses update information weekly. This proves that businesses have paid much more attention to taking care of their image and brand, ready for more enhancement of online business forms. In 2018, among surveyed enterprises, 36% of enterprises said that they have sales on social networks, up 4% compared to 2017; 12% of enterprises have business through e-commerce floors - an increase of 1% compared to 2017; 17% of businesses have business on mobile platforms. In B2C e-commerce transactions, the survey on receiving orders and placing orders through online tools has: 84% of businesses said that they receive orders and place orders via email; 49% receive orders via social networks; 45% for ordering through the website - including 36% for receiving orders, 44% for placing orders; through the e-commerce floor is 13% for receiving orders, 19% for placing orders. Thus, Vietnamese enterprises have paid more attention to online business strategies. However, the implementation is still at a low level, not commensurate with the scale and potential of e-commerce, many small and medium enterprises are still not ready for this change.

Buying habits of Vietnamese consumers also have positive changes. From just being used to traditional business transactions, face to face, holding, looking at and being able to try products, they have gradually approached and loved online shopping.

Therefore, Vietnamese businesses should focus on investing in not only the quality but also the form and diversity of functions of e-commerce platforms, raising awareness about e-commerce platforms. Currently, e-commerce has not been approached and developed methodically, most of it is spontaneous, so the effectiveness and promotion of e-commerce is still limited.

The reality shows that the functions of e-commerce platforms also play a very important role in choosing and purchasing platforms.

#### **4. The Connotation of Service Function of E-commerce Platform**

E-commerce platform has been widely welcomed by consumers in domestic and foreign retail markets because of its advantages in shopping convenience and diversification of commodity choices. As e-commerce operators gradually pay more attention to the end user market, the operation of e-commerce platform is no longer limited to B2B online business transactions between businesses. Considering the diversity of end-users' needs and the universality of geographical space, the establishment and development of e-commerce platform can effectively solve the problems of end-network users in the diversity of commodity selection and physical shopping restricted by geographical location. Therefore, e-commerce platforms that provide online commodity experience and diversified commodity choices for terminal users gradually occupy an important position in e-commerce. E-commerce platform is a platform for platform operators to provide online merchants and end users with online trading and payment functions. As users can buy diversified commodities they need without going out of their homes, and the quality of commodities can be guaranteed, e-commerce platform has occupied an important position in the life of modern people (Huang Chun-che et al., 2010). With the traditional retail market by sales staff and customers face to face communication, e-commerce platform is more segmentation for product categories from a website, show the merchants of different products, the user through the merchants product price query, online product reviews and experiencing the process of virtual experience formed on online shopping intention of goods, Take online payment or cash on delivery and other ways to online shopping.

The research of Mohd Fazli Mohd Sam and Mor Hayati Tahir on "Website quality and Consumers' Trend of Buying air tickets online" shows that the characteristics of websites include: user convenience, website design, information quality, trust, risk acceptance, etc., which all affect consumers' trend of buying air tickets online.

According to the research results of Rosenberg and Czepiel (1983), the cost of developing a new customer is 6 times that of maintaining an existing customer. New customers are of course important to an enterprise, and it is important not only to have new customers but also to make customers repeat purchases. It is particularly important to attract potential new customers and old customers to buy again and again.

According to a study by Elliott & Speck(2005), "Factors of Retail Websites Influencing Consumers' Attitudes towards online shopping", it shows that some characteristics of the website influence online shopping trends through attitudes towards retail websites, including ease of use, product information, entertainment, reliability, customer support and updates. The results show that these characteristics are consistent with consumers' attitudes, and therefore with consumers' online shopping tendency. In this case, trust has the greatest influence on online shopping tendency, but customer support does not have much influence on online shopping tendency. These studies all show that the characteristics of sales websites, including ease of use, product information, entertainment, reliability, customer support and updates, influence consumers' online shopping trends.

#### 4.1. E-commerce Platform Service Functions

**Ease of use:** According to Elliott&Speck (2005), ease of use is the degree of ease of system expected by users. This means it is well organized and easy to redirect. Ease of use helps shoppers find product information and purchase products faster, reduces search time, lowers costs and increases the trend of online shopping on e-commerce platforms.

Create a comfortable use environment that shows that customers can easily find information with fast loading speed, easy to use, and easy to navigate between sites on the e-commerce platform. Bressolles, 2006 pointed out that information must be arranged in a reasonable way so that users can find the most available information quickly with the least effort. To help customers find interesting product information from the site. In addition, multiple payment methods will help buyers feel more relaxed when buying, they can easily choose the method that suits them and feel safe in the transaction.

**Reliability:** Trust is arguably the key factor in financial transactions. Many online shoppers fear that their personal data will be misused. There are also many risks associated with buying online, as buyers cannot check product quality or monitor safety, or ensure personal and financial information at the time of purchase. Online (Lee&Turban, 2001). Therefore, credibility has a very important effect on willingness to repeat purchase.

Elliott&Speck (2005) proved that confidence is the most powerful factor influencing trends. According to Wang&Ctg (2003), trust consists of two important components: privacy and security. In addition, security refers to the protection of information or systems from unauthorized intrusions from outside. Fear of insecurity is one of the factors identified in most studies on the growth and development of e-commerce (Wang&Ctg, 2003).

In Vietnam, the trust factor was cited as one of the factors influencing consumers' concern about online and repeat purchases. Like any transaction involving money, trust is the key to successful trading. Few buyers would be brave enough to hand over their money to a total stranger, or risk revealing personal information such as bank account details or credit card details. Mr Nguyen Ngoc Lam, product manager at VNG Software Services, which owns online shopping site [www.123mua.com.vn](http://www.123mua.com.vn), said in an interview: "The online buying and selling space is not clear. A big question for all service providers is how to improve the legal framework to prevent fraudulent online buyers, which is the main reason they hesitate to use this service.

Therefore, I consider the influence of reliability on Vietnamese consumers' online willingness to repeat purchases.

**Customer support:** the willingness of the system to provide service to the customer indicates the importance of customer service, especially: before purchase: employees are always ready to provide support, and the system continues to operate (Kim&Lenmon, Yang&Tsai) during purchase: Care about customers' order requirements, order tracking notification, promised delivery time (Cristobal, Rahman and Miazee, 2010) After sales: Care about satisfaction (Wolfenbarger and Gilly), pay attention to make commitments.

According to Zeithaml, Parasuraman and Malhotra (2002), the definition of customer support services is similar to "rehabilitation services". With good customer support, it will increase the tendency to buy online or reduce customer frustration and disadvantage. Srinivasan, Anderson and Ponnnavolu (2002) found that customer support would affect customer loyalty.

Assist with purchasing processes such as: search, compare, select, order and track. Customer support must be completed with customer support personnel when the online shopping process is difficult or fails. Just like shopping at the store, buyers need help from sellers (or other buyers) when problems interfere with their buying process. The study shows that customers who shop online are supported by the same pattern. With customer support, the online purchase interruption will continue.

**Interface design:** When building a brand experience, attractive design, mature system development, and a carefully considered approach to customer purchase should go hand in hand. The brand and web design should provide a coherent look and feel, and the whole shopping process should be clean and uncluttered.

According to Elliott&Speck (2005), entertainment is content related to elements of a website that promote entertainment when using a website. Design a site with colors, images, music, or a site that stimulates imagination or excitement, such as games, puzzles, virtual games... Can create entertainment. , comfortable to use.

Interface design is demonstrated by evaluating the creativity of web design activities, resulting in fascination (Wolfe & Gilly). Has special and useful features that help identify its own brand, is a dynamic type of site that generates a new feel with each visit, and can be customized on many devices - an off-the-shelf form system (Kim&Lemon,2006).

**Product information** :Elliott&Speck product information (2005), including total value, accuracy, and information on products and services offered on the site. Since users are unable to check products when shopping online, they only rely on information to identify, compare and select products. Online information includes product descriptions, forms, images, sounds, and videos. Using quality products, it can help online shoppers make the right purchase decision, help them feel more confident in their decision and improve online shoppers' satisfaction.

By providing accurate, in-depth and detailed information to reflect the quality of the information provided, and always update the information with the latest update, so that customers can easily perceive the quality of the product/service (Kim & Lenmon, 2006). In addition, the element of information personalization will also be a way to improve customer satisfaction when visiting e-commerce sites to find information about translated products (Yang&Tsai, 2007).

All information on the e-commerce site is updated regularly, and when you view all information on the site as up to date, it is assumed that the order will be required. This is a prerequisite for website reliability (Chen&Dhillon 2003).

Information updates involve not only data updates, but also news, information about major promotions and announcements about upcoming events, and anything that refreshes the content of the site. . The content of the website is a nod to the regular updates of the e-commerce platform's website to enhance customers' trust in online retail services.

Therefore, I consider the impact of product information on online shopping trends in Vietnam.

#### **4.2. Methods to Study the Influence of E-commerce Platform Functionality on the Purchase Intention of Consumers**

Because of the complexity of online purchasing behavior, consumer online purchasing behavior has always been a hot research area of e-commerce and consumer behavior. Scholars often combine economics and social psychology to study consumer behavior, trying to identify the factors that influence consumers' online purchases from different angles. , such as attitudes, motivations, willingness, and behaviors, and explores the interrelationships between these factors. Research on trends as well as willingness to buy online is abundant. Through comparing the documents, it is found that the main theories to analyze the attitudes, intentions, and behaviors of consumers through experiencing the functions of an e-commerce platform. With in-depth research, on the basis of rational economics, previous scholars have put forward a lot of hypotheses and proved the factors affecting online buying behavior, or psychological factors before make a purchase decision. Scholars recognize that online consumer behavior is a process, and the consumer decision-making process model based on consumer behavior process is gradually being used widely.

On the theoretical basis, researchers can use discussion method, observation method, inductive method, empirical method and other methods for qualitative analysis, but many scholars use statistical software for quantitative analysis, such as cluster analysis, regression analysis, molecular analysis, correlation analysis and the like.

## 5. Research Summary

By reading the relevant literature on the service functions of e-commerce platforms and consumers' purchase intentions in Vietnam and abroad, combined with the basic modes and processes of purchasing in Vietnam, it has been concluded that the main factors of the quality of e-commerce platforms on Vietnamese consumers' purchase intention are: E-commerce platforms Service functional factors (ease of use, customer support, interface design, logistics, reliability, product information), consumer satisfaction, consumer trust. According to the research hypothesis, whether it has a direct effect or an indirect effect, from different perspectives, the five factors of the service functions of the e-commerce platform have an important impact on consumers' purchase intention. In the case of fierce competition, the online market is not Exceptionally, attracting new consumers to shop online is not the only goal of enterprises, and how to increase the purchase rate of existing consumers and improve user experience to make consumers repeat purchases has also become an important project for many enterprises. The author's research object is e-commerce in Vietnam. The expected result of this paper is to analyze how each factor affects and the degree of influence by establishing a model of factors influencing Vietnamese consumers' purchase intentions by the service function of e-commerce platform. This paper proposes an effective strategy for the development of e-commerce in Vietnam, which has just started and limited resources.

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