Study of Factors Affecting the Choice of Vietnamese Consumers in Cross Border E Commerce Platforms

-- Based on D&M Information System Success Model

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Abstract

Cross-border e-commerce in Vietnam is increasingly developing with great potential. The number of cross-border e-commerce platforms in Vietnam is also growing day by day. On account of the fierce competition and the high rate of online shopping of Vietnamese consumers, consumer choice is a crucial factor in the development of cross-border e-commerce platforms. With the aim of providing Vietnamese cross-border e-commerce platform enterprises with insights on how to enhance platform selection intention and attract more users, this study examines the factors influencing Vietnamese consumers' choice of cross-border e-commerce platforms, starting from the platforms themselves, using the D&M information system success model as the main framework. By reading a large amount of literature and combining it with a questionnaire survey, this study identifies 11 influencing factors across four dimensions of platform characteristics, information quality, system quality, and service quality. These factors are platform visibility, platform reputation, usefulness, understandability, language diversity, security, ease of use, interface design, cross-border payment services, cross-border logistics services, and after-sales services. Using SPSS data analysis software, the factors influencing Vietnamese consumers' choice of cross-border e-commerce platforms are tested, and the following conclusions are drawn: platform characteristics, information quality, system quality, and service quality have a positive impact on Vietnamese consumers' choice of cross-border e-commerce platforms.

Keywords

Cross-border E-commerce Platform; Platform Characteristics; Information Quality; System Quality; Service Quality.

1. Introduction

The Vietnamese government attaches great importance to the development of cross-border e-commerce and provides strong support to further its growth. The relevant policies and regulations are becoming increasingly improved, creating favorable opportunities for the development of cross-border e-commerce in Vietnam. This support helps expand the scale of enterprises in the cross-border e-commerce industry, enhance development quality, and continuously strengthen driving force of development. Vietnam completed the negotiations for the Trans-Pacific Partnership (TPP) agreement in February 2016, and the Regional Comprehensive Economic Partnership (RCEP) agreement became effective in 2022, both of which contribute to expanding the growth space for Vietnam's cross-border e-commerce.

The rapid development of internet technology and the economy, as well as the impact of the COVID-19 pandemic, have stimulated the potential of cross-border e-commerce platforms in Vietnam. With the continuous expansion of cross-border e-commerce transactions, numerous

cross-border e-commerce trading platforms have emerged in Vietnam, providing various services such as transactions, payments, logistics, etc., for businesses and consumers. This has created a more liberal trading environment and accelerated the development of international trade. In addition to well-known large cross-border e-commerce platforms such as Amazon, Ebay.com (United States), Lazada.com (Germany), Tiki, Sendo, Chotot.com, Shopee, Lazada, the diversification of consumer shopping and the increase in the types of online shopping platforms have provided consumers with more choices, widening their range of options. Consumer choice is a crucial factor in the development of cross-border e-commerce platforms. Only by clearly understanding the factors that influence Vietnamese consumers' choices of cross-border e-commerce platforms can cross-border e-commerce enterprises fully leverage the internet to create more value.

Previous studies have tended to focus on consumers' willingness to purchase from cross-border e-commerce. They have primarily analyzed the influencing factors on consumers' intention of choosing platform, considering the interplay between platform elements such as platform, system, services, data, payment, logistics, and consumers' income levels, lifestyle habits, and behavioral perceptions. This study takes cross-border e-commerce as the background and focuses on exploring the factors influencing Vietnamese consumers' choices of cross-border e-commerce platforms. Based on the cross-border e-commerce platforms themselves, the study collects data through a questionnaire survey, conducts empirical analysis, and validates the influencing indicators using the D&M Information System Success Model to draw conclusions.

2. Theoretical Background

Before 1990, due to the complexity of information system construction and composition, early information system management was not yet mature and the development was slow. Based on the communication theory classification and combined with the research of several scholars from 1981 to 1990, William DeLone (1949) and Ephraim McLean (2016) summarized their own logical thinking and successfully identified and modeled the information system, including six components, namely system quality, information quality, use, user satisfaction, individual impact, and organization impact. These components are not independent, but interact with each other. Therefore, to measure the success of an information system, it is necessary to measure all six components in their interaction relationship.

The D&M Information System Success Model was widely welcomed by scholars of the field after its successful publication, and was applied in related research in the platform field. Delone and McLean (1992)[1] proposed an information system success model through research and analysis, which provided a systematic and comprehensive understanding of information system success. They summarized six factors that influence information system success: system quality, information quality, system use, user satisfaction, individual impact, and organization impact. Based on this theory, many scholars have proposed new ideas and developed more models to improve the relevant theory. DeLone & McLean (2003)[2] also updated, adjusted, and released a new research model, in which user satisfaction directly affects user intention to use the system; system quality, information quality, and service quality are factors that directly affect user satisfaction.

Later, DeLone & McLean (2004)[3] redefined the six variables in the context of e-commerce based on the improved information system success model: system quality refers to the characteristics required by e-commerce systems in the network environment, such as usefulness, reliability, response time, etc.; information quality refers to the content aspect of e-commerce, such as completeness, relevance, comprehensibility, and security of web page content; and service quality refers to the level of support provided by service providers.

3. Research Hypothesis and Model

3.1. Platform Characteristics

According to Jiang, Lin, Luo & Shao (2022), platform reputation refers to how the platform and its affiliated enterprise are perceived in terms of their business image and attributes. It also encompasses the assessment of other users and market participants. Consumers often opt for popular platforms as they offer dependable product quality and responsive customer service, creating a trustworthy impression and minimizing potential risks [4]. In the e-commerce environment, reputation can be defined as the credibility of an online company in the minds of consumers regarding sincerity and customer care. After understanding a cross-border e-commerce platform, consumers form their first impressions of the platform's social impact and financial condition, and then make judgments about whether the company is trustworthy. If consumers perceive the platform as reliable, they may have the intention to choose that platform and even recommend it to their friends and family for purchasing goods. Therefore, reputation is an important indicator among platform characteristics, and a good reputation can help platform companies attract more business partners and consumers. In conclusion, this study chooses popularity and platform reputation as factors to measure platform characteristics.

Based on the above analysis, the following two hypotheses are proposed:

H1: Popularity has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

H2: Platform reputation has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

3.2. Information Quality

DeLone & McLean[1] argue that information quality refers to the quality of the output of an information system, which is the performance of the results conveyed by the information. The results of factor analysis indicate that the information structure can be divided into four elements, namely information quality, information relevance, information format, and information semantics. Among these elements, when observing an organization's database, information quality encompasses characteristics such as completeness, accuracy, relevance, and consistency. Lu, Yeh & Liau (2022) when studying the factors affecting usage intention of cross border e-commerce platforms mentioned information integrity, information consistency and information immediacy as indicators of information quality [5]. Jiang et al. (2022) indicated that the efficiency of accessing information significantly impacts how efficiently users can access services. Quick access to information can save users time, alleviate fatigue associated with shopping, and enhance overall user experience [4]. Cross border e-commerce platforms not only need to consider factors such as language diversity, security, and usability but also need to take into account the factors of usefulness and comprehensibility. Therefore, in this study, usefulness, comprehensibility, and language diversity were selected as measures of information quality for cross-border e-commerce platforms.

Based on the above analysis, the following three hypotheses are proposed:

H3: Usefulness has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

H4: Comprehensibility has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

H5: Linguistic diversity has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

3.3. System Quality

The quality of the system reflects the technology used by the platform company, and unreliable technology can lead to customer churn. In addition, the quality of the system also reflects the e-commerce management philosophy of the platform company. DeLone & McLean2 measure system quality using adaptability, usability, reliability, response time, and ease of use. Lu et al. (2022) believe that response time, system stability and system reliability are the factors influence the platform usage intention regarding system quality [5]. Jiang et al. (2022), when studying the determinants of cross-border e-commerce platforms selection, mentioned website esthetics, platform ease of use and privacy and security as criteria under experience and risk dimensions[4]. Based on previous research, usability and security are important factors influencing consumer choice of cross-border e-commerce platforms. When consumers use cross-border e-commerce platforms to purchase products, the first thing they see on the platform is product images, descriptive texts, and display videos. This visual aspect greatly influences consumers' senses. The usability of the platform allows consumers to access product information more conveniently and enhances their purchasing experience. The security of cross-border e-commerce platforms mainly involves information security and the security of users' personal information during the transaction process. During the early stages of the e-commerce platform's development, there were many shortcomings in terms of security, resulting in user information leakage and cases of online fraud. Therefore, platforms need to ensure the security of users' purchases on their platform. In addition, the interface design on cross-border e-commerce platforms can be complex, unattractive, and cumbersome to use, making it difficult for consumers to navigate. Platforms need to consider how to design homepage, search page, product page, and other pages to enhance consumers' desire to purchase. Page design can also be another influencing factor. Therefore, this study selects security, usability, and interface design as indicators to measure the system quality of cross-border e-commerce platforms.

Based on the above analysis, the following three hypotheses are proposed:

H6: Security has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

H7: Ease of use has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

H8: Interface design has a positive impact on consumers' intention to choose cross-border e-commerce platforms.

3.4. Service Quality

Jiang et al. (2022) believe that logistics service, promotional service and after-sales service are important factors influencing service quality [4]. Generally, consumers pay attention to the infrastructure of cross-border e-commerce platforms, cross-border payment systems, platform after-sales service, and the efficiency of logistics services when choosing a cross-border e-commerce platform. Taking into account the characteristics of cross-border e-commerce platforms and previous research findings, this study selects cross-border payment, cross-border logistics, and after-sales service indicators to measure the service quality of cross-border e-commerce platforms.

Based on the above analysis, the following three hypotheses are proposed:

H9: Cross-border payment services have a positive impact on consumers' intention to choose cross-border e-commerce platforms.

H10: Cross-border logistics services have a positive impact on consumers' intention to choose cross-border e-commerce platforms.

H11: After-sales services have a positive impact on consumers' intention to choose cross-border e-commerce platforms.

3.5. Research Model

This study analyzes and summarizes previous research models and successful models of cross-border e-commerce by examining the relevant literature on information system success models and the development of cross-border e-commerce in Vietnam, them establish a theoretical model on the intention of Vietnamese consumers to choose cross-border e-commerce platforms. Based on the DeLone & McLean e-commerce system success model and previous successful models of research, the study classifies the factors influencing consumer platform selection into system quality, information quality, service quality, and platform characteristics. By referencing relevant literature and conducting theoretical research, 11 variables namely popularity, platform reputation, usefulness, ease of use, comprehensibility, linguistic diversity, security, usefulness, interface design, cross-border logistics services, cross-border payment services, and after-sales services are identified as the core variables of this study.
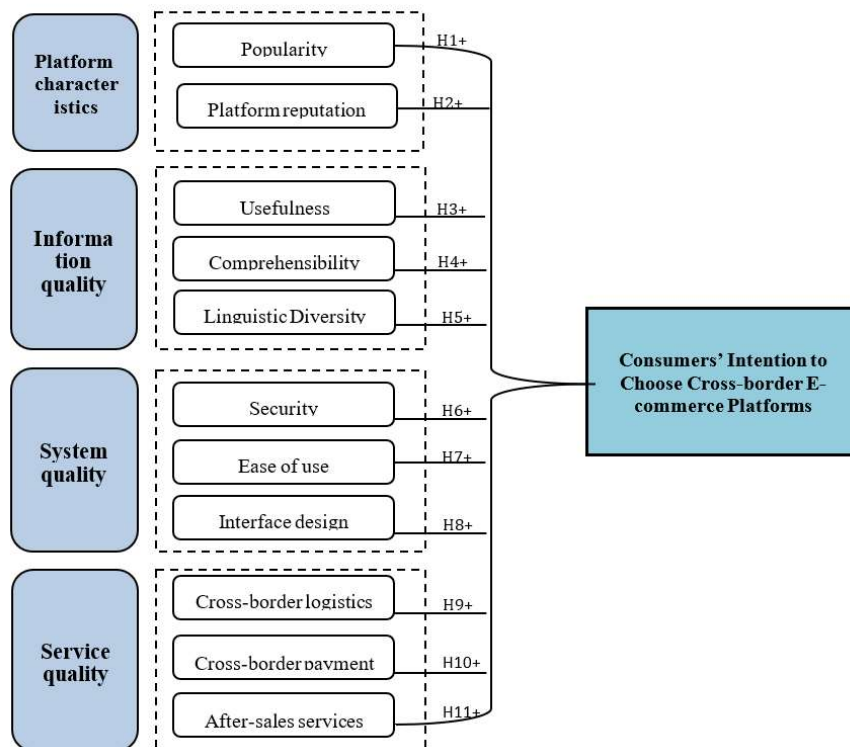
Figure 1. Theoretical Model of Influencing Factors of Vietnamese Consumers' Intention to Choose Cross-border E-commerce Platforms

4. Research Methodology

The research methods of this paper mainly use literature analysis, questionnaire survey and statistical analysis. Specifically including:

(1) Literature research method

This paper collects documents in the fields of cross-border e-commerce, platform selection, consumer behavior, etc. through the CNKI database, reads and sorts in-depth understanding of the current research status at home and abroad, and proposes this research question. The reading of the literature is summarized and analyzed to inspire research ideas , and a research model of consumers' choice of cross-border e-commerce platforms and influencing factors is constructed on the basis of previous research results.

(2) Questionnaire survey method

This article uses the questionnaire survey method to obtain data and conduct empirical research. The design of the questionnaire survey is mainly adjusted and supplemented by referring to a large number of relevant literature and drawing on the achievements of the predecessors . Consumers' choice of cross-border e-commerce platforms and related variables of influencing factors, and collect effective data.

(3) Empirical analysis method

After collecting the data through questionnaires in this study, descriptive statistics were performed on the obtained effective data, mainly including age, gender, education, monthly income, online shopping experience, frequency of cross-boutique purchases on e-commerce platforms, etc., and statistical analysis was carried out by using SPSS The software performs reliability test, validity test, variance analysis, correlation analysis and regression analysis on the data.

5. Empirical Analysis

5.1. Sample Descriptive Statistical Analysis

Using SPSS data analysis software, the questionnaires were first sorted out, and the "missing" part of the respondents in the questionnaire was replaced with the mean value of the series, then the "basic personal information" part of the 504 valid questionnaires was analyzed and sorted, and descriptive statistics were used. Descriptive statistical analysis is an analysis of the frequency and percentage of sample characteristics.

According to the survey results, in terms of gender, there are 229 males, accounting for 45.4% of the total number, and 275 females, accounting for 54.6%. It can be seen that the number of female cross-border shoppers is relatively balanced with male shoppers, and the number of females is higher.

From the perspective of age, only the "over 50 years old" group accounted for less than 10%, the group aged 22-35 accounted for 47.4%, followed by the group under the age of 22 accounted for 29%, reflecting that young people are more willing to accept trans This is also consistent with the actual situation.

From the analysis of academic qualifications in the above table, it can be seen that 38.7% of them have a bachelor's degree in education. They have a certain amount of knowledge reserves and have their own opinions on choosing a platform for shopping. "Below high school", "technical junior college", and "undergraduate" education levels are relatively concentrated, all of which are above 20%. Of course, this is also in line with the actual situation. At this stage, the number of people with "master's degree and above" education in Vietnam is the least of.

In terms of monthly income (Vietnamese Dong) of consumers, 43.5% of them are between 5,000,000 and 1,000,000, which is relatively large, 27.6% are between 1,000,000 and 2,000,000, 17.3% are below 5,000,000, and at least 11.7% are above 2,000,000. The average income of Vietnamese people is in line with that.

In terms of online shopping experience, online shopping experience of 1-2 years is the most, accounting for 33.35%, which may be related to the outbreak of new crown pneumonia. The outbreak of the epidemic in 2020 has led to a rapid increase in the rate of cross-border product purchases on e-commerce platforms, which is the reason for the rapid development of e-commerce in Vietnam . stage, so that consumers have a new understanding and views on cross-border e-commerce platforms. At the same time, this reflects that the respondents all have certain experience in online shopping and are suitable as respondents for this study.

In terms of the frequency of purchasing cross-border commodities on cross-border platforms, the respondents all have experience in purchasing cross-border commodities on cross-border

platforms. The number of people who shop online more than 15 times is the largest, accounting for 37.3%. higher demand. An average of 0-5 purchases within a year accounted for 27.6%. On the one hand, it shows that the purchasing needs of experienced consumers are relatively low or relatively high. On the other hand, it increases the quality of answers to various items in this questionnaire.

5.2.   Sample Reliability Test

Table 1. Reliability analysis of Vietnamese consumers' choice of cross-border e-commerce platform scale

measured variable	item number	CITC	deleted α value of the item	Cronbach's α
Popularity	A1	0.443	0.973	0.973
	A2	0.58	0.973	
	A3	0.558	0.973	
Platform reputation	B1	0.626	0.973	0.935
	B2	0.512	0.973	
	B3	0.556	0.973	
	B4	0.579	0.973	
Usefulness	C1	0.678	0.972	0.923
	C2	0.617	0.973	
	C3	0.683	0.972	
Comprehensibility	D1	0.757	0.972	0.876
	D2	0.757	0.972	
	D3	0.763	0.972	
	D4	0.761	0.972	
linguistic diversity	E1	0.694	0.972	0.791
	E2	0.672	0.972	
	E3	0.681	0.972	
	E4	0.737	0.972	
Security	F1	0.648	0.973	0.956
	F2	0.635	0.973	
	F3	0.674	0.972	
	F4	0.693	0.972	
Ease of use	G1	0.795	0.972	0.849
	G2	0.783	0.972	
	G3	0.749	0.972	
Interface design	H1	0.769	0.972	0.915
	H2	0.774	0.972	
	H3	0.726	0.972	
Cross-border logistics service	I1	0.72	0.972	0.891
	I2	0.746	0.972	
	I3	0.61	0.973	
	I4	0.632	0.973	
Cross-border payment service	K1	0.721	0.972	0.971
	K2	0.61	0.973	
	K3	0.719	0.972	
	K4	0.698	0.972	
After-sales service	M1	0.674	0.972	0.831
	M2	0.791	0.972	
	M3	0.756	0.972	
	M4	0.666	0.972	

Use SPSS analysis software to carry out the reliability test, and the analysis results are shown in the table below, as shown in Table 1 The α Cronbach 's coefficients of the 11 variables in this study are all greater than 0.7, and the reliability of the variable is still good after deleting a certain item, and the scale has good stability and internal consistency.

5.3. Sample Validity Test

Use SPSS analysis software for validity testing, see Table 2, Table 3. Table 2 considers that before factor analysis, it is necessary to observe the KMO (Kaiser-Meyer-Olkin) test value and the Bartlett spherical test value to judge whether the sample is suitable for factor analysis. Generally speaking, when the Bartlett sphericity test value is <0.05 and the KMO test value is ≥0.5, the sample data can be subjected to factor analysis. The questionnaire in this study involves 11 variables and 40 items, and 504 valid questionnaires, which meet the sample size requirements of factor analysis. In addition, it can be seen from Table 2 that the KMO value of the sample factor analysis of Vietnamese consumers choosing cross-border e-commerce platforms is 0.934, and the significance of the Bartlett statistical value is 0, indicating that the sample is suitable for factor analysis.

Table 2. KMO and Bartlett sphericity test results of Vietnamese consumers choosing cross-border e-commerce platform factor analysis samples

KMO Sampling Suitability Quantity	Bartlett test for sphericity		
	Approximate chi-square	degrees of freedom	significant
.934	20655.216	780	.000

Secondly, factor analysis is carried out on the sample data of Vietnamese consumers' willingness to choose cross-border e-commerce platforms. Principal component analysis was used to extract factors according to selection criteria whose eigenvalues were greater than 1. As shown in Table 3, a total of 9 comprehensive factors were extracted, and the cumulative explained variation was 78.453%, indicating that the extracted comprehensive factors could better reflect the original information.

Table 3. The total variance interpretation results of factor analysis on the willingness of SMEs to choose cross-border e-commerce platforms

Element	initial eigenvalue			Extract Loading Sum of Squares		
	total	percent variance	accumulation%	total	percent variance	accumulation%
1	19.852	49.630	49.630	19.852	49.630	49.630
2	3.130	7.824	57.454	3.130	7.824	57.454
3	2.689	6.721	64.175	2.689	6.721	64.175
4	1.384	3.459	67.634	1.384	3.459	67.634
5	1.037	2.592	70.226	1.037	2.592	70.226
6	.937	2.344	72.570			
Extraction method: principal component analysis.						

In order to make the loading of variables on each factor more obvious, this study extracted five components for component matrix analysis. As shown by the results, A1-A3 can be classified into comprehensive factor 3, and other components can be classified into comprehensive factor 1. Analyzed from the four dimensions of platform characteristics, information quality, system quality, and service quality, the items of 11 variables for Vietnamese consumers to choose

cross-border e-commerce platforms are classified into a comprehensive factor according to expectations, and the factor loads of each item Both are greater than 0.5, indicating that the scale of Vietnamese consumers choosing cross-border e-commerce platforms has a good validity structure and passed the validity test of factor analysis.

5.4. Analysis of Hypothesis Testing Results

Through the above data analysis, this study examines the influence factors of 11 indicators on Vietnamese consumers' choice of cross-border e-commerce platforms. The results showed that the hypotheses were confirmed. The verification results of each hypothesis are shown in Table 4.

Table 4. Summary of Hypothesis Verification of the Influencing Factor Model of Vietnamese Consumers' Choice of Cross-border E-commerce Platforms

index	serial number	Content	result
Popularity	H1	Popularity has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Platform reputation	H2	Platform reputation has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Usefulness	H3	Usefulness has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Comprehensibility	H4	Comprehensibility has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Linguistic divesity	H5	Language diversity has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Security	H6	Security has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Ease of use	H7	Ease of use has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Interface design	H8	Interface design has a positive impact on consumers' choice of cross-border e-commerce platforms	support
Cross-border payment service	H9	Cross-border payment services have a positive impact on consumers' choice of cross-border e-commerce platforms	support
Cross-border logistics service	H10	Cross-border logistics services have a positive impact on consumers' choice of cross-border e-commerce platforms	support
After-sales service	H11	After-sales service has a positive impact on consumers' choice of cross-border e-commerce platforms	support

6. Conclusion and Recommendations

6.1. Conclusion

This study takes cross-border e-commerce as the background, takes the influencing factors of Vietnamese consumers' choice of cross-border e-commerce platform as the research direction, starts from the cross-border e-commerce platform itself, reads a large number of literature, obtains data in the form of questionnaire survey, and conducts Empirical analysis, using the D&M information system success model to verify the impact indicators of this paper, and finally sort out 11 influencing factors in the four dimensions of platform characteristics, information quality, system quality, and service quality, which are popularity, platform reputation, usefulness, Understandability, language diversity, security , usability, interface design Cross-border payment service, cross-border logistics service, after-sales service. Using SPSS data statistical analysis software to test the influencing factors of Vietnamese consumers' choice of cross-border e-commerce platforms, and then draw the final conclusion:

(1) Platform characteristics, information quality, system quality, and service quality have a positive impact on Vietnamese consumers' choice of cross-border e-commerce platforms. Platform construction, information efficiency and easy understanding, system security and convenience, and service foundation Both facilities and after-sales service can promote the

enthusiasm and stickiness of Vietnamese consumers, and enhance consumers' high recognition rate and high repurchase rate of the platform;

(2) Platform characteristics and system quality are the basic technical requirements for the establishment, management and operation of cross-border e-commerce platforms on the platform. The core research is based on consumer experience satisfaction. Platform characteristics and system quality are to ensure that consumers enter the platform. The first impression and the first key to the first experience. The popularity and reputation of the platform are the considerations for consumers to choose a cross-border e-commerce platform. Time to stay, so that consumers can feel whether the platform's consideration at the consumer level is sufficient and careful. Information quality and service quality are important supports for cross-border e-commerce platforms based on platform design, product content, and services. They are also the most important dynamic influences. It is necessary to adjust the service quality of cross-border e-commerce platforms based on dynamic feedback from consumers at all times. After empirical research, platform characteristics, system quality, information quality, and service quality are all positively correlated with consumers' choice of cross-border e-commerce platforms. Any error in a certain link will affect consumers' evaluation of the platform.

(3) The popularity and reputation of the platform are the primary factors and the first key to attract consumers. Consumers' choice of rich and diverse cross-border e-commerce platforms is generally influenced by the popularity and reputation of the platform first, that is, the platform There is a positive correlation between the popularity and reputation of Vietnamese consumers choosing cross-border e-commerce platforms; usefulness, understandability, and language diversity are the core characteristics of information quality, and cross-border e-commerce platforms are difficult to classify information and understand content And language optionality is a necessary basic condition for cross-border e-commerce. Diversified languages can attract consumers from different countries or local foreign students in Vietnam, so that they can better understand product information and let consumers feel The degree of carefulness, care and thoughtfulness of the platform, that is, the usefulness, comprehensibility and variety of languages of the platform information are positively correlated with Vietnamese consumers choosing cross-border e-commerce platforms; security, usability and interface design are systemic The core condition of quality is also one of the completeness of platform infrastructure. The first impression of the platform interface, the non- redundancy of transaction content, the convenience of transaction process, the security of transaction, etc. The important factors affecting the browsing, selection, and transaction of the platform are also to enhance consumers' trust and recognition of the cross-border e-commerce platform, that is, the platform's security, ease of use, and interface design are related to Vietnamese consumers choosing cross-border e-commerce platforms. There is a positive correlation between e-commerce platforms; cross-border payment services, cross-border logistics services, and after-sales services are the key logistical guarantees for service quality, and they are also the last and most critical element after consumers consume, because cross-border transactions are involved, payment security , currency conversion, commodity quality, commodity logistics speed, and possible return and exchange risks (including cost risk, logistics risk, etc.) There is a positive correlation with Vietnamese consumers choosing cross-border e-commerce platforms.

Therefore, when Vietnamese consumers choose cross-border e-commerce platforms, they need to design, manage, operate and serve cross-border e-commerce platforms in multiple dimensions. The choice is an important factor that strengthens consumer stickiness, repurchase, and recognition.

6.2. Recommendations

This study conducts an in-depth discussion on the influencing factors of Vietnamese consumers' choice of cross-border e-commerce platforms. Through literature review and sorting, the core and key influencing factors are screened out, and the questionnaire is reasonably designed, data is collected, empirical analysis is carried out, and relevant conclusions are drawn. This section will use the research results as a theoretical basis to put forward suggestions for the development of cross-border e-commerce platforms in Vietnam. The border e-commerce platform enhances the consumption stickiness and repurchase rate of Vietnamese consumers, promotes the sustainable development of cross-border e-commerce in the Vietnamese market, and can also promote the economic growth of Vietnam's cross-border e-commerce industry, continuously boosting Vietnam's economic income, and moving towards develop in a better direction.

For the Vietnamese government, it is necessary to establish and improve a cross-border e-commerce policy regulation system based on the cross-border e-commerce market. At the policy and management level, each management department should formulate a system of policies and regulations covering subjects, customs, inspection, exchange, taxation, payment, logistics, etc., and establish a standard system and a series of basic information covering customs clearance, inspection and quarantine, foreign exchange settlement, and tax refunds. Interface specifications provide standardized guidance and specifications for cross-border e-commerce business processes and management services.

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