



Factors impacting online purchasing behavior: The case analysis of H&M in China

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Abstract

Today, smartphone usage has increasingly replaced bank cards, computers, and traditional entertainment. The demand for mobile phones among Chinese consumers remains high, with online sales now accounting for a significant share of the market. Consequently, mobile phone companies and organizations are developing online sales platforms and employing diverse marketing strategies to attract and retain customers. These online consumer behavior strategies are vital in enhancing e-marketing tactics and providing consumers with an improved shopping experience. The model employed in this study extends the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), and the Functional Theory of Attitude, along with the e-marketing mix—7Ps. An online survey conducted in China collected 325 responses as primary data. Statistical analyses, including Pearson correlation and regression, were utilized to examine the influence of each element of the e-marketing mix on online consumer attitudes. Findings reveal that the elements of 'Product' and 'Physical Evidence' exert the most significant impact on consumer attitudes. The 'Price' element also plays a crucial role, as evidenced by a substantial, positive Pearson Correlation; however, it did not demonstrate significance in the regression analysis. The remaining four elements remain important, primarily as supporting factors for the primary elements. Ultimately, these e-marketing elements can help predict online consumer behavior to some extent.

1. Introduction

Europe has been experiencing a slump in its economic performance. However, the European football business's 8% annual growth rate has helped significantly stabilize the economy (Kennedy and Kennedy, 2012). The five major leagues that now rule professional western fashion in Europe are England, Germany, Spain, Italy, and France (Kennedy and Kennedy, 2012). According to a recent study, the market for football in Europe increased to €19.4 billion, with the main five leagues holding a 48% market share (Deloitte, 2013). One of the most important aspects of Asia commercial success is the fact that it is watched and appreciated in many different nations and emerging nations, consuming fashion in high tech. This research delves into how football clubs contribute to destination branding. For a place to stand out, it needs to have a unique and recognizable identity that consumers can easily identify (Morgan et al., 2002). Football clubs use various branding techniques to create this unique identity. Fyall (2011) emphasizes the importance of collaboration and partnership with other market players to create a comprehensive destination brand experience (Morgan et al., 2011). This research focuses on how football clubs

affect the branding of a destination, including its image, identity, personality, and partnerships. Some authors refer to destinations as a combination of network brands. This paper contributed to destination brand experience purchasing behaviour in China: The case analysis of H&M regarding fast fashion consumption.

2. Review of the literature

In the business-to-consumer (B2C) e-commerce cycle activity, consumers use the Internet for searching for product options, features, prices or reviews, selecting products or services through Internet, placing the order, making payments, or any other means which is then followed by delivery of the required products through Internet, couriers or other means and last is sales service through Internet or other mean.

Over the past few decades, the Internet has developed into a vast global market place for the exchange of goods and services. In many developed countries, the Internet has been adopted as an important medium, offering a wide assortment of products with 24-hour availability and wide area coverage (Sylke, Belanger, and Comunale 2002).



Internet shopping (also called online shopping) allows customers to perform a wide range of shopping activities with the help of the World Wide Web from home, office or cybercafé. Retailers are increasingly offering an online shopping platform. With the use of encrypted and secure gateways, retailers are trying to make the online experience risk free and pleasant. From the consumer's perspective, online shopping provides a convenient and effective approach to manage one's shopping needs: it is easily accessible 24 hours a day, seven days a week. The consumer has access to retailers worldwide as well as products and services not readily available to his/her area.

So, considering the importance of online shopping and increasing trends of online shopping practices, it is vitally important to understand the factors that influence consumers shopping behaviour from online retailers. In this context, the author intends to explore and examine various factors which play an important role such as perceived risks, shipping costs & time, Trust etc. that may play an important role in determining Internet adoption for e-commerce (Todd and Bradd, 1999; Bhatnagar et al., 2000; Jarvenpaa; Todd and Bradd, 1999; Vijayarathy and Jones 2000). To understand these factors, the author will review the literature focusing on the important variables such as consumer psychographics (e.g., shopping habits, leisure habits) in the following sections.

Factors influencing online shopping behaviour

There are so many factors that influence consumers' online shopping behaviour such as web layout, privacy issues, encrypted information, and the issues with payment methods. All these issues influence online shopping behaviour to a great extent. In the following section the author will discuss in detail how these factors influence shopping behaviour and what theory behind it proves it.

Web Layout

Web designers are facing today the overwhelming quantity of challenges while designing such a layout of website that may help in attracting consumers for online shopping. The usability-engineering concept can be included in this body of literature. This concept was originally developed by Nielsen (1993). According to him, the five usability attributes are: learnability (easy to learn for the user), efficiency (efficient to use in order to produce a high level of productivity), memorability (easy to remember), errors (low error rate), and satisfaction (pleasant to use).

Nielsen's usability concept - which can be applied to all types of applications - (see Nielsen 1999 for the Web) has been used by Roy, Dewit and Aubert (2001) in the new phenomenon. They have examined that relationship between customer trust and Web site usability. Their research model proposes a link between the same attributes of usability and the factors of perceived trustworthiness (ability, integrity and benevolence). Moreover, this study shows that the Nielsen's attributes of usability can be used as guidelines for effective Web site design.

The User-Centered System Design Perspective is another major stream of research that emphasizes the user in the Human-Computer Interaction perspective. As Norman and Draper (1986) have written, the UCSD approach is preoccupied by considerations such as the goals and needs of the users, the tools they need, the kind of tasks they wish to perform and the methods they would prefer to use. Three distinct approaches have been applied (Norman and Draper, 1986). The first approach is to start with considerations of the person and the study of human information processing structures and from this, to develop the appropriate dimensions of the user interface. The second approach is to examine the subjective experience of the user and how it might be enhanced. The third approach is to focus on the social context (social interaction, assistance people can get from one another and the way this process can be assisted).

Privacy

Privacy risk is associated with potential for personal information to be disclosed without the consumer's consent. This personal information could include the potential buyer's social security number, credit card numbers, phone number, and address. Slyke et al. (2006) noted, "Understanding how consumers' concerns for information privacy, or their concerns about how organizations use and protect personal information impact consumers' willingness to engage in online transactions is important to our knowledge of consumer-oriented e-commerce" (p. 416). Slyke et al. (2006) focused on two research questions: "How do consumers' concerns for information privacy affect their willingness to engage in online transactions?" and "Does consumers' familiarity with a Web merchant moderate the impact of concern for information privacy on risk and on trust?" (p. 417). The major strength to this study was that the researchers used two data collection efforts and large sample sizes to enhance external validity (Slyke et al., 2006).

Findings from this study confirmed that concern for information privacy (CFIP) was important under specific conditions. For example, if the merchant was well known, CFIP influenced consumers' perceptions of both risk and trust (Slyke et al., 2006). While this was the case for well-known merchants, if the vendor was not well known, CFIP had no effect on consumers' perceptions either of risk or of trust (Slyke et al., 2006). The next significant finding from this study was that CFIP did not directly affect consumers' willingness to transact but rather was mediated by risk and trust (Slyke et al., 2006). The final significant finding was "that familiarity did not moderate the relationships between CFIP and both trust and risk, although there were differences in the role of CFIP for more well-known merchants (Amazon.com) and less well-known merchants (Half.com)" (Slyke et al., 2004, p. 433).

Perceived Risks

Online transactions involve a temporal separation of payment and product delivery. A consumer must provide financial information (e.g., credit card details) and personal information (e.g., name, address, and phone number) for delivery in order to complete the purchasing process. Risks, perceived or real,

exist due to technology failure (e.g., breaches in the system) or human error (e.g., data entry mistakes). The most frequently cited risks associated with online shopping include financial risk (e.g., is my credit card information safe?), product risk (e.g., is the product the same quality as viewed on the screen?), convenience (e.g., Will I understand how to order and return the merchandise?), and non-delivery risk (e.g., What if the merchandise is not delivered?). The level of uncertainty surrounding the online purchasing process influences consumers' perceptions regarding the perceived risks (Bhatnagar et al. 2000).

Financial Risk

Financial risk is a possibility with shopping online due to the fact that consumers disclose sensitive information (e.g., credit card information) to a vendor. While the majority of online retailers are legitimate and have a secure website, there may be some illegal persons posing as online retailing for the purpose of credit card fraud (Bhatnagar et al. 2000). Security of the financial information and resources is the number one concern of online shoppers (Ranganathan and Ganapathy 2002). The perceived level of risk is often the deciding factor regarding which retail channel to patronize (i.e., brick-and-mortar vs. online retailer).

Product risk

Product risk consists of the risk associated with making an unwise or inappropriate purchase decision. The decision is typically made based on insufficient information that was provided on the company's website. Product risk may also be the risk of purchasing an expensive product because of the inability to compare prices, being unable to easily return a product, or not receiving delivery on a purchased product (Jarvenpaa, Todd, and Bradd 1997; Vijayasarathy and Jones 2000). Poor product performance is another type of product risk. As customers' expectations of product performance increase, the potential for product performance problems also increases (Jarvenpaa, Todd, and Bradd 1997; Vijayasarathy and Jones 2000; Bhatnagar et al. 2000).

Convenience Risk

Convenience risk addresses the risk associated with the ease (or lack thereof) of ordering products and services through an online retailer. In a brick-and-mortar store, consumers can readily solve their purchasing problems by going into the store, as most retailers have a designated return department. The process is handled "face-to-face." The transaction is convenient in part because consumers are accustomed to the process. Online retailing poses a convenience risk. To ask questions, return a product, find a different size, or complain, consumers are unable to walk into the store. Instead, each online retailer has a different protocol. Some online retailers have a phone line, while others require the consumers to e-mail the question or comment. The consumers often perceive an increased level of convenience risk because they have a loss of connection with the retailer (Poal and Leunis 1999). After-sales service and timely responses to inquiries are of great importance to consumers (Spence et al. 1970; Festervand et al. 1986).

Non-delivery Risk

Once a consumer purchases a product online, delivery is the final step of the process. Since there is a physical separation between customers and products in the web interface, it creates order assembly and transportation costs that are not incurred in traditional retailing (Rosen & Howard 2000). These costs are so high that firms have no choice but to charge the shipping cost to the customers. Survey results have indicated that shipping fees are the main complaint of more than 50 percent of online shoppers and that more than 60 percent of shoppers have abandoned an order when shipping fees are added (Ernst and Young 1999).

Technology Acceptance Model (TAM)

Adapted from the Theory of Reasoned Action (Ajzen 1980; Fishbein and Ajzen 1975), the Technological Acceptance Model suggests that a prospective technology user's overall attitudes toward using a given technology-based system or procedure represent major determinants as to whether or not he/she will ultimately use the system (Davis 1993). TAM has been utilized in numerous settings involving varying forms of technological adoption (Venkatesh and Davis 2000). It has also been successfully applied to help understand and explain the adoption of information systems/technology in marketing contexts, including Internet-based retail consumer behaviors (O'Cass and Fenech 2003). In marketing contexts, external variables examined include shopping motives (Eastlick and Feinberg 1999), consumer skill/expertise, demographics (Mattilia et al. 2003), personality characteristics, and computer anxiety (Harrison and Rainer 1992).

Diffusion of Innovation

The concept of innovation has received a great deal of attention within the diffusion of innovation framework, particularly in relation to information technology and marketing research (Agarwal and Prasad 1998; Midgley and Dowling 1978; Rogers 1995). According to the Diffusion of Innovation, a "personal innovativeness" construct is conceptualized as the degree and pace of adoption of innovation by an individual. The innovativeness concept represents an innate phenomenon and is widely used in psychology to identify innovative characteristics of individuals (Kirton 1976). Innovativeness is considered a generalized personality trait (also called "global innovativeness") (Goldsmith and Hofacker 1991; Goldsmith et al. 1995).

The conceptualization of innovativeness has also been examined in marketing literature (e.g., Midgley and Dowling 1978; Flynn and Goldsmith 1993). Consumers who are innovative are represented as being highly abstract and possessing a generalized personality trait (Im, Bayus, and Mason 2003). In general, however, consumers are not necessarily receptive to change. The Internet is a fairly new and discontinuous innovation. That is, a form of innovation that requires individuals to learn new skills in order to use the technology. Research reveals that diffusion of innovation theory is applicable to the study of online shopping. Specifically, consumers who have personal preferences of shopping in a brick-and-mortar store or patronize one specific

retailer will typically have difficulty in changing purchasing patterns (Kaufman-Scarborough and Lindquist, 2002). Consumers who prefer traditional retail channels or conversations with customer service personnel during the purchasing process will typically avoid the online shopping channel regardless of the benefits offered (e.g., convenience).

Consumer Attitudes toward Online Shopping

Yang and Lester (2004) conducted research using a survey instrument that measured consumers' attitudes toward buying online with 11 positive and 10 negative features of online shopping. According to Yang and Lester (2004), most websites are not built to be user-friendly but are built to provide information. The authors contended that companies providing products and services online only consider users to be rational customers. In doing so, individual differences in personalities are ignored. Yang and Lester noted, "Researchers have demonstrated a link between personality and Internet use" (p. 86). Further, Yang and Lester stated, "In a cross-cultural study of 12 countries, it was found that website quality, trust, and positive affect toward it were critical in predicting both the shopper's purchase intentions and loyalty of visitors to the site" (p. 86).

Results from this research project indicated that online shoppers had higher mean scores for the eleven positive features than non-shoppers. On the other hand, non-shoppers had higher mean scores for the ten negative features of online shopping (Yang & Lester, 2004). The researchers expressed the need for additional research: "Future research is planned to explore the role of gender differences in attitudes toward online shopping" (Yang & Lester, 2004, p. 90). Once again, the need for additional research on how the gender of the consumer affects attitudes and consequently online shopping intention was restated.

Dijst, Farag, and Schwanen (2005) enlarged the scope of the Extended Model of Goal-directed Behavior (EMGM) in attempting to explain the relationship of attitudes toward online shopping behaviors. The EMGM model was expanded since "since the original model pays little attention to the operationalization of behavior, external variables were added to take account of their importance." (Dijst, Farag & Schwanen, 2005, p. 5)

Prior researchers have criticized studies that were based upon the belief that consumers' attitudes affect their revealed behaviors. Farag and Schwanen (2005) suggested the possibility that consumers' choices are in part contingent upon factors that frequently are not taken into consideration. Consequently, consumer attitudes could be poor predictors of online shopping behaviors. To address the limitations of consumer attitudes as predictors of behavior, a number of theories that include additional behavioral factors have been developed. These behavioral based theories include the TPB (Ajzen, 1991) and the Extended Model of Goal-Directed Behavior (EMGB) (Perugini & Conner, cited by Dijst et al., 2005).

The researchers defined two questions to guide this project. First, "To what extent can the EMGB explain shopping

behavior?" (Dijst et al., 2005, p. 8). The second question was, "Which determinants of behavioral desire in the EMGB are affected by external variables?" (Dijst et al., 2005, p. 8). Results from the study indicated, "no significant effects of attitude on behavioral desire, while other psychological constructs had statistically significant impacts" (Dijst et al., 2005, p. 11). Past behavior and perceived behavioral control had a statistically significant effect on volition to shop online. The researchers noted, "Allowing behavioral desire to mediate the attitude on volition and behavior in studies of individual choice behavior therefore seems worthwhile" (Dijst et al., 2005, p. 12).

Researchers conducting a study with New Zealand online shoppers identified four factors that influenced consumers' perceptions of online shopping (Shergill & Chen, 2005). The four factors that were identified included web site design, web site reliability/fulfillment, web site customer service, and web site security/privacy. In addition, "four types of online New Zealand buyers, i.e., trial, occasional, frequent, and regular online buyers, perceived the four website factors differently" (Shergill & Chen, 2005, p. 79). The authors defined trial buyers as individuals who purchased online once per year, occasional buyers purchased items online 2-4 times yearly, frequent buyers purchased items online 5-10 times yearly, and regular online buyers made more than 10 purchases online per year (Shergill & Chen, 2005).

The stated purpose of the study was to identify key factors that influence New Zealand consumers' online shopping behavior. Additionally, the researchers hoped to determine if consumers in each of the defined online buyer categories perceived website factors and/or website elements differently, and finally, how these perceptions affected online buying behavior (Shergill & Chen, 2005). Seventeen items were utilized to measure the four factors, i.e., website design, website reliability/fulfillment, website customer service, and website security/privacy.

The study from Shergill and Chen (2005) revealed "that each of the four types of New Zealand buyers had different perceptions of each of the four factors" (p. 91). The researchers further stated, "Regular online buyers were much more satisfied with website variables and website factors than other online buyers" (Shergill & Chen, 2005, p. 91). The finding of primary importance from this study is the fact that New Zealand consumers were least satisfied with the level of website security/privacy that was provided (Shergill & Chen, 2005). There were several apparent shortcomings with this study, including a very low sample size of 149 and only 102 usable surveys (Shergill & Chen, 2005). Furthermore, the study was conducted in New Zealand, and whether the findings will hold in other geographical areas is in question. While demographic data gathered included the gender and age of the respondents, this demographic information was not correlated with the four factors. The potential influence of the gender of the respondent on the study variables remains unknown.

Yang et al. (2007) investigated attitudes toward buying online as predictors of online shopping. The unique element to this study was that the researchers compared British online shoppers with American online shoppers. The researchers stated the rationale for this study as, "the present study was designed to focus on the role of attitudes toward online shopping, both positive and negative attitudes, in influencing Internet purchases" (Yang et al., 2007, p. 198). Additionally, "While positive attitudes capture the benefits of shopping online, the negative attitudes reflect the barriers and risks associated with shopping online" (Yang et al., 2007, p. 199). Two positive factors, including access to products free of time and space constraints and the ability to make effective transactions, were identified. On the other hand, three negative factors were also identified: lack of security and privacy, lack of personal assistance including brand-name recognition, and inability to touch products and lack of after-sales assistance (Yang et al., 2007).

3. Hypotheses

There are 11 hypotheses:

- H1: the more accuracy the product information, the higher the online purchasing behaviour
- H2: the more accuracy the product outlook, the higher the online purchasing behaviour
- H3: the more accuracy the product feature, the higher the online purchasing behaviour
- H4: the more accuracy the price comparison, the higher the online purchasing behaviour
- H5: the cheaper price, the higher the online purchasing behaviour
- H6: the more saving time and money, the higher the online purchasing behaviour
- H7: the more the availability, the higher the online purchasing behaviour
- H8: the quicker the delivery, the higher the online purchasing behaviour
- H9: the more the online discount, the higher the online purchasing behaviour
- H10: the more accuracy the community factor, the higher the online purchasing behaviour
- H11: the more accuracy the web quality, the higher the online purchasing behaviour

4. Research methodology

The investigation will conduct the cross-sectional design that is specifically aimed at self-completion survey. To limit the disadvantages of questionnaires, the pilot study is delivered to 10 respondents beforehand, namely 5 students and 5 professors. By delivering the pilot study to respondents in advance, it can adjust the meaning and review those questions in turn if necessary. The pre-study, furthermore, can facilitate the completion of questionnaires. After considering some main pitfalls of the questionnaires, it is essential that the preliminary study has conducted before conducting in the large scale. The pilot study can help more understanding the research objectives and identify any misunderstandings of respondents. The pilot study of questionnaires is conducted before the empirical investigation. Veal (2005, p.143)

highlighted that questionnaires are investigated in some participants which researcher pay attention to.

This pretest focuses on those Vietnamese customers having experience in online shopping before (the beginning of February 2025) and they prefer to purchase products online. Questionnaires are conducted in pretest before examining in the large scale of respondents. For a small number of people, it is essential to adjust and pretest the draft questions. Hence, the survey is tested in question order, layout, meaning and validity. The pre-study has been included these respondents from the age 20 to 30, and those interviews were conducted to examine the understanding of question. The pre-study helped to great extent and facilitated the completion of the survey. For illustration, after conducting the pilot study, there are some feedback about the number of questions, meaning content and clarified language. Based on feedback, the questionnaires adjust the layout, order and validity to reduce those errors and increase the quality.

The study collects both primary data through online survey and secondary data through literature review regarding the online context. First and foremost, secondary data collection offers essential information that is the outcome of the literature review is the summary of related secondary data collection (Hussey and Hussey, 1997). It is collected from past research, journal, article and reports of the company. The majority sources of secondary data are collected from books, previous journals, articles and online resources in the University of Lincoln such as Emerald, EBSCO host, Euromonitor, Passport Euromonitor etc. While the secondary data encompass "published summary data" and gather from other authors, the primary data collect directly from respondents (Saunders et al., 2009). Primary research is based on studies or research which were conducted before (Rugg and Petre, 2007, p. 4). The primary research is conducted in the needs of research objective and the available source of information (Arstrong, 2001). It highlights the appropriate aim and target of the research. This investigation gathers primary data by quantitative approach that measures consumer behaviour by statistics. Those data collected from primary research can meet the target purpose of the research. Furthermore, the accuracy of the secondary resource is another concern. One major disadvantage of primary research is "time-consuming" than secondary research. The researchers need to design questionnaires, pretest questionnaires, and collect data from respondents. Furthermore, the quality of information depends on "the willingness and ability" of respondents. There are several causes which lead participants to prevent cooperating in the investigation since they concern negative results of honest responses (Ghauri et al., 2005).

5. Result and discussion

Outcomes of the study deliver some potential findings which not only advocate and criticize related theories in some respects. The study has indicated relevant theories and identified the essential concept such as trust aspect to online market. For instance, the finding carries out that E-marketing aspect reveals the impact on customers' minds, namely 82.5

% of people rated for online marketing concern (Figure 4.1.1). Specifically, the available study not only contributes more academic studies about online shopping in Chinese market but also it confirms appropriate theories for online purchasing behaviour. Trust factor, for example, generates the main constrain for online shoppers in China since these nations are considered the low- trust on online retailing (Fukuyama, 1995). Conversely, this factor is not limiting online business in USA. Similarly, by reviewing the literature, the convenience factor is another crucial issue to motivate British customers to purchase grocery online (Morganosky and Crude, 2000); nevertheless, this factor is not significantly impacting on customers. The investigation is to conduct the research on which antecedents have impacts on customer for online shopping. According to the result, the Internet marketing and online trust contributes to online customer intention.

Furthermore, there are quite a limited number of online consumer behaviours' studies; therefore, the investigation is to conduct the research identified the antecedents that impacts on customer for online shopping to contribute information about consumers' online behaviour. Although the online retailing in is attractive, there are very few studies that examined factors to encourage or constrain e-customers to purchase products online. Studying consumer behavior is essential to better recognize customers and eventually develop cost-effectiveness (Rickwood and White, 2009). The problem of online intermediary is related to consumer purchasing behaviours, which needs taken in depth. This is the gap indicated in the literature.

6. Conclusion

The investigation improves understanding of online shopping behaviour in China. For retailers, it could provide economic benefits to them. This highlights the good situation for business success since there are many potential customers surfing the Internet. Although the online retailing in Vietnam is attractive, there are very few studies that examined factors to advocate Chinese customers to purchase products (fashion clothes) online or prevent them from buying through the Internet. Studying consumer behavior is essential to "understand better the customers and ultimately increase profitability" (Rickwood and White, 2009). The problem of online intermediary asserted above is in terms of online Chinese consumer purchasing behaviours, which needs to be considered in detail. This is also another gap indicated in the literature. Internet retailers who channel new online shopping method should penetrate the online business with attention of online concern in the findings. Although online business provides quick money, quick delivery service and trust aspects are key pitfalls in China according to customers' viewpoints. It is suggested that managers would increase communication service and feedback with customers as e-retailers obtain information clearly. Furthermore, it implies online marketing strategies that are beneficial to customers. Traditional marketing strategy is not appropriate in cyber market to meet customer demands. Alternatively, product information, product feature, product outlook, price

comparison, communities are efficient for online buyers. Chinese shoppers' intent to purchase products because they trust the online system such as security and privacy information. Personal information and transaction security should be protected by online vendors and operating systems, which would be safe for customers.

Several studies indicate that non-online purchasers express primary concerns about Internet use (Balabanis & Reynolds, 2001; Burroughs & Sabherwal, 2002). However, the investigation reveals that non online shoppers fear online marketing issue which encompasses technology and marketing concept. For online administrators, e-marketing is more than distribution channel, but it also demonstrates new segmentation in the market. Highlighted from the finding, E-marketing aspect reveals the impact on customers' minds, namely 82.5 % rated for online marketing concern. Additionally, the online shoppers are young and high educated in China.

The characteristics of Internet purchasers are crucial predictors to motivate online purchasing phenomenon as asserted in literature review. Similarly, the investigation confirms this statement occurring in China. Such consumer segmentation is another focus of retailer attention in China. Apart from some positive signs of consumers, the researcher explores that online purchasers have lack of trust in term of online systems, privacy and security aspects, which is different to Western markets. Obviously, online retailing phenomenon of China is highly unlike in Western nations such as UK, USA among others while entrepreneur should penetrate unique strategies to adapt in Vietnam cyber market. Since customers are aware of security and privacy trust, online vendors could enhance their system (Web quality) and communication to meet customers 'demands. Privacy concerns and security trust issues are the most common causes quoted by consumers (Udo, 2001). The study notes that consumers have a greater trend to purchase clothes online if they found useful information and trust on online agencies. In this regard, recommendations are derived from the conclusions drawn in the study. Main conclusions are based on the objectives of research which identifies that effective Internet marketing could influence behaviour positively; nonetheless, lack of trust tend to prevent customers from shopping online. These findings suggested that Internet retailers, especially online apparel sites, should satisfy the requirements of their consumers in term of privacy trust, security trust as well as communication. Finally, associated with understandings and limitations summary, this research offers a pointing start on Internet purchasing behaviour in China context.

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