

Factors Affecting Shopping Intentions on Social Commerce Websites in Vietnam

Hao-Fan Chung^{1*}, Thi-Tinh Hoang² and Si-Yu Zhou³

Abstract

With the popularity of the Internet and the rapid development of information and communication technologies (ICTs) in Vietnam, Facebook has become the most popular social commerce (SC) site utilised by Vietnamese. Such new platforms have gradually become a new trend for users or consumers to shop online, and an increasing number of people are shopping online through such platforms. To comprehensively understand the factors of online shopping intention through Facebook, this research establishes a theoretical model based on service quality, trust, satisfaction and online shopping intention. Three hundred valid questionnaires were distributed, retrieved, and analysed using partial least squares structural equation modelling (PLS-SEM). The findings showed that online shoppers increased their satisfaction and trust in the social commerce website when they experienced superb service quality. Even more surprisingly, the results showed that trust was pivotal in influencing satisfaction and behavioural intention when shopping on such websites. These suggest that managers within the website providers urgently need strategies to create an ambience in which online shoppers can feel a sense of satisfaction and trust to enhance their willingness to purchase on such SC sites.

Keywords: Information and communication technologies (ICTs), social commerce (SC), Partial least squares structural equation modelling (PLS-SEM), Trust, Service.

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1. Introduction

Due to the explosive growth of the Internet, online shopping has become increasingly popular and a daily behaviour for most people. E-commerce is gradually becoming an essential form of business, especially in the era of globalisation. Businesses can also use the Internet to provide information about products/services to potential customers anytime, anywhere. According to a survey conducted by We Are Social (2024) with Internet usage in Vietnam, Vietnam's population reached 97.8 million, of which about 78.44 million people accounting for 79.1% of the population) use the Internet for an average of 6 hours and 47 minutes, ranking 59th in the world. Recently, e-commerce has been combined with social networking sites (SNS) and formed social commerce (SC) platforms. Social networking sites are great for customers to get information and provide advice. With such a large number of users, high interaction, and the ability to share information, social networking sites play an important role in e-commerce activities.

As mentioned earlier, activities with e-commerce elements on social networking sites, also known as social commerce (SC) sites, are developing rapidly. In terms of business, a survey by VECOM (2019) showed that in 2019, the participation rate of merchants on social networking sites reached 39%, significantly higher than on e-commerce trading platforms (17%) and equivalent to that on websites (42%). Using social networking sites in online sales can provide new profit opportunities for marketers and retailers because it provides customers with product information, economics, and the benefits of sharing (Hennig-Thurau et al., 2004). Vietnamese people still have the habit of trust, and when they can directly hold and see the goods, the willingness to buy is usually influenced by people that customers know and trust. However, as the Internet is booming and time is becoming more and more precious, more shopping channels are needed in such developments in Vietnam. Now, customers do not have to go to the store; they can stay at home and experience the quality of service online. To reduce the risk when buying a new product, many customers can thoroughly search and consult people who have used it before purchasing it. Knowing this, online retailers have recently become interested in potential customers because they can understand and influence the purchase intentions of social commerce sites' customers. From this, customer relationship management and sales can be improved.

Therefore, now we can find many online retailers that have begun to connect their websites with social networking sites, such as online stores on Facebook (Park et al., 2014). Service providers must continuously improve technology and service quality to attract customers to use services, retain old customers, and compete with competitors in the same industry. Currently, service quality has a breakthrough in competition, and service providers must pay more attention to service quality. Social networking sites must overcome many challenges to improve market competitiveness, including exemplary service quality management to enhance customer satisfaction. Improving customer satisfaction is necessary because this factor dramatically affects customers' trust, satisfaction and willingness to

repurchase, significantly affecting the company's profits (Biscaia et al., 2017). Although there are theories and research models worldwide that explain the factors that influence customers' online shopping behaviour through social networking sites, there are few studies in Vietnam. In addition, due to specific economic, cultural and social conditions, applying theoretical models in the world to the Vietnamese situation may not be appropriate. Based on previous research, this study explores consumers' motivation to purchase through social networking sites regarding product quality, trust, customer satisfaction, and online purchasing behaviour. Finally, this research has five questions: 1. How does service quality affect consumer trust on SC websites? 2. How does service quality affect consumer satisfaction on SC websites? 3. How does SC website consumers' trust affect their satisfaction? 4. How does SC website consumer trust affect their shopping behaviour? 5. How does SC website consumers' satisfaction affect their shopping behaviour?

2. Literature review and hypotheses development

2.1 Development of the Internet in Vietnam

According to a survey by Statista (2023), about 61.3 million smartphones are used in Vietnam. Vietnam is one of the top 10 countries with the most significant number of smartphones, with 61.3 million users, and ranked 9th at 63.1%. As of January 2021, approximately 68.17 million people used the Internet through different platforms and applications (over 70.3% of the population), with an average duration of 6 hours and 47 minutes, which is considered a relatively large amount of time used per day (We are social, 2024). According to this number, Vietnam is the 12th country in the world in terms of the number of Internet users and ranks 6th among 35 Asian countries. Vietnamese users spend an average of nearly 7 hours a day participating in Internet-related activities, and the proportion of Vietnamese netizens using the Internet daily is as high as 94.7%. Due to the high penetration rate of smartphones, Internet use in Vietnam is mainly based on mobile devices. Using the Internet has become a daily habit for many Vietnamese people, and it has various uses, including work, study, entertainment, etc.

2.2 Current status of online shopping via social commerce in Vietnam

Social networking sites have changed our view of marketing because companies and consumers interact directly and build relationships (Solomon, 2010). Today, due to online social networking sites, the way companies and consumers interact has changed, and the power has shifted from companies to consumers (Chung et al., 2024). On social networking sites, consumers can filter, select and exchange information with each other or companies. Social networking sites play an essential role in communication and interaction with people's lives and influence the behaviour and communication of society in various ways (Cheung et al., 2011). Social commerce has become very popular and has changed how e-commerce and marketing are done. Therefore, Lal (2017) pointed out that many businesses today

have a lot of opportunities and tools to increase their online visibility. Social commerce has no similar definition because many authors have given different meanings. Hettiarachchi et al. (2017) defines social commerce as an Internet-based social networking site that encourages people to sell actively and market services and products through communities and online markets. Studies by Amit and Malsawmi (2013) and Li and Zhang (2002) define social commerce as the process by which consumers purchase goods or services through social networking site applications. Social commerce is changing the social relationships and interactions between organisations and customers (Zhang et al., 2016). Like e-commerce, social commerce sites include communities of customers with similar interests, hobbies, or goals, allowing consumers to browse and view products and add more products to their shopping carts (Matsumoto, 2009). Social commerce combines business and social activities (Liang and Turban, 2011; Zhou et al., 2013).

2.3 Online shopping behavioral intention

Online shopping behavioural intention refers to the consumer's preference to purchase a product or use a service because they find a need for the product or service. In addition, purchase intention also means that after evaluating the product service and finding the product/service worth buying and using, the consumer will buy or use the product/service again (Mazhari et al., 2012; Haghghi et al., 2012). When a customer chooses a specific product or service, the final decision to buy, use or reject the product/service depends mainly on the customer's purchase intention. In other words, the higher the purchase intention, the greater the possibility of purchasing or using the product/service (Schiffman and Kanuk, 2007; Dharmesti et al., 2021). In social commerce, purchase intention refers to the customer's intention to purchase online from an electronic supplier on SNS. Intention is a determinant of behaviour and is defined as the strength of a person's intention to perform a specific behaviour (Ajzen and Fishbein, 1977).

According to Li and Zhang (2002), online shopping behaviour is purchasing products and services through the Internet. As defined in the study of Monsuwe et al. (2004), online shopping is the behaviour of consumers using online shopping transactions to make purchases through online stores or websites. Many studies on online shopping behaviour abroad explain consumers' online shopping behaviour. However, more research is needed to cover the factors fully, focusing only on a few essential factors, such as the studies of Koufaris (2002) and Pavlou (2003). In Vietnam, research on online shopping behaviour still needs to be improved because it is a complex social phenomenon regarding technology, behaviour, and psychology (Khanh and Gim, 2014), so few studies exist on people's consumption of social networking sites.

Although online shopping has become more convenient, online shopping in Vietnam faces many problems. One of the biggest problems is the need for more service quality. In the past, Vietnamese consumers mainly focused on price and ignored service quality. However, in recent years, when consumers have become

more intelligent and pickier, they require sellers to provide themselves with service quality. Feeling satisfied, increasing trust and satisfaction, new consumers make a purchase decision. Realising the significant impact of service quality on purchasing behaviour, this study will research to help companies have better solutions.

3. Research method and hypotheses development

Service quality is a relatively abstract concept. Everyone can have opinions, but it is challenging to define them clearly. Gronroos (1984) believes that service quality is the comparison between the value that customers expect before using the service and the value that customers get when using the service. Service quality evaluates the overall support of online service providers on the Internet. Parasuraman et al. (1988) defined service quality as the gap between customer expectations and their perception when using the service. According to Kumar et al. (2012), service quality is a meaningful way to bring satisfaction and improve industry competitiveness and efficiency in enterprise management. Liang and Turban (2011) defined service quality as "the degree to which users evaluate the support and services provided by service providers through websites." In social commerce, service quality is evaluated by users based on the interaction and processing methods of website administrators and customer service processes (Lal, 2017; Liang and Turban, 2011). When users know little about information technology, positive quality and timely service always build a foundation of trust in customers' hearts (Lanin and Hermanto, 2019). The best service quality can enhance customer trust (Kaur and Soch, 2018). This leads to hypothesis H1.

H1: Service quality positively affects customers' trust.

According to Guo et al. (2012), website design, security, information quality, payment methods, quality electronic services, product variety, product variety, and delivery services affect customer satisfaction with online services. Previous studies have shown that service quality directly impacts customer satisfaction (Caruana et al., 2000; Baker and Crompton, 2000; Bharati and Berg, 2005; Yoo and Park, 2007; Sureshchandar et al., 2001). Maharsi et al. (2021) showed that service quality does not affect purchase intention, but customer satisfaction positively affects purchase intention. Several empirical studies have confirmed that service quality is a prerequisite for customer satisfaction (Oliver and Rust, 1994; Cronin et al., 2000; Spreng and Mackoy, 1996; Ranaweera and Neely, 2003), which means that the better the service quality, the higher the customer satisfaction (Brady and Robertson, 2001; Cronin et al., 2000; Dabholkar and Bagozzi, 2002). Ding et al. (2011) concluded that service satisfaction and convenience are the two most important factors affecting customer satisfaction. In addition, according to the research of some scholars such as Santos (2003) and Li and Suomi (2009), in addition to satisfaction with the service (including convenience, purchase flexibility and other factors), trust and reliability (such as correct completion of orders) are also one of the critical factors affecting customer satisfaction when using e-commerce services.

Service quality is the most important factor affecting customer satisfaction (Cronin et al., 2000). If a service provider provides customers with a high-quality product that meets their needs, the business has initially satisfied the customer. Therefore, the service provider must improve service quality to improve customer satisfaction. In other words, service quality and customer satisfaction are closely related, and service quality is created first and then determines customer satisfaction. The causal relationship between these two factors is critical in most customer satisfaction studies. If the supplier provides customers with a high-quality product that meets their needs, then the first step is to satisfy the customer. Therefore, service quality is the factor that has the most significant impact on customer satisfaction (Cronin et al., 2000). This leads to hypothesis H2.

H2: Service quality positively affects customers' satisfaction.

Gefen et al. (2003a) define trust as "the expectation that individuals or companies with whom we interact will not use this expectation to force us to rely on them. Believe that stakeholders will act ethically and reliably by social norms and deliver on their promises." Moorman et al. (1993) define trust as the willingness of consumers to rely on a trusted object when conducting transactions. Trust plays a crucial role in revealing consumers' online behaviour. In the context of online shopping, McKnight et al. (2002) defined trust as the willingness to accept vulnerabilities (risks) from online retail websites after learning about the retailer or the willingness to accept the vulnerability of purchasing with an online retailer (Lee and Turban, 2001). Trust motivates customers to maintain contact and execute future transactions. Trust is a core element of e-commerce success (Srinivasan, 2004). Kim et al. (2009) further asserted that trust triggers cooperative behaviour, catalyses systems such as networks, and reduces inter-organizational conflict and unnecessary costs. In addition, lack of trust is one of the most common barriers mentioned by consumers in previous online shopping studies (Lee and Turban, 2001). Trust has become a vital issue in electronic transactions due to the lack of assurance to customers. Specifically, customers will immediately avoid sellers they do not trust (Reichheld and Scheffer, 2000). In social commerce, uncertainty is often higher due to the lack of face-to-face interaction (Featherman and Hajli, 2016). Improved exchanger experience can reduce uncertainty and increase acceptance of online commerce by increasing trust (Gefen et al., 2003a, 2003b). Oliver's (1980) research shows that trust significantly impacts consumer satisfaction. Consumers who trust sellers more are more satisfied with the shopping process (Trivedi and Yadav, 2020). Pratono (2018) pointed out that trust in social commerce enables Internet retailers to gain pricing and sales power, positively impacting their performance. This leads to hypothesis H3.

H3: Customers' trust positively affects their satisfaction.

Previous studies have shown that trust is essential to consumers' online shopping intentions and behaviours (Winch and Joyce, 2006). For example, Gefen et al.

(2003a, 2003b) combined the trust factor with TAM. They found that the impact of trust on online purchase intention was equivalent to the two main variables of TAM, namely, perceived usefulness and perceived ease of use. The results of this study also show that trust plays a vital role in customers' online purchasing behaviour. At the same time, based on the theory of rational action (TRA), Pavlou (2003) included customer trust in the study, and the results showed that trust is the most important factor affecting customer satisfaction and predicting customer purchase intention. Wen et al. (2011) also found the same results as Pavlou (2003) regarding the relationship between trust and online purchasing behaviour. This leads to hypothesis H4.

H4: Trust positively affects online shopping behavioural intention.

One of the factors that can help increase sales is customer satisfaction because satisfaction leads to loyal customers, product praise, and repeat purchases (Wilson et al., 2008). Although many studies focus on satisfaction, there needs to be a consistent definition of this concept. According to Hunt (1977), satisfaction is the evaluation of consumers after purchasing and experiencing a service. It is the customer's view of their wants and whether their expectations are met or exceeded. According to Parasuraman et al. (1988), customer satisfaction is their expectation of the perceived difference between their known experience and expectations. That is the customer's known experience of using the service and the results after the service is provided. (Oliver, 1997) pointed out that satisfaction is the consumer's response to the satisfaction of needs. Regarding customer satisfaction, Armstrong et al. (2014) stated that customer satisfaction is evaluating a product or service based on the customer's expectations. Zeithaml and Bitner (2000) defined customer satisfaction as the result of the customer's experience after using the service. This satisfaction is the customer's perception of whether the product or service meets their needs and expectations.

Satisfaction depends on the customer's belief that the experience (service experience) will cause positive or negative emotional reactions (Rust and Oliver, 1994). A previous study showed that if an organisation consistently satisfies its customers, it will maintain higher revenue and greater profits by increasing customer loyalty (Wicks and Roethlein, 2009). Hemon and Whitwan (2001) believe that online customer satisfaction is the response customers receive when using online services. Anderson and Srinivasan (2003) define e-service satisfaction as the customer's satisfaction with previous purchase experiences at e-commerce service providers. According to Myers and Mintu-Wimsatt (2012), online shopping satisfaction is derived from shopping satisfaction and customer experience. Starting from satisfaction, customers build trust and confidence when purchasing products from a particular brand, retailer, or store. Searching and comparing information is crucial in online shopping because shoppers want to be protected from online risks that may lead to adverse consequences (Park and Stoel, 2005). This leads to hypothesis H5.

H5: Satisfaction positively affects online shopping behavioural intention.

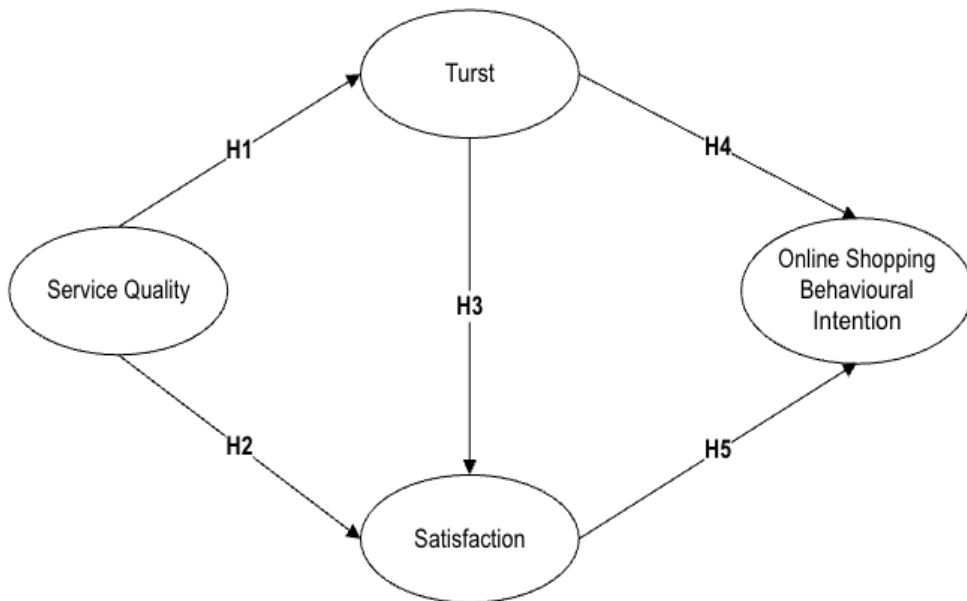


Figure 1: Research model

4. Research method and analytic process

This study adopted a survey method, using questionnaires to collect primary data. The target customers purchase goods through the social networking site Facebook (taking Vietnam as an example). At the same time, this study is expected to use the partial least squares structural equation model (PLS-SEM) to analyse the hypotheses proposed in this study. PLS is a well-designed statistical analysis software used to evaluate complex predictions and multivariate models, including the analysis of measurement and structural models (Chin et al., 2003). Likewise, PLS has been widely used in management research because it can analyse reflective and formative structures and handle smaller samples without normalising the data size (Chin et al., 2003). Therefore, due to the small sample size, limited theory related to the purpose, and limited previous references in this study, PLS (version 3.2.8) was used to test the research model.

4.1 Sample and data collection

To ensure the most objective and extensive research possible, we decided to collect data by sending a questionnaire to users through Facebook to collect answers from customers who purchased through the social networking site. The research adopted the Likert 7-level index from level 1 – complete disagreement to level 7 – entire agreement. The data was collected between March and June 2022. The sample was collected from online shoppers on the social networking site Facebook. Time of using Facebook: The survey results show that a total of 210 survey samples, equivalent to 70% of the participants, said they had used Facebook for more than 5

years. Sixty-two people, equivalent to 20.7%, said they had 3 to 5 years of Facebook experience. The number of people who had used Facebook for 1 to 3 years and less than 1 year was relatively small, accounting for 9% and 0.3%, respectively. This shows that young people in Vietnam have been exposed to information technology very early. Usage level of social network Facebook: Out of 300 surveys, as many as 185 people said they use Facebook 2 to 6 hours a day, a proportion of 61.7%, while as many as 35% said they use Facebook for more than 6 hours a day. Only 2.6% of people spend less than 2 hours a day, and only a tiny proportion of users use Facebook 1 to 2 times a week, accounting for 0.7%. From these figures, it can be seen that Facebook plays a vital role in influencing Vietnamese people, especially young people. Subsequently, commercial transactions on Facebook significantly impact Vietnamese people's willingness to buy. From the age structure, the survey subjects belong to many different age groups, but the majority are young people aged 18-23, accounting for 45.3%; 20% are aged 24 to 30, and 16.7% are under 18 (young people account for 82%). It can be seen that online shopping activities are accepted and used by young people much more than middle-aged and older adults. This result is understandable because young people are too familiar with information technology, and now they also want to express themselves through online shopping on Facebook according to life trends. The second largest group is the 31 to 40 age group, accounting for 7.7%; the 41 to 51 age group accounts for 7.3, and the smallest is the 51 and above age group, accounting for 3%.

Regarding education level, among the 300 surveyed samples, 77% have a college degree, 16.7% have a high school degree, and 6.3% have a graduate degree. This will also help the author assess the consumer's awareness of Facebook shopping behaviour. People with higher education are more likely to be exposed to technology, so they shop more online. Regarding the occupational structure: Among the 300 survey samples, most respondents were students, accounting for 39%, followed by office workers, accounting for 29.7%, followed by freelancers, accounting for 17.7%, and other jobs, accounting for 13.6%. Regarding the average monthly income structure, most of the respondents have an income at a medium to moderate level. This can be explained by the fact that most of the respondents are students, so their families subsidize their income level, so the proportion of respondents with a monthly income below 3 million is 30%. Those who have jobs, because they are also young people and have just graduated, their income is not very high (39.3% have an income from 3 million to 8 million VND/month, and 21.7% have an income level from 8 million to 15 million VND/month). The proportion of those with a surplus income level above 15 million VND is relatively small (9%). This also reflects the average income of Vietnamese people. It can be seen that the scale and structure of the research sample meet the requirements of the research design and ensure overall representativeness. Therefore, the research results are more likely to reflect the overall situation reliably.

4.2 Measurement model

According to the recommendations of Hair et al. (2017), testing the reliability and validity of the indicators in this study included testing internal consistency, reliability and validity of related constructs, and discriminant value. Indicators were retained or deleted from the research model based on factor loading values (Bagozzi et al., 1991). The research model retained the indicator if the factor loading was strong (≥ 0.7). For indicators with factor loading values ranging from 0.4 to less than 0.7, deletion was performed only if deletion increased the cluster reliability or convergent validity value (Bagozzi et al., 1991; Hair et al., 2011). After running the PLS-Algorithm function in SmartPLS software several times to verify the factor loading coefficient values of the indicators, I retained all the suggested indicators. The evaluation of the measurement model includes two aspects, instrument reliability and validity test. Reliability tests for measurement models assess internal consistency, while validity tests for measurement models assess convergent and discriminant validity (Chin et al., 2003). Composite reliability and Cronbach's α are used to assess the internal consistency reliability of each dimension. The analytic results showed that the factor loading value of each item in this research was more significant than 0.7 (Barclay et al., 1995). Concerning Cronbach's α values for each construct evaluated in this study, all of the constructs had values higher than 0.7, ranging from 0.775 to 0.900 (Nunnally, 1978). In this regard, the composite reliability (CR) value of each construct in this study exceeds 0.7, thus achieving an acceptable level of internal consistency (Chin et al., 2003). When evaluating the convergent validity of the survey (by examining the average variance (AVE) captured), each structure of this research exceeded 0.5 and ranged from 0.638 to 0.766 (Fornell and Larcker, 1981). Next, discriminant validity (by assessing the heterotrait-monotrait (HTMT) in this research) was evaluated by comparing the HTMT values between the two constructs. The HTMT value between the two factors is preferably below 0.85, but if the structures are conceptually similar, it can be increased to 0.90 (Benitez et al., 2020). The HTMT ratio test results range from 0.423 to 0.679 (Benitez et al., 2020). This indicates that all constructions are independent of each other. In addition, we also evaluated the impact of multicollinearity. Moreover, analysis shows that, as suggested by Kleinbaum et al. (1998), the variance inflation factor (VIF) values for all structures are acceptable as they range from 1.001 to 2.191 (Chin et al., 2003). Table 1 shows the measurement model's relevant values and statistics.

Table 1: Measurement model
(The statements for all items are shown in Appendix A)

Constructs	Cronbach's α	Composite Reliability	AVE	Item	Loadings	t-Value
Service Quality (SQ)	0.857	0.857	0.898	SQ1	0.854***	38.9
				SQ2	0.813***	40.1
				SQ3	0.729***	57.0
				SQ4	0.778***	46.2
				SQ5	0.816***	48.6
Trust (TRU)	0.900	0.926	0.714	TRU1	0.850***	60.2
				TRU2	0.872***	88.1
				TRU3	0.874***	76.2
				TRU4	0.779***	51.2
				TRU5	0.846***	62.3
Satisfaction (SATIS)	0.775	0.869	0.689	SATIS1	0.842***	48.4
				SATIS2	0.864***	69.7
				SATIS3	0.783***	73.3
Online Shopping Behavioral Intention (BI)	0.846	0.963	0.766	BI1	0.900***	46.6
				BI2	0.914***	56.5
				BI3	0.807***	59.5

Note 1: SQ = Service Quality; TRU = Trust; SATIS = Satisfaction; BI = Online Shopping Behavioral Intention

Note 2: *p < 0.05, **p < 0.01, ***p < 0.001.

4.3 Structural model

The results of the structural model are shown in Figure 2. First, service quality was a significant predictor of trust, which supported **H1** ($\beta=0.721$, $t=25.47$, $p<0.001$). Meanwhile, the results revealed that service quality positively affected satisfaction, so **H2** was supported in this study ($\beta=0.387$, $t=6.72$, $p<0.001$). Moreover, the results revealed a significant relationship between trust and satisfaction; this supports **H3** ($\beta=0.458$, $t=8.22$, $p<0.001$). In addition, the results showed that trust positively affected online shopping behavioural intention, which supports **H4** ($\beta=0.503$, $t=11.24$, $p<0.001$). Finally, satisfaction emerged as a significant predictor of online shopping behavioural intention, supporting **H5** ($\beta=0.403$, $t=9.00$, $p<0.001$).

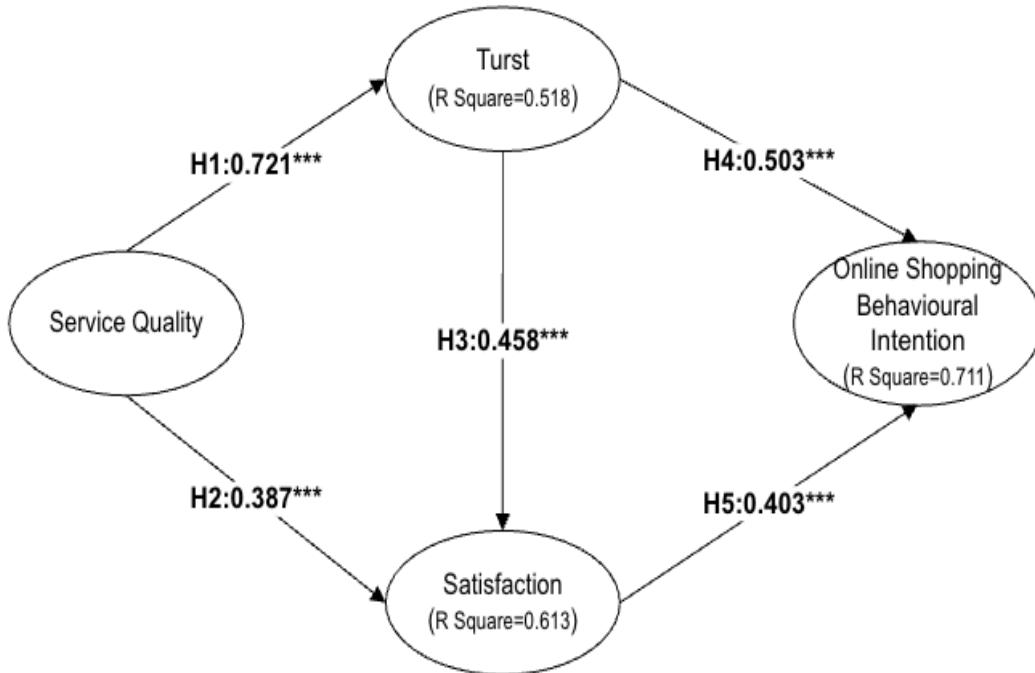


Figure 2: Results of the structural model

Note(s): *p-value < 0.05 ($t > 1.96$), **p-value < 0.01 ($t > 2.58$), ***p-value < 0.001 ($t > 3.29$)

5. Conclusion

Research results show that service quality directly and positively impacts trust and satisfaction. This once again confirms the essential and critical role of service quality. Therefore, merchants on Facebook always satisfy customers with good service quality, such as providing concise and easy-to-understand information. Facebook is designed to be easy to use; I can easily find the products I need and quickly contact staff for instant inquiries; the staff has an enthusiastic and professional service attitude and skills, and you can place orders directly through consultants. In addition, when Facebook provides high-quality products and services, it is a prerequisite for bringing trust and satisfaction to customers. Efforts to improve and enhance service quality levels will allow customers to form expectations and evaluate Facebook's service quality, which is the basis for customer satisfaction. Research also confirms that trust has a direct positive impact on satisfaction. This means that merchants on Facebook increasingly increase trust in their customers by providing easy-to-find, easy-to-understand, specific and accurate product information, improving service quality, consistently delivering on their promises to customers, and improving safety Sex in all transactions. Facebook will create impressions, prestige, and professionalism in customers' minds, giving them confidence and increasing customer satisfaction when they shop on Facebook. Thereby driving purchases on Facebook. Research shows that satisfaction directly impacts purchase intention and purchase behaviour, and satisfaction plays a mediating role in the relationship between service quality and purchase behaviour.

At the same time, satisfaction also plays a mediating role in the relationship between service quality, trust and purchasing behaviour. This once again confirms the vital role of satisfaction in maintaining customer acquisition and shaping customer intentions and purchasing behaviour. The findings from the research results will help businesses on Facebook identify factors that influence consumer motivations to purchase on Facebook. From this, you can contribute to developing marketing strategies and other policies to help companies continuously improve their competitiveness, increase profits, and build customers' future purchasing intentions and behaviours. From the research results, the author provides some solutions to help improve customers' purchasing motivation when purchasing through Facebook. Facebook is an easy-to-use social commerce website with a simple design that makes finding products quick and easy. Businesses can reach more potential customers through advertising, but more than advertising is needed to satisfy customer needs. What matters is the rate at which you convert interest into purchase and satisfaction with that purchase. Does the audience become actual store customers from their first encounter with the store? This issue will depend on the consultation and service capabilities of the service personnel. Online sales are similar to real life; customers will decide whether to buy on Facebook only when they get the service they want, have satisfactory product answers and have all their needs and questions met. This not only allows customers to make decisions quickly but also feel satisfied with professional service. Customer service is an essential step before and after a customer makes a purchase decision so that they can make their next purchase. Dedicated care and advice to customers allow customers to see that the product is right for them. At the same time, provide product and store credit information so that customers can see enough information to trust the store and the products they intend to purchase. The information from customer service will make it easier for customers to make purchasing decisions from a place of trust and satisfaction. In addition, after-sales service has a more substantial positive impact on customer satisfaction after purchasing. After delivery to the customer, the store will inquire about the product's delivery, use, effect, etc., through evaluation so that the customer will be more satisfied with the purchase. This care gives customers more confidence in the store. Customers see this as a friendly and lasting connection between the customer and the store.

Interacting with customers regularly is how stores maintain a good relationship between buyers and sellers. Respond to customer interactions as quickly as possible, except when it is impossible to respond to customer interactions. From the moment they interact with customer service, there is a good chance they are interested in and need the product. The task of customer service at that time was to answer questions about the products customers were concerned about and the services they wanted. However, in bad cases, sellers can receive complaints expressing dissatisfaction, and sellers should be clear about this situation. Such complaints will help sellers learn from customer care experiences, and remaining customer-centric is how sellers can bring success to their future business development goals. Therefore, interacting with customers through customer feedback also brings valuable

experience to sellers to improve their products and services, bringing maximum benefits to them and sellers.

Customer trust is the goal and motivation of every enterprise, especially online shopping. Due to the particularity and disadvantages of the industry, customers can only use their senses to perceive products if they have vision. So here are some solutions to help Facebook sellers build credibility and increase customer trust: Always abide by our commitments to customers, especially to keep prices and customer information confidential. This essential factor enables the seller's credibility to be based on honesty and ensures customers' legitimate rights and interests. When ordering online, customers always leave personal information, which is sometimes sold by businesses or used for their purposes. Spam emails or consultation calls make customers feel time-consuming and uncomfortable. Therefore, Facebook's information security mechanisms or commitments not to use, disclose, buy or sell customer information are fundamental and use realistic advertising images and accurate, unobtrusive product/service promotions. They post pictures or advertisements that exceed the quality and design of the product, leaving customers dissatisfied after purchase. Products that do not look like the ones advertised can make customers feel that they have been deceived, causing them to lose confidence in online shopping.

Hence, the providers should establish clear, reasonable, and visible returns, exchanges, repairs, claims, and compensation policies to make transactions trustworthy in customers' minds. They should focus on these policies so buyers understand the benefits and avoid the risks when buying quickly. Customers are more satisfied when clear policies always work in their best interests. In order not to make it difficult for customers to return or exchange goods, sellers need to eliminate the risks and pressures in customers' minds and make them feel safe when purchasing online, such as implementing a free trial policy, exchanging goods if they are not satisfied, and reasonable refund to increase this sales channel. If the product does not fit or perform as advertised, returns and exchanges, such as refunds, can be made within days. Exchange within a certain number of days at the same price or additional cost will bring post-purchase satisfaction to the customer.

To help create customer satisfaction, the first thing to do is to understand your customer target and what they need from your store's products and services. A clear understanding of your customers' preferences and interests will help businesses connect successfully with them through conversations that strengthen relationships. Social networks have become a daily habit for most people worldwide, helping to share and spread information quickly. Most customers frequently shop through social networks and share their stories with others. Paying attention to customers' regular reviews of store brands on social networks can help companies understand brand awareness and help companies find solutions to overcome negative signals and rumors as quickly as possible to ensure customers have the best impression of the brand.

Good customer service quality is usually appreciated and rated in their eyes. Adding advisors to a 24/7 phone hotline and using tools to automatically respond to customer messages through fan pages and websites will help businesses improve customer service and provide the best customer experience. In order to better serve customers and improve customer satisfaction, it is necessary to listen to customer feedback. Listening to customer feedback regularly helps businesses comprehensively understand the quality of their products and services, leading to better solutions and improvements. In addition, this also helps customers feel that they are interested in and valued by the brand, thereby becoming more loyal to the company.

6. Research limitation

This study is not exempt from certain limitations. First, this study randomly collected data. Future research should conduct stratified sampling surveys to obtain more accurate results. Second, this survey is temporary, so the results may be affected by the temporary mood of the respondents. A more extended investigation will contribute to better research results. Finally, this survey was only conducted in Vietnam, so the results are only valid for the Vietnamese market.

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Appendix A

Measurement scale and items

<i>Service quality (SQ)</i> (adapted from Guo et al. (2012))
SQ1. Facebook provides honest, accurate, and understandable product information, providing me with clear, understandable information
SQ2. Facebook is easy to use, and I can easily find the needed products.
SQ3. I can easily contact the seller on Facebook for more information about the product/service.
SQ4. Sales support customers answered my questions quickly and completely.
SQ5. In short, I highly rate Facebook's service quality.
<i>Trust (TRU)</i> (adapted from Trivedi and Yadav (2020))
TRU 1. Facebook are reliable
TRU 2. Facebook Buy is reliable in all transactions.
TRU 3. Facebook sellers will keep their promises
TRU 4. I am willing to provide personal information to sellers on Facebook.
TRU5. Buying online on Facebook is risk-free.
<i>Satisfaction (SATIS)</i> (adapted from Armstrong et al. (2014))
SATIS1. I am satisfied with the quality of service provided by the providers on Facebook
SATIS 2. I am satisfied with my purchase on Facebook
SATIS 3. Facebook Shopping makes me feel safe and confident.
<i>Online shopping behaviour intention (BI)</i> (adapted from Dharmesti et al. (2021))
BI1. I like shopping on Facebook.
BI2. I will continue to shop on Facebook.
BI3. I recommend Facebook to everyone who wants to shop.