

# THE IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASING BEHAVIOR: A CASE STUDY AT LIFE AND TECHNOLOGY JOINT STOCK COMPANY

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## ABSTRACT

*This study demonstrates the impact of digital marketing practices on customers purchasing behavior based on a case study at Life and Technology Joint Stock Company. This study also points out the factors affecting digital marketing, in order to promote products more effectively to the market. To achieve this research objective, primary data were collected from structural survey questions. 199 questionnaires were collected from online survey via google doc. In addition, this study also is developed based on the analysis and synthesis of previous research papers in this field. In addition, the data is processed through IBM SPSS statistical and data analysis software. Research results show that digital marketing has a great impact on customer purchasing behavior. Online shopping experience and customer trust are two factors that need to be carefully considered by market researchers to promote the products effectively.*

**Keywords:** Impact, digital marketing, consumer purchasing behavior

## 1. Introduction

### 1.1. The rationale of the research

The evolvement and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. One of the most part important indicators of this transformation is emergence of new communication tools. New communication tools emerging with the development of technologies are called “digital marketing”.

Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Hence, with the trend toward direct, one-to-one marketing, additional attention is being paid to the utilization of the digital channels as a means of efficaciously

advertising to consumers. Thus, study on digital channel advertising would make a great impact on the way business is done.

As the advent of digital marketing is becoming an inevitable part in doing business, this study will investigate deeper into the impact of digital marketing in a specific company to provide a comprehensive view on this emerging concept. Therefore, the authors decide to choose “**The impact of digital marketing on consumer purchasing behavior: A case study at Life and Technology Joint Stock Company**” as research topic.

### 1.2. Research objectives

This research is implemented with the following objectives:

- Estimate if there have been changes in the customer’s buying behavior due to digital marketing.
- Evaluate the attitude of the consumers in the context of interactive digital advertising.

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- Analyze impact of digital marketing on Life and Technology JSC.

- Study the various strategies and policies that LAT JSC is likely to follow in this changing market.

## **2. Literature review on digital marketing and consumer purchasing behavior**

### ***2.1. The concepts of consumer purchasing behavior***

#### *2.1.1. Definition*

Kotler and Keller (2011) indicate that consumer purchasing behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants [1].

In addition, the following prevailing concepts have been adduced for the term of consumer purchasing behavior:

- The definition formed by Blackwell et al (2006) describes consumer purchasing behavior as a complicated, changing problem which could not be ordinarily and easily construed [2].

- According to Solomon et al (1995) consumer purchasing behavior itself is a procedure of selecting, buying, utilizing and disposing of products or services by the individuals and groups in order to satisfy their needs and wants [3].

Consumer purchasing behavior is described as “a set of activities which incorporates the purchase and consumption of goods and services which resulted from the customers’ emotional and mental needs and behavioral responses” [4].

In light of the above definitions, some characteristics of consumer behavior can be identified as follows:

- Consumer behavior is a process that allows an individual or a group of

people to choose, purchase, use or remove a product or service. This process includes thoughts, feelings, attitudes and activities including procurement, use and handling of people in the shopping and consumption process.

- Consumer behavior is dynamic and interactive because it is influenced by factors from the external environment and has an impact on the environment.

- Consumer behavior is referred to as a research on when, why, how, where and where people buy or do not buy products, it is a confluence of numerous elements from a couple of science subjects as psychology, sociology, society, anthropology and economics.

#### *2.1.2. Theoretical models: 3 models*

##### *Psycho-Analytic Model (1890’s):*

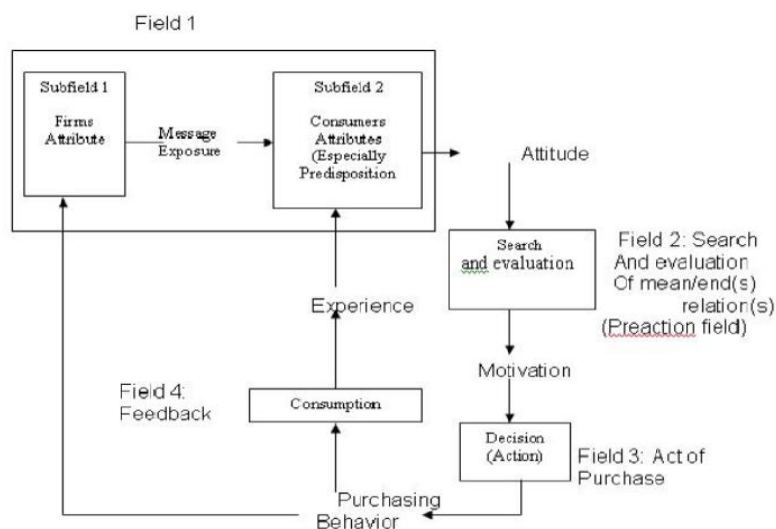
This model is the invention of Sigmund Freud, who initiated the investigation of personality intricacies through rigorous scrutiny, and thereby threw initial light on basic rationale for individual responsibility discrepancy. This model proposes exceptional and inventive implications to the marketers for producing a product message that fits the psychological needs of the consumers. Freud began with the assumption that the child enters the world with intrinsic needs which he cannot satisfy apart from others and systematically instigated social influence through the restrictions that society impose on human tendencies. The theory further presumes that buyers are also affected by their desire to decrease psychological drives, and in certain clues, these are more significant than other drives. This approach of Freud emphasizes that the personality is composed of three main systems of interdependent psychological forces on logical constructs: the id, the

ego and the super ego. The super ego consists of values that restrict actions on ethical and moral contemplation. Ego balances between the uncontrolled needs of id and social constraints of super ego. Behavior, then, is a mixture of interaction of these three systems. In conclusion, this model recommends hidden chances a marketer can take advantage of by analyzing buyer from psychological perspectives. It is always not essential that a buyer makes logical decisions, but in some major circumstances, the psychological attitudes of buyers may be more prevalent.

*The Gestalt Model (1900's:* The “Gestalt” (means unified whole or configuration in German) theory was established around meticulously designed experiments that justified rather conclusive that individual stimuli

are defined and explained with regard to the arrangement of an individual’s experience. Kurt Lewin, a brilliant advocate of this theory, indicates that human lives in a intricate psychological area including many influences, all of which must be understood into a realistic theory of motivation. Behavior, according to Kurt Lewin, is stimulated by the individual striving toward a steady organization of his psychological field through effort to diminish strains, harmonize conflicts and make sense or progress towards his goal. Thus man is considered as being goal oriented and responsive to his environment in a way he understands that will achieve his goal.

*Nicosia Model:* Fransesco Nicosia, one of the distinguished motivation researchers, utilizing the techniques of computer flow charting has separated his model into four main parts, called fields.



**Figure 1:** Nicosia Model (Source: ResearchGate)

Of the four primary fields described in this model, field one includes the output of an advertising message (sub-field one) and the buyers as the recipient of this message (sub-field two). The message, when reached by the consumer, serves as an input to the

consumer’s attitude and predisposition (sub-field- two). As the message is received and reacted on, it may bring about the creation of a favorable product or brand attitude for the advertised product. This attitude functions as an input for field two, which performs the

search for an assessment of the advertised product and existing substitutes. This assessment may or may not result in motivation to buy the advertised brand. If it does, it acts as an input for field three which demonstrated the transformation of stimulus into buying action. Purchase action brings about the consumption and storage of the product (field four) the output of which serves as a feedback of sale results to the company and the retaining of post purchase experience in the consumer's predisposition and awareness about the product.

## **2.2. The concepts of digital marketing**

### **2.2.1. Definition**

The concept "digital marketing" has developed over time from a specific term delineating the marketing of products and services utilizing digital platforms – to an umbrella term delineating the procedure of using digital technologies to gain customers and establish customer preferences, promote brands, maintain customers and boost sales (Financial Times, lexicon.ft.com).

### **2.2.2. Early views on marketing using digital platform**

The digital transformation has influenced customers and businesses alike. Over the past decade, technology and the way it is utilized has undergone a drastic change. The Internet, once merely a source of information has grown into a place where people meet to share their life stories and know-how, a platform for dialogue and argument, a supply of entertainment and much more. In addition, the Web has certain critical marketing facets that facilitate businesses to foster their performance: 24 hours online; multimedia compatible;

worldwide available; interactive; micromarketing compatible; integration ready [5]. Communication across countries now takes seconds, not weeks. When consumers encounter your brand through the web (affirmatively or adversely) the effect is instantaneous. Nutella is an impeccable example; when a lot of enthusiastic consumers started building online communities around the brand the company interfered – averting consumers from using the Nutella name – and the firm suffered as a result [6]. Kiani (1998) also exhibits a set of instructions for advertising on the web; capture users' attention by making it easy to discover your site, provoke their interests by establishing communities or relating to other sites they will find beneficial, guarantee they come back by invariably updating your content and holding it fresh, study their desires by tracking their activities on your site, and link to them by keeping the information collected to offer customized content [7].

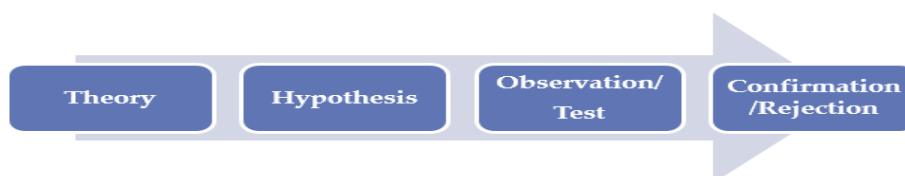
## **3. Research methodology**

### **3.1. Research approach**

Considering the time limit to implement research and in order to avoid risks, the authors decide to select deductive reasoning to analyze the impact of digital marketing on consumer purchasing behavior by testing and confirming hypothesis. The deductive approach constitutes developing of an assumption based on the existing theories and forming a research plan to test the assumption [8]. The deductive approach can be explained using the assumption driven from theory. In other words, the deductive approach includes deducing the results from the premises. When a deductive method is applied for

a research project, the author formulates a set of hypotheses that need to be tested and next, using a relevant methodology, tests the hypothesis. If the premises of deductive reasoning are accepted, then, the conclusion must necessarily be

accepted. In a deductive reasoning, the contents of the result are implicitly stated in the premises, making such argument a non-ampliative one. If new premises are added to the argument, then the conclusion must still follow.



**Figure 2:** *Deductive research approach* (Source: *Research-methodology.net*)

### 3.2. Research hypotheses

Based on previous research, digital marketing characteristics including cost efficiency, consumer trust, information satisfaction and Internet shopping experience are the reasons that affect consumer impulse purchasing. Therefore, in this research, I would like to develop four hypotheses as follows:

- H1: Cost-efficiency has an impact on consumer purchasing behavior.
- H2: Information satisfaction has an impact on consumer purchasing behavior.
- H3: Consumer trust has an impact on consumer purchase behavior.
- H4: Internet shopping experience has an impact on consumer purchase behavior.

#### 3.2.1. Cost efficiency

People contend that cost will also perform an even smaller part on the internet, given the chance for more nonprice data to be transmitted. Based on this debate regarding the price, feature is being so conspicuous and predominant, the alternative position,

with the nonappearance of imperative on the quantity of information, is that buyer can spend more time going through it and evaluating nonprice feature information [9]. In addition, Brynjolfsson and Smith (1999) assume that in online purchase, cheaper prices are being charged than unconventional retails [10]. Besides, wider range of price is being charged for the same product than in traditional outlets. On top of that, when we strive to handle the different anticipations, the section of the cost in the digital consumer's choice process is not obvious. The customer in the digital market will have more information about the goods and services and that the comfort of search is greater: as a consequence, when consumers select their product they will be adequately notified or will be enjoying more opportunity to be more totally informed.

The hypothesis for the following would be:

- H1: Cost-efficiency has an impact on consumer purchasing behavior.

#### 3.2.2. Information satisfaction

Information satisfaction invokes consumer satisfaction and dissatisfaction with a general information which is furnished for the products and services [11]. According to the information system literature, user information satisfaction can be influenced by information quality and user interface quality [12]. Information which is supplied by the online store needs to assist the customer service and product. These information needs to be valuable and pertinent in anticipating the quality and utility of a product or service [13]. So as to gratify consumer's information demands, such information needs to be updated when introducing goods and service, it should also be adequate in order to support the consumer when making a choice, unanimous in representing and formatting the content and also render it easier to understand [14]. Hence, we can claim that information satisfaction will have an impact on consumer buying behavior.

The hypothesis for the below would be:

H2: Information satisfaction has an impact on consumer purchasing behavior.

### 3.2.3. *Consumer trust*

Some authors are in progress to investigate the impact of consumer trust in online marketing, because of the dearth of belief among online customers, it is construed as the main description for low electronic commerce rates. When a customer makes a buying deal with an online web store which is depicted to be operating in a precarious environment [15] like the internet. Consumer is less

potential to presume that everything about their transaction is assured and ordinary as related to their transactions with an offline store. On account of this, it is not able to appraise effectively the products that are on offer or to check the identity of the seller. Furthermore, it is also probable that the item obtained is not the one that was ordered. In fact, online shopping is regarded as being more risky operations [16]. It also evolving trust by utilizing the internet is more complicated than in traditional channels [17]. As a consequence, we can claim that consumer trust will have an effect on consumer buying behavior.

The hypothesis for this would be:

H3: Consumer trust has an impact on consumer purchase behavior.

### 3.2.4. *Internet shopping experience*

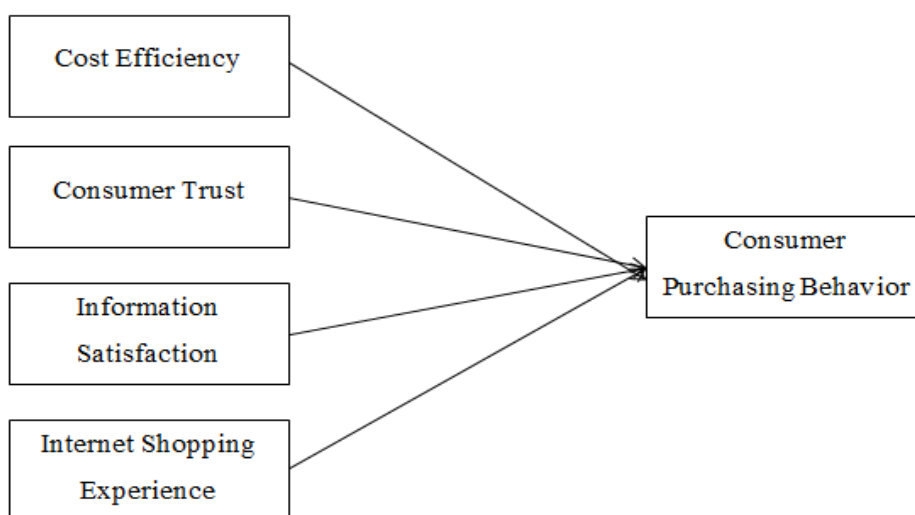
Customers with huge Internet experience will be likely to utilize on the web channels to collect item data now that the expense of gathering information is less exorbitant than that from offline channels [18]. Consumers who own a greater internet experience is likely to the miscellaneous concepts of the characteristics of the online channels from that of an internet beginner and also the consumer will have a higher assurance on the internet [19]. For an Internet beginner, on the contrary, exploiting the online information may invoke concepts of unreliability and intricacy. Hence, Internet experience may mediate the evaluation of online information. Therefore, consumers with greater internet shopping experience will be utilizing the internet as their fundamental information source and also

more likely to have a greater confidence on the internet. Furthermore, they are also more possibly affected by the online reviews. Consequently, we can assert that shopping experience on the internet will have influence on consumer purchase behavior.

The hypothesis for the following would be:

H4: Internet shopping experience has an impact on consumer purchase behavior.

**3.3. Official research model**



**Figure 3: Official research model**  
(Source: Author’s summary)

**4. Research findings and discussion**

**4.1. Research findings**

**4.1.1. Scale Test on each variable**

A construct or variable is reliable if the Cronbach Alpha is more than 0.6 [20]. The Cronbach’s Alpha of each variable is greater than 0.6, therefore, this indicates that those variables are

reliable for the research work. The Corrected Item-Total Correlation of each dimension is greater than 0.3 at the same time, suggesting these dimensions be accepted [21], [22]. All of these dimensions will be moved to EFA analysis.

**Table 1: Cost Efficiency’s Item-Total Statistics**

Observed Variables	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<b>Cost Efficiency</b>			<b>Cronbach Alpha = 0.800</b>	
CE1	10.12	5.840	0.610	0.752
CE2	10.12	5.487	0.646	0.734
CE3	9.89	6.210	0.600	0.758
CE4	10.30	5.705	0.601	0.757

**Table 2: Information Satisfaction's Item-Total Statistics**

Information Satisfaction			Cronbach Alpha = 0.824	
IS1	8.74	6.972	0.687	0.760
IS2	8.78	7.433	0.659	0.773
IS3	8.41	7.153	0.711	0.749
IS4	7.85	8.189	0.540	0.824

**Table 3: Consumer Trust's Item-Total Statistics**

Consumer Trust			Cronbach Alpha = 0.857	
CT1	10.36	6.463	0.716	0.812
CT2	10.45	6.127	0.736	0.803
CT3	10.12	6.955	0.638	0.843
CT4	10.23	6.219	0.717	0.812

**Table 4: Internet Shopping Experience's Item-Total Statistics**

Internet Shopping Experience			Cronbach Alpha = 0.773	
ISE1	10.45	6.340	0.481	0.769
ISE2	10.23	5.825	0.644	0.682
ISE3	10.96	5.984	0.582	0.715
ISE4	10.47	6.220	0.605	0.705

#### 4.1.2. Exploratory Factor Analysis

##### 4.1.2.1. Exploratory Factor Analysis: The first run

According to KMO and Bartlett's Test Table (The first run), KMO measure of sampling adequacy is 0.863, complying with the requirement to do EFA presented by Hair et al. (2006) that when  $0.5 < KMO < 1$ , a sample is sufficient to proceed with Factor

Analysis [23]. Hair et al. (2006) further required that the Significance of Bartlett's Test of sphericity is equal or less than 0.05 so as to accept alternative hypothesis H1: There may be statistically significant interrelationship between variables. The significance of the first-run KMO of 0.000 satisfied that requirement.

**Table 5: KMO and Bartlett's Test (the first run)**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.863
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	1470.961
	<b>df</b>	120
	<b>Sig.</b>	0.000

(Source: IBM SPSS output)

Applying factor loading of 0.55 as the sample size of the research is 200,

Pattern Matrix did terminate dimension IS4 into an empty blank as it is lower



than 0.55. This dimension will be rejected before running EFA the second time. Details of the value of Rotated Component Matrix (the first run) can be seen in the appendix A.

#### 4.1.2.2. Exploratory Factor Analysis: The second run

In the second run Exploratory Factor Analysis, KMO measure of sampling adequacy is 0.861, complying with the requirement to do EFA presented by Hair et al. (2006) that when  $0.5 < \text{KMO}$

$< 1$ , a sample is sufficient to proceed with Factor Analysis. Hair et al. (2006) further required that the Significance of Bartlett's Test of sphericity is equal or less than 0.05 so as to accept alternative hypothesis H1: There may be statistically significant interrelationship between variables. The significance of the first-run KMO of 0.000 satisfied that requirement. These values are illustrated in the appendix B.

**Table 6:** Rotated Component Matrix (the second run)

	Component			
	1	2	3	4
<b>CT4</b>	0.786			
<b>CT3</b>	0.785			
<b>CT1</b>	0.774			
<b>CT2</b>	0.741			
<b>CE2</b>		0.778		
<b>CE3</b>		0.751		
<b>CE4</b>		0.670		
<b>CE1</b>		0.668		
<b>ISE2</b>			0.790	
<b>ISE4</b>			0.760	
<b>ISE3</b>			0.731	
<b>ISE1</b>			0.702	
<b>IS1</b>				0.907
<b>IS2</b>				0.861
<b>IS3</b>				0.635
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

(Source: IBM SPSS output)

According to rotated component matrix in table 6 loaded numbers are sorted by size so they are not in order of questions. Items for consumer trust dimension are loaded in component 1.

Items related to cost efficiency variable are loaded in component 2 completely. All internet shopping experience items are loaded in component 3. IS1, IS2, IS3 items from information satisfaction

variable are loaded in component 4. According to loaded factors in table 6 we can conclude that the selected model for this study based on 4 digital marketing dimensions are proper to accept because almost all of the items are loaded in their own component with significant

#### 4.1.3. Correlation Test

**Table 7: Correlations Coefficients between variables**

		<b>CSP</b>	<b>CE</b>	<b>IS</b>	<b>CT</b>	<b>ISE</b>
<b>CSP</b>	<b>Pearson Correlation</b>	1	0.551**	0.382**	0.563**	0.500**
	<b>Sig. (2-tailed)</b>		0.000	0.000	0.000	0.000
<b>CE</b>	<b>Pearson Correlation</b>	0.551**	1	0.467**	0.609**	0.399**
	<b>Sig. (2-tailed)</b>	0.000		0.000	0.000	0.000
<b>IS</b>	<b>Pearson Correlation</b>	0.382**	0.467**	1	0.426**	0.253**
	<b>Sig. (2-tailed)</b>	0.000	0.000		0.000	0.000
<b>CT</b>	<b>Pearson Correlation</b>	0.563**	0.609**	0.426**	1	0.382**
	<b>Sig. (2-tailed)</b>	0.000	0.000	0.000		0.000
<b>ISE</b>	<b>Pearson Correlation</b>	0.500**	0.399**	0.253**	0.382**	1
	<b>Sig. (2-tailed)</b>	0.000	0.000	0.000	0.000	
** . Correlation is significant at the 0.01 level (2-tailed).						

(Source: IBM SPSS output)

Table 7 illustrates the correlation matrix for variables which should be put in regression equation. As it can be seen from matrix, all of the digital marketing dimensions have direct linear correlation with consumer purchasing behavior as dependent variable. Also all of the P-value in Y column (dependent variable: consumer purchasing behavior) are less than 0.01 which means rejecting the null hypothesis (correlation does not exist) and hence correlation is meaningful.

- $H_0$ : Correlation is not exists.
- $H_1$ : Not  $H_0$
- $H_0$ : Reject if (P – value  $< \alpha$ )
- $H_1$ : Accept if (P – value  $> \alpha$ )

#### 4.1.4. Test on Regression Model

coefficient values. Therefore, we can use the saved results of this factor loading as regression scores for identifying the impact of each and all digital marketing dimensions on consumer purchasing behavior as a dependent variable on regression test.

##### 4.1.4.1. Regression Model

For finding the best model, the Stepwise technique is employed for multiple regressions. In this method, variables entered to the equation in order of their relation with dependent variable and this would occur continuously until the entry process is significant on model. When variable's entry is not significant on model, entry process will stop (Stepwise Criteria: Probability-of-F-to-enter  $\leq .050$ , Probability-of-F-to-remove  $\geq .100$ ). With this method, ISE variable entered first then IS, CT and CS entered next. As we can see, all independent variables were entered and removal variables were zero.

**Table 8:** *Regression Model Summary values*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.727 <sup>a</sup>	0.528	0.513	0.51961	0.528	40.700	4	194	0.000	2.095
a. Predictors: (Constant), ISE, IS, CT, CE										
b. Dependent Variable: CSP										

(Source: IBM SPSS output)

Table 8 illustrates coefficient determinant of *R*, *R* square and *R* square – Adj. In model 1, after entering all 4 independent variable, *R* is equal to 0.727 which demonstrates a strong relation between independent variables and dependent variable. *R* square is equal to 0.528. This is reflecting that approximately 53% percent of changes in dependent variable (as consumer purchasing behavior) is explained by these independent variables. Here the

point is *R* square didn't involve degree of freedom in analysis. Consequently with using Adjusted *R* square (which it involves *df*) we have *R* square – Adj = 0.513, which is more reliable. Adjusted *R* square value indicates 51.3 percent of variation explained by independent variables that influence the dependent variable. A figure of 51.3% shows that the model is a goodness of fit.

#### 4.1.4.2. ANNOVA Test

**Table 9:** *ANNOVA for coefficient values in regression*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.955	4	10.989	40.700	0.000 <sup>b</sup>
	Residual	52.379	194	0.270		
	Total	96.334	198			
a. Dependent Variable: CSP						
b. Predictors: (Constant), ISE, IS, CT, CE						

(Source: IBM SPSS output)

Table 9 illustrates ANOVA test for the independent variables that have significant correlation on consumer purchasing behavior. As it can be observed, with P-value= 0.000 it can be

concluded that the *F* is significant in 0.05. This reflects that at least one of the independent variable is effective in predicting the dependent variable.

#### 4.1.4.3. Regression weights

**Table 10: Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	0.789	0.204		3.875	0.000		
CE	0.204	0.064	0.228	3.199	0.002	0.552	1.812
IS	0.062	0.045	0.084	1.380	0.169	0.748	1.336
CT	0.237	0.058	0.281	4.058	0.000	0.584	1.711
ISE	0.247	0.052	0.281	4.765	0.000	0.808	1.237

a. Dependent Variable: CSP

(Source: IBM SPSS output)

From the table, the **regression equation** is as follows:

$$\text{CSP} = 0.789 + 0.204\text{CE} + 0.06\text{IS} + 0.237\text{CT} + 0.247\text{ISE}$$

Or **linear regression equation** extracted following standard Beta coefficient will be:

$$\text{CSP} = 0.228\text{CE} + 0.084\text{IS} + 0.281\text{CT} + 0.281\text{ISE}$$

### 5. Conclusion

Survey statistics shows that the digital marketing has positive impact on consumer behavior. We use three type of test Descriptive analysis, Correlation test and coefficients test which has clearly shows that cost efficiency, consumer

trust, information satisfaction and internet shopping experience has positive relationship with consumer purchasing behavior. Today's business is totally depending on online buying and selling so the companies for selling online products are relying on Digital marketing, advertising, promotion of their product throughout the world. That is why digital marketing becomes a key for success for online or global business. Survey shows that digital marketing has reached to the point where it becomes compulsory for companies to adopt it if they want to stay in the business world.

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### APPENDIX A

#### *Rotated Component Matrix (the first run)*

	Component			
	1	2	3	4
<b>CT3</b>	0.808			
<b>CT4</b>	0.768			
<b>CT1</b>	0.747			
<b>CT2</b>	0.723			
<b>CE2</b>		0.771		
<b>CE3</b>		0.720		
<b>CE4</b>		0.706		
<b>CE1</b>		0.678		
<b>IS1</b>			0.900	
<b>IS2</b>			0.836	
<b>IS3</b>			0.682	
<b>IS4</b>				
<b>ISE2</b>				0.792
<b>ISE4</b>				0.760
<b>ISE3</b>				0.729
<b>ISE1</b>				0.701
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

(Source: IBM SPSS output)

### APPENDIX B

#### *KMO and Bartlett's Test (the second run)*

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.861
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	1342.230
	<b>df</b>	105
	<b>Sig.</b>	0.000

(Source: IBM SPSS output)

**ẢNH HƯỞNG CỦA MARKETING SỐ TỚI HÀNH VI TIÊU DÙNG  
CỦA KHÁCH HÀNG: NGHIÊN CỨU ĐIỂN HÌNH TẠI  
CÔNG TY LIFE AND TECHNOLOGY JSC**

**TÓM TẮT**

*Nghiên cứu này chỉ ra ảnh hưởng của thực tiễn marketing số tới hành vi tiêu dùng của khách hàng dựa trên nghiên cứu điển hình tại công ty Life and Technology JSC. Nghiên cứu này cũng chỉ ra những yếu tố ảnh hưởng tới marketing số, nhằm quảng bá sản phẩm hiệu quả hơn tới thị trường. Để đạt được mục tiêu nghiên cứu này, số liệu sơ cấp được thu thập từ câu hỏi khảo sát cấu trúc. 199 phiếu khảo sát đã được thu thập từ khảo sát online qua google doc. Ngoài ra, nghiên cứu này cũng được xây dựng từ việc phân tích và tổng hợp các bài nghiên cứu trước đó trong lĩnh vực này. Bên cạnh đó, số liệu được xử lý qua phần mềm phân tích số liệu và thống kê IBM SPSS. Kết quả nghiên cứu chỉ ra rằng marketing số ảnh hưởng lớn tới hành vi tiêu dùng của khách hàng. Trải nghiệm mua hàng online và sự tin tưởng của khách hàng là hai yếu tố cần phải được các nhà nghiên cứu thị trường cân nhắc thật kỹ để có thể quảng bá sản phẩm một cách hiệu quả.*

**Từ khóa:** Ảnh hưởng, marketing số, hành vi tiêu dùng của khách hàng

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