ONLINE SHOPPING BEHAVIORS OF GEN Z: AN IMPLICATION FOR SUSTAINABLE DEVELOPMENT OF VIETNAM

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The study aims to analyze the characteristics of online shopping behavior of young people (Gen Z) in Vietnam and point out the potential impacts of this behavior on sustainable development in big cities of Vietnam. To achieve this objective, comprehensive literature will be reviewed to understand the online shopping behaviors of Generation Z and the relationship between online shopping and sustainable development goals in Vietnam. A systematic approach was adopted to search for official studies and reports in both English and Vietnamese on the theoretical basis and the practice of online shopping of Gen Z in Vietnam. Then, the document analysis technique is used to review and assess documents - both printed and electronic materials. The research results are expected to provide insights for businesses, policymakers, and stakeholders to attract younger consumers and orient this customer group towards more sustainable online shopping in Vietnam.

Keywords: Gen Z; Online shopping behaviors; Sustainable development

JEL Classifications: L81, Q01

1. Introduction

According to the Vietnam E-commerce Association (VECOM) statistics, Vietnam, located in the Asia Pacific region, is the country with the fastest cross-border E-commerce development globally with an average growth of 37.7%/year, higher than the global average growth of 27.4%/year in the 2014-2020 period. The actual situation of the E-commerce market and online shopping in Vietnam continues to proliferate due to the pandemic outbreak worldwide. More specifically, up to now, more than 70% of Vietnam’s population has access to the Internet, of which 53% of people use e-wallets and pay for online purchases. In particular, Hanoi and Ho Chi Minh - the two biggest cities in Vietnam, account for 70% of the total transaction volume on E-commerce platforms.

Besides the flourishing of online shopping and E-commerce, sustainable development is receiving much attention from scholars and businesses around the world. Sustainable development has become an indispensable requirement of each country in the current context of resource depletion and climate change. Therefore, many fields and industries have constantly promoted activities related to sustainable development. Analyzing these tendencies shows that online shopping is increasingly connected with sustainable development through economic, social, and environmental impacts.

Generation Z, commonly known as "Gen Z," is the primary generation contributing to the explosion of online shopping today. A literature review has shown that recent studies on Gen Z's shopping behavior carried out worldwide often focus on fac-
tors affecting Gen Z’s online shopping decisions (Tunsakul, K., 2018; Prasad, C. & Aryasri, A., 2019). According to these studies, young people’s online shopping behavior is influenced by many factors such as price, the convenience of service, risk of online shopping, and social factors. In particular, the two most significant factors determining the online shopping behavior of the young generation are the price and the convenience of the service (Bucko, Kakalejčík and Ferencová, 2018; Nittala, 2015; Dabija and Lung, 2019; Lestari, 2019; Eger et al., 2021; Thangavel, Pathak and Chandra, 2021). A comprehensive literature review has also shown that in-depth and interdisciplinary studies on the impact of Gen Z’s online shopping behavior on sustainable development are limited. A few recent studies have begun investigating the effects of Gen Z’s online shopping behavior on the environment (Jaller and Pahwa, 2020) but a little deep analysis of core effects by this behavior. In Vietnam, the concept of Gen Z’ online shopping behavior has been recognized as a new research trend in the literature on E-commerce. However, studies on Generation Z, especially the relationship between Gen Z’s online shopping activities and sustainable urban development, remain modest in practice.

The purposes of this study are to analyze the actual situation of the shopping activities of Generation Z in Vietnam and investigate some potential impacts of this activity on sustainable urban development. Several consumption trends in online shopping activities of the young generation in the upcoming time are also highlighted. The study is therefore expected to be valuable for scholars and policymakers in proposing solutions to promote Gen Z’s online shopping, contributing to achieving sustainable development of the urban areas of Vietnam in the upcoming years.

2. Theoretical background

2.1. Theory of consumer behavior in online shopping

* Consumer behavior

A number of attempts have been made to describe consumer behaviors. According to Peter D. Bennet (1988), consumer behavior is recognized as the activities of finding, purchasing, using, and evaluating products and services that customers expect to satisfy their needs. Odabasi and Baris (2002) consider consumer behavior as the decision to purchase or use a good/service of any economic value and the actions related to that decision. Meanwhile, David L.L et al. (1993) see consumer behavior as a process that describes how consumers make decisions about the selection and abandonment of a product or service. In addition, studies on consumer behavior have shown that consumers’ decision to choose, purchase, consume or discard a specific product/service is influenced by many internal and external factors. Philip Kotler (2011) defined consumer behavior as “the specific behavior of an individual when making decisions to purchase, use and dispose of products or services”. In other words, consumer behavior is the set of behaviors, reactions, and thoughts of consumers during the buying process. This behavior begins when the consumer needs to come after buying the product and is called the consumer purchase decision process. From the American Marketing Association’s perspective, consumer behavior is defined as “the interaction between environmental stimuli and human cognition through which people change their lives.” In this viewpoint, environmental factors have a strong affect on consumers’ perceptions and behavior.

To sum up, consumer behavior could be defined according to the decision-making process: problem recognition, information search, alternatives evaluation, purchase decision, post-purchase evaluation, and the interaction relationship between that process and directly-and-indirectly external factors affecting it.

*Consumer behavior in online shopping

Several studies have investigated online shopping behavior to find out the factors affecting the attitude of buyers in the E-commerce market and the extent to which the attitude affects online shopping behavior. Currently, there are many research papers on foreign online shopping behavior that explain the online shopping behavior of consumers. However, there are hardly any studies covering all factors but only focus on a few fundamental aspects, such as the study of M. Koufaris (2002), P. A. Pavlou (2003), G. Nagra & R. Gopal (2013).

In fact, there have been a number of studies on consumers’ online shopping attitudes and behavior...
in different countries, including India, Korea, China, and Taiwan. In these researches, online shopping is considered the act of receiving information, purchasing, and selling. Research on online shopping behavior in Vietnam, however, is still restricted since it is a technical, behavioral, and psychological complex phenomenon (N. T. V. Khanh and G. Gim, 2014). As a result, studies on consumers in the E-commerce market are also numerous but mainly focus on descriptive studies.

2.2. Theory of Generation Z's shopping behavior

* Generational classification in researches on online shopping

The identification and definition of young consumers can vary widely among the existing sources. Some documents consider that young consumers are between 15 and 24 or under 35 years old. In its report, McKinsey&Company (2018) highlights the difference in identifying today's generations of consumers, which includes the Baby Boomer Generation, Generation X, Generation Y, and Generation Z.

Accordingly, the young generation can be defined as consumers between the ages of 15 and 25 (Gen Z born between 1995 and 2010) and 25 to 35 years old (Gen Y, born between 1980 and 1994, also known as the Millennial Generation). These groups make up the majority of consumers who do online shopping.

* Consumption characteristics of the young generation

Generational Cohort Theory, first introduced by Inglehart (1977), suggests that consumers in the same generation have similar attitudes, ideas, perceptions of values, and beliefs since they also experience similar social, political, and economic events (Rogler, 2002). As a result, a comprehensive study based on a group of consumers of the same generation can be used to assess general consumption characteristics.

Emerald Publishing's Young Consumers magazine provides a relatively comprehensive assessment of the consumption characteristics of young consumers. A remarkable study by Dharmesti et al.
(2019) has shown some features of the young buyers. Accordingly, the authors assume that the online shopping activities of young customers are strongly influenced by demographic, personal, socio-cultural, and psychological characteristics. The young are a group of knowledgeable and sharp-witted consumers of technological advances, with an increasing tendency towards online shopping. In their research, Dharmesti et al. (2019) also highlight four contents used to learn about the online shopping characteristics of the young generation, including (i) Attitude, (ii) Motivation, (iii) Familiarity, and (iv) Seeking Behavior.

This study will combine some of the overview reviews learned in the above sections and the orientation of Dharmesti et al. (2019) to learn about the current state of online shopping activities of the young generation in Vietnam.

*Factors affecting young people's online shopping behavior*

### Table 1: Summary of studies on factors affecting online purchasing behavior

<table>
<thead>
<tr>
<th>No</th>
<th>Factor</th>
<th>Researches</th>
<th>Primary content</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ease of use of online shopping channels</td>
<td>Venkatesh &amp; Davis (2000); Gefen (2003)</td>
<td>The behavioral effort required to learn and use an information technology component (related to convenience) directly influences purchase intention, especially during the technology usage exploratory phase.</td>
</tr>
<tr>
<td>2</td>
<td>The usefulness of online shopping</td>
<td>Venkatesh et al. (2003)</td>
<td>The extent to which consumers find a new technology helpful in enhancing productivity as well as saving time and effort.</td>
</tr>
<tr>
<td>3</td>
<td>The excitement of online shopping</td>
<td>Mehrabian &amp; Russell (1974); Eroglu, Machleit &amp; Davis (2001); Kim &amp; Lennon (2013); Koo &amp; Ju (2010);</td>
<td>The stimulus-organism-response model (SOR) suggests that stimuli such as environmental signals will influence an individual's cognitive and emotional responses and subsequently lead to their actual behavior.</td>
</tr>
<tr>
<td>4</td>
<td>Technical conditions for using online shopping channels</td>
<td>Venkatesh et al. (2003); Song &amp; Zahedi (2005)</td>
<td>Support in the user manual, payment interface, and easy order tracking.</td>
</tr>
<tr>
<td>5</td>
<td>The tendency of influence from friends, colleagues, or reference groups</td>
<td>Venkatesh et al. (2003); Félix J et al. (2015)</td>
<td>Social influence is an individual's perception of what others think they should use.</td>
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</table>
services from a seller over the Internet using a web browser or mobile app. Consumers find products of interest by visiting the retailer's website or searching among alternative suppliers using a shopping search engine that displays the availability and prices of the same product at different e-retailers (Lissitsa & Kol, 2016). However, the impacts of online shopping and E-commerce on sustainable development are relatively similar.

Studies on the link between online shopping/E-commerce and sustainable development are often based on the reciprocal effects between online shopping/E-commerce and the 17 sustainable development goals proposed by the United Nations. Revinova (2021) classifies the United Nations' Sustainable Development Goals and their relationship to E-commerce based on studies and statistics from international journals and reports.

**Table 2: Relationship between E-commerce and 17 sustainable development goals**

<table>
<thead>
<tr>
<th>E-commerce can impact the achievement of sustainable development goals</th>
<th>Sustainable development goals can influence the growth of E-commerce</th>
<th>The sustainable development goals have no connection with E-commerce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal 1. End poverty in all its forms everywhere</td>
<td>Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation</td>
<td>Goal 6. Ensure adequate and sustainable management of water resources and sanitation for all;</td>
</tr>
<tr>
<td>Goal 2. Zero hunger, achieve food security and improve nutrition, and promote sustainable agriculture</td>
<td></td>
<td>Goal 7. Ensure access to affordable, reliable, and sustainable energy for all</td>
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<tr>
<td>Goal 3. Ensure healthy and motivating life happiness for people of all ages</td>
<td></td>
<td>Objective 11. Sustainable and resilient urban and rural development; ensure a safe living and working environment, and reasonably allocate population and labor by region;</td>
</tr>
<tr>
<td>Goal 4. Ensure quality, equitable, inclusive education and promote lifelong learning opportunities for all</td>
<td></td>
<td>Objective 14. Conservation and sustainable use of oceans, seas, and marine resources for sustainable development;</td>
</tr>
<tr>
<td>Goal 5. Achieve gender equality and empower all women and girls</td>
<td></td>
<td>Objective 15. Protect and develop forests sustainably, conserve biodiversity, develop ecosystem services, combat desertification, prevent degradation and restore land resources;</td>
</tr>
<tr>
<td>Goal 8. Ensure sustainable, comprehensive, and continuous economic growth; full employment, productivity, and decent work for all</td>
<td></td>
<td>Goal 16. Promote a peaceful, democratic, fair, equal, and civilized society for sustainable development, and create access to justice for all; build effective, accountable, and participatory institutions at all levels</td>
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<tr>
<td>Goal 10. Reduce inequality within and between countries</td>
<td></td>
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<tr>
<td>Goal 12. Ensure sustainable consumption and production</td>
<td></td>
<td></td>
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<tr>
<td>Goal 13. Respond promptly and effectively to climate change and natural disasters</td>
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<td></td>
</tr>
<tr>
<td>Goal 17. Strengthen implementation and promote a global partnership for sustainable development.</td>
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(Source: Revinova, 2021)
This classification shows that the contribution of E-commerce in achieving sustainable development goals is relatively high. E-commerce can help achieve 10 of the 17 sustainable development goals (SDGs) in one way or another. Experts especially emphasized the role of online shopping/E-commerce in the implementation of Goal 12: Ensure sustainable consumption and production and Goal 13: Respond promptly and effectively to climate change and natural disasters. In general, online shopping and sustainability have a two-way relationship. That is, sustainable development can impact online shopping behavior, and conversely, online shopping affects sustainable development goals (Chaudhary, 2017). In particular, research on the relationship between online shopping and sustainable development focuses on three significant aspects: (1) Social impact of online shopping, (2) Economic impact of online shopping, (3) Environmental impact of online shopping.

![Figure 2: The link between online shopping and sustainable development](image)

Of the above impacts, the impact of online shopping and E-commerce activities on the environment receives the most attention. In this respect, studies indicate that online shopping contributes to sustainable development through the optimization of the logistics system. Thanks to the route optimization of delivery trucks, E-commerce has the potential to reduce the negative impact of shopping on the environment, thus being more sustainable than shopping trips to stores using personal cars. Specifically, Siikavirta et al. (2003) studied the case of e-grocery home delivery service in a part of the Helsinki metropolitan area in Finland, estimated a possible 54% to 93% reduction in distance traveled and 18% to 84% reduction in greenhouse gas (GHG) emissions through E-commerce and online shopping. Wygonik and Goodchild (2018) found similar results, suggesting the potential of online shopping to reduce negative transportation-related externalities. With a market penetration rate of 50%, Durand and Gonzalez-Feliu (2012) also see the potential to reduce VMT by almost 20%, thanks to e-grocery.

In recent years, Gen Z has become a powerful driver of the explosion of E-commerce sites like Lazada, Shopee, and Tiki in Vietnam. Like other countries, Generation Z in Vietnam is influenced by social media on online shopping decisions, mainly by friends and influencers (Tuyet & Hang, 2021). The research results show that about 88% of this generation in Hanoi has been exposed to online shopping, and the most preferred online platform is Shopee. In addition, Gen Z is also educated about sustainable development in schools and is encouraged to engage in activities related to sustainable development. Hence, the act of directing online shopping towards sustainability goals is popular and effective for Gen Z. Compared to previous genera-

3. Research methods
In this study, relevant literature will be reviewed to understand the online shopping behaviors of Generation Z and the relationship between online shopping and sustainable development goals. A systematic approach was adopted to search for reliable studies and reports in both English and Vietnamese on the theoretical basis and the practice of online shopping of Generation Z in Vietnam.

First, the author searched the academic literature in English for "Gen Z" and "online shopping behaviors". Before searching, the author has decided on the research method, questions, type of journal and keywords, and criteria to exclude search results (if not appropriate). The above fields implemented
from 2018 to 2021 will be prioritized for selection as it is the intense development period of online shopping in Vietnam and worldwide. The database searches for data primarily from the Scopus website. In fact, the English articles referring to the keyword "online shopping behaviors" are relatively large. Nevertheless, the author has selected and focused mainly on the articles related to the online shopping behaviors of Gen Z or young people in countries around the world.

For Vietnamese materials, the author searched for articles with keywords such as "online shopping behaviors"; "students"; "young people" in Vietnamese. Documents related to the relationship between young people's online shopping behavior and sustainable development are almost unavailable.

Both English and Vietnamese literature were then analyzed using the document analysis technique as a qualitative research method given by Bowen, Glenn A. (2009). More specifically, document analysis is a systematic procedure for reviewing or assessing printed and electronic material (computer-based and Internet-transmitted). Document analysis, like other analytical methods in qualitative research, requires examining and interpreting data to elicit meaning, gain understanding, and develop empirical knowledge (Corbin & Strauss, 2008; see also Rapley, 2007).

The author adopted information that suggested questions to be asked and situations to be observed as part of the research during the analysis process. Hence, the document analysis technique applied in this study provided a comprehensive picture of topics being discussed and researched related to Gen X consumer behavior and sustainable development in Vietnam. Moreover, the analytical technique is also beneficial for the author in finding research gaps in theory about online shopping trends and characteristics of young people in Vietnam.

4. Research results and discussions
4.1. The actual state of the young generation's shopping in several big cities of Vietnam

* Online shopping activities on B2C E-commerce sites

The sudden rise of E-commerce and commerce on social media (S-commerce) shows that young Vietnamese customers increasingly attach importance to convenience. Young consumers in Vietnam still prefer shopping through E-commerce sites over online shopping through social networking sites, with the selection rates of 68% and 47%, respectively (Intake Vietnam, 2020) (Figure 9). E-commerce sites like Tiki, Lazada, etc., allow young purchasers to buy whatever they want quickly and conveniently. Besides, they can also refer to other users' reviews before making a purchase. Figure 3 presents the choice of online shopping by age in Vietnam in 2020. While 52% of youngsters from 15 to 19 years old use E-commerce, this figure is 70% for people between 20 and 24 and 83% for people in the 25-to-30 age group.

There is also a significant difference in the frequency of online purchases between age groups (Deloitte, 2021). It can be seen from the figure

![Figure 3: Online shopping choices by age in Vietnam, 2020](Source: Intage Vietnam, 2020)
below that young consumers, who usually purchase online once a month to twice or three times a month, have a more regular online shopping frequency than the age group 35 and older.

With social distancing regulations and the closure of on-site restaurants, Vietnam's online food delivery market experienced a substantial increase in 2020. This trend is forecasted to continuously grow to more than 38 million USD and maintain an average annual growth rate of 11% in the next five years. In addition, many food delivery brands are increasingly chosen by Vietnamese youngsters, which consist of GrabFood (33.38%), NowFood (currently known as ShopeeFood, 23.16%), Baemin (21.95%), Loship (15.14%), and GoFood (6.37%) (Reputa, 2020).

*Commonly used equipments*

Like consumers doing online shopping in general, young consumers mainly use smartphones in online transactions. About 55% of survey respondents choose smartphones for online shopping, while this figure for Desktop (PC) and tablet is 41% and 4%, respectively. According to a report from the market research service Q&Me, smartphones are always prioritized when choosing an online shopping device (accounting for 63%). Moreover, 47% of users use applications available on smartphones to shop, while only 16% use web browsers on phones to search and order. This significant difference shows consumers' preference for convenience

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**Figure 4: Frequency of online shopping by age group in Vietnam in 2020**

In terms of shopping time, young consumers purchase online more often around February and November since these two times are close to holidays and the Lunar New Year (Picodi, 2019). The frequency of online shopping of young consumers using mobile devices occurs evenly between weekdays. Nevertheless, customers who use computers would mainly focus on weekends and Mondays. Besides, online purchase is usually made during lunch breaks (around 10 am to 1 pm) every day (Figure 5).

*Popular online shopping categories*

When it comes to product categories, Men's and women's fashion, Health & Beauty, Home & Life, and Technology are the four most selected categories by young consumers on popular E-commerce sites such as Shopee, Lazada, and Tiki.

In recent years, online food delivery services have become a new tendency in online shopping for the young generation in Vietnam. The market has been growing enormously in the last two years.
and ease of use of mobile applications. If the application is easier to use and transparent about goods with more integrated and diversified features, it will stimulate purchasing behaviors. In addition, iOS users, in general, often buy larger orders than Android users (1,419,000 VND and 702,000 VND) (Picodi, 2019).

*Popular payment methods*

Young consumers' most popular payment method is Cash on Delivery (COD). According to Deloitte (2021), the choice of this payment method results from the income level of the young generation, which mainly ranges from 4-9 million VND/month. Therefore, the use of this payment method will be more economical and proactive.

However, there is also an emerging trend in the payment habits of youngsters, when a part of young consumers is switching to card payment methods or paying from some applications like Momo, ShopeePay, and AirPay, thanks to its convenience and appealing incentive programs.

4.2. Some distinctive specifications in online shopping activities of Vietnamese youngsters

Currently, nearly half of online shoppers in Vietnam are between 25 and 34 years old (49%). In addition, youngsters aged 18 to 24 account for 28% of online buyers, while less than 10% of those over 35 years old purchase goods online (Picodi, 2019). This fact shows that the online shopping habits and behaviors of the young generation (from 15 to 30
years old) directly influence the group of consumers participating in online shopping.

In Vietnamese cuisine, street food remains the primary choice of all ages, which is also true for young consumers. Besides, several types of restaurants are creating new trends among the young generation, including milk tea, snacks, food delivery services, local coffee brands, beautiful cafes for Instagram check-ins, specialty cafes, and craft beer clubs. Details of the shopping habits for culinary items are listed below:

For young people from 15 to 19 years old:
Junk food, street food, and milk tea are the favorite choices of youngsters between 15 and 19. Shopping for these items in the morning is usually the most selected, with junk food (32%), street food (30%), and specialty coffee (25%). Food delivery service is used mainly at noon (36%). Milk tea is most used in the afternoon and evening, while street restaurants are most visited in the afternoon;

On weekends, the busiest time for dining is in the evening. Catering services that saw tremendous growth during the weekend were: Instagram cafes (34%), specialty cafes, and craft beer restaurants (27%).

For young people: students or newly employed, from 20-24 years old:
People between 20 and 24 are frequent users of food delivery services; with about 58% using food delivery at noon and 64% visiting roadside stores in the evening; Milk tea is a usually chosen product on both weekdays and weekends. Besides, snacks are a popular choice in the morning (36%) and the afternoon (51%).

Compared with the 15-to-19 age group, people from 20 to 24 tend to use almost all services and kinds of food more frequently. Online shopping for food products also happens more in the evenings on weekdays, especially on weekend nights.

People in the 25 to 30 age group
People aged between 25 and 30 is the leading consumer group for snacks and food delivery services. Online shopping for evening meals of this age group is much lower than that of the 20-to-24 age group. However, if online shopping takes place, the order value is higher.

4.3. Discussions about some potential impacts of Gen Z online shopping behavior on sustainable urban development in Vietnam

* Online shopping and its impacts on the environment

In general, online shopping can have both positive and negative impacts on the environment, especially in the following two aspects. On the one hand, the robust increase in online shopping among young people in big cities in Vietnam is expected to reduce greenhouse gas emissions by optimizing the logistics system and diminishing the transportation distance of goods. Specifically, the number of personal trips using motorbikes or private cars to shop directly at stores is expected to decrease significantly. Home delivery services, freight consolidation, and optimizing transportation routes, instead, would be paid special attention to by E-
Beside junk foods which are the morning all-time-favorite choice of teenagers, street foods & boba milk tea are also preferred during most of the other day parts.

(Source: Intage Vietnam, 2020)

**Figure 7**: Buying habits and behaviors in the food category of young consumers, aged 15 to 19 years old in Vietnam in 2020

Youngsters in student ages or first jobbers tend to order foods for lunch time & drink milk tea on both weekdays & weekends. Their nightlife is also fulfilled by variety choices of street foods vendors.

(Source: Intage Vietnam, 2020)

**Figure 8**: Buying habits and behaviors in the food category of young consumers, aged 20 to 24 years old in Vietnam in 2020

logistics companies to improve customer service quality and optimize transportation costs in urban areas. Similarly, an experimental study by Sikavirta et al. (2003) in part of the Helsinki metropolitan area in Finland also agrees on the same impact. According to the study results, the e-grocery home delivery service is estimated to reduce travel distances by 54% to 93% and diminish 18% to 84% of greenhouse gas (GHG) emissions through E-commerce and online shopping. Wygonik and Goodchild (2018) also found similar results, suggesting the potential of online shopping to reduce...
negative transportation-related externalities. With a market penetration rate of 50%, Durand and Gonzalez-Feliu (2012) see the potential to bring down VMT by almost 20%, thanks to e-grocery. The optimality of consolidation of online shopping over in-store retail, in addition, is the decisive factor in reducing emissions.

On the other hand, online shopping can also cause specific negative impacts on the environment due to using various types of paper and plastic bags for each delivery order. This argument can be partly explained by the experimental research results of Revinova in 2021 in the USA. In particular, according to the research of Ipsos Vietnam Market Research Company (France) in 2019, Vietnam is being evaluated/ranked as one of the countries with the highest amount of plastic waste. In recent years, plastic waste has become a highly worrying matter of concern in Vietnam. Nevertheless, the research on the impact of packaging in online shopping on the environment has not been plentiful, just limited to surveys on the perception of the effects of packaging on the environment (Hao et al., 2019; Chueamuangphan, Kashyap, and Visvanathan, 2020).

*Online shopping and its social impacts*

In terms of social aspects, online shopping has a specific connection to employment, education, promotion of gender equality. The impact is visible on the labor market as the number of Internet companies proliferates and the number of jobs increases. Most vacancies require some degree, but in 2020 there will be a marked increase in job demand in areas such as couriers, which do not require a degree (OECD, 2017; Revinova, 2021). As a result, this tendency contributes to solving the problem of low-skilled employees in several large cities where online shopping and E-commerce are thriving.

In addition, online shopping has an indirect impact on gender equality by promoting women to become merchants (OECD, 2017). The development of online shopping platforms allows many women to practice and hone their business and leadership skills, constantly innovating and improving business methods to attract customers to their online stores (Chaudhary, 2017).

*Online shopping and its economic impacts*

Online shopping and E-commerce activities possibly encourage the formalization and growth of micro, small and medium enterprises (MSMEs) in developing countries like Vietnam, including access
to financial-supporting ICT services such as online payments and credit. Online purchasing also helps promote the integration of MSMEs into value chains and markets (e.g., by leveraging virtual marketplaces). Furthermore, online shopping and cross-border E-commerce activities can significantly increase the exports of developing countries. In particular, the application of information technology in buying and selling contributes to the reduction of transaction costs. It helps sellers in developed countries access global markets while enhancing the participation of underdeveloped and developing countries in the global supply chain. In addition, online shopping promotes the development of E-commerce, facilitating the expansion in the size of small and medium enterprises by providing businesses with more means of online verification and online banking. Hence, SMEs are likely to attract more customers and grasp the opportunities to access capital online (OECD, 2017).

However, online shopping also negatively affects society, including threats to reveal personal information (accounts, identity, etc.) through online transactions. This problem is also a big challenge for Vietnam's E-commerce system today.

5. Conclusions

Vietnam's E-commerce market has always been evaluated as a rising and potential market in Southeast Asia, just behind two significant markets, Malaysia and Indonesia. The vigorous development of online shopping and E-commerce in Vietnam has created many opportunities and challenges related to sustainable development. Sustainable development is not only an upward trend but also an inevitable requirement of each country in the current context of resource depletion and climate change. Along with the above tendency, online shopping is increasingly connected with sustainable development through economic, social, and environmental impacts. The research described in the paper provided a profound theoretical and practical basis on the online shopping behavior of Gen Z and some of its potential effects on the sustainable development of Vietnam. Accordingly, online shopping affects sustainable development through economic, social, and environmental aspects. Online shopping is also expected to promote gender equality, empower women, and help improve society's access to information. In terms of the economic aspect, online purchasing fosters small and microenterprise businesses in developing countries like Vietnam, allowing them to reach more potential customers at a relatively low cost. At the same time, SMEs have more opportunities to access other sources of capital. Notably, the environmental impact of online shopping is expected to be very clear, as proven by empirical studies in several parts of the world. Besides, shopping online helps improve the efficiency of the logistics system, optimizes freight routes, thereby reducing greenhouse gas emissions into the environment. Currently, Generation Z, commonly known as "Gen Z", is the central generation contributing to the boom of online shopping in Vietnam and promoting sustainable development through purchasing online. The findings of this study are expected to contribute some insights to businesses, policymakers, and other related parties in better attracting the young consumers in Vietnam, orient them towards more sustainable online shopping activities based on their unique values and characteristics. Although the study has achieved its goal, there were some drawbacks due to the limitation of time and financial resources. The study mainly uses available data on online shopping activities of Vietnamese youngsters, which would be relatively modest for analysis of the differences between online shopping behaviors of Gen Z and Gen Y, and the relationship between these behaviors and sustainable development. Further research would be focused on obtaining more data of what affect continuance intention of online shopping among Gen Y and Z and its impacts on sustainable development during the new normal in Vietnam.

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Summary

Mục đích nghiên cứu của bài viết là phân tích đặc tính hành vi mua sắm trực tuyến của giới trẻ (Gen X) ở Việt Nam và chỉ ra một số tác động tiềm năng của hành vi này đến sự phát triển bền vững trong các đô thị lớn của Việt Nam. Để đạt được mục tiêu trên, tác giả đã tiến hành nghiên cứu toàn diện các tài liệu về hành vi mua sắm online của thế hệ trẻ và mối quan hệ của mua sắm trực tuyến và các mục tiêu phát triển bền vững. Sau khi tìm kiếm các các tài liệu về cơ sở lý luận cũng như thực tiễn hoạt động mua sắm trực tuyến của thế hệ trẻ tại Việt Nam, tác giả đã sử dụng phương pháp phân tích nội dung (document analysis technique) để trích xuất các dữ liệu cần thiết, cũng như phân loại dữ liệu (cả tiếng anh và tiếng việt) theo mẫu nhập liệu đã được thiết kế dựa trên mục tiêu và mô hình nghiên cứu. Kết quả nghiên cứu được kí vống sẽ cung cấp một số hiểu biết sâu sắc cho các doanh nghiệp, các nhà hoạch định chính sách và các đối tượng liên quan trong thu hút hệ người tiêu dùng trẻ cũng như định hướng nhóm khách hàng này trong hoạt động mua sắm trực tuyến bền vững hơn trong môi trường thực tiễn tại Việt Nam.

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