



## Data Article

# Dataset of concerns for privacy information practices and consumer behavior in online market: A survey in Vietnam

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## ABSTRACT

This dataset presents survey results on concerns for consumer privacy information practises in business, online trust; and purchase intention in the online marketplace in Vietnam. The raw data was collected *via* an online questionnaire of 467 respondents aged 18 and over recruited randomly. The survey included questions on demographic attributes as well as ratings and rankings for various statements related to privacy information concerns, such as Collection, Unauthorized secondary use (internal), Improper Access, Error; consumer online trust; and purchase intention when shopping online. The de-identified dataset is available in CSV format, including the question/statement text, collection method details, and coded response values. This novel dataset further investigates the impact of privacy information concerns on consumer behaviors in an emergent Southeast Asian e-commerce market. As one of the first collections of empirical data focused distinctly on perspectives within Vietnam, this dataset has high reuse potential for research on information privacy attitudes, responses, and needs within the country and in comparison to regional/global trends.

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## Specifications Table

Subject	<i>Business, Management and Decision Sciences</i>
Specific subject area	<i>Marketing</i>
Data format	Raw
Type of data	Table
Data collection	Data was collected through an online questionnaire distributed to a demographically diverse sample population across various occupations, age groups and genders in Vietnam. After accounting for exclusion criteria, 467 complete and valid survey responses were analyzed. The questionnaire measured several key variables related to privacy concerns and online behaviors, including: Concerns for an organization's privacy practices, covering four dimensions - collection of personal information, unauthorized secondary internal usage, improper access and errors in storage or processing; Online trust towards organizations; and Online purchase intentions.
Data source location	<i>Vietnam</i>
Data accessibility	Repository name: Mendeley Data Data identification number: <a href="https://doi.org/10.17632/x8xnfbfsfd.2">/10.17632/x8xnfbfsfd.2</a> Direct URL to data: <a href="https://data.mendeley.com/datasets/2x8xnfbfsfd">https://data.mendeley.com/datasets/2x8xnfbfsfd</a>
Related research article	Khoa, B. T., & Huynh, T. T. (2022), The Influence of Individuals' Concerns about Organization's Privacy Information Practices on Customers' Online Purchase Intentions: The Mediating Role of Online Trust. <i>Journal of Logistics, Informatics and Service Science</i> , 9(3), 31–44. Doi: <a href="https://doi.org/10.33168/LISS.2022.0303">10.33168/LISS.2022.0303</a> .

## 1. Value of the Data

- This novel dataset provides valuable survey insights into privacy concerns, online trust, and purchase intentions among consumers in Vietnam's rapidly growing e-commerce market. With 467 randomized respondents, it explores perspectives on privacy aspects like data collection, secondary usage, access, and errors—and their impact on online consumer behavior.
- As one of the first empirical privacy surveys distinctly focused on attitudes and needs within Vietnam, this dataset enables further research into privacy trends, attitudes, and governance implications in this Southeast Asian market vis-à-vis regional/global comparators.
- Comparative reflection on the suitability and implications of using Covariance-based and Partial Least Squares Structural Equation Model could enrich understanding and modeling of factors influencing online trust and purchase intention in electronic commerce.
- In addition, it supplies useful data for businesses seeking to enhance customer loyalty and trust in Vietnam's digital economy. Researchers can leverage this multidimensional data using statistical techniques to extend theoretical relationships between privacy, value perception, and loyalty.
- Practitioners can derive insights to inform governance decisions and promote consumer rights in these emergent markets.

## 2. Background

This study is grounded in the theoretical foundations of the Concern for Information Privacy (CFIP) model first proposed by Smith, Milberg and Burke [1]. The CFIP framework has been applied extensively to understand antecedents and outcomes related to consumer privacy concerns across contexts. Our dataset was built on this established model to extend its application

to the emerging e-commerce landscape in Vietnam. Employing an adapted CFIP approach is theoretically suitable, as it enables measuring privacy concerns while integrating additional constructs like online trust that are salient for the Vietnamese e-commerce consumer. This dataset was developed to investigate privacy concerns and related online consumer behaviors in Vietnam's rapidly growing e-commerce marketplace [2]. While prior research has explored information privacy attitudes globally, regionally, and in mature markets, there has been little empirical research specifically focused on emerging economies, like Vietnam [3,4], where have weak data protection laws and low privacy awareness compared to developed markets with stronger regulations [5], e-commerce businesses should self-regulate and gain consumer trust by proactively addressing privacy concerns. This underscores the need for understanding privacy perspectives rooted in the socio-cultural context even with growing global digital convergence [6].

To address this gap, an online survey was distributed to a diverse sample of 467 Vietnamese consumers, measuring key variables around privacy practices, trust, and purchase intentions adapted from established scales. This data objective was to compile novel evidence on the perspectives, attitudes and needs of Vietnamese consumers as they relate to privacy and technology use, given the country's expanding digital footprint. By releasing this dataset to the research community, the manager as well as policy-maker enable further scholarship on information privacy issues and impacts in Vietnam, as both a critical Southeast Asian market and an embodiment of a developing country with historically limited focus. Comparative analysis along demographic, occupational and behavioral dimensions is also facilitated by our inclusion of response metadata. Thus, this unique dataset affords new opportunities to study the interplay of privacy, trust and online behaviors within Vietnam's distinct landscape.

### 3. Data Description

Supplementary files accompanying this paper include three codebooks. The first codebook, titled "Questionnaire for data," encompasses the survey questions and response options presented to participants *via* online survey platforms accessible through computers, laptops, or handheld devices. The questionnaire comprises four sections: an introduction to the survey, screening questions, warming-up questions, the main survey content covering concerns about organization's privacy information practices, online trust, purchase intention, and 03 demographic questions. The second codebook, named "CODEBOOK," elucidates the coding of variables corresponding to the first five questions coded as q1 to q5 and the research constructs denoted as Collection (COL), Unauthorized secondary use (USU), Improper Access (IMA), Errors (ERR), Online trust (OT), and Purchase Intention (IB). Additionally, participants' gender, age group, and occupation were captured in three variables labeled as "gender," "age," and "occupation." It is highlighted in the CODEBOOK that the 06 research constructs were evaluated using a 5-level ordinal scale ranging from 1 (Strongly disagree) to 5 (Total agree).

Table 1 encompassed screening and warming-up questions, along with demographic inquiries, while Tables 2 through 23 employ 5-point Likert scales to gauge responses to item statements. The study investigates four dimensions—Collection, Unauthorized secondary use (internal), Improper Access, and Errors—pertaining to concerns about organization's privacy information practices, which are posited to positively influence customers' online trust and purchase intention [7–9]. Furthermore, existing literature suggests a direct relationship between online trust and intentional purchase behavior in electronic commerce [10]. The measurement items and their corresponding codes are delineated in Tables 1 and 2.

In the questionnaire, screening questions would help filter for respondents with the relevant experience and concerns to provide meaningful insights on the survey topic. The survey is looking to capture perspectives of consumers who actively make online purchases and care about their privacy when doing so. To ensure relevant participants, the survey should screen for those who have made an online purchase, been affected by improper use of their personal data, and indicate caring about privacy when shopping online. Additionally, respondents should shop online a minimum of 1–2 times per month to target regular digital consumers versus occasional

**Table 1**  
Item coding for screening and demographic questions.

Question	Coding
<b>Have you ever made an online purchase?</b>	
Yes	1
No (stop survey)	2
<b>Have you been affected by improper use of your personal information?</b>	
Yes	1
No (stop survey)	2
<b>Do you care about your privacy when making online purchases?</b>	
Yes	1
No (stop survey)	2
<b>How often do you shop online in a typical month?</b>	
Never (stop survey)	1
1–2 times	2
3–5 times	3
6–10 times	4
More than 10 times	5
<b>What concerns, if any, do you have when providing personal information to online retailers?</b> (Select all that apply)	
Identity theft	1
Data breaches	2
Tracking of browsing history	3
Sharing data with third parties	4
Lack of transparency about data practices	5
No concerns (stop survey)	6
Other (please specify)	7
<b>Gender</b>	
Male	1
Female	2
<b>Age group</b>	
18–25	1
26–35	2
36–45	3
> 45	4
<b>Occupation</b>	
Housewife	1
Student	2
Office worker	3
Lecturer	4
Government employee	5

shoppers. They should also have at least one specific privacy concern around issues like identity theft, data breaches, browsing tracking or sharing data with third parties, or lack of transparency about data practices. Applying these screening criteria will selectively recruit active online shoppers who regularly make purchases, have experienced improper use of their information, and are concerned about retailer data practices - the target audience whose informed perspectives helped address the research aims. 500 Vietnamese customers who met all screening requirements were sent an invitation to participate in the survey via the provision of a survey link. Ultimately, 467 responses were collected, accounting for 93.4 % of the total invitations sent. All respondents confirmed their previous experience with online purchases, reported being affected by improper use of personal information, and expressed concerns about their privacy when making online transactions. Demographic data, including frequency and percentage distributions, are presented in Table 3. Table 4 displays the results of statistical tests, including mean, standard deviation, kurtosis, and skewness, conducted on the multi-item scales representing the research constructs. These tables were generated using SPSS version 28.

The measurement model underwent testing for reliability and validity. As indicated in Table 5, all scales demonstrated satisfactory levels of reliability and convergent validity. This was evidenced by Cronbach's Alpha (CA) and Composite Reliability (CR) values exceeding 0.7, Aver-

**Table 2**  
Research items coding.

Code	Items
	<b>Collection (COL)</b>
COL1	I typically find it unsettling when companies request personal information from me.
COL2	There are occasions when I hesitate to share personal information with companies.
COL3	Giving personal information to numerous companies can be unsettling for me.
COL4	I worry that companies are accumulating excessive amounts of personal information about me.
	<b>Unauthorized secondary use (internal) (USU)</b>
USU1	Personal information should only be utilized by companies for purposes explicitly authorized by the individuals who provided it.
USU2	Once individuals furnish personal information to a company for a specific purpose, the company should refrain from using that information for any other purpose.
USU3	Companies should refrain from selling personal information stored in their computer databases to other entities.
USU4	Without explicit authorization from individuals, companies should not share personal information with other businesses.
	<b>Improper Access (IMA)</b>
IMA1	Companies need to allocate more resources and effort toward preventing unauthorized access to personal data.
IMA2	It's imperative to safeguard computer databases containing personal information from unauthorized access, regardless of the associated expenses.
IMA3	Companies should implement additional measures to prevent unauthorized individuals from accessing personal information stored in their computer systems.
	<b>Errors (ERR)</b>
ERR1	It's essential to thoroughly verify the accuracy of all personal information stored in computer databases, regardless of the associated costs.
ERR2	Businesses need to implement additional measures to ensure the accuracy of personal information stored in their records.
ERR3	Companies must establish more effective procedures for rectifying inaccuracies in personal data.
ERR4	Enhanced efforts should be made by companies to meticulously verify the precision of personal information held in their databases.
	<b>Online trust (OT)</b>
OT1	The website of this store inspires trust.
OT2	This store's website upholds its promises and assurances.
OT3	I have confidence in this store's website.
OT4	The seller is prepared to exchange items in case of any problems.
	<b>Purchase Intention (IB)</b>
IB1	I will contemplate acquiring the item.
IB2	There's a strong chance I'll make the purchase.
IB3	I'm highly inclined to buy the product.
IB4	If necessary, I'll procure the item from the seller.

**Table 3**  
The respondent statistic.

		N	%
Gender	Male	241	51.6
	Female	226	48.4
Age group	18–25	123	26.3
	26–35	120	25.7
	36–45	115	24.6
	> 45	109	23.3
Occupation	Housewife	81	17.3
	Student	82	17.6
	Office worker	117	25.1
	Lecturer	94	20.1
	Government employee	93	19.9

**Table 4**  
Descriptive statistics of the research' items.

Item	Mean	Std. deviation	Skewness		Kurtosis	
			Statistic	Std. error	Statistic	Std. error
COL1	3.76	0.82	-1.05	0.11	1.84	0.23
COL2	4.12	0.83	-1.09	0.11	1.62	0.23
COL3	3.97	0.76	-1.11	0.11	2.60	0.23
COL4	4.03	0.76	-0.92	0.11	1.79	0.23
ERR1	3.71	0.86	-1.14	0.11	2.00	0.23
ERR2	3.74	0.84	-0.75	0.11	0.79	0.23
ERR3	3.89	0.94	-1.25	0.11	1.83	0.23
ERR4	3.77	0.90	-0.91	0.11	1.23	0.23
USU1	3.93	0.93	-0.75	0.11	0.50	0.23
USU2	3.85	0.94	-0.74	0.11	0.43	0.23
USU3	3.91	0.93	-0.84	0.11	0.62	0.23
USU4	3.96	0.93	-0.79	0.11	0.58	0.23
IMA1	4.08	0.81	-1.59	0.11	4.25	0.23
IMA2	4.18	0.83	-1.46	0.11	3.27	0.23
IMA3	4.18	0.84	-1.33	0.11	2.65	0.23
OT1	3.88	0.81	-1.04	0.11	2.01	0.23
OT2	3.83	0.73	-1.16	0.11	2.75	0.23
OT3	3.86	0.71	-1.06	0.11	2.62	0.23
OT4	3.85	0.81	-1.04	0.11	2.10	0.23
IB1	3.64	0.81	-1.33	0.11	2.25	0.23
IB2	3.88	0.77	-1.58	0.11	4.21	0.23
IB3	3.95	0.98	-1.06	0.11	1.19	0.23
IB4	3.91	0.72	-1.25	0.11	3.31	0.23

**Table 5**  
The reliability and validity assessment.

Construct	CA	CR	AVE	Outer loading		VIF	
				Min	Max	IB	OT
COL	0.86	0.87	0.71	0.80	0.91	1.53	1.50
ERR	0.88	0.88	0.73	0.85	0.86	1.43	1.35
IB	0.81	0.82	0.64	0.76	0.83		
IMA	0.88	0.88	0.81	0.89	0.91	1.70	1.58
OT	0.90	0.90	0.78	0.87	0.91	1.71	
USU	0.93	0.93	0.83	0.89	0.94	1.56	1.48

**Table 6**  
Results of discriminant validity via HTMT and Fornell-Larcker criterion.

Construct	HTMT					Fornell-Larcker criterion					
	COL	ERR	IB	IMA	OT	COL	ERR	IB	IMA	OT	USU
COL						0.84					
ERR	0.43					0.37	0.86				
IB	0.77	0.73				0.64	0.62	0.80			
IMA	0.61	0.46	0.77			0.52	0.41	0.66	0.90		
OT	0.51	0.53	0.74	0.59		0.45	0.47	0.64	0.53	0.88	
USU	0.49	0.49	0.8	0.52	0.54	0.44	0.44	0.69	0.47	0.50	0.91

age Variance Extracted (AVE) values surpassing 0.5, and outer loading values greater than 0.708. Additionally, the Heterotrait-Monotrait Ratio (HTMT) values as well as Fornell-Larcker criterion in Table 6 confirmed the discriminant validity of all constructs [11,12], with HTMT values below 0.85 and the square root of AVE for each construct is higher than its highest correlation with other constructs.

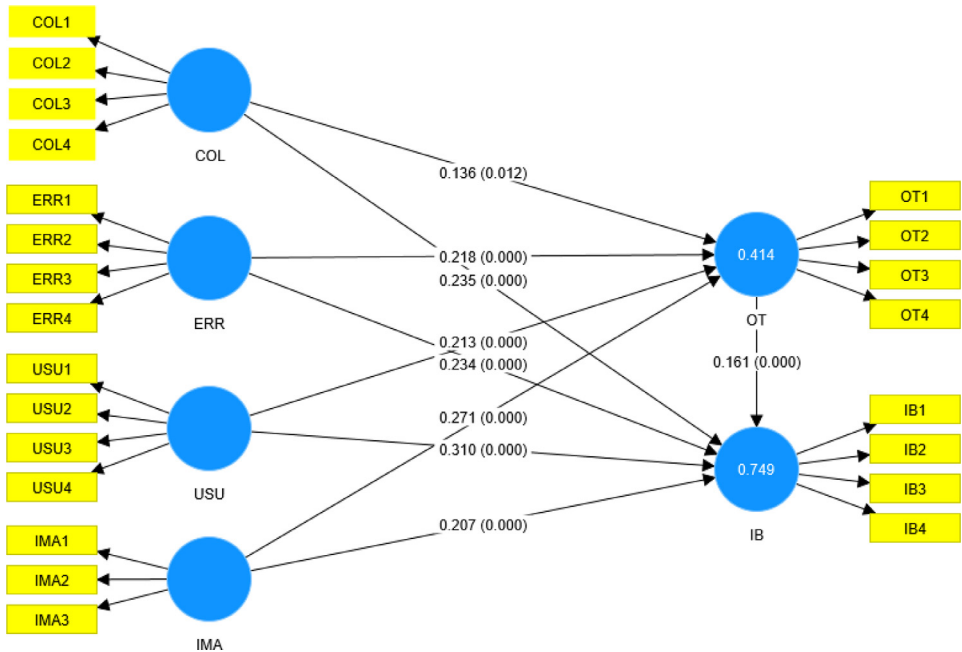


Fig. 1. PLS-SEM result.

Furthermore, in accordance with Partial Least Squares Structural Equation Model (PLS-SEM) algorithms, variance inflation factors (VIF) slightly above 3.3 were deemed acceptable to ensure unbiased research instruments. Table 5 illustrates that all latent variables in this study exhibited VIF values below 3.3, indicating that prevalent common method bias was not a concern.

Lastly, the data were utilized to conduct PLS-SEM analysis, revealing positive relationships among all research constructs, as evidenced by beta values exceeding 0 and  $p$ -values below 0.05. The R-squared values of 0.414 for online trust and 0.749 for intention to purchase indicate the amount of variance in the dependent variables explained by the independent variables in the Fig. 1. The R-squared of 0.414 suggests the antecedents account for 41.4 % of the variability in online trust, a moderate effect. However, the R-squared of 0.749 for intention to purchase is substantially higher, indicating the model explains 74.9 % of the variance in purchasing intentions. This shows the model does a reasonably good job capturing the main factors driving consumers' intention to purchase online sites but is less effective at explaining what builds online trust. The results of the PLS-SEM analysis are depicted in Fig. 1.

#### 4. Experimental Design, Materials and Methods

Drawing on quantitative research, this study devised a comprehensive online survey to investigate consumers' online shopping behavior, privacy concerns, and demographic characteristics. The survey encompassed a variety of question types, including multiple-choice, Likert scale, and close-ended questions, aiming to capture diverse perspectives and detailed responses. The research items were adapted from prior studies, with concerns regarding Organization's Privacy Information Practices categorized into four dimensions: Collection (COL, measured by 4 items), Unauthorized secondary use (internal) (USU, 4 items), Improper Access (IMA, 3 items), and Error (ERR, 4 items), as proposed by Smith, Milberg and Burke [1]. Additionally, modifications were made to Valdez [13]'s users' online trust scale (OT, 4 items) and the purchase intention scale

(1B, 4 items) based on Zhu et al. [14]. To select the measurement items listed in Table 2, we conducted an extensive review of relevant literature and existing scales. We surveyed over 50 articles that developed and validated scales related to the key constructs in our research model, including information privacy concerns, trust, and purchase intention. Based on this review, we selected established scale items that have been tested and validated in multiple studies. For example, the 4 items used to measure information privacy concerns were adapted from Smith et al. [1], who proposed privacy concern related to organization practice and have been widely used in many subsequent studies. Minor changes were made to the wording of some original scale items to tailor them to the context of our study on e-commerce platforms. However, we ensured that the essence and meaning of the items were unchanged. All final scale are clearly indicated in Table 2.

The data collection methodology focused on social media platforms, email lists, and online forums popular in Vietnam in order to take advantage of the large, engaged digital consumer base that could be efficiently accessed online. These mediated channels allowed reaching a demographically diverse sample reflective of the young, tech-savvy Vietnamese population at scale and speed [15]. The anonymous nature of responses also encouraged more open sharing of opinions and experiences, especially regarding sensitive privacy topics. Other studies on online consumer behavior have successfully used similar approaches in Vietnam [16]. Given the digital-first population, collecting survey data through these online channels was deemed more effective than traditional offline methods. This approach provided an optimal strategy to administer the survey and gain quality insights from the target audience. Purposive sampling was employed to collect the data, requiring respondents to meet specific criteria including prior online purchase experience (q1), being affected by improper use of personal information (q2), caring about privacy when making online purchases (q3), and engaging in online shopping at least once a month (q4), while also expressing concerns about personal information shared with online retailers (q5).

Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM). Researchers utilizing PLS-SEM were advised to conduct power studies or rely on heuristics such as the inverse square root technique [17,18]. With a significance level of 5 % and a minimum path coefficient of 0.136, the minimum required sample size was calculated to be greater than 334.14 respondents (based on the formula  $n_{min} > (\frac{2.486}{|p_{min}|})^2$ ). After the initial curation process, 467 responses of sufficient quality were retained for statistical analysis, meeting the minimum sample size criterion.

Following data collection, a thorough review was conducted to ensure accuracy. All scales were found to meet the reliability and validity standards established in the literature. SPSS 28 and SmartPLS 3.8 software were utilized to meticulously examine the data, ensuring that the Average Variance Extracted and Composite Reliability fell within the recommended ranges. Additionally, the Heterotrait–Monotrait Ratio technique was employed to assess discriminant validity. Finally, a PLS-SEM model was developed to test hypotheses and examine relationships between the research constructs.

## Limitations

Addressing these limitations is crucial for ensuring the robustness and validity of the findings derived from the dataset. The dataset may suffer from sampling bias due to the method of recruitment, which primarily relied on online platforms. This may result in the underrepresentation of certain demographics, such as elderly individuals or those with limited internet access, affecting the generalizability of the findings. The survey instrument may not have captured all relevant variables or dimensions related to online shopping behavior and privacy concerns. Some important factors or nuances may have been overlooked, limiting the comprehensiveness of the dataset and the depth of analysis possible. The present study relied on non-probability sampling by recruiting participants through social media platforms, email lists, and online forums. While



appropriate for the exploratory nature of this research, probability sampling methods should be considered in future studies to allow greater generalization of findings.

## Ethics Statement

The actual protocol number is No. 26/HD-ĐHCN, and the Industrial University of Ho Chi Minh City has granted ethical clearance. Every single person who took part in this research gave their informed permission. At any point throughout the survey, participants were allowed to exit. Ethical research requires that I respect the right to privacy of subjects. Consequently, no one can be identified from the data given since it is based on survey responses. Respondents' names could not be traced in any way since the survey was completely anonymous.

## Data Availability

[Dataset of Concerns for Privacy Information Practices and Consumer Behavior in Online Market\\_A survey in Vietnam \(Original data\)](#) (Mendeley Data).

## CRedit Author Statement

**Bui Thanh Khoa:** Conceptualization, Writing – original draft, Visualization, Investigation, Supervision, Software, Validation; **Tran Viet Anh:** Methodology, Data curation; **Tran Trong Huynh:** Writing – review & editing.

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## Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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