

How Hedonic Value and Perceived Mental Benefits Affect Electronic Loyalty in The Shopee.Vn Online Market (Vietnam).

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Abstract: Nowadays, many consumers remark that they frequently feel happier when shopping than they did previously. Many customers have reported feeling happy when shopping, which is motivated by their desire to improve their emotions. However, there is currently very little research in the area of psychology pertaining to purchasing in general and online shopping in particular websites such as shopee.vn. Instead of examining specific mental states, previous research primarily relied on only the positive and negative emotions measured using rather broad psychological instruments. They just asked customers to express themselves broadly about how they felt while shopping without identifying the particular shopping or item. Consumer satisfaction is defined as the difference between what a customer expects and receives after utilizing a product or service. Thus, anticipation and result make up the basis of contentment. In contrast, the relationship benefit is the relationship marketing principle articulated.

Keywords: Consumer behavior, Consumer satisfaction, Customer research.

1. Introduction

Shopee.vn, a Vietnamese online shopping website, was recently added to the list of the country's top online shopping sites. Shopee.vn was rated as having the most customers of any website in the country. 2022 November. Other websites, such as Lazada and then Amazon, were founded after this (Singh et al., 2020). By mastering several criteria that will assure consumer consistency in this website, the most current data from Decision Lab's Connected Consumer Report for Quarter 1, 2021, shows that there is still a significant possibility to increase Vietnam's fast-increasing e-commerce sector (Singh et al., 2020). The shopee is by far the most widely used platform overall, but there has been fragmentation at the margins during the global epidemic. The fact that most users are concentrated in the nation's largest cities has allowed social commerce platforms like Facebook Marketplace to survive, even if foreign corporations still control the majority of online sales revenue in Vietnam.

According to research firm Bain & Co., social commerce accounted for almost 44% of the US\$109 billion Southeast Asian e-commerce sector last year, a notion already well-liked in the area (Sanny et al., 2022). Although Shopee has dominated the two cities in the countries (capitals of Vietnam), social marketing strategies are in place to ensure the website gain popularity in the local and rural areas of Vietnam.

Social commerce has facilitated business negotiation direct with sellers and restored a human touch to an otherwise less physical contact business world by enabling customers to make purchases of goods and services through their social media in the comfort of their homes through Facebook, and Instagram, among other social media, liked by the people. This helps businesses keep their customers. To put Shopee Online Shopping Company's dominance in context, the Lab's Decision Q1 research revealed that it is now the most popular platform in Vietnam with the greatest number of online shoppers; it is believed that more than half of Vietnam residents have at least used Shopee. Sanny and others (2012).

According to reports, the Vietnam e-commerce market has grown by 18%, reaching US\$ 11.8 billion. This was calculated to be 5.5% of all retail sales nationwide. Shopee has applied the criteria for keeping customers loyal.vn is now the best technique it has ever used to maintain its position as the top online vendor. Sanny and others (2012).

The following is a comparison of the websites of the rivals. It can be difficult to build a loyal customer base in e-commerce, especially in developing Asian countries like Vietnam. With a B2C retail e-commerce turnover of USD 8.06 billion, Vietnam experienced its highest growth in three years, according to data in the Vietnam E-Commerce White Paper 2019. Recently, Vietnam's e-commerce expanded by 23% and 24%, respectively, in 2016 and 2017 (Schlegel et al., 2019). The number of individuals who shop online, the average amount they spend, and the share of sales increased in 2018 in Vietnam's e-commerce sector, along with the country's overall revenue development. Generally, in 2018, there were 39.9 million consumers, a rise from 6.3 million in 2017. The overall increase was estimated to be 16 USD from 2017 to 2018, and the anticipated average price of online purchasing per person is 202 USD (NGUYEN et al., 2019). In their 2016 paper, Verma, and his colleagues, developed a marketing strategy for online selling to determine what influenced customer loyalty (NGUYEN et al., 2019).

This study offered a research methodology based on relational marketing research compiled from various sources. Due to the assessment process and the advantages the website provides for the initial purchase; online shoppers regularly return to e-commerce sites. Consumers in emerging economies are aware of severally benefits that come with choosing from different sites, including financial savings, comfort in products, entertainment on the product or service, and various online buying options.

Benefits from buyer relationships and investments in seller relationships help provide benefits buyers perceive when they purchase online. The Sheth (1983) personality traits, some of which are typically thought to be impacted by both functional

and non-functional components, may be responsible for shopee.vn's success (Thiet al., 2019) Particularly, as the standard of living of consumers in emerging countries, has improved, the significance of non-operational engines to consumers has increased. Gardner and Rook explored the psychological advantages that could be derived from shopping and buying in 1988. (Beatty, & Ferrell., 1998)

2. Literature Review

2.1. Electronic Loyalty

Simply put, an online user's actions and dedication to a particular website reflect electronic loyalty. It encourages repeat buying and prevents clients from switching to the competitor's other websites. Electronic loyalty, the primary objective of the strategic marketing plan, is essential to the company's success. Sreenivasan and colleagues (2002). Customer loyalty increases the likelihood of repeat business, good word-of-mouth advertising of the website, and enticing other customers to make purchases.

In the traditional market, a customer's decision to choose, acquire, and maintain a relationship with one website over others is referred to as preference; choosing to conduct business with a particular company is indeed a sign of loyalty. It has also been stated that choosing a company means overcoming challenges to conduct business online. Additionally, a devoted consumer would think of the brand first when needed or suggest it to others when requested. When clients are happy with their purchases, they are more likely to recommend the website to their friends and family, which has been a key strategy in shopee.vn marketing. A component of online loyalty is engaging with a website after making a purchase there. The power of a buyer and/or seller in a wail of a customer to engage in being active on the website is demonstrated through interaction for patronage. Customers may easily connect with a seller's website via social networking by engaging in online behaviors, including reading the news, sharing a post, and leaving comments on various social media used by the shopee.vn to market their product.

The exchange of personal data, which is linked to the premium identity, is the last element of electronic customer loyalty. Many clients will safeguard their information since disclosing personal information is risky and detrimental. Customers must supply personal information other than the usual purchasing information if they want additional offers from the vendor, such as birthday presents, product recommendations based on personal interests, or membership discounts from loyalty programs. This private information may include their interests, age, or even a phone number or list of friends from social networking sites. This aspect might be considered a "secondary trade" with non-monetary components.

2.2. The Perceived Mental Benefits

An action that has predicted benefit or advantage is a mental image of the advantageous effect of a customer's conduct, known as the perceived benefit (Lee, 2009). Performance-based behaviors can have both internal and external advantages. The evident advantages of shopping can be quite motivating, but the underlying advantages can be more effective at encouraging continued buying activity. When clients purchase online, there are psychological, social, and emotional advantages. First off, one of the irrational

reasons people shop is for fun. When shopping is done online, people see it as more comfortable and enjoyable, which reduces stress in their daily lives. Consequently, the perceived satisfaction of buying is a crucial component of the mental gain in e-commerce.

It may immediately influence a customer's mood, behavior, and inclination to visit the website again. Second, many consumers profit from the connections made during transactions. As a result, a key component of the reported mental benefit is perceived user interactions. The social requirements are highlighted in the Hierarchy of Needs by Maslow (McLeod, 2007). This desire is communicated through friendship, community involvement, and other forms of communication. Maslow noted that although this need comes after those of protection and security in his hierarchy if it is not addressed, it can lead to serious neurological and mental disorders.

The benefit purchasers have in mind is participating in the purchasing process and receiving feedback from others. The client may get new information and broaden their knowledge by purchasing online. Because pricing has little bearing on consumers' purchasing decisions, social connection is the non-market advantage of the internet market.

Thirdly, a major advantage that helps buyers feel anonymous when they purchase goods or services is the perception of private purchasing. Shopping discreetly has genuine advantages, especially in the context of Vietnam and other nations used to conventional shopping. Consumers frequently feel intimidated when asking for things they have not yet purchased or from those who are aware they have acquired a discount. Customers like to buy secretly, so others are unaware of what they have purchased. This is especially true for delicate items about one's health, gender, or sex.

Last, Nguyen and Khoa (2019a) referred to the customer's perception of control as a mental advantage. Two characteristics of perceived control are customization and personalization, Perceived behavioral control, and self-efficacy-based perceived control. The capability of personalization aids clients in making informed decisions, provides logical recommendations, and matches demands. As a result, it shortens the time buyers must spend searching and raises perceived value.

2.3. The Hedonic value

The hedonic value is an appreciation of the importance of perceived pleasure, which is connected to the thrill of surprise and the intense feelings that customers have when using the product (Duman&Mattila, 2005). Consumers frequently feel better about fashion if they lead active, interesting lives that encourage the pleasure of life. Customers are drawn to the product because it satisfies their ideals and psychological and emotional demands. According to this study, internet shopping has hedonic value in terms of enjoyment, happiness, comfort, and entertainment,

Brand loyalty is viewed as the terminal value in an online purchase, whereas perceived value is recognized as an additional value. As long as there is an exchange of advantages, customers' perceived value influences their loyalty to an online vendor. In particular, the higher objective is likely to impact the subordinate target. Conversely, group shopping provides a hedonic value that increases users' interest in online stores. Whichever website is more beneficial than others will be preferred by the consumer. Recent studies have highlighted the connection between value and brand

liking. As a result, the following hypotheses on the favorable relationship between electronic loyalty and hedonic value are:

H1: The hedonic value positively impacts electronic loyalty and therefore has led to an increase in customers with shopee.vn

H2: hedonic value has a positive impact on the number of times a customer buys on a website, leading to customer maintenance by the shopee.vn online shopping company.

3. Research Methodology

3.1. Questionnaire

Hedonic value, perceived benefits, and electronic loyalty were included in the second portion of the questionnaire,

which was separated into two sections: demographic characteristics, which included gender and occupation. The participant's responses to a series of questions on a Likert scale from 1 to 5 were intended to measure the three components. There are four possible outcomes using a Likert scale of 1 (totally disagree) to 5 (totally agree). Four constructs define the concept of perceived mental advantages: perceived social contact, discrete shopping, perceived control and perceived mental benefits. The four constructions employed to measure hedonic worth are pleasure, happiness, amusement, and comfort. Giving personal information, enjoying internet use, and website choice were the three factors utilized to quantify electronic loyalty.

Table 1. Demographic factors

Gender	Male	1
	Female	2
Occupation	Student	1
	White-collar employee	2
	Business owner	3
	Lecturer	4
	Worker	5
	Housewife	6
	Government official	7
Frequency of online shopping per month	2 - 4 times	1
	5 - 6 times	2
	7 - 10 times	3
	More than ten times	4

3.2. Research method

This research mainly used quantitative approaches because the data was available online. As noted, the data was downloaded in an excel file, transformed to an spss format, and then analyzed using spss version 25.

Data features, including frequencies, correlation coefficients, mean, standard deviation, mode, and range, are described by descriptive statistics. We only used the frequencies shown in pie charts and table representations for each variable because all the variables in the data were categorical.

3.2.1. Logistic regression

Regression strategy It aids in predicting the value of a dependent variable from one or more independent factors and is used to evaluate the strength of a connection between one dependent and independent variable (s)

The reason-result link between independent factors and the

dependent variable is determined using the ordinal logistic regression analysis technique. It evaluates how one or more predictor factors affected the results.

3.2.2. Cluster analysis

Items were separated into categories that used a two-k cluster analysis in which they were more similar to one another but also different from items in other groups. It is typically used mostly for exploratory data analysis and as a discovery strategy by addressing classification issues. In this inquiry, the structures were categorized into 3 clusters.

4. Results

The frequency chart for occupation is shown below. There were 71 students, 69 working in white-collar positions, 65 company owners, 71 lecturers, 72 laborers, 66 housemaids, and 71 government officials.

Table 2. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	71	14.6	14.6	14.6
	White-collar employee	69	14.2	14.2	28.9
	Business owner	65	13.4	13.4	42.3
	lecturer	71	14.6	14.6	56.9
	workers	72	14.8	14.8	71.8
	housewife	66	13.6	13.6	85.4
	government official	71	14.6	14.6	100.0
	Total	485	100.0	100.0	

Table 3. times

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	116	23.9	23.9	23.9
	2	116	23.9	23.9	47.8
	3	122	25.2	25.2	73.0
	4	131	27.0	27.0	100.0
	Total	485	100.0	100.0	

The tables below show how many times each participant bought something online. 116 people bought something once, 116 also bought something twice, 122 bought something seven to ten times, and 131 bought more than ten times.

4.1. Reserch questions (anova)

H0: There is no significant difference between males and females in the number of purchases in online shopping, electronic loyalty, hedonic value, and perceived benefits.

Differences

H0: There is NO SIGNIFICANT difference between males and females in the number of times of purchases in online shopping, electronic loyalty, hedonic value, or perceived benefits.

H1: There is a SIGNIFICANT difference between different occupations in the number of purchases in online shopping, electronic loyalty, hedonic value, and perceived benefits.

To determine whether there were statistically significant differences between males and females in terms of online purchasing frequency, electronic loyalty, hedonic value, and perceived benefits, an independent t-test was performed. We failed to reject the null hypothesis and concluded that males and females had the same responses in all categories because the table below shows that there was no significant difference between males and females in any of the number of times purchased in online shopping, electronic loyalty, hedonic value, or perceived benefits ($p > .05$).

Table 4. Independent Samples Test

	t-test for Equality of Means			
	t	df	Mean Difference	Sig. (2-tailed)
pleasure	-0.797	483	-0.055	0.426
happy	-0.436	483	-0.028	0.663
entertaining	0.435	483	0.028	0.664
comfortable	-0.786	483	-0.055	0.432
perceived enjoyment	-1.017	483	-0.068	0.310
perceived social interaction	-0.470	483	-0.024	0.638
perceived discreet shopping	-0.108	483	-0.007	0.914
perceived control	-0.642	483	-0.036	0.521
I will make a website the first choice or mention this website to my friends	-1.284	483	-0.103	0.200
I make interactions, like, sharing the news on this website	-0.764	483	-0.049	0.445
I will disclose my personal information to this website	-0.876	483	-0.054	0.381
occupation	0.158	483	0.029	0.875

H0: There is no difference between different occupations in the number of purchases in online shopping, electronic loyalty, hedonic value, and perceived benefits.

H1: There is a difference between different occupations in the number of times of purchases in online shopping, electronic loyalty, hedonic value, and perceived benefits.

We used the multiple analysis of variance to determine if there was a significant difference between the number of times a participant shopped online, electronic loyalty, hedonic value, and perceived benefits.

4.2. Logistic Regression: Hedonic value and Electronic Loyalty

Shopping pleasure, Shopping happiness, shopping online is entertaining has a positive impact on making a website the first choice or mentioning the website to my friends,

We conducted ordinal logistic regression to see how the hedonic value construct could predict one of the constructs in electronic loyalty, which was mentioning websites to friends.

The results showed an 11.2% change in the prediction of people mentioning the website to friends based on the hedonic value predictors compared to when there were no predictors, according to the model's goodness of fit, which revealed a poorly fitting model with a p-value of .000. However, the model fitting information was statistically significant, showing that there was a significant improvement in fit by our predictors (hedonic value).

According to the estimate table, the model predicts that more individuals would pick a website or tell their friends about it if they firmly agree that shopping online makes them happy. Those who agree that they are happy to shop online are also likely to agree that they will tell their friends about a website, and those who find online shopping entertaining are also likely to tell their friends about online websites. In other words, those who agree they are not interested in making purchases online are likely not to tell their friends about an online website. All of them had statistical significance ($p < 0.05$).

The enjoyment of shopping, the happiness of shopping, and the fact that shopping online is amusing all benefit social interactions, such as alerting friends about the news on this website. People who admitted to enjoying themselves were more likely to concur on exchanges, such as telling others about the knowledge they learned from a particular website, which was consoling. Regarding entertaining, those who concurred were inclined to disagree.

Online shoppers were more likely to agree that they would share their personal information. Online shoppers were also

more inclined to indicate they would provide their information if asked.

4.3. Cluster analysis

Three clusters were created using the spss model: cluster one, which had the most participants (266, or 54.8% of the total); cluster two, which contained 144, or 29.7% of the total; and cluster three, which contained 75, or 15.5% of the total. 100% of the individuals in the cluster were affected by all the factors combined.

Table 5. Two-step Cluster Number

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	266	54.8	54.8	54.8
	2	144	29.7	29.7	84.5
	3	75	15.5	15.5	100.0
	Total	485	100.0	100.0	

5. Discussion

As displayed in the cluster analysis, Participants in Cluster 1 were more likely to agree with the following statements: perceived social interaction, perceived enjoyment, sharing of content on websites, perceived discrete shopping, mention of websites to friends, perception of control, perceived happiness, perceived entertainment, and overall agreement with finding it comfortable, finding pleasure.

They were most likely male, more than likely government employees, and frequent shoppers. Cluster 2 was likely to strongly concur with my behaviors, such as sharing on websites, perceived discreet shopping, mentioning websites to friends, enjoying online shopping, joyful buying, and enjoying online shopping. They were more likely to concur with perceived comfort, perceived control, disclosed knowledge, perceived enjoyment, and perceived social connection.

They were probably employees and females, given that they had made five or six internet purchases. Cluster 3 did not strongly agree or strongly disagree, but they were neutral in perceived perception, perceived enjoyment, sharing a website with others, perceived, discrete, mentioning a friend about a website, disclosing personal information, and perceived control. They were also likely to agree with statements such as "comfortable, pleasure, perceived control, happy, entertaining," "likely to be business owners," "likely to have shopped for 2-4 times," and "most likely to be male."

The research approach presented in this study is based on relational marketing research that has been collected from a number of sources. Online customers frequently Due to the assessment process and the advantages the website provides for the initial purchase, customers frequently return to e-commerce sites. Five benefits—financial savings, comfort, entertainment, and a wide range of online shopping options—are known to consumers in emerging economies. This study proves that the two constructs—hedonic value and perceived mental benefits—are essential to fostering electronic loyalty, which is crucial to expanding online shopping websites like shopee.vn. For the internet shopping shopee.vn, which has been made available through its social media channels, electron loyalty is an investment. The success of shopee.vn may be attributed to the personal variables listed by Sheth (1983) (NGUYEN et al., 2019). that is usually believed to be influenced by both functional and non-functional elements. Particularly, as consumer quality of life has improved in

developing countries, non-operational engines have become more significant to consumers.

Many shoppers have noted that they frequently feel happier than they did in the past when they buy. Many customers assert that they feel joyful when they purchase, which is driven by the desire to improve their mood. Nevertheless, there is presently relatively little psychological study on buying in general and online shopping in particular on sites like shopee.vn. Instead of examining specific mental states, previous research has generally relied on generic psychological measures to evaluate just happy and negative emotions instead of examining specific mental states. It has also simply asked consumers to give a general response about how they felt while shopping without mentioning the type of shopping or product.

The perceived mental benefits that clients claim to experience after completing their initial purchase provide evidence that loyalty plays a balancing function in relationship marketing. However, the relationship between perceived advantages and customer behavior continues to receive a lot of attention, particularly the role satisfaction plays. Contentment is based on expectation and outcome. The relationship benefit, on the other hand, articulates the connection marketing premise.

6. Conclusion

Customer engagement makes it easier to bargain directly with online retailers, restores a human touch in a largely contactless world, and keeps customers' electronic loyalty by enabling consumers to make purchases through their favorite social media channels, including Instagram and Facebook (where they spend hours every day). Perceived advantages, hedonic values, as well as other considerations, affect the customers' electronic loyalty. To keep customers and remain competitive in the market, businesses must adapt to these facts and develop new strategies for fostering customer loyalty.

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