

## **Factors Affecting Consumers' Online Shopping Behavior in Vietnam during the COVID-19 Pandemic: A Case Study of Tiki**

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**Abstract :** Tiki is one of the leading e-commerce companies in Viet Nam. Since the beginning of 2020, COVID-19 has been spreading around the world. Thanks to this pandemic, the Tiki platform has many strengths and has faced many threats. Customer behaviour was forecasted to change during the COVID-19 pandemic. The aim of the investigation is (1) Identifying factors affecting online consumer behaviour of Tiki in Ho Chi Minh City, Vietnam, (2) Measuring the level of impact of these factors, and (3) Recommendations for Tiki to improve its business strategy for the next stage. This research studies eight factors and collected 378 online surveys for analysis. Using SPSS software identified five factors (product, price, reliability, and web design) positively influencing customer behaviour. COVID-19 factor does not impact significantly Tiki's customer behaviour. This research conducted some qualitative interviews to understand shopping experiences and customers' expectations. One of these interviews' main points is that Tiki's customers have high trust in the Tiki brand and its high-quality products. Based on the results, the Tiki corporation should secure its core value. Tiki's employees and logistics systems should be well-trained and optimized to improve customer experiences.

**Keywords :** COVID-19, e-commerce, impact, pandemic, Vietnam

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