Impacts Of Website Reputation On Consumers' Purchasing Decisions

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Abstract:
The objective of the article is to build a model to evaluate the influence of website reputation on consumers' purchase intention. The study has reviewed the studies and theories from which to build a research model to evaluate the impact mechanism of website reputation on consumers' purchase intention. The study has also built a scale for the research variables, so future studies can conduct surveys and test the research hypotheses.

Keywords: Website Reputation, Consumers' Purchasing Decisions

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1.Introduction

In recent years, e-commerce is no longer a strange concept to Vietnamese consumers. Especially in 2020, the Covid-19 pandemic has brought many fluctuations to the economy but contributed to the urgent growth of e-commerce. Vietnam has become one of the most potential e-commerce markets in the ASEAN region.

The development of e-commerce has brought a lot of convenience to consumers in Vietnam. 81% of Vietnamese respondents said that they consider online shopping an indispensable daily habit, as well as the percentage of people who shop online at least once a week 59%. In particular, 85% of consumers say they are spending more on online purchases since the outbreak of the Covid-19 pandemic. 66% of consumers say they are always looking for the best deals when shopping to save on living costs for their families. Meanwhile, 34% are still willing to buy items regardless of whether there is a discount on their last online purchase. In particular, consumers in Vietnam are giving a lot of preference to domestic brands when 52% of Vietnamese respondents said that they do not like to choose Vietnamese brands. This is the mainstream trend of Vietnamese consumers in online shopping and is especially clearly formed after the Covid-19 pandemic.

The trend of consumer action on the internet does not stop at shopping, but the need for a content platform, knowledge, or interaction is also highly appreciated by consumers now and in the future. The customer experience from the beginning to the end of the purchase process is comprehensive at the Website so that customers can collect all information and experience 100% without spending time searching for information on the website. other websites. At the same time, making it easy for customers to operate the phone application will become a top priority. 57% of customers will be unhappy about a business whose website is poorly designed and displayed on mobile devices. According to a survey from Statcount, 52% of total Internet traffic on desktop/laptop computers will be reduced compared to using mobile devices to make purchases, send feedback, etc.

Thus, the development of e-commerce and digital technology has changed the shopping behavior of users. Digital technology has facilitated the work of accessing many sources of information, finding suitable products and services, helping consumers to place requests and respond to highly personal questions, helping users experience shopping in virtual reality, door-to-door delivery, and reducing transaction time and costs. Shopping methods change, from direct shopping at the store to online shopping, the comparison and assessment of the value of products and services are done with many sources of information quickly, diversely, and effectively. available objectivity. The ability to communicate and share opinions and reviews with others not only changes the shopping experience of customers but also has a great impact on the reputation of the business. The Internet creates more power and empowers consumers to evaluate, and share their consumer views, share their opinions, complaints, dissatisfaction, and satisfaction.

The reputation of an e-commerce website is one of the important factors affecting buyer intention. A website with a good reputation will create trust on the part of buyers, helping them feel more secure when conducting online transactions. This fact of trust directly affects a buyer's intent, making it easier for them to decide to purchase from that site. The relationship between website reputation and buyer intent is formed through increasing trust, ensuring product and service quality, providing professional Customer Support, and attracting positive reviews. from user. These are important factors that businesses need to keep in mind to retain customers and increase online sales.

2. Literature review
2.1 Perceived website reputation
Perceived website reputation refers to how users perceive and rate a website's trustworthiness, reliability, and reliability. A website's reputation can significantly impact user behavior, including their willingness to engage, purchase, and return to a site in the future.

A professional website that is visually appealing and easy to navigate can make a positive impression on users. Consistent branding, clear navigation, and responsive design are essential in building a trustworthy image. Besides, high-quality, relevant, and up-to-date content can enhance a website's reputation. Users are more likely to trust a website that provides accurate and valuable information clearly and concisely. Implementing security measures, such as SSL certificates and a strong privacy policy, can also improve a website's reputation. Users are more likely to trust a website that values the privacy and security of their data. In addition, A website with a long-standing domain name and a high domain authority score is generally considered more reputable. This shows that the site has been around for a long time and has built a significant amount of trust and credibility.

To improve a website's reputation, focus on providing an exceptional user experience, high-quality content, strong security measures, and responsive customer service. Also, engage with users on social media and actively seek endorsements from reputable sources.

2.2 Trust

The trust of customers for sales websites is very important, as it affects their purchasing decisions and brand loyalty. To build customers' trust with their sales website, businesses need a sales website with a professional, easy-to-see and user-friendly design that will create a positive impression and credibility, helping customers feel better. feel secure when transacting on the website. And Providing detailed information about products, services, prices, warranty and return policies will help customers better understand the product and make purchasing decisions easier. Ensuring the security of customer's personal information and translation is an important factor to increase trust. The use of security protocols such as SSL, as well as compliance with regulations on personal information protection will help customers feel secure when using the website. Providing customer support channels such as hotline, online chat, email to answer questions and support when there is a problem will increase

customers' trust in the website. Displaying customer reviews and feedback about products and services will help increase transparency and customer trust. At the same time, businesses should also listen to customers' opinions and improve products and services to meet their needs.

The above points will help businesses build customer trust for their sales website, thereby increasing conversion rates and maintaining customer loyalty in the long run.

2.3 Website images

Website images play a very important role in building reputation, attracting and retaining users. Website images create the first impression for users when they visit the website. An attractive, professional and easy-to-see design will help create a positive feeling, affirming the website's credibility. Website image directly affects user experience. A website with a friendly design, easy to use and compatible on many devices will help users easily find information and perform activities on the website. Website images help convey the brand's message to users. Colors, images, logos and typography should be consistent and consistent with the brand identity to create a strong identity and association between the website and the brand.

A professional and beautiful website will make a trustworthy impression on users. High-quality website images show investment and attention to detail, which makes users more confident in the quality of the website's products and services. Website image affects user conversion rates, including registration, contact, or purchase. An attractive and easy-to-use website will make it easy for users to take desired actions, thereby increasing conversion rates. Website images help differentiate your website from competitors. A unique and attractive design will help your website stand out from the crowd and attract users' attention.

As such, website images are very important in building reputation, attracting users and increasing conversion rates. To improve the website image, businesses should focus on investing in a professional, user-friendly design that matches the brand identity.

2.4 Attitude

Customer attitudes can be significantly affected by a website's reputation when shopping online. A positive website reputation can lead to favorable customer attitudes, which in turn affects their engagement, purchasing decisions, and loyalty. Here are some of the main ways that a web site's reputation affects a customer's attitude when shopping online.

A website with a good reputation is often rated by customers as trustworthy and trustworthy. This perception can positively impact their attitude towards shopping on the website, as they feel more confident in the quality of the product or service provided as well as the information provided on the website.

A reputable website can help reduce perceived risks associated with online transactions, such as concerns about privacy, security, and product quality. When customers perceive a website as reputable, they are more likely to feel more confident in their purchasing decisions, leading to a positive attitude toward online shopping. Websites with a good reputation are more likely to receive positive word-of-mouth recommendations from satisfied customers, which can further enhance the site's reputation. This positive feedback can influence the attitudes of potential customers, who may be more inclined to shop on the site based on these recommendations. The reputation of a strong website can contribute to customer loyalty, as customers who are sympathetic to a particular site are more likely to make repeat purchases and recommend the site to others. other. This loyalty can contribute to the overall success and growth of the online business. A strong website's reputation can give a competitive edge in a crowded online marketplace. Customers who favor a reputable site are more likely to choose that site than competitors with a weaker reputation, resulting in higher conversion rates and long-term success.

In summary, the reputation of the website plays an important role in shaping the customer's attitude toward online shopping. A strong website reputation can lead to favorable attitudes, increased engagement, and long-term loyalty. Online retailers should prioritize building and maintaining their website reputation to create a successful online shopping environment.
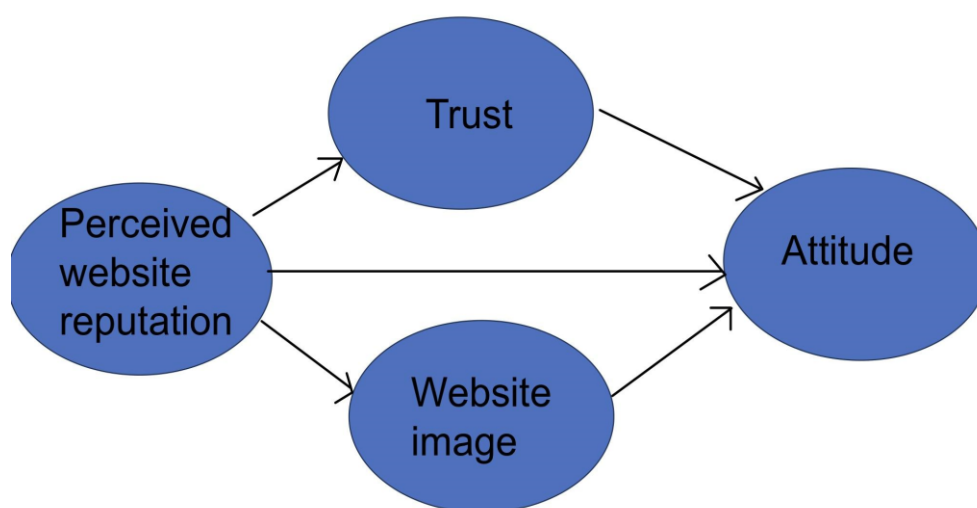
2.5 Theory Research Hypothesis

Fig. 1. Research Model

2.5.1 Relationship between Perceived Website Reputation and Trust

The relationship between perceived website reputation and trustworthiness is an essential factor in determining the success of an online business. A strong reputation can influence customer trust, which in turn affects their purchasing decisions and loyalty to a brand. Here are some key points that explain the relationship between a website's reputation and imagined truth:

When a website has a good reputation, customers are more likely to perceive the site as trustworthy and trustworthy. Receiving this positive formula can encourage them to interact with the website, discover its products or services, and ultimately make a purchase. A reputable website is regularly rated as trustworthy in the eyes of customers. They tend to trust the information provided on the website, trust the quality of the product or service provided, and feel confident in their purchasing decisions. Website reputation can be affected by customer jokes and reviews. Positive reviews and recommendations from satisfied customers can enhance a website's reputation and increase the trust of potential customers. On the other hand, negative reviews and experiences can damage a website's reputation and reduce trust. A website with a good reputation often comes with a reduced perceived risk for customers. They feel more confident in their transactions and worry less about potential issues like scams, shoddy products, or inadequate customer support.

Trust plays an important role in customer loyalty. When customers trust a website with its reputation, they are more likely to make repeat purchases and recommend the site to others, further enhancing its reputation. A strong website's reputation can give a competitive edge in a crowded online marketplace. Trusted websites can attract more customers and retain them, leading to higher conversion rates and long-term success.

In summary, a website's reputation and trust are closely related. A strong reputation can enhance customer trust, leading to increased engagement, purchases, and loyalty. Businesses should prioritize building and maintaining their website reputation to strengthen trust and ensure success in the online marketplace.

2.5.2 Relationship between Perceived Website Reputation and Website Image

The relationship between perceived website reputation and website image is crucial to the success of an online business. A positive website image can contribute to a strong website reputation, which in turn can impact customer engagement, trust, and loyalty. Here are some key points that explain the relationship between perceived website reputation and site image:

Website images play an important role in shaping a visitor's first impression. A website design that looks attractive and professional can make a positive impression, leading to a favorable perception of a website's reputation. A well-designed website with a user-friendly interface, easy navigation, and fast-loading pages can enhance the overall user experience. This positive experience can contribute to increasing awareness of a site's reputation as visitors are more likely to associate a good user experience with a reputable site.

The website's visuals should be consistent with the brand identity, including the logo, color scheme, typography, and message. This consistency can help create a cohesive brand image, which can strengthen a website's reputation. High-quality, relevant, and informative content on a website can improve a website's image and contribute to a solid reputation. Visitors are more likely to perceive a website as reputable if its content demonstrates industry expertise, authority, and credibility. Displaying customer testimonials, reviews, and endorsements on a website can help enhance that site's image and credibility, leading to a stronger perceived reputation. Positive social proof can influence a potential customer's decision to interact with and trust your website.

In a nutshell, website reputation and website image are closely related. A positive website image can contribute to a strong reputation, leading to increased customer engagement, trust, and loyalty. Businesses should prioritize building and maintaining a positive website image to build a good reputation and ensure success in the online marketplace.

2.5.3 Relationship between Trust and Attitude

The relationship between customers' beliefs and attitudes when shopping online is important because it directly affects their behavior, decision-making process and overall satisfaction. Trust plays an important role in shaping customers' attitudes towards online

shopping, which in turn affects their willingness to interact with a particular website, make a purchase, and become a customer. loyal goods. Here are some key points that explain the relationship between customer beliefs and attitudes when shopping online:

Trust can reduce perceived risks associated with online transactions, such as concerns about privacy, security, and product quality. When customers trust an online retailer, they are more likely to feel more confident in their purchasing decisions, leading to a positive attitude towards online shopping.

Trust can influence a customer's attitude toward interacting with an online retailer, discovering products, and considering recommendations. A higher level of trust can lead to a more favorable attitude and an increased likelihood of initiating and completing a trade. At the same time, Trust is also an important factor in building long-term customer loyalty. When customers trust an online retailer, they are more likely to show a positive attitude towards the brand, make repeat purchases, and recommend the site to others. This loyalty can contribute to the overall success and growth of the online business. Trust can impact customers' perceptions of the value an online retailer offers, such as product quality, pricing, and customer service. A higher level of trust can lead to a more favorable perception of value, leading to a positive attitude towards the online shopping experience and increased likelihood of a purchase.

In summary, trust plays an important role in shaping customers' attitudes towards online shopping. Building and maintaining trust can lead to more positive attitudes, increased engagement, and long-term loyalty. Online retailers should prioritize establishing trust with customers to create a successful online shopping environment.

2.5.4 Relationship between Website Images and Attitudettitude

The relationship between website images and customers' attitudes when shopping online is significant, as website images can have a significant impact on customers' perceptions,

emotions, and behaviors. A positive website image can lead to a customer's favorable attitude towards online shopping, which in turn influences their purchasing decisions and loyalty. Here are some key points that explain the relationship between website image and customer attitudes when shopping online:

Website images play an essential role in shaping a visitor's first impression. A website design that looks attractive and professional can make a positive impression, leading to a favorable attitude towards online shopping on that particular website.

A website with a user-friendly interface, easy navigation, and fast-loading pages can enhance the overall user experience. A positive user experience can contribute to a better attitude towards online shopping, as customers are more likely to enjoy browsing and interacting with a better-designed website.

High-quality, relevant, and informative content on a website can improve a website's image and make it more appealing to customers. When customers find the content valuable and useful, they are more likely to develop a positive attitude towards shopping on that site.

Displaying customer testimonials, reviews, and endorsements on a website can help enhance a website's image and credibility. Positive social proof can influence a potential customer's attitude towards shopping on the website, increasing their trust and confidence in the brand.

A website with strong security measures and a clear privacy policy can contribute to a positive website image. Customers who feel their personal information is protected are more likely to have a favorable attitude when shopping on that site.

In summary, website image plays an important role in shaping customers' attitudes toward online shopping. A positive website image can lead to positive attitudes, increased engagement, and a higher likelihood of a purchase. Online retailers should prioritize creating and maintaining a positive website image to foster a successful online shopping environment.

2.2.5 Relationship between Perceived Website Reputation and Attitude

The relationship between perceived website reputation and customer attitudes when shopping online is very important, as it can directly affect behavior, decision-making, and satisfaction. A strong website's reputation can lead to a customer's positive attitude towards online shopping on that particular site, which in turn affects their engagement, purchasing decisions, and loyalty. Surname. Here are some key points that explain the relationship between perceived website reputation and customer attitudes when shopping online:

A website with a good reputation can often have a positive impact on their attitude towards shopping on the site, as they feel more confident in the quality of the product or service offered as well as the information. information provided on the website.

A strong website's reputation can contribute to customer loyalty, as customers who are sympathetic to a particular website are more likely to make repeat purchases and recommend that site to others. This loyalty can contribute to the overall success and growth of the online business.

In summary, perceived website reputation plays an important role in customer formation for online shopping. A strong website reputation can lead to favorable attitudes, increased engagement, and long-term loyalty. Online retailers should prioritize building and maintaining their website reputation to create a successful online shopping environment.

3. Research methodology
3.1 Research population and sample

Research subjects are all shoppers in Vietnam who use websites to purchase goods or services through the internet through online catalog retailers that offer a wide range of items in the field. The convenience sampling method was chosen for the data collection process using an online survey. Part of the criteria our study used for the sampling process was that shoppers in Vietnam must have access to the internet, using social media networks (Facebook, WhatsApp, and e-mail) through the designing and posting of an online site survey for online shoppers and their colleagues' recommendations.

3.2 Measurement items

Items measuring online shopping variables		Sources of online shopping operationalizations
Perceived website reputation		Doney and Cannon (1997), Kim and Lennon (2013)
PWR1	This website is large fashion company	
PWR2	This website is well-know	
PWR3	This website has a good reputation	
PWR4	This website is distinguished	
Website image		Foresythe et al. (2006) Wu (2014)
PWI1	had a good impression of this online shopping website	
PWI2	online shopping website has a better image than its competitors	
PWI3	online shopping website has a good image in the minds of their customers	
Trust		Constantinides et al. (2010)
TR1	safe to pay money and perform a financial transaction on this catalog retailer website	
TR2	protect my financial-related information from being leaked	
TR3	secured given that it uses digital certificates	
TR4	retailers website will not sell my personal information	

Attitude		Van der Heijden et al. (2003)
OSA1	The idea of buying from this online catalog retailer website is a good idea	
OSA2	Buying from this online catalog retailer website is better than buying from a real store/shop	
OSA3	Buying from this online catalog retailer website is a pleasant thing to do	

4. Conclusion

In summary, the website's reputation is an important factor influencing the purchasing decisions of consumers in the fashion industry. A website's strong, positive reputation can significantly influence customer attitudes, trust, and engagement, helping to increase sales and long-term success for fashion retailers. online. The following key points highlight the importance of maintaining a strong website reputation in the fashion industry in Vietnam.

A reputable website is more likely to be perceived by customers as trustworthy and trustworthy, which is essential in the fashion industry where product quality, design, and authenticity are major concerns... A website's positive reputation can help alleviate customer concerns about privacy, security, and product quality, leading to increased confidence when purchasing from a website. Satisfied customers are more likely to share their positive experiences and recommend reputable fashion sites to friends and family, further enhancing the site's reputation and attracting new customers. A strong website reputation can promote customer loyalty because customers who have a positive attitude toward a particular website are more likely to make repeat purchases and stay loyal to the brand.

In the high-end fashion industry, having a strong website reputation can set retailers apart from their competitors, attract more customers, and lead to higher Conversion Rates and long success.

To maintain and enhance their website's reputation, online fashion retailers in Vietnam should prioritize user experience, website design, relevant and high-quality content, and brand first. consistency, social proof, and strong security measures. By focusing on these factors, fashion retailers can positively influence customer attitudes, build trust, and ultimately drive sales and growth in the online fashion industry.

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