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Gen-Z Shoppers, Perception in Rural and Urban Areas About E-Logistics Service Quality for Online Shopping

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Abstract

The purpose of this paper is to identify rural and urban Gen Z shoppers opinions about the quality of e-logistics services and their satisfaction and loyalty. The study was carried out using a quantitative (descriptive statistics, crosstabulation and custom Tables analysis with Chi Square Test) and qualitative (SWWOT analysis) methods, primary data was collected from 631 people living and working in the Mekong Delta, Vietnam who participated in online shopping. The study found that the Shopee channel on e-commerce platforms was the most appealing to both urban and rural members of Gen Z. In this study, approximately 50% of Gen Z shoppers used e-commerce site between three and five years ago, and more than 84.1% of Gen Z shoppers shopped online less than 6 times/month. Gen Z consumers in urban regions spend 500,000 - 2 million VND monthly (35.5%), while those in rural area spend less than 500,000 VND monthly (13.3%). Gen Z shoppers spend the most money on commodities (84.6%), which included fashionable clothes, health and beauty care, and food and beverages. Customers of Gen Z who live in large cities are more interested with how quickly a website loads than those who live in rural areas. The security requirements of urban Gen Z consumers are higher than those of rural consumers. Gen Z customers in urban area is more concerned about protecting their privacy than those in rural areas. Online shopping loyalty was higher rural Gen Z shopper than urban Z shopper. Additionally, the SWOT analysis proposed 7 strategic solutions with 23 actions to provide viable options in the strategies of expansion (SO), diversification (ST), stability (WO), and protection (WT).

Keywords: urban and rural, Gen z shopper, e-logistics, online shopping

1. Introduction

Internet-influenced shifts in consumer behavior have had far-reaching effects on availability in both urban and rural settings. These days, more and more people choose to purchase online. Customers may safely make orders or purchases online, where the goods is also available at much reduced prices. Online commerce refers to the purchasing and selling of products and services conducted over the Internet. As the internet and other forms of electronic communication become more generally available, a greater proportion of commerce are being handled electronically via online purchases. The term "online shopping" covers a wide range of actions, such as making and receiving payments, advertising, selling, and purchasing products. Consumers appreciate making purchases online, which is no secret (Heleen and Laetitia, 2023).

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Consumer behavior has been more significantly influenced by online buying. Nowadays, customers have access to a variety of online stores where they may shop for a variety of products, use their smartphones and digital displays in stores to browse the retail landscape, and have their purchases delivered to their homes. Therefore, the primary effect of online shopping on mobility in cities, where the concentration of customers is located, is a well investigated and expanding area of scholarly interest. Numerous studies of the effects of ecommerce on urban logistics have been conducted, and there have also been suggestions for strategies to increase effectiveness and lessen environmental damage that are important to take into account (Heleen and Laetitia, 2023). Logistics enterprises must concentrate on rural markets as the e-commerce company increases. Until a few decades ago, rural consumers bought without any fuss. Today, it's different. Consumers have more alternatives. Businesses are just now realizing rural market potential. Businesses have had to change their advertising methods because to changing customer tastes, increased incomes, standards of living, and rural economic growth. They've adapted to current rural customers' needs. Customer knowledge, information technology, taste, preference, and money all affect customer behavior while buying. Country people are more brand loyal than city dwellers. Rural consumers are more brand loyal than urban consumers because they prioritize product longevity and affordability. Thus, consumers fear being deceived by rival companies regarding product longevity when switching brands. Due to a lack of technology and expertise in rural areas, products are generally identified by their logos, symbols, colors, packaging, and structural elements rather than their brand names (Shalini Kanchan Panda, 2020).

Logistics in urban and rural areas integrate and use existing logistics resources, improve storage, transshipment, docking, and unloading infrastructure, reinforce service network construction, and improve joint distribution capabilities. A joint urban-rural logistics system must meet the needs of urban and rural entities, meet the demands of new urbanization and agricultural modernization for logistics services and quality, and better integrate with the urban and rural industrial chain. The project promotes urban-rural cooperation by providing high-quality, efficient services. Due to the urban-rural dual structure, urban and rural logistics should be integrated. To avoid the "island" effect and enhance logistics system quality, urban and rural regions must be coordinated (Pengliang, 2022). Customer loyalty was impacted by consumer satisfaction with online transactions (Bouzaabia et al., 2013), which in turn was dependent on high-quality e-logistics services (Liu et al., 2008). According to study by Rao et al. (2011), consumers who have an unfavorable opinion of e-logistics services are less likely to make repeat purchases and more likely to report feeling anxious about making significant purchases in the future. The study's findings supported this. Consumers thus have less confidence in the goods and are less dedicated to the brand as a whole. Research from many sources (Cao et al., 2018; Huseyinoglu et al., 2018; Koufteros et al., 2014; Murfield et al., 2017) has shown that retailers put a high value on the quality of electronic services offered by LSPs after a transaction has been completed. Studies by Murfield et al. (2017) and Rao et al. (2011) suggest that the caliber of the e-logistics service offered may also have an impact on customer satisfaction and loyalty.

The main purpose of this research is to determine rural and urban Gen Z shoppers opinions about the quality of e-logistics services and their satisfaction and loyalty. By documenting and analyzing the purchasing patterns of Generation Z, evaluating the caliber of e-logistics services in urban and rural areas, and suggesting improvements and best practices for further research, this study adds to the literature of knowledge and practice.

2. Methodology

2.1 Sampling technique

Primary data were collected from online buyers in certain urban and rural areas of the Mekong Delta. E-logistics service quality, customer happiness, and loyalty are investigated from the perspective of Generation Z customers. A total of 631 individuals who had made purchases on the internet were selected. There were 631 sample observations from the Mekong Delta, with 172 pertaining to consumers in rural areas and 459 pertaining to consumers in urban areas.

2.2 Literature Review

Sheng and Liu (2010) examined how e-service quality affects digital consumer satisfaction and loyalty. Eid (2011) analysed online retailer consumer satisfaction, loyalty, and trust. This study examined how B2C e-commerce companies retain customers. Sharma and Lijuan (2015) indicated e-commerce website performance and platform support. Information speed and accuracy lower client satisfaction and e-commerce platform performance. Sobihah et al. (2015) showed online purchase loyalty and customer service. Internet and e-commerce aided worldwide company growth. Studying Gen-Z's online shopping understands young people perceptions in new business context. Khan (2016) recommended increased trade security advertising as international business becomes online and mobile. Online shopping required honesty. E-commerce may boost sales, service, and competition. Imran et al. (2019) discovered that e-logistics improves customer satisfaction. User satisfaction drove e-logistics research. There has been a lot of research done on e-logistics and satisfied customers. The study on elogistics increased user's knowledge. In 2019, online sales rose considerably. Customers are a priority for firms that operate online. Customers are more likely to remain loyal to online shops that provide excellent customer service, transparent return policies, and user-friendly processes for ongoing purchases.

Monferreret et al. (2016) found that "quality of service helps attract and retain customers". When a business provides outstanding service, its customers are satisfy. Satisfaction is linked to "perceived service quality," as stated by Cronin Jr. (2016). Researchers are looking at the relationship between service quality and customer loyalty and satisfaction (Cheng et al., 2019). Compatible brands are more likely to keep their customers around. Repeat business was found by Barshan et al (2017). Satisfied consumers are a direct result of high-quality service (Gil et al., 2008). Satisfied clients are a positive by product of a well-oiled logistics machine. Logistics are a big hit with satisfied consumers. Yumurtaci et al. (2018) focused their attention on the benefits to the clientele. Wang (2015) proposed that successful product marketing achieves a middle ground between product quality, quantity, pricing, information, and setting. Logistics distribution, as stated by Lasserre (2017), helps strengthen relationships between online stores and their clients. A company's distribution system may make or break its credibility with consumers. Supply chain efficiency depends on timely deliveries and user-friendly processes. Gil et al. (2008), Jang et al. (2013), and Liu (2010) argued that a company's service quality may be deduced from how satisfied its customers are with its logistical support. Extraordinary logistics providers get our utmost regard. Quality of logistical service affects customer satisfaction, as stated by Kilibarda and Andrejic (2016). Politis et al. (2014) prompted changes in supply chain management, service delivery, and consumer habits.

2.3 Method analysis

SPSS 24.0 and Microsoft Excel were used for data collection and analysis. Performed descriptive statistics and inferential analysis (Chi Square Test) on the data collected. Statistics compress, estimate, summarize, and display sample characteristics to achieve the direction. Tables and graphs provide mean, standard deviation, frequency distribution, percentage allocation, and narrative analysis. Analysis uses maximum, minimum, and mean variables. The chi-square test may determine the link between two datasets by comparing their frequencies or percentages. The chi-square crosstabulation table shows the statistical frequency connection between variables. Next, read the Chi-Square Tests. The two variables are statistically significant if their Pearson Chi-Square test Asymptotic Significance (2-sided) result is less than 0.05. The null hypothesis—that the variables have no relationship—is supported when the Sig value is greater than 0.05. Scientists utilize mixed statistics to show relationships that frequency and mean miss. The research participants' opinions, behaviors, and character qualities vary. Custom Tables with linked data may assist management make better decisions by examining respondent activities.

This research's SWOT analysis determined the optimum approach. SWOT analysis enhances strategic planning and corporate goals. SWOT analyses identify, analyze, and assess internal and external issues. Strategic planning analyzes a company's SWOT. Product strategy, market analysis, service design, and M&A incorporate external factors. Internally evaluated performance. Comparing performance, key competitors, and the industry might reveal internal strategic considerations. This case study employed many data sources. We interviewed industry leaders indepth. Survey criteria include 7 external and 9 internal factors. Definitions indicate variable scales. Strategists construct and evaluate strategies by making informed predictions in the input matrix about the relative relevance of external and internal components (David, 2011).

2. Results and Discussion

3.1 Urban and rural Gen Z shopper, s opinion for online shopping

Table 1 displays basic information of Gen Z shoppers for online shopping. There was a wide range of data pertaining to them. First, 55.9% of the respondents were female and 44.1% were male. Second, although the majority of Gen Z consumers in urban area do this kind of research (72.7%), just a minority of those in rural areas (27.3%). Third, there was a large disparity in the marital status of Gen Z consumers: 98.7% were single (including those who were dating) whereas just 14.71% were married. Fourth, the most striking aspect of the data is that 91.0% of Gen Z customers had a university degree, while just 5.2% and 3.5% had a high school and college level. Higher education is seen as crucial to a brighter future and more job prospects by members of Generation Z. This indicates that they are quite active and need more time for conventional shopping. E-logistics services are well adapted to meet the needs of Generation Z shoppers, who value expediency and versatility when making purchases online. They prefer shopping online since it saves them time and provides them with dependable, prompt delivery. In addition, members of this generation understand the importance of budgeting and saving money, so when they buy, they actively seek for deals and discounts. Finally, the largest percentage in major of Gen Z, original professional is business, with 31.9%. About half of it comes from the language and service (Hospitality and Tourism) industries at 15.7% and 14.3%, respectively. E-commerce companies need to adapt their goods and services, as well as their marketing and sales approaches, to appeal to and meet the needs of the increasingly diversified consumers of today.

| Description | Quantity | Percentage (%) |
|-----------------------------------|----------|----------------|
| Based on 0 | Gender | |
| Male | 278 | 44.1 |
| Female | 353 | 55.9 |
| Based on | n Area | |
| Urban | 459 | 72.7 |
| Rural | 172 | 27.3 |
| Based on Relationship Status | | |
| Single | 406 | 64.3 |
| Dating | 217 | 34.4 |
| Married | 8 | 1.3 |
| Based on Education | | |
| High school | 33 | 5.2 |
| College | 22 | 3.5 |
| University | 574 | 91.0 |
| Others | 2 | 0.3 |
| Based on Major | | |
| Business | 201 | 31.9 |
| Service (Hospitality and Tourism) | 90 | 14.3 |
| Information Technology | 132 | 20.9 |
| Language | 99 | 15.7 |
| Others | 76 | 12.0 |
| | | |

Table 1. Demographic characteristics of Gen-Z

Source: Field Survey Data, 2023

Figure 1 displays a comparison of popular online purchasing sites of rural and urban Gen Z shopper. The results of the Custom Tables by pearson chi-square test (Appendix 1) revealed significant differences among the online purchasing sites with Sig value = 0.017 less than 0.05. E-commerce platforms are the most popular among members of Gen- Z with commodity category diversity while social media and brand websites are limited in their product selection and search options. In e-commerce platforms, customers can readily access hundreds of thousands of items across countless brands and easily compare costs across several suppliers, all from the comfort of their own homes, on a variety of e-commerce platforms. E-commerce platforms will provide shoppers with greater protections and benefits than social media shopping. Therefore, it's likely that when Gen Z consumers make an online transaction, they invariably use an e-commerce site.



Figure 1. Popular platforms in online shopping

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In urban and rural regions, Gen-Z uses Shopee and TikTok Shop the most for e-commerce (Figure 2). Shopee often offers deals, discounts, and other enticements. Customers may save money with competitive pricing for product diversity (clothes, gadgets, food, and toiletries). Shopee also offers safe payments, provide a buyer protection program for returns and exchanges with fast shipping partners. Depending on delivery method and area, buyers may get their items in a few days. However, Shopee faces e-commerce competition from TikTok Shop. TikTok Shop improves TikTok's online shopping experience. Short videos and other material on TikTok promote brands. Shopee has a search bar, customer reviews, secure payment processing, and live chat help. Both platforms provide something for everyone, but they don't have the same variety or service. In particular, shopee has delivery network spread over Vietnam.





Figure 2. Popular e-commerce platforms in online shopping

Figure 3 reflects how Gen Z shpper approaches the first time online shopping. Overall, Gen Z purchases online early in urban and rural areas. Over 5 year group is the highest proportion approximately 25.5%, the second position is one-three year group about 25.3% and follows by three-five years group accounting for 23.5%. Thus, Gen Z shopper group bought online 3-5 years ago made up approximately 50%. Gen Z can access internet-connected device quickly like smartphones or tablets anytime, anywhere. This created favorable conditions for Gen Z to maintain online shopping earlier and frequently.



Figure 3. First time approach for online shopping

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Figure 4 presents spending time of Gen-Z to shop online. The results show a significant difference in rural and urban Gen Z shopper's opinions related to spending time per month for online shopping by the Crosstabs analysis with Sig = 0.014 (Appendix 2). In general, Gen-Z in urban and rural areas spends time to shop online 3-6 times/month (Occasionally) approximately 48.6%, and less than 3 times/month (rarely) about 35.5%. Gen-Z is typically youngster in school, working part-time, or starting a profession. They have limited income and budget. Thus, they are limited their expenditure to purchase online products more frequently.



Figure 4. Spending time per month for online shopping

In Figure 5, there is a difference in spending money for online shopping. The finding indicates a significant difference in rural and urban Gen Z shopper's ideas associated with spending money per month for online shopping by the Crosstabs analysis with Sig = 0.03 (Appendix 3). The most spending percentage of Gen-Z shoppers in rural area are less than 500,000 VND/month (13.3%). This number of Gen-Z shoppers in urban area are 500,000 - 2 million VND/month (35.5%). This shows that Gen-Z shoppers in urban area spend money for online shopping more than ones in rural area.



Figure 5. Spending money per month for online shopping

The bar chart 6 indicates that the average time spent online shopping per day among members of Gen Z is under tow hours, focusing on less than one hour. This suggests that Gen Z shoppers don't devote a lot of time to shop online as well as search commodity information.





Figure 6. Spending time for every-time purchasing online shopping

Figure 7 shows that the online consumption trends of both rural and urban Gen Z are focused on commodity category such as fashion clothing, health and beauty care, food and beverage with the percentage being 84.6%, 61.2%, and 40.1%, respectively. This is reason why the website of e-commerce platform is designed to show main products (fashion clothing, health and beauty care, food and beverage). Gen Z shopper is target customers of e-commerce platforms. The analysis result of the Custom Tables by pearson chi-square test with sig = 0.000 (Appendix 4) showed significant disparity in rural and urban Gen Z shopper shares about popular product and service category for online shopping



Figure 7. Popular product/service category for online shopping

The radar chart (Figure 8) provides information on opinions of Gen-Z shopper about Elogistics quality (ELQ). Generally, rural Gen Z shopper was greater in the item of ELQ from "convenient service 24/7" (ELQ4), "Satisfaction with unique needs" ELQ6, "the safety and security" (ELQ10), and "Accurate information about the product" (ELQ14) than urban Gen Z shopper. By contrast, urban Gen Z shopper evaluated "Customized the product/service for a specific customer" (ELQ13) higher than rural one. Urban and rural Gen Z shopper groups are similar in that they are the same ideas on the items of ELQ1, ELQ2, ELQ3, ELQ5, ELQ7, ELQ8, ELQ9, ELQ11, and ELQ12, in which the item "Trace transporting process and timely informed him/her" (ELQ8) was evaluated the highest in all items of ELQ.



Figure 8. Opinions of Gen-Z shopper about E-logistics quality

Figure 9 demonstrates the ideas of Gen-Z shopper related to user interface quality (UIQ). There was a considerable disparity in evaluation of urban and rural Gen-Z shopper categories. Rural Gen-Z shopper category had the higher score in components of "the information on the website is attractively displayed" (UIQ2) and "the website is visually appealing" (UIQ3) while Urban Gen-Z shopper category was interested in "the website is easy to use" (UIQ1) and "the website does increase my search effectiveness" (UIQ4). The findings showed that rural Gen-Z shopper focuses on website interface and urban Gen-Z shopper concerns in website efficiency.



Figure 9. Opinions of Gen-Z shopper about user interface quality

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For perceived security factor (PS) in Figure 10, rural Gen-Z shopper profile continues to show their evaluation greater than urban one in items "The website has a mechanism to ensure the safe transmission of its users' information" (PS1), "The website has sufficient technical capacity to ensure that the data I send cannot be modified by hackers" (PS2) and "Purchasing on the website will not cause financial risk" (PS3). The item of "The electronic payment on the website is safe" (PS4) witnessed a similar opinion in both urban and rural areas. The result indicated that urban Gen-Z shopper profile had security requirements stricter than rural one.



Figure 10. Opinions of Gen-Z shopper about perceived security

Similarly to perceived security factor (PS), in perceived privacy (PP) factor (Figure 11), urban Gen-Z shopper group required personal information security measures more rigorously than rural one. More specific, urban Gen-Z shopper group evaluated the elements of "The website abides by personal data protection laws" (PP1), "The website only collects users' data that are necessary for its activity" (PP2), and "I feel safe when sending my personal information to the website" (PP4) less than rural one. The similar opinion "The website does not provide my personal information to others without your consent" (PP3) between urban and rural groups.



Figure 11. Opinions of Gen-Z shopper about perceived privacy

The radar chart 12 provides information about perceived information quality (PIQ), in which "The website provides relevant product/service information" (PIQ3) and "The website

presents information that is easy to understand" (PIQ4) are the same ideas. There is significant difference in "The information on the website facilitates buying the products or services that it sells or markets" (PIQ1) and "The website necessarily has to provide up-to-date product and service information" (PIQ2). Urban Gen-Z shopper appreciates PIQ1 whereas PIQ2 plays important role in rural Gen-Z shopper evaluation.



Figure 12. Opinions of Gen-Z shopper about perceived information quality

Information on online shopping satisfaction (OCS) from urban and rural Gen-Z shopper groups shares is presented in Figure 13. Although, there is no significant difference in the items of "The website must have sufficient experience in the marketing of the products and services that it offers" (OCS2) and "The website must have the necessary resources to carry out its activities successfully" (OCS4) in urban and rural Gen-Z shoppers opinions, urban Gen-Z shopper group shows higher satisfaction level in the elements of "The performance of the website meets my expectation" (OCS1) and "The website knows its users well enough to offer them products and services adapted to their needs" (OCS3). As a result, urban Gen-Z shopper have higher expectations for the site's performance and expect a smooth, fast, and glitch-free experience. Gen Z in urban areas is quite flexible in finding products and services online. They can use many different websites and apps to compare and choose depending on performance and user experience. Therefore, website performance plays an important role in shopping decisions and creating satisfaction for urban Gen Z.



Figure 13. Opinions of Gen-Z shopper about satisfaction

In general, there is a disparity in awareness about online shopping loyalty (Figure 14). Rural Gen Z shopper category had the highest loyalty score in all components of "I will increase shopping on e-commerce platforms" (OCL1), "I do recommend that others use electronic

commerce services" (OCL2), and "Changing my preference for electronic commerce requires major rethinking" (OCL4) compared to urban Gen Z shopper category. In particular, the largest difference is "My preference for electronic commerce would not willingly change" (OCL3). In rural area, e-logistics service is limited and Gen Z shoppers do not have several options. This leads to them use usually a few providers. Finding and testing new suppliers can be difficult and time consuming for rural consumers. As a result, they often maintain a relationship with a reliable e-logistics service provider that has served them well in the past. The loyalty level of rural Gen Z shopper category was higher than urban one.



Figure 14. Opinions of Gen-Z shopper about loyalty

3.2 Swot analysis for suggesting strategic solutions

Table 4.2 shows items of the internal and external factors for SWOT analysis. Internal factor includes strengths (ST1, ST2, ST3, ST4) and weaknesses (WK1, WK2, WK3, WK4). External factor comprises opportunities (OP1, OP2, OP3, OP4) and threats (TH1, TH2, TH3).

Internet 1 for at a m

| | Internal factors |
|---------------|--|
| Strengths | |
| S1 | Easy and convenient access |
| S3 | Linking different types of e-logistics services for customers, choice |
| S3 | Saving time |
| S4 | Providing many promotion campaigns, discounts, and other marketing strategies easily |
| S5 | Offering different payment methods |
| Weaknesses | |
| W1 | High cost for ensuring safety and security system |
| W2 | Human resource know and use technology for e-logistics service |
| W3 | Transport cost is still high |
| W4 | Overloading in trending and seasonal time |
| | External factor |
| Opportunities | |
| O1 | Diversity of customers both domestic and abroad |
| O2 | Strongly increasing growth of E-commerce |
| 03 | Many supporting technologies and applied programs for e-logistics service system |
| | development |
| OP4 | Many priorities in digital transforming policy in many countries |
| Threats | |
| T1 | Higher intensity of competition |
| T2 | Increasing service quality requirements from customers |
| T3 | Transportation to rural and remote locations is difficult |

| Table 4.2. Interna | l and external | factors | of SWOT | matrix |
|--------------------|----------------|---------|---------|--------|
|--------------------|----------------|---------|---------|--------|

Internal factors and external factors are grouped into four strategies, giving the business a broader view, and helping the company to create and maintain a competitive advantage. This study only focuses on examining the e-logistics service quality factor that affects the satisfaction and loyalty of Gen Z, as potential customers. Due to the increasing level of competition among businesses in the field of e-logistics, a thorough investigation into the factors that have a significant impact on customer loyalty is necessary. The suggested strategies can also be applied to businesses, in part can help improve and build trust and satisfaction of customers. This article suggests 23 activities belonging to 4 strategic groups that can establish a competitive advantage, drive customer loyalty, and thrive in the rapidly growing e-commerce landscape for companies.

SWOT analysis generates possible solutions and alternatives. The SWOT analysis provides four possible strategies: expansion (SO), diversification (ST), stability (WO) and defense (WT). The SWOT analysis helps to create strategic plans to achieve the goals of the business. This aids in solving problems. Most implementations of the SWOT model take the form of a two-dimensional coordinate table, with each of the four regions displaying a distinct set of strategies.

| SO Strategies (Expansion) | WO Strategies (Stability) |
|---|--|
| S124O123: Expand the market, attract new | W2O3: Human Resources Training Strategy |
| customers (SO1) | (WO1) |
| S3O4: Time-saving strategy (SO2) | W13O4: Cost Minimization Strategy (WO2 |
| ST Strategies (Diversification) | WT Strategies (Defensive) |
| S5T2: Enhance security and information safety for | W13T12: Cost Reduction Strategy to Enhance |
| payment methods (ST1) | Competitiveness (WT1) |
| S4T12: Utilize advantages to enhance | |
| competitiveness and meet customer requirements | |
| (ST2) | |

Table 4.3. The SWOT matrix

Activity for expansion strategies

Expand the market, attract new customers (SO1)

Activity 1: Promote new e-logistics services through online marketing campaigns and social media.

Activity 2: Develop services and products that match the needs and desires of online customers.

<u>Activity 3:</u> Building loyalty programs, namely Loyalty Points Program, Level-Based Membership Benefits Program, and After-Sales Service Program such as repair, maintenance, and support techniques.

Time-saving strategy (SO2)

<u>Activity 4:</u> Accelerating digital transformation in logistics has the potential to save significant time. Specifically, Digital Transformation will optimize workflow, Enhance monitoring capabilities, Speed up the delivery process, and Reduce administrative processing time.

Activity for diversification strategies

Enhance security and information safety for payment methods (ST1)

Activity 5: Manage and protect personal information by complying with personal data protection regulations such as GDPR (General Data Protection Regulation)

<u>Activity 6:</u> Apply data protection measures such as encryption, access control, and regular backups.

<u>Activity 7:</u> Provide information and guide customers on security measures when making online payments, including detecting fake websites, creating strong passwords, and not sharing personal information excessively.

<u>Activity 8:</u> Manage access, limit access to payment data, and control users to ensure that only authorized individuals can access and process payment information.

<u>Activity 9:</u> Third-party security audits, working with external audit firms and security experts to assess the security of payment systems, applications, and processes.

Utilize advantages to enhance competition and meet customer requirements (ST2)

<u>Activity 10:</u> Collect and thoroughly research your competitors, especially their pricing and promotion strategies. This helps to get an overview of the market and find ways to differentiate yourself.

<u>Activity 11:</u> Leverage the partner network to build and grow a network of logistics-related partners such as manufacturers, suppliers, or transporters. This can help you get more favorable prices to provide to customers.

Activity for stability strategies

Human resources training strategy (WO1)

<u>Activity 12:</u> The company's experts and senior officials must take the lead, actively participate in courses, update knowledge about new trends and technologies, and train to improve human resources.

<u>Activity 13:</u> Create a training plan as set out goals, define rewards for employees who achieve their goals after the course, provide tools to help complete the training then develop it formally to ensure employees have access to training on a regular basis, and training is not overlooked and forgotten when you are busy.

<u>Activity 14:</u> Open training courses such as training on the latest electronic transportation management system to ensure that e-logistics staff can understand and have knowledge on how to effectively use and optimize the tools. advanced technology.

<u>Activity 15:</u> Provide different types of training such as face-to-face lectures, group discussions, short videos or online learning. Not everyone learns the same way, so it's important to tailor advanced methods to meet the needs of your employees. So that they feel interested and complete the training to the fullest and best.

Cost minimization strategy (WO2)

<u>Activity 16:</u> Digital transformation to optimize workflow and reduce operational waste. Through automation and integrated information, unnecessary, repetitive, or manual tasks can be eliminated, reducing unnecessary costs.

<u>Activity 17:</u> Using smart technologies like IoT and big data helps to optimize resource usage and increase efficiency, resulting in reduced operating costs.

Activity 18: Using information management and data analysis technologies, businesses can accurately forecast demand and quantify inventory. Improved forecasting and inventory

management capabilities help avoid overstocking or understocking, thereby reducing unnecessary costs in storage, management, and inventory.

<u>Activity 19:</u> Using smart technology and software to help find the shortest route, choose the right mode of transportation, and arrange the optimal cargo. This reduces distance and travel time, saves fuel, and reduces transportation costs.

Activity for defensive strategies

Cost reduction strategy to enhance competitiveness (WT1)

<u>Activity 20:</u> Optimize transportation resource usage by matching cargo volume with vehicle capacity to optimize resource usage. This includes optimizing vehicle placement and enhancing cooperation, sharing transport resources with partners to reduce costs and optimize resource utilization.

<u>Activity 21:</u> Review and evaluate current shipping processes to identify areas for improvement and optimization. Consider factors such as route, schedule, choice of transportation method, packing and arrangement of goods to minimize travel time and distance, thereby reducing transportation costs.

<u>Activity 22:</u> Take advantage of many transport channels, combine the use of many modes of transport such as road, sea, and air to promote the advantages of each mode and reduce transportation costs. Sometimes, using a combined shipping method can be more cost-effective and efficient than using a single method.

<u>Activity 23:</u> Using outsourced transportation services. Transportation providers can provide scale, expertise, and existing infrastructure, helping to reduce costs and increase efficiency.

3. Conclusion

Insight into the factors of E-Logistics quality, User interface quality, Perceived security, Perceived privacy, and Perceived information quality, and their positive impact on the extent to which customers care in choosing E-Logistics services, leading to purchase decisions, satisfaction, and loyalty of Gen Z shoppers, were gained through this research into the Mekong Delta context. As a consequence, this study's findings may help to close a gap left by other research.

Most Vietnamese businesses have invested extensively in improving the quality of their e-logistics services in recent years, highlighting the importance of sustained development in business. This study provides a theoretical framework for understanding and executing service quality management, customer pleasure, and loyalty in the context of e-commerce. The theoretical aspects, models, and instruments employed in this study might be used to build more in-depth knowledge frameworks and methods of service quality management in the field of e-logistics in the future.

From our literature review and case analysis, it is found that e-commerce has a tremendous impact on the logistics system. E-Logistics services will grow exponentially in the future and this development will have a strong impact on Gen Z customer satisfaction and loyalty in the near future. Our analysis of the relevant literature and case study confirms that e-commerce has far-reaching effects on the supply chain. In the near future, the pleasure and loyalty of Gen Z consumers will be heavily influenced by the exponential rise of e-logistics services.

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Appendix 1

Chi-square

df

Sig

Area

11,995

.017^{*.b.c}

| Brand's website E-commerce platforms (Shope, Lazada, Tiki, TikTok Shop,) Social meditorms (Facebook, Zalo, Instagram,) Oth Table N % Count Table N % Count Table N % Count Table N % Count an 33.9% 214 72.7% 459 39.9% 252 0.2% 1 al 10.0% 63 27.3% 172 11.9% 75 0.2% 1 | | | | | | \$0 | N | | | |
|---|------|-------|-----------------|-------|---|-------|--|-------|-----------|-------|
| Table N % Count Table N % Count Table N % Count Table N % Count an 33.9% 214 72.7% 459 39.9% 252 0.2% 1 al 10.0% 63 27.3% 172 11.9% 75 0.2% 1 | | | Brand's website | | E-commerce platforms (Shopee, Lazada, Tiki, TikTok Shop,) | | Social media platforms (Facebook, Zalo, Instagram,) | | Other | |
| an 33.9% 214 72.7% 459 39.9% 252 0.2% 1 al 10.0% 63 27.3% 172 11.9% 75 0.2% 1 | | | Table N % | Count | Table N % | Count | Table N % | Count | Table N % | Count |
| al 10.0% 63 27.3% 172 11.9% 75 0.2% 1 | Area | Urban | 33.9% | 214 | 72.7% | 459 | 39.9% | 252 | 0.2% | 1 |
| | | Rural | 10.0% | 63 | 27.3% | 172 | 11.9% | 75 | 0.2% | 1 |
| | Area | Rural | 10.0% | 63 | 27.3% | 172 | 39.9% 11.9% | 75 | 0.2% | |
| | | | \$CN | | | | | | | |

Appendix 2

| | | | Rarely (0-2 times/month) | Occasionally (3-6 times/month) | Frequently (7- 10 times/month) | Always (>10 times/month) | Total |
|-------|-------|--------------------|-----------------------------|--------------------------------------|--------------------------------------|-----------------------------|--------|
| Area | Urban | Count | 157 | 216 | 64 | 22 | 459 |
| | | % within Frequency | 70.1% | 70.4% | 86.5% | 84.6% | 72.7% |
| | Rural | Count | 67 | 91 | 10 | 4 | 172 |
| | | % within Frequency | 29.9% | 29.6% | 13.5% | 15.4% | 27.3% |
| Total | | Count | 224 | 307 | 74 | 26 | 631 |
| | | % within Frequency | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Area * Frequency Crosstabulation

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|---------------------------------|---------------------|----|---|
| Pearson Chi-Square | 10.574 ^a | 3 | .014 |
| Likelihood Ratio | 11.841 | 3 | .008 |
| Linear-by-Linear Association | 6.466 | 1 | .011 |
| N of Valid Cases | 631 | | |

Appendix 3

| | | | Spending | | | | |
|-------|-------|-------------------|--------------------------|-------------------------------|-------------------------------|-------------------------------|--------|
| | | | Less than 500,000 VND | 500,000 - 2,000,000 VND | Less than 5,000,000 VND | More than 5,000,000 VND | Total |
| Area | Urban | Count | 177 | 224 | 38 | 20 | 459 |
| | | % within Spending | 67.8% | 74.2% | 84.4% | 87.0% | 72.7% |
| | Rural | Count | 84 | 78 | 7 | 3 | 172 |
| | | % within Spending | 32.2% | 25.8% | 15.6% | 13.0% | 27.3% |
| Total | | Count | 261 | 302 | 45 | 23 | 631 |
| | | % within Spending | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|---------------------------------|--------------------|----|---|
| Pearson Chi-Square | 8.957 ^a | 3 | .030 |
| Likelihood Ratio | 9.602 | 3 | .022 |
| Linear-by-Linear Association | 8.695 | 1 | .003 |
| N of Valid Cases | 631 | | |