

INFORMATION ON NEW CONCLUSIONS OF DOCTORAL DISSERTATION

(Information will be posted on the Website)

Name of dissertation: Research on factors affecting customer loyalty to e-commerce exchange platform in Vietnam

Major: **Business Administration**

Code No: **9340101**

Name of PhD. Student:

Advisors: **Assoc. Prof.Dr.**

Training Institution: **Electric Power University**

Summary of new contributions of the Dissertation

Firstly, the thesis proposes a research model that has some characteristics to better reflect the factors affecting customer loyalty when purchasing through the e-commerce exchange platform.

Second, the new independent variable is the quality of products that is offered on the e-commerce exchange platform. This independent variable is combined with two other traditional variables commonly encountered in studies applying E-SER-QUAL.

Third, the thesis examines and proves that two variables of perceived enjoyment and brand image of the e-commerce exchange platform are significant in the impact on customer loyalty. These relationships were found in other fields but not yet in the business context through e-commerce exchange platform, so these are also new points that the thesis has achieved.

Fourth, new items for some latent variables in the model have been built and added. Some other items were developed based on the existing items in previous studies but changed to suit this research context. These items are proven well through primary data analysis. This contributes to the theories of online purchase behavior with more scales suitable for the characteristics of the latent variables and the context.

Fifth, this study also highlights some differences when analyzing models and data with the adoption of both first-order factors and second-order factors which are also considered novelty.

Finally, based on the knowledge of the theory and operational status of e-commerce exchange platforms, the thesis suggests some ideas for the platform's administrators managing activities of providing services to improve the operation of the platform more professionally and efficiently. In addition, the thesis also offers some recommendations to organizations and state management agencies on the management of e-commerce exchange platforms.

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