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Ethics of Retailers and Consumer Behavior in E-Commerce:

Context of Developing Country With Roles of Trust and Commitment

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ABSTRACT

In the era of the information-communication technology with the development of electronic commerce, consumers can buy almost everything anywhere and at any time. One of the greatest benefits of e-commerce has been the convenience and the vast choices which consumers get online. However, some serious issues exist that impede consumers from transaction online. These issues have attracted the attention of many marketing researchers in recent years. In this research, the authors focus on the impact of consumers' ethics perception of e-retailer on their purchase intention and satisfaction. The authors also try to clarify the roles of trust and commitment in the relationship of ethics on consumers purchase decision and satisfaction because of their importance in e-commerce but also the privation in the research of previous studies. The data collected from a survey of 390 online consumers in Vietnam. Results reveal that there are significant relationships between online retailers' ethics and consumers' purchase intention and satisfaction via the mediation of trust and commitment.

KEYWORDS

Business Ethics, Commitment, Electronic Commerce, Purchase Intention, Retailer Ethics, Satisfaction, Trust, Vietnam

1. INTRODUCTION

Internet that is one of the most remarkable inventions of 20th century; it has been extensively applied in several fields in business and in our daily lives. The internet with over 3.4 billion users worldwide in 2016, compared to 2 billion in 2010, 1 billion in 2005 and 0.414 billion in 2000 (Internet world stats, 2016). In the developing countries, 31% of the population is online, compared with 77% in the developed ones (Internet world stats, 2016). E-commerce is one of the most important Internet applications (Kim, Ferrin, & Rao, 2009; Yang, Lin, Chandlrees, & Chao, 2009), as it has dramatically revolutionized the way we shop, where shopping online provides the unprecedented flexibility in terms of time and place. As the internet phenomenon brings about the greatest of conveniences, it also

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poses new challenges – the issue of ethics being one of most severe. Internet is a new environment for unethical behavior (Freestone & Mitchell, 2004). Ethical issues about Internet usage have provoked critical problems to consumers and created new issues for practitioners (Román & Cuestas, 2008). Un-ethical behavior of e-retailers has restrained consumers to transact online. As more and more e-retailers enter into e-commerce, and increasingly offer more alternatives to consumers, competition intensifies. Thus, the ability to retain consumers has become more important a success requirement than ever (Reichheld & Schefter, 2000).

Marketers and/or e-retailers have to provide insights into how ethics relate to consumer behaviors, particularly how consumers perceive and evaluate the ethics of e-retailers and how to satisfy consumer expectations (Anderson & Srinivasan, 2003). Ethics is the study of acceptable criteria and rules that guide the practices of individuals and groups (McLaren, 2003), although to-date there is still debates about what standards should be used in marketing as moral standards (Sergio Roman, 2007).

In comparison to studies in conventional retailing, studies into ethics relating to e-retailing is less advanced. In recent years, more ethical issues have arisen in e-commerce; such as misleading/untruthful advertising, bad product quality, cheating, intrusion of privacy, information misuse, betrayal of trust, etc. Generally, it is believed that the main reason of these problems is the faceless interactions and the opportunism of some retailers. So additional research on the consumers' perception of ethics in an online environment is needed (Limbu, Wolf, & Lunsford, 2012), (Elbeltagi & Agag, 2016).

Up to now, some researchers have examined consumers' perception of e-retailers' ethics. Roman (2007) proposed a scale measuring the perception of online retailer's integrity and responsibility in dealing with consumers in a secure, confidential, fair, and honest manner. Other studies investigated the impact of perceived ethics on general internet expertise and word of mouth (Román & Cuestas, 2008) ; the ethical performance of shopping web sites' on consumer trust (Yang et al., 2009) ; on satisfaction and loyalty (Limbu, Wolf, & Lunsford, 2011), on purchase intention and revisit intention (Limbu et al., 2012). From the scale of Roman (2007), (Elbeltagi & Agag, 2016) proposed a new scale including four (4) constructs of Roman and two (2) new ones (services recovery and shared value) and tested the effect of them on satisfaction and repurchase intention.

Despite increasing expectations from customers, the ethics of e-retailer has not been adequately analyzed in marketing literature. Previous studies also indicated that trust is one of the most important key success factors in e-commerce (Fang et al., 2014; Chen & Dibb, 2010; Arman 2011; Kvasova, 2013). Other research specified the impact of commitment in building and maintaining a good relationship between consumers and retailers or vendors (Kozlenkova, Palmatier, Fang, Xiao & Huang, 2017), (Eastlick, Lotz & Warrington, 2006). As consumers' purchase intentions and satisfaction are important factors in e-commerce, these have attracted a lot of studies (Akbar & Parvez, 2009; Anderson & Srinivasan, 2003; Dimitriades, 2006; Limbu et al, 2012).

Almost all previous studies on CPEOR (Consumers' Perception of Ethics of Retailers) have been conducted in the context of developed countries (Elbeltagi & Agag, 2016) where the environment (of consumer income, shopping habits, legal systems, etc.) is different from those of developing countries. Vietnam is one of the developing countries having the economic growth rate which is the highest in the world in recent years (see the Appendix C). Vietnam is also a dynamic nation with more than 49 million users in 2016 in comparison with more than 94.4 million of population, the yearly penetration rate about 3.3% (see detail in the Appendix B). Concerning the e-commerce, 58% Internet users purchasing online, with 59% is female, and 37% are students. But e-commerce in Vietnam is still performing below expectation for many reasons, such as e-commerce legal system, the e-commerce infrastructure, maturity of the ethics of e-retailers which currently tend to lead consumers to distrust.

Hence, the purpose of this study is to develop and empirically test a framework that explains the following hypothesis in the context of Vietnam (a developing country with an early e-commerce environment): That, trust and commitment from e-retailers are essential enablers (or mediators) or the key measurements of e-retailers' ethics (adopting the Trust-Commitment theory). That, the key CPEOR (Consumers' Perception of Ethics of Retailers) components of security, privacy, non-deception and fulfillment (to be discussed in Section 3), have significant influence on the consumers' perception of e-retailers' ethics. And how in turn, customers' evaluation of e-retailers' ethics determines customer purchase intention and their satisfaction.

The following sections of this paper present the literature review which is followed by a conceptual model and hypothesis. Then, the methodology is reported in which data were collected via survey. Finally, the results and discussion, managerial implications and limitations comprise the last sections of this paper.

2. LITERATURE REVIEW

2.1. Ethical Issues in E-Commerce

To-date, there is a wide range of definitions about e-commerce. One comprehensive definition is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals (Yang et al., 2009). According to Aristotle's philosophy of ethics, the ethics is a phenomenon that evaluates whether the behaviors of individuals are right or wrong (cited from (Gaski, 1999). It seeks an answer to the question "what is good" (Pires & Stanton, 2002).

Research on marketing ethics first made its appearance in the late 1960s, with the work of Bartels (1967), which provided the first conceptualization of factors influencing marketing ethics decision making. And one of the classical work in marketing ethics is "*A general theory of marketing ethics*", normally called H-V theory, of (Hunt & Vitell, 1986). Marketing ethics has been defined as "*the systematic study of how moral standards are applied to marketing decisions, behaviors, and institutions*" (Murphy, Laczniak, Bowie, & Klein, 2005). Gaski,1999 defined marketing ethics as ethical judgments applicable to decisions, applications and attitudes of marketing.

In the context of arising ethical problems in marketing and the increasing consumer perception of ethics, there are many studies that have been carried out about the marketing ethics and ethical decision making (Hunt & Vitell, 1986), (Hunt & Vitell, 2006), (Yang et al., 2009). Mason addressed four ethical issues in the information age: privacy, accuracy, property, and accessibility (PAPA) (Mason, 1986). (Radin, Calkins, & Predmore, 2007) and listed ethical issues in e-commerce including privacy, security concerns, website advertising, cyber squatters, online marketing of children, conflicts of interest, and manufacturers competing with intermediaries online.

E-retailing ethics is defined as the responsibility of e-retailers, including their trustworthy, fair and honest behaviors towards customers and safeguarding the interests of their customers (Sergio Roman, 2007). The internet has become a new atmosphere for non-ethical behaviors (Freestone & Mitchell, 2004) and the easiest way to damage any relation (Fisher, Taylor, & Fullerton, 1999). E-retailer ethics has the impact on attitude to website and trust in a website (Limbu et al., 2012); and trust in a website on attitude to a website of e-retailers are significant (Limbu et al., 2011).

2.2. Trust - Commitment Theory

Any and every action by e-retailers has to create a good relationship with their consumer. The Trust-Commitment theory proposed by Morgan & Hunt focuses on explaining the development of long-term relationship between any exchange parties. Based on the trust-commitment theory (Morgan & Hunt, 1994) developed a model of relationships in marketing, with trust and commitment as key enablers. Thus, trust and commitment are both particularly important in e-commerce because customers are unlikely to shop online if they do not trust a website or the e-retailer (Kim, Chung, & Lee, 2011). Many studies have analyzed the antecedents of consumers' trust and commitment to help retailers design their websites to gain a high impression of trustworthiness with the consumers.

In this paper, the author applied this theory and with the end-objective to analyze the relationship between consumers' perception (of e-retailer ethics) on consumers' purchase intention and satisfaction.

Trust is a multi-disciplinary concept, incorporating ideas from economics, marketing, sociology, psychology, organization behavior, strategy, information systems, and decision sciences. Trust has been defined in various ways in the literature. Trust is willingness to rely on an exchange partner in whom one has confidence (Moorman, Deshpande, & Zaltman, 1993). Morgan and Hunt (1994) felt that trust exists when one party has confidence in an exchange partner's reliability and integrity.

The commitment has been described in many ways and it could mean different things to different people. Moorman et al. (1992) defined relationship commitment as an enduring desire to maintain valued relationship (Moorman, Zaltman, & Deshpande, 1992). Business partners value trust-based relationship very highly, and tend to commit themselves to such relationship (Hrebiniak, 1974), (Moorman et al., 1993), (Garbarino & Johnson, 1999). The trust-commitment interaction has also been demonstrated by (Morgan & Hunt, 1994).

Thus, trust and commitment are at the center of our Conceptual research model, where the trust-commitment theory act as enablers in the relation between CPEOR and consumers purchase intention and satisfaction.

2.3. The Nature of Consumers' Perceptions of Ethics of Online Retailers (CPEOR)

It is highly important to gain clarity on how consumers tend to perceive e-retailers' ethics performance. In this research, CPEOR, is defined as consumers' perceptions about the integrity and responsibility of the company (behind the website) in its attempt to deal with consumers in a secure, confidential, and honest manner that ultimately protects consumers' interest (Sergio Roman, 2007), while Roman 2007 proposed a measure scale of CPEOR that includes four components - security, privacy, non-deception and fulfillment.

2.3.1. Security

Most studies suggested security as the most important factor of e-retailer ethics (Belanger, Hiller, & Smith, 2002), (Shergill & Chen, 2005). In an e-commerce context, security refers to consumers' perceptions about the protection of online transaction and financial information from unauthorized access (Sergio Roman, 2007); that is, the financial and personal-data security (Janda, Trocchia, & Gwinner, 2002). Earlier studies have also suggested that the consumers have complicated concerns about the risk of providing their financial and personal information to e-retailers (Miyazaki & Fernandez, 2001). If e-retailers manage customer data carelessly, or purposefully leak, or put forward the consumer information to other retailers, it can make consumers to perceive the retailers negatively.

2.3.2. Privacy

Privacy in e-commerce is defined as consumers' perceptions about the protection of individual information on the internet (Bart, Shankar, Sultan, & Urban, 2005) or the willingness of consumers to share information over the internet (Belanger et al., 2002). Privacy is an important construct in e-commerce (Shergill & Chen, 2005; Jones, 1991; Stead & Gilbert, 2001) because consumers share personal and financial information with e-retailers, expecting confidential treatment of their information. Past studies have shown that consumers have experienced e-retailers' practices that encroached onto consumers' privacy (Taylor, Vassar, & Vaught, 1995). Past studies also showed the important roles of privacy in e-commerce, particularly in winning consumers' loyalty, gaining trust in an online retailer (Lauer & Deng, 2007), and gaining satisfaction with the website of online retailers (Sergio Roman, 2007).

2.3.3. Non-Deception

Deception has received special attention in the areas of advertising and personal selling/traditional retailing. In this study, perceived deception refers to the extent to which the consumer believes that an online service provider uses deceptive or manipulative practices with the intent to persuade consumers to purchase the website's offerings (S Roman, 2010). Deception, in the context of marketing, is ''unethical and unfair to the deceived'' (Aditya, 2001), ''the exaggeration of the features and benefits of a product'' and ''selling items through high-pressure selling techniques'' as common examples of deceptive or manipulative tactics (Román & Ruiz, 2005; Ramsey, Marshall, Johnston, & Deeter-Schmelz, 2007; Riquelme & Román, 2014).

2.3.4. Fulfillment

Finally, fulfillment refers to a consumer trust and belief that an obligation will be fulfilled. Consumers expect e-retailers to act in consumers' interest. This relates to the price on the site of retailer (Sergio Roman, 2007), to the availability and delivery of the products ordered, to the consistency of performance and dependability of e-retailer (Parasuraman, Zeithaml, & Malhotra, 2005). In e-commerce, it is vital to make consumers to trust that a company is going to perform what it promises to do (Wolfinbarger & Gilly, 2003). Fulfillment reveals the consistency and credibility of a retailer (Roman, 2007), especially when consumers have to wait some days before they can receive the product which they shop online. This is why handling and shipping of the products, order fulfillment has been challenging to online retailers (Reynolds, 2000).

3. CONCEPTUAL MODEL AND HYPOTHESIS

Based on the literature review above, this research formulated the Conceptual Model and hypothesis (Figure 1).

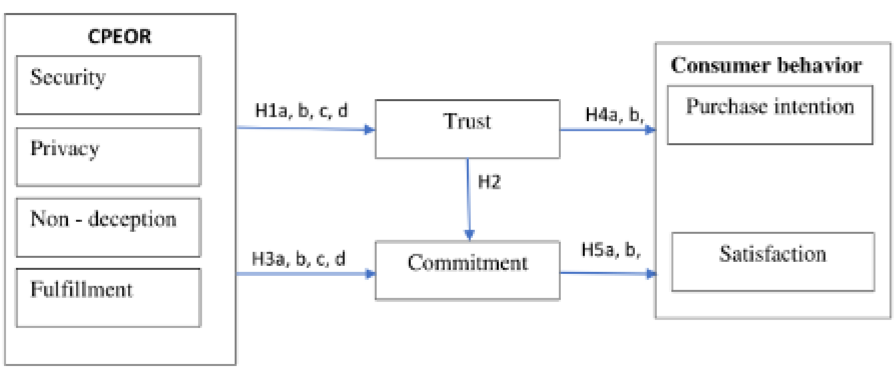
3.1. Hypothesis

3.1.1. CPEOR Effect on Trust and Commitment

As mentioned earlier, CPEOR in this model considers four components: security, privacy, non-deception and fulfillment. Let us understand how business practices and handling of these dimensions' shape e-retailers' trustworthiness, and commitment.

Trust is an individual's, or a firm's ethical-based behavioral expectation of another individual or another firm with whom there is a relation of an economic partnership or an economic exchange (Hosmer, 1995). Accordingly, ethical behavior and trust are inseparable concepts thus building trust requires ethical behavior. (Rao & Singhapakdi, 1997). Studies have shown that ethical elements such as trust, privacy, and security are antecedents of perceived trust by the customers of e - retailers (Selnes, 1998), (Pollach, 2005).

Figure 1. Conceptual model



Thus, our hypotheses that:

H1a: Security has positive impact on consumer trust.
H1b: Privacy has positive impact on consumer trust.
H1c: Non – deception has positive impact on consumer trust.
H1d: Fulfillment has positive impact on consumer trust.

Commitment is defined as a consumer's desire to continue a relationship with an online service provider (Oliver, 1980). When consumers perceive they are being treated unfairly by the retailers, the customer will have intention to leave the relationship. Previous studies (Collier & Esteban, 2007; Lacey & Kennett-Hensel, 2010) showed that there are positive relationships between ethical values of the company and consumers commitment in marketing. They believe that maintaining a high level of consumer commitment can bring benefits and effectiveness. A positive association between the firms' marketing ethicality and consumer commitment is confirmed. Consumers tend to search online and examine ethical issues (particularly on privacy, security, non–deception, fulfillment), before they commit themselves to a transactional relationship. For example, (Limbu et al., 2011) concluded that privacy policies affect consumers' trust in the e-retailing, and influence their tendency to patronize.

Thus, our hypotheses that:

H3a: Security has positive impact on consumer commitment.
H3b: Privacy has positive impact on consumer commitment.
H3c: Non – deception has positive impact on consumer commitment.
H3d: Fulfillment has positive impact on consumer commitment.

3.1.2. Trust and Commitment Inter-Relationship

Trust is considered central to e-commerce relationships. Trust may be instrumental in e-commerce transactions; it is easily affected by commitment performance, which in turn affects continued purchasing and loyalty behaviors (Urban, Sultan, & Qualls, 2000). Commitment is conceptualized as occurring when an exchange partner puts forth maximum efforts to maintain a valued relationship with another party, and in turn, positively (or negatively) affects consumers' propensity to stay (or leave) the relationship (Morgan & Hunt, 1994). Vast literature recognizes trust as a prerequisite to building customer relationships, and as a preceding state for the development of commitment (Garbarino & Johnson, 1999), (Moorman et al., 1993).

Thus, our hypothesis that:

H2: Consumer Trust has positive impact on consumer commitment.

3.1.3. Trust and Consumer Behaviors

Purchase intention is defined in this study as a buyer's intention to purchase from a seller in e-commerce. According to the Theory of Planned Behavior (Ajzen, 1991), behavioral intention is the most influential predictor of behavior. Trust is defined as the belief, feeling or expectation from partner's expertise, reliability and intentions (Cater & Zabkar, 2009) in all relational exchanges. In addition, trust is not merely based on a single exchange episode. It is established through repetitive interactions between both parties in which the buyers perceive the sellers to be reliable, competent, truthful, unbiased, liable, and benevolent (Mukherjee & Nath, 2007). Moreover, customer trust also has a positive connection with a low-pressure selling and honest actions which are parts of ethical sales behaviors. Trust is one of the fundamental variables that are essential to establishing long term relations with customers and it transfers the focal point of the firm to the maintenance of these relations (Chiou & Droge, 2006). (Limbu et al., 2012) concluded that trust has significance on purchase intention. Yang et al., 2014 also concluded that trust has positive impact on consumer satisfaction (Fang et al., 2014).

Thus, in the influence of retailers' ethics, we hypothesize that:

H4a: Consumer Trust has positive significance on Purchase intention.

The fundamental principles upon which relationship marketing is based, are mutual value creation, trust, and commitment; the greater the level of consumer satisfaction with the relationship – not just the product or service – the greater the likelihood that the consumer will be loyal to the company providing the service or the product (Grönroos, 1993). The main objective of relationship marketing is to achieve high levels of consumer satisfaction through collaboration of the parties involved. Satisfaction is considered as a positive emotional reaction based on all aspects of the relationship between the consumer and the web site (Akbar & Parvez, 2009). In this study, consumer satisfaction is defined as the satisfaction of consumers with the web sites of online retailers. Previous studies also indicated that trust is an important of consumer satisfaction in e-commerce context (Lee & Lin, 2005; Chen, 2012; Fang, 2011; Pappas, 2014; Kim et al., 2009; Mukherjee & Nath, 2007; Pappas, Pateli, Giannakos, & Chrissikopoulos, 2014).

Based on the discussion above, following hypothesis is therefore proposed:

H4b: Consumer Trust has positive significance on Consumer satisfaction.

3.1.4. Commitment and Consumer Behaviors

3.1.4.1. Commitment and Purchase Intention

In e-commerce, relationships are built on the basis of mutual commitment (Berry & Parasuraman, 2004). Commitment has been shown to be positively related to favorable intentions such as purchase intention, re-purchase intention (Musa, Pallister, & Robson, 2005). A committed consumer has an intention to maintain a relationship with a particular retailer that is confirmed by many researchers (Garbarino & Johnson, 1999; Park & Kim, 2003).

So, the relationship between commitment and consumer purchase intention is hypothesized as:

H5a: Commitment has positive impact consumer purchase intention.

3.1.4.2. Commitment and Satisfaction

Many previous studies show that commitment is an antecedent to satisfaction (Johnson, Sivadas, & Garbarino, 2008; Dimitriades, 2006; Garbarino & Johnson, 1999). "It seems logical to argue here that trust and commitment are key factors of satisfaction, a more general concept and a closer determinant of their decision to extend, renew, or terminate the sponsorship relationship; a high level of commitment which in turn should show higher levels of satisfaction with the relationship (Farrelly & Quester, 2005). So, we have our hypothesis:

H5b: High Level Commitment leads to greater level Consumer Satisfaction.

4. METHODOLOGY AND MEASUREMENT

4.1. Data Collection and Sampling

The data for this research, was collected via an on-line survey on Vietnam online consumers through Google form; Google form is believed to be more effective in reaching customers shopping online and, in determining the characteristics of potential participants (Roman, 2007). Student-consumers having bought online during the last 3 months, form the sample of this study. Data was collected from students in 2 regions in Vietnam: Hanoi University of Industry (Northern), Ho Chi Minh University of Industry (Southern). Student samples have often been used in online shopping research because students are computer-literate, having lesser troubles in using new technology. They are also potential consumers of electrical goods and their technological advances and innovativeness better qualify them as a proper sample for online shopping research (Yoo & Donthu, 2001). Previous studies in e-commerce which have conducted their surveys by employing a convenient sampling approach, were found to be valid under two conditions: the study is exploratory in nature and, the items on the questionnaire are pertinent to the respondents who answer them (Ferber, 1977).

In this research survey, the questionnaire reached 390 valid respondents. Descriptive statistics of the demographics of the sample are shown in Table 1.

4.2. Measurement

All measurements were adopted or adapted from previous research. To ensure conceptual equivalence and word-clarity, we conducted translation and back-translation. This study used the four dimensions

Table 1. The demographics result of the sample

Variables	Categories	Frequency	Percentage
Gender	Male	178	45.64%
	Female	224	57.44%
Age	Under 20	92	23.59%
	20 to 30	175	44.87%
	Over 30	123	31.54%
Monthly income	< 5.000.000 VND[1]	190	48.72%
	5.000.000 - 10.000.000 VND	148	37.95%
	> 10.000.000 VND	52	13.33%
Experience online shopping	Under 1 year	121	31.03%
	1 to 3 years	196	50.26%
	Over 3 years	73	18.72%
Buying frequency per year	under 3 times	86	22.05%
	3 - 10 times	256	65.64%
	Over 10 times	48	12.31%
Marital status	Single	128	32.82%
	Married	262	67.18%
Region	Northern	179	45.9%
	Southern	211	54.1%

(privacy, security, fulfillment, and non-deception) of CPEOR developed by Roman (2007). The measure scales of:

- Trust and commitment are based on related studies of (Morgan and Hunt, 1994);
- Consumer satisfaction construct is adapted from by Roman (2007), Anderson and Srinivasan (2003);
- Purchase intention construct is originated from Yoo and Donthu (2001).

All scales consisted of five-point Likert questions, ranging from “1 - strongly disagree” to “5 - strongly agree.”

4.3. Validity and Reliability

Factor loading analysis was used to analyze the internal structure of questionnaire and determine the validity was examined.

Convergent validity is applied when all factor loading (FL) related to every measurement variable and also amount of average variance extracted (AVE) for each structure, is more than .05 (Fornell & Larcker, 1981). As shown in Table 2, amount of factor loading and AVE index for this research in more than 0.05.

Discriminate validity is appointed when the amount of AVE index for every structure is more than correlation coefficient square of that structure than the other structures (Fornell & Larcker, 1981). The amount of AVE index related to every structure is greater than correlation coefficient square of that structure.

Cronbach’s Alpha (CA) coefficient and Composite Reliability (CR) are used for reliability measurement that should be more than 0.07. Table 2 showed that all of CA and CR coefficients are greater than 0.07.

4.4. Measurement Model

4.4.1. The Results of Hypothesis Testing

For testing hypothesis, the author applies structural equation modeling and use two software package SPSS and SmartPLS. The results of hypothesis testing based on structural equation modeling are shown in Figure 2. In this figure according to the t-value that is shown in the relationships between variables, all hypotheses have been confirmed in 95% confidence level.

Thus, it can be concluded that:

1. Security, Privacy, Non-deception and Fulfillment have significant impact on consumer trust and commitment;
2. Consumer trust and commitment have significant effect on consumer purchase intention and satisfaction.

According to the path coefficients that is shown the relationship between variables in Figure 3, it can be concluded that the:

- Impact of security, privacy, non-deception and fulfillment on consumer trust and commitment;
- Impact of consumer trust on consumer’s commitment;
- Effects of consumer trust and commitment on purchase intention and satisfaction are linear, positive and direct.

The coefficient of determination (r2) of commitment is 0.531 and this means that Security, Privacy, Non-deception, Fulfillment and trust variable together have been able to explain 53.1 percent of commitment’ variations.

Table 2. The standardized factor loading and the Cronbach's alpha coefficients and AVEs

Constructs	SFL	CA	CR	AVE
Security		0.721	0.898	0.516
The security policy is easy to understand.	0.821			
The site displays the terms and a condition of the online transaction before the purchase has taken place	0.869			
The site appears to offer secure payment methods.	0.873			
This site has adequate security features.	0.804			
Privacy		0.809	0.912	0.724
The site clearly explains how user information is used.	0.921			
Only the personal information necessary for the transaction to be completed needs to be provided.	0.720			
Information regarding the privacy policy is clearly presented.	0.906			
Non-deception		0.827	0.919	0.807
The site exaggerates the benefits and characteristics of its offerings.	0.847			
This site takes advantages of less experienced consumers to make them purchase.	0.735			
This site attempts to persuade you to buy things that you do not need.	0.848			
Fulfillment		0.748	0.850	0.807
The price shown on the site is the actual billed.	0.766			
You get what you ordered from this site.	0.865			
Promise to do something by a certain time, they do it.	0.834			
Consumers' commitment		0.861	0.923	0.749
I feel a very high degree of association with the online store that I transact with.	0.893			
I feel a sense of belonging to the online store that I transact with.	0.901			
I am proud to be a customer of this online store.	0.906			
I use the website when I think it is popular.	0.768			
Consumers' trust		0.714	0.818	0.625
I can trust the performance of this web site to be good.	0.848			
This site is reliable for online shopping.	0.891			
This site is trustworthy.	0.835			
Purchase Intentions		0.893	0.963	0.808
I will definitely buy products from this site in the near future.	0.889			
I intend to purchase through this site in the near future.	0.807			
It is likely that I will purchase through this site in the near future.	0.700			
I expect to purchase through this site in the near future.	0.821			
Consumers' satisfaction		0.841	0.938	0.790
I am happy I made my purchase at this web site	0.958			
I am satisfied with my decision to purchase from this web site	0.946			

Figure 2. Hypothesis testing based on structural equation modeling

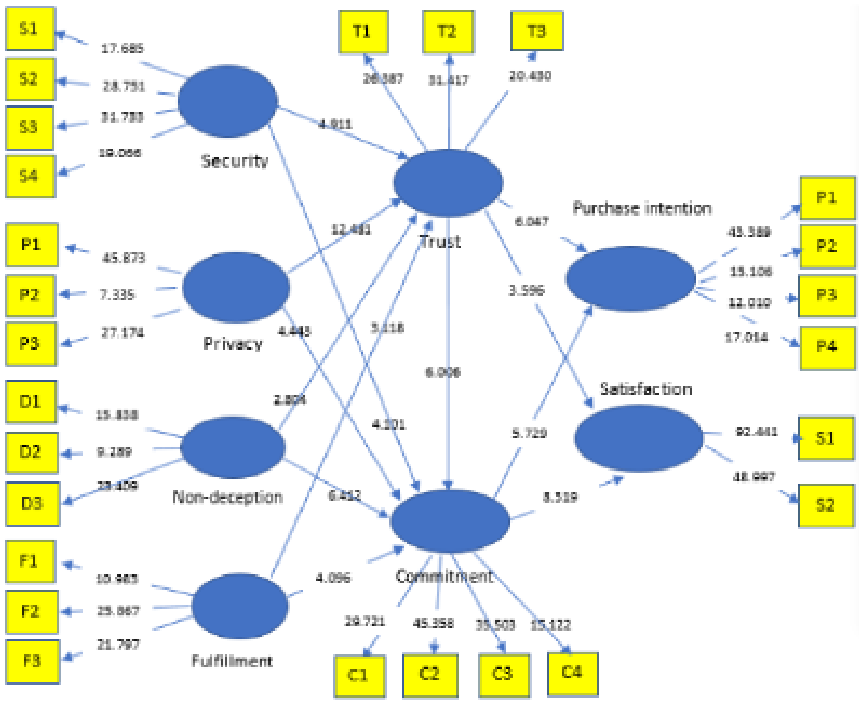
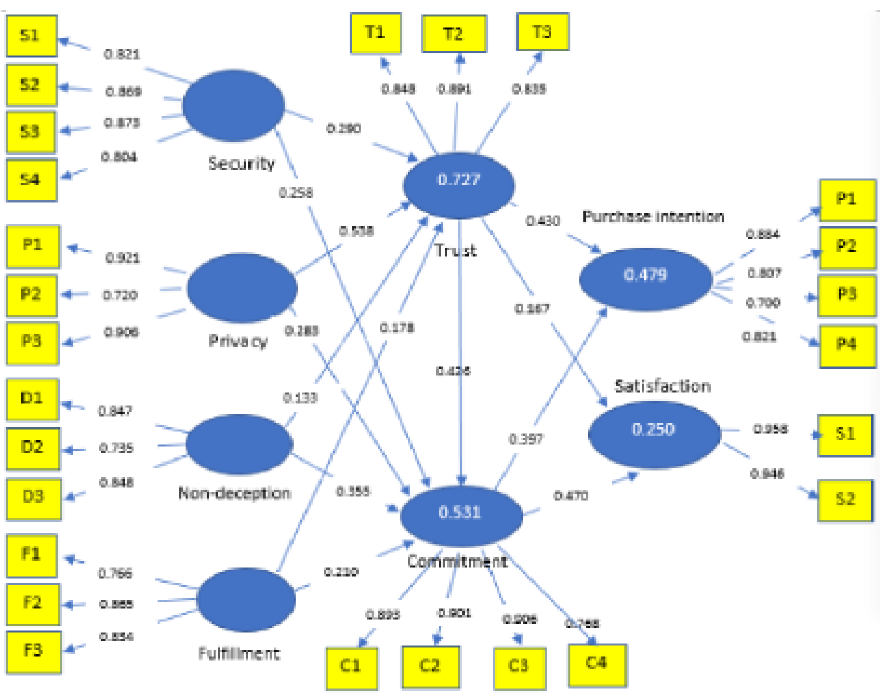


Figure 3. Model in path coefficients mode



The coefficient of determination of trust in a website is 0.727 and this means that Security, Privacy, Non-deception and Fulfillment variables together have been able to explain 72.7 percent of consumer trust' variations.

The coefficient of determination of purchase intention and satisfaction variables are 0.479 and 0.250 respectively and this means that attitude to website and trust in a website variable together have been able to explain 47.9 and 25 percent of purchase intention and satisfaction's variations, respectively.

The most reliable indicator that is used to evaluate Goodness of Fit of the model is SRMR Index by using software Smart PLS. Some experts believe that it should be under 0.08 but some other experts that if the index is below 0.1 Goodness of Fit of the model is acceptable.

In this study, the SRMR index is obtained 0.061 that represents Goodness of Fit of the model is acceptable.

Table 3 summarizes the results of hypothesis testing.

5. DISCUSSION AND CONCLUSION

5.1. Discussion

The primary aim of this research is to test the model of CPEOR in the e-commerce environment of developing countries because most previous research on "ethics" have been deployed in developed countries where the culture, the shopping habits and other factors of consumers are different from those of developing nations. This research has confidently confirmed that CPEOR scale can be totally utilized for developing countries too, and it is hope that these findings can serve as a good reference for future studies in the similar study or considerations of "ethics" for developing countries; currently, there are 168 developing countries (2016).

The second aim of this research is to test the 4 components of CPEOR (security, privacy, non-deception and fulfillment) on consumer trust and commitment where some previous researches had considered CPEOR as a unidimensional construct and tested its relationship with consumer trust and commitment (Limbu et al., 2012; Elbeltagi & Agag, 2016). This study indicated that CPEOR is a multidimensional construct and it fit well with the context of developing countries such as Vietnam.

Table 3. Summary of the results of hypothesis testing

Hypothesis		T - Value	β	R^2	Conclusion
H1a	Security on consumer trust	4.911	0.290	0.727	Confirmed
H1b	Privacy on consumer trust	12.481	0.538		Confirmed
H1c	Non-deception on consumer trust	2.804	0.133		Confirmed
H1d	Fulfillment on consumer trust	3.118	0.178		Confirmed
H3a	Security on consumer commitment	4.101	0.258	0.531	Confirmed
H3b	Privacy on consumer commitment	4.443	0.283		Confirmed
H3c	Non-deception on consumer commitment	6.412	0.355		Confirmed
H3d	Fulfillment on consumer commitment	4.096	0.210		Confirmed
H2	Trust on consumer commitment	6.006	0.426		Confirmed
H4a	Consumer trust on purchase intention	6.047	0.430	0.479	Confirmed
H5a	Consumer commitment on purchase intention	5.729	0.397		Confirmed
H4b	Consumer trust on consumer satisfaction	3.596	0.167	0.250	Confirmed
H5b	Consumer commitment on consumer satisfaction	8.319	0.470		Confirmed

The third aim is to test the moderating roles of trust and commitment in the relationship of CPEOR and purchase intention and satisfaction. The findings once again confirmed their (trust and commitment) roles. That means in e-commerce consumer trust and satisfaction are crucial. However, it is important to highlight that this research did not test the direct effect of CPEOR on purchase intention and satisfaction like some previous researches ((Román & Cuestas, 2008; Limbu et al., 2011).

The fourth finding of this research is shed light on the impact of consumer trust on consumer commitment. In other words, when consumer trust in a website and/or in an e-retailer, he/she tends to commit a long-term relationship in the future. Or we can say that this research has clarified the role of consumer trust is a crucial key to the success in e-commerce.

Finally, this research which is deployed to Hanoi and Ho Chi Minh – the two most developed cities in Vietnam, revealed statistical results that consumers in Ho Chi Minh are more sensitive to buying online (54.1%) in comparison with 45.9% in Hanoi.

5.2. Theoretical Implications

This research contributes to the literature in the following ways. Firstly, it tested the multidimensional of CPEOR in e-commerce of Vietnam – a developing country. In this research, security and privacy are distinct in term of discriminant validity because some previous researchers tend to collapse these two concepts into one ((Parasuraman et al., 2005; Wolfinbarger & Gilly, 2003). Secondly, this research confirmed the impacts of CPEOR's four components on consumer trust and commitment. This finding can be helpful in the future for others researches in term of the important role of CPEOR in e-commerce. Thirdly, the findings further expand the literature on the application of the Trust-Commitment theory in e-commerce in general, and in particular on the ethics of e-retailer. This research positively confirmed consumer trust plays a positive undeniable role in improving consumer commitment, consumer purchase intention and satisfaction.

5.3. Managerial Implications

Ethics is more and more important in the business, particularly in e-commerce because of the facelessness between the retailer and consumers. Good performance in ethics means that e-retailers who win consumers' trust and consistently deliver commitment, tend to maintain a long-term relationship. Through the moderation of trust and commitment, e-retailers' ethics can steer and drive consumer intentions to purchase. This is one of the most important objectives of all retailers, vendors and/or companies, particularly in the context where there are fierce competitions. E-retailers' trustworthiness and consistently to perform (meet purchase obligations) will undeniably lead to consumer satisfaction, which is the ultimate goal in e-commerce.

5.4. Limitation and Future Research Direction

Besides this research's contributions, this research has some limitations which needs to be highlighted. Firstly, this research has selected a convenient sample where the main participants are students. Future research can use random sampling of general consumers. Secondly, this research only considers some dimensions and consequences of e-retailers. Future research can extend to other consequences such as consumer's risk perception and also to its antecedents such as religion and culture. Thirdly, the author has collected data only from internet shoppers, and not from internet non - shoppers. So future research can involve the non-shoppers to gain insights into this group's behaviors into purchasing (or not purchasing) online in e-commerce, or perhaps into some other relevant factors they may disclose. Fourthly, the relationship between the two consequences (purchase intention and satisfaction) has not been evaluated yet in this study so in the future, scholars can deepen it to better understand consumers' behavior. Lastly, this research did not stress on the culture, but it is very important to understanding consumer behavior with respect, or in relation, to this respect. So, it is yet other direction for future research.

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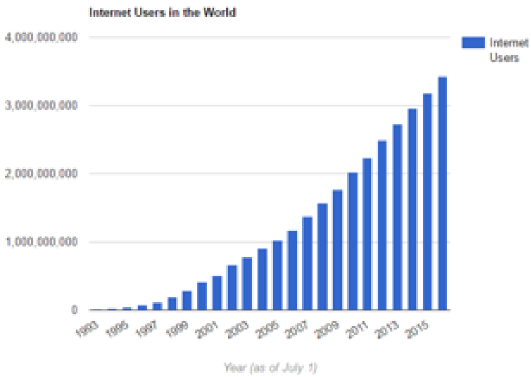
ENDNOTE

[1] 1 USD ≈ 22.500 VND
[2] https://en.wikipedia.org/wiki/Developing_country

APPENDIX A

Around 40% of the world population has an internet connection today. In 1995, it was less than 1%. The number of internet users has increased tenfold from 1999 to 2013. The **first billion** was reached in 2005. The **second billion** in 2010. The **third billion** in 2014 (see Figure 4).

Figure 4. Internet users in the world 1993 – 2016



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APPENDIX B

Figure 5. Internet users by country (2016)

Internet Users by Country (2016)

See also: 2015 Estimate and 2014 Finalized

#	Country	Internet Users (2016)	Penetration (% of Pop)	Population (2016)	Non-Users (Internetless)	Users 1 Year Change (%)	Internet Users 1 Year Change	Population 1 Y Change
1	China	721,434,547	52.2 %	1,382,323,332	660,888,785	2.2 %	15,520,515	0.46 %
2	India	462,124,989	34.8 %	1,326,801,576	864,676,587	30.5 %	108,010,242	1.2 %
3	U.S.	286,942,362	88.5 %	324,118,787	37,176,425	1.1 %	3,229,955	0.73 %
4	Brazil	139,111,185	66.4 %	209,567,920	70,456,735	5.1 %	6,753,879	0.83 %
5	Japan	115,111,595	91.1 %	126,323,715	11,212,120	0.1 %	117,385	-0.2 %
6	Russia	102,258,256	71.3 %	143,439,832	41,181,576	0.3 %	330,067	-0.01 %
7	Nigeria	86,219,965	46.1 %	186,987,563	100,767,598	5 %	4,124,967	2.63 %
8	Germany	71,016,605	88 %	80,682,351	9,665,746	0.6 %	447,557	-0.01 %
9	U.K.	60,273,385	92.6 %	65,111,143	4,837,758	0.9 %	555,411	0.61 %
10	Mexico	58,016,997	45.1 %	128,632,004	70,615,007	2.1 %	1,182,988	1.27 %
11	France	55,860,330	86.4 %	64,668,129	8,807,799	1.4 %	758,852	0.42 %
12	Indonesia	53,236,719	20.4 %	260,581,100	207,344,381	6.5 %	3,232,544	1.17 %
13	Viet Nam	49,063,762	52 %	94,444,200	45,380,438	3.3 %	1,564,346	1.07 %
14	Turkey	46,196,720	58 %	79,622,062	33,425,342	5.1 %	2,242,750	1.22 %
15	Philippines	44,478,808	43.5 %	102,250,133	57,771,325	4.4 %	1,855,574	1.54 %
16	South Korea	43,274,132	85.7 %	50,503,933	7,229,801	1.2 %	522,375	0.42 %

APPENDIX C

Figure 6. Vietnam GDP growth rate January 2015 to July 2017