

**CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN Ý ĐỊNH MUA HÀNG TRÊN SÀN THƯƠNG MẠI
ĐIỆN TỬ XUYÊN BIÊN GIỚI CỦA KHÁCH HÀNG TẠI TỈNH THÁI NGUYÊN: NGHIÊN CỨU
KẾT HỢP MÔ HÌNH KHẢ NĂNG XỬ LÝ THÔNG TIN VÀ LÝ THUYẾT HIỆU ỨNG Đám ĐÔNG**

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Tóm tắt

Nghiên cứu xây dựng mô hình lý thuyết kết hợp Mô hình Khả năng xử lý thông tin và Lý thuyết Hiệu ứng đám đông để xem xét các yếu tố ảnh hưởng đến ý định mua hàng của khách hàng trên các nền tảng thương mại điện tử xuyên biên giới tại tỉnh Thái Nguyên. Kết quả phân tích dữ liệu thu thập từ 280 người tham gia khảo sát cho thấy các yếu tố ảnh hưởng bao gồm: (1) Tính hữu ích, (2) Tính an toàn, (3) Độ tin cậy của nguồn thông tin, (4) Danh tiếng người bán, (5) Sự đồng cảm, (6) Chứng thực người nổi tiếng và (7) Khối lượng bán hàng đều có tác động tích cực đến ý định mua hàng. Về học thuật, nghiên cứu góp phần khẳng định vai trò của các yếu tố hiệu ứng đám đông (khối lượng bán), yếu tố trung tâm (tính hữu ích, tính an toàn, độ tin cậy thông tin), yếu tố ngoại vi (danh tiếng người bán, sự đồng cảm, chứng thực người nổi tiếng) trong việc hình thành ý định mua hàng trên nền tảng thương mại điện tử xuyên biên giới. Về khía cạnh thực tiễn, nghiên cứu đưa ra các đề xuất nhằm khuyến khích khách hàng tích cực mua sắm trên các nền tảng thương mại điện tử xuyên biên giới, góp phần phát triển thương mại điện tử và chuyển đổi số nói chung tại Việt Nam.

Từ khóa: Thương mại điện tử xuyên biên giới, ý định mua hàng, hành vi người dùng, mô hình khả năng xử lý thông tin, lý thuyết hiệu ứng đám đông, Thái Nguyên.

**DETERMINANTS OF USERS' PURCHASE INTENTION ON CROSS-BORDER
E-COMMERCE PLATFORMS IN THAI NGUYEN PROVINCE: AN INTEGRATED
MODEL OF ELABORATION LIKELIHOOD AND HERD BEHAVIOR THEORY**

Abstract

This study develops an integrated theoretical framework combining the Elaboration Likelihood Model (ELM) and Herd Behavior Theory to examine determinants of consumer purchase intention on cross-border e-commerce platforms in Thai Nguyen province. The results of the data analysis collected from 280 survey respondents show that the influential factors including (1) Perceived Usefulness, (2) Perceived Security, (3) Source credibility, (4) Seller reputation, (5) Empathy, (6) Celebrity endorsements, and (7) Sales volume all have positive impacts on purchase intention. Academically, the findings affirm the integrated roles of herding factor (sales volume), central-route factors (usefulness, security, source credibility), and peripheral-route factors (seller reputation, empathy, celebrity endorsements) in shaping purchase intention on cross-border e-commerce platforms. Practically, the research offers recommendations to encourage customers active shopping on cross-border e-commerce platforms, contributing to the development of e-commerce and digital transformation in Vietnam in general.

Keywords: Cross-border E-commerce, purchase intention, consumer behavior, elaboration likelihood model, herd behavior theory, Thai Nguyen.

JEL classification: L81, M31, D91, R11.

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1. Introduction

In an era shaped by globalization and rapid digital transformation, cross-border e-commerce (CBEC) has emerged as a crucial driver of international trade and export expansion. In 2024, the global CBEC market reached USD 791.5 billion and is projected to grow by more than 30% in the coming years (Statista, 2025). In Vietnam, CBEC is experiencing the upward trend, with an export value forecasted to mount from \$3.5 billion in 2023 to \$5.8 billion by 2028 (WTO Center, 2025). Vietnam is expeditiously rising as a regional powerhouse in the field of CBEC, which is driven by strategic initiatives from global players and positively supported by government policies (Vietnam Logistics, 2025). Participating in CBEC brings diverse benefits for both sellers and buyers. From seller standpoint, CBEC allows sellers to break geographical limitations, significantly increasing revenue by accessing a global customer base, further boosting brand visibility, facilitating improved profit margins by removing middlemen, and reducing risks through market diversification (Wang et al., 2023; Wistedt, 2024; Zhu et al., 2019). For buyers, CBEC offers buyers access to a wider variety of products, often at lower prices, including unique or exclusive items not available in local

markets, increases purchasing power through competitive global pricing and improves trust via secured, localized payment options and enhanced, faster logistics (Wang et al., 2017; Zhu et al., 2019). However, in the Northern Midlands and Mountainous region, such as Thai Nguyen province, customers' purchase from CBEC platforms is still limited, limiting the benefits of CBEC. The possible reasons could come from the perceptions of customers toward CBEC purchase, including its usefulness, security, and credibility. However, little is know about the mechanism of how such factors could impact on the formation of customers' purchase intention, indicating a research gap. Therefore, a research addressing such research gap combining pertinent theoretical models such as Elaboration Likelihood Model and Herd Behavior Theory should be relevant and necessary to provide understanding about how the influential determinants could impact customers' purchase intention on CBE.

In the pertinent literature, numerous previous studies have employed the ELM and Herd Behavior to investigate the determinants of consumers' purchase intentions in cross-border e-commerce. Wu et al. (2022) explored the determinants of consumers' instant cross-buying behavior within the context of

supermarkets' cross-border integration by integrating these two theoretical frameworks, highlighting how both cognitive processing and social influence drive purchasing decisions. Similarly, Yang & Lee (2024) combined the ELM and Herd Behavior to explain live streaming commerce quality on customers' purchase intention. This study follows the related previous studies to combine ELM and Herd Behavior Theory to examine the influential factors that can contribute to CBEC customers' purchase intention. However, this study is the first to contextualize the dual paths of ELM into potential determinants, which include perceived usefulness, perceived security, source credibility (central path factors), seller reputation, perceived empathy, celebrity endorsement (peripheral path factors), while combining with conceptualized factor from Herd Behavior Theory – sales volume. Moreover, the present study is the first to examine the overall impacts of these abovementioned factors on the formation of CBEC purchase intention among consumers in Thai Nguyen province, a Northern mountainous area of Vietnam, where purchase from CBEC platforms is still limited. These indicate the academic values of our research.

From practical viewpoints, findings of our study could provide insightful solutions to enhance CBEC purchase in Thai Nguyen province in particular and in the mountainous areas of Vietnam in general, facilitating the promotion and advancement of CBEC, thus contributing to the digital economy of Vietnam. These signify the practical contribution of the present study.

2. Review of Pertinent Literature, Selection of Theories, and Conceptual Framework

2.1. Purchase Intention on Cross-Border E-commerce

Cross-border e-commerce refers to the buying and selling of goods and services online across national borders, allowing consumers and retailers to interact and conduct transactions internationally through digital platforms (Wistedt, 2024). Cross-border e-commerce enables businesses to reach global markets without the cost and complexity of establishing physical stores

abroad. It often involves adapting websites, language, domains, currencies, payment methods, and compliance with local regulations to meet the expectations of consumers in different countries (Wang et al., 2017). These adaptations help make the online shopping experience smoother, more trustworthy, and convenient for international customers (Wistedt, 2024). Additionally, cross-border e-commerce exposes consumers to a wider variety of products and competitive pricing, while also presenting challenges such as delivery delays, customs procedures, and cultural differences that may influence their purchase decisions (Zhu et al., 2019). In this study, cross-border e-commerce provides the context for understanding how consumers form purchase intentions when shopping internationally, highlighting both the opportunities and complexities of cross-border online shopping.

Purchase intention refers to a consumer's conscious plan or likelihood to buy a specific product or service in the future. It reflects the chance that a consumer will actually make a purchase, shaped by their attitudes, preferences, perceived value of the product, and various psychological and social factors influencing decision-making (Ajzen, 1991). Purchase intention goes beyond mere interest, capturing the internal thought process where consumers weigh potential benefits, risks, and trustworthiness of a product or seller (Xiao et al., 2019). In this study, purchase intention focuses on consumers' decisions to purchase products through CBEC platforms, considering factors that play a role in shaping the consumer's likelihood to buy even before the actual transaction occurs.

2.2. Elaboration Likelihood Model and Herd Behavior Theory

The Elaboration Likelihood Model (ELM), proposed by American psychologists Petty and Cacioppo (1986), explains how people process persuasive messages and how this affects their attitudes and behavior. According to ELM, there are two main ways people can be persuaded: the central path and the peripheral path.

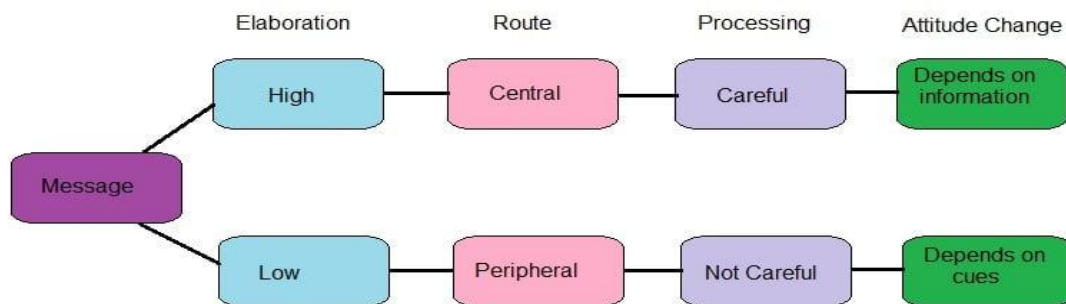


Figure 1: Elaboration Likelihood Model

Source: Petty & Cacioppo (1986)

The central path involves careful thinking, where individuals actively evaluate the quality, relevance, and logic of the information presented. Attitudes formed this way are usually stronger, longer lasting, and more likely to guide behavior. In contrast, the peripheral route relies on simpler and more superficial

cues, such as the credibility or attractiveness of the source, endorsements, or other external signals. Changes in attitude through this route tend to be more temporary and easily influenced. The peripheral route operates when individuals are less motivated.

Herd behavior describes the tendency of individuals to follow the actions or decisions of a group rather than rely solely on their own judgment (Chen et al., 2025). In consumer contexts, especially online, herd behavior becomes particularly visible, as people are influenced by reviews, ratings, and the visible choices of others when making decisions (Schindler & Bickart, 2012). In online shopping environments, herd behavior can strongly shape purchase intentions and product evaluations. Products with high ratings, positive reviews, or “best-seller” labels often

encourage consumers to follow the crowd, relying on the experiences of others rather than conducting their own detailed evaluation (Zhu & Zhang, 2010).

2.3. Conceptual Framework

The research integrates both ELM and Herd Behavior Theory. This study investigates 7 factors that may impact the purchase intention on cross-border e-commerce platforms.

The research model is depicted as follows:

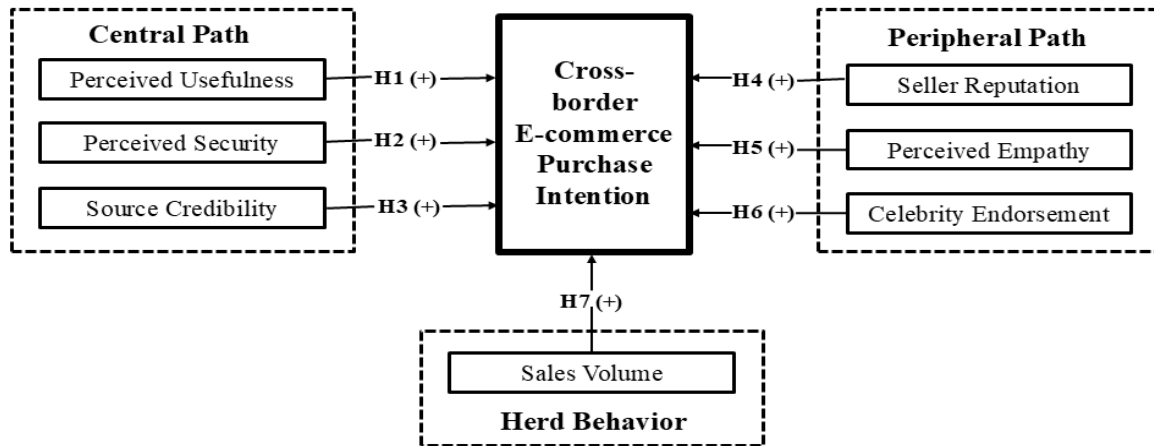


Figure 2: Research model

The study hypotheses are proposed as follows:

Hypothesis 1: Perceived usefulness has a positive effect on buyers’ purchase intention in cross-border e-commerce.

Hypothesis 2: Perceived security has a positive effect on buyers’ purchase intention in cross-border e-commerce.

Hypothesis 3: Source credibility has a positive effect on buyers’ purchase intention in cross-border e-commerce.

Hypothesis 4: Seller reputation has a positive effect on buyers’ purchase intention in cross-border e-commerce.

Hypothesis 5: Perceived empathy has a positive effect on buyers’ purchase intention in cross-border e-commerce.

Hypothesis 6: Celebrity endorsement has a positive effect on buyers’ purchase intention in cross-border e-commerce.

Hypothesis 7: Sales volume has a positive effect on buyers’ purchase intention in cross-border e-commerce.

3. Methodology Approach

3.1. Data Collection, Measurement and Sampling

This study uses a quantitative research approach to examine the factors that influence consumers’ purchase intention on cross-border e-commerce platforms. To gather data, the research applies a structured questionnaire survey. This method is commonly used in consumer behavior studies because it allows researchers to collect a large number of responses in an efficient and consistent way. The questionnaire is developed from measurement items used in previous studies and adjusted to fit the context of cross-border e-commerce. All items are rated on a 5-point Likert

scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

This study adopts measurement from the pertinent literature for study variables. Specifically, the measurement for perceived usefulness is adopted from Venkatesh & Davis (2000) with four items, for example “Buying on CBEC platforms is efficient”. The measurement for perceived security is adopted from Salisbury et al. (2001) with four items, for example “I feel secure providing my personal information on cross-border platforms”. The measurement for source credibility is adopted from Lu & Chen (2021) with four items, for example “I am likely to buy from CBEC platforms that seem credible”. The measurement for seller reputation is adopted from Yu & Han (2021) with four items, for example “The seller is trustworthy”. The measurement for perceived empathy is adopted from Wang et al. (2020) with three items, for example “Reading this review makes me feel as if I am experiencing the reviewer’s emotions”. The measurement for celebrity endorsement is adopted from Yen et al. (2024) with four items, for example “I am likely to buy products recommended by well-known people”. The measurement for sales volume is adopted from Shen et al. (2016) with three items, for example “I buy products because they are listed as “Best Seller” on CBEC”. The measurement for purchase intention is adopted from Wang et al. (2023) with three items, for example “I plan to continue shopping from CBE platforms in the future” on CBEC. Totally, the measurements for all the study variables include 28 measurement items. The detailed measurement is presented in Table 1.

Table 1: Variable Measurement

Variable	Scale Item	
Perceived Usefulness (PU)	PU1	Buying on CBE platforms is efficient.
	PU2	Buying on CBE helps me save time and effort.
	PU3	Cross-border online shopping allows me to efficiently access products I cannot easily find locally.
	PU4	Overall, buying on CBE is useful.
Perceived Security (PS)	PS1	I feel secure providing my personal information on cross-border platforms.
	PS2	These sites provide a secure way to send personal details.
	PS3	I feel totally safe providing my personal and financial information when I shop on cross-border platforms
	PS4	Overall, cross-border e-commerce sites are safe for payments.
Source Credibility (SC)	SC1	I am likely to buy from CBE platforms that seem credible.
	SC2	I plan to purchase if the platform looks reliable.
	SC3	I intend to purchase if the platform provides trustworthy information.
	SC4	I am likely to buy from CBE platforms that seem credible.
Seller Reputation (SR)	SR1	The seller is trustworthy.
	SR2	The products can be listed by rating.
	SR3	Contacting customer service is easy.
	SR4	The product searching is highly accurate
Perceived Empathy (PE)	PE1	Reading this review makes me feel as if I am experiencing the reviewer's emotions.
	PE2	Reading this review makes me feel concerned about the reviewer.
	PE3	Reading this review makes me feel emotionally touched by the reviewer's experience.
Celebrity Endorsement (CE)	CE1	I am likely to buy products recommended by well-known people.
	CE2	I believe that well-known people are knowledgeable about the products they endorse.
	CE3	I am attracted to the image of well-known people in advertisements.
	CE4	Overall, an endorsement from a well-known person makes the product more desirable to me.
Sales Volume (SV)	SV1	I buy products because they are listed as "Best Seller" on CBE.
	SV2	I am influenced when I see many people have already purchased a product (e.g., "100k+ sold").
	SV3	I follow others on CBE to buy products.
Purchase Intention (PI)	PI1	I am willing to make purchases from this CBE platform.
	PI2	I plan to continue shopping from CBE platforms in the future.
	PI3	I would recommend CBE shopping to others.

Source: Authors' summary, 2024

The study uses a convenience sampling technique, which means data are collected from respondents who are easily reachable and willing to participate. The questionnaire is designed using Google Form and shared online through social media and consumer groups that frequently engage in cross-border online shopping in Thai Nguyen province from June to August 2025. The target sample size is determined by following Hair (2011) which suggests that the minimum sample should be at least five times of the number of the measurement items. Therefore, the minimum sample size should be 145 (5 x 29). A total of 300 questionnaires were distributed and 280 valid responses were collected back, resulting in a response rate of 93.33%.

3.2. Data Analysis Techniques

Descriptive statistics were used to assess the demographic characteristics of the sample, exploratory factor analysis (EFA) to evaluate the reliability of the scale, and multiple regression analysis to estimate the

impact of independent variables on the dependent variable. IBM SPSS package version 22.0 was used for data analysis. The significant level was set at 0.05. In this study, we adopted and modified the measurement from the related previous studies (Le et al., 2022; Pham et al., 2025), hence, we chose to follow the pertinent literature using EFA to examine the reliability of the measurement, rather than combining EFA and CFA (Confirmatory Factor Analysis)

4. Results

The survey results show the demographic characteristics of the sample, as presented in Table 2. Specifically, 43.9% of respondents are male and 56.1% are female. Most respondents have a postgraduate degree (39.3%) or a university degree (38.0%). The largest age group is under 30, making up 63.6% of the sample, and the highest proportion of respondents have a monthly income between 5 million and under 10 million VND (46.4%).

Table 2: Demographical Profile of Respondents

Variables	Category	Frequency	Percent
Gender	Male	123	43.9
	Female	157	56.1
Education	High-school	63	22.5
	University/College	107	38.2
	Post-undergraduate	110	39.3
Age	Under 30	178	63.6
	30-40	40	14.3
	41-50	49	17.5
	Above 50	13	4.6
Monthly Income	< 5 million VND	42	15
	5 million - less than 10 million VND	130	46.4
	10 million - 15 million VND	94	33.6
	Above 15 million VND	14	5

Source: Authors' calculation, 2025

The Cronbach's alpha reliability analysis results in Table 3 show that the study has 28 reliable variables belonging to 8 factors to include in the Exploratory Factor Analysis (EFA) to explore the scale structure of

7 independent factor groups, including: Perceived usefulness, Perceived security, Source credibility, Seller reputation, Perceived empathy, Celebrity endorsement, and Sales volume.

Table 3: Cronbach's Alpha

Factor	Proposed items	Cronbach's Alpha	Accepted items
Perceived Usefulness (PU)	4	0.920	4
Perceived Security (PS)	4	0.739	4
Source Credibility (SC)	4	0.924	4
Seller Reputation (SR)	4	0.835	4
Perceived Empathy (PE)	3	0.813	3
Celebrity Endorsement (CE)	4	0.779	4
Sales Volume (SV)	3	0.676	3
Purchase Intention (PI)	3	0.735	3

Source: Authors' calculation, 2025

The EFA results of independent variables are presented in Table 4. Specifically, the KMO coefficient is 0.689 (>0.5), indicating that the independent variables are suitable for exploring the structure of the scales. Furthermore, the Bartlett test has a Sig. coefficient less than 5%, suggesting that the EFA results for the independent variables are statistically

significant. In addition, the EFA factor analysis results show a stopping point at row 7 with an Eigenvalue of 1.514 (>1), indicating that the variables included in the analysis are arranged into 7 factor groups and the total variance extracted is 70.527% (>50%); showing that the variance of the data is explained up to 70.527%.

Table 4: EFA Results of Independent Variables

Item	Component						
	1	2	3	4	5	6	7
PU1	0.910						
PU3	0.892						
PU2	0.887						
PU4	0.877						
SR4		0.826					
SR3		0.810					
SR1		0.804					
SR2		0.799					
SC1			0.915				
SC2			0.914				
SC3			0.901				
CE4				0.799			
CE1				0.784			
CE2				0.752			
CE3				0.705			
PS2					0.780		
PS1					0.757		
PS4					0.707		
PS3					0.701		
PE1						0.852	
PE2						0.842	
PE3						0.838	
SV2							0.815
SV1							0.761
SV3							0.719

KMO = 0.689; Chi-Square of Bartlett's Test = 182.817; Sig. = 0,000

Source: Authors' calculation, 2025

Table 5 summarised the results of the EFA of the dependent variable (Purchase Intention), which shows a KMO value of 0.737 (>0.5), indicating that the KMO value ensures the appropriateness of the exploratory factor analysis and the significance level of the data included in the factor analysis. The Chi-Square statistics of the Bartlett’s test has a value of 3341.882 with a significance level of Sig. = 0.000 (<0.05), indicating that the KMO test results are statistically significant at the 5% significance level.

Table 5: EFA Results of Dependent Variable

Item	Component
PI1	0.814
PI2	0.813
PI3	0.808
KMO = 0.737; Chi-Square of Bartlett’s Test = 3341.882; Sig. = 0,000	

Source: Authors’ calculation, 2025

The correlation analysis results show that the dependent variable (Purchase Intention) has a positive correlation with all the independent variables, with all factors having a Sig. coefficient less than 0.05,

Furthermore, the total variance extracted reached a value of 65.904, indicating that 65.904% of the data variation is explained by one factor, and the extracted scales are accepted. The stopping point for factor extraction is at the first factor with an Eigenvalue of 1.977. In addition, the factor loading coefficients for all component variables are all greater than 0.8, indicating that the component variables under Purchase Intention factor are suitable for inclusion in the data analysis.

ensuring that the correlation between the variables is statistically significant enough to proceed with linear regression analysis. The correlation analysis results are presented in Table 6.

Table 6: Results of Correlation Analysis

		PI	PU	PS	SC	SR	PE	CE	SV
PI	Pearson Correlation	1							
	Sig. (2-tailed)								
	N	280							
PU	Pearson Correlation	0.229**	1						
	Sig. (2-tailed)	0.000							
	N	280	280						
PS	Pearson Correlation	0.386**	0.039	1					
	Sig. (2-tailed)	0.000	0.512						
	N	280	280	280					
SC	Pearson Correlation	0.497**	-0.009	0.230**	1				
	Sig. (2-tailed)	0.000	0.877	0.000					
	N	280	280	280	280				
SR	Pearson Correlation	0.352**	-0.081	0.184**	0.077	1			
	Sig. (2-tailed)	0.000	0.177	0.002	0.197				
	N	280	280	280	280	280			
PE	Pearson Correlation	0.267**	-0.035	0.064	0.004	0.171**	1		
	Sig. (2-tailed)	0.000	0.556	0.283	0.949	0.004			
	N	280	280	280	280	280	280		
CE	Pearson Correlation	0.402**	0.130*	0.196**	0.269**	0.141*	-0.021	1	
	Sig. (2-tailed)	0.000	0.029	0.001	0.000	0.018	0.731		
	N	280	280	280	280	280	280	280	
SV	Pearson Correlation	0.350**	0.184**	0.068	0.099	-0.022	0.161**	0.040	1
	Sig. (2-tailed)	0.000	0.002	0.260	0.099	0.712	0.007	0.503	
	N	280	280	280	280	280	280	280	280

Note: ** denotes correlation is significant at the 0.01 level (2-tailed), * denotes correlation is significant at the 0.05 level (2-tailed).

Source: Authors’ calculation, 2025

The regression analysis results are presented in Table 7. Specifically, all seven dependent variables positively influence CBEC Purchase Intention, including: Perceived Usefulness (PU), Perceived Security (PS), Source Credibility (SC), Seller Reputation (SR), Perceived Empathy (PE), and Celebrity Endorsement (CE), Sales Volume (SV). Furthermore, the R2 value is 0.782, indicating a model fit of 78.2%, meaning that 78.2% of the variation in the intention to purchase on e-commerce platforms is explained by the seven factors: Perceived Usefulness, Perceived Security, Source Credibility, Seller Reputation, Perceived Empathy, Celebrity

Endorsement, and Sales Volume. The ANOVA analysis results show an F-value of 164.142 with a significance level of 0.000 (<0.05). It is confirmed that the combination of the seven independent variables in the model can explain the variation of the dependent variable (Purchase Intention).

In addition, the analysis results show that the VIF coefficients of the independent variables are all less than 10, indicating that the model does not have multicollinearity. Furthermore, the d (Durbin Watson) value = 1.665 is within the acceptable range (approximately 2), indicating that the model does not have first-order serial autocorrelation (Durbin & Watson, 1950).

Moreover, common method bias (CMB) in this study was considered and evaluated using Harman's single factor test. The Harman test results indicate that

the first factor explains less than 50% of the data variation, implying that the problem of common method bias is insignificant in the study.

Table 7: Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)							
PU	-0.340	0.247		-1.377	0.170		
PS	0.089	0.020	0.181	4.527	0.000	0.935	1.069
SC	0.174	0.039	0.183	4.471	0.000	0.901	1.110
SR	0.145	0.017	0.358	8.690	0.000	0.885	1.130
PE	0.157	0.025	0.250	6.169	0.000	0.916	1.091
CE	0.127	0.028	0.184	4.602	0.000	0.937	1.067
SV	0.161	0.033	0.205	4.960	0.000	0.878	1.138
	0.205	0.035	0.237	5.874	0.000	0.925	1.081

R² = 0.782; F = 164.142 (Sig. = 0,000); Durbin Watson = 1.665

Note: Dependent Variable = Purchase Intention (PI)

The regression equation (according to the standardized Beta coefficients) showing the relationship between the independent and dependent variables is presented as follows:

$$\text{Purchase Intention} = -0.340 + 0.181 * \text{Perceived Usefulness} + 0.183 * \text{Perceived Security} + 0.358 * \text{Source Credibility} + 0.250 * \text{Seller Reputation} + 0.184 * \text{Perceived Empathy} + 0.205 * \text{Celebrity Endorsement} + 0.237 * \text{Sales Volume} + E_i$$

From the regression results, source credibility has the greatest impact on the formation of CBEC purchase intention, while perceived usefulness has the smallest influence on such intention, implying that the reliability of information displayed on CBEC platforms is critical when consumer consider purchasing from such platforms, which is in accordance with the previous research (Blanco-Encomienda & Rosillo-Díaz, 2025).

5. Discussion

5.1. Theoretical Contribution

Study findings indicate that sales volume positively predicts CBEC purchase intention, implying that consumers will positively form their purchase intention on CBEC platforms based on the number of previous sales which is shown on the CBEC. This is consistent with the previous studies (Luo et al., 2022; Zhu & Zhang, 2010).

Moreover, research results show that perceived usefulness, perceived security, and source credibility positively impact on CBEC purchase intention, suggesting that central path factors are relevant in forming CBEC purchase intention. These results consolidate the findings in the pertinent literature about purchase intention on e-commerce platforms in general and on CBEC platforms in particular (Blanco-Encomienda & Rosillo-Díaz, 2025; Liu et al., 2023; Weismueller et al., 2020; Zhu et al., 2020).

Study findings also indicate that seller reputation, perceived empathy, and celebrity endorsement positively contribute to CBEC purchase intention, demonstrating that the peripheral path factors are significant determinants of CBEC purchase intention (Huang & Chang, 2019; Weismueller et al., 2020; Zhu et al., 2020). Such findings are in line with the previous related research works in affirming the important roles

Source: Authors' calculation, 2025
of the determinants in predicting CBEC purchase intention.

The present study is innovative in being the first to contextualize the dual paths of ELM into potential determinants, which include perceived usefulness, perceived security, source credibility (central path factors), seller reputation, perceived empathy, celebrity endorsement (peripheral path factors), while combining with conceptualized factor from Herd Behavior Theory – sales volume, and testing the integrated impacts of these factors. These contribute novel academic values to the literature of ELM and Herd Behavior Theory, shedding lights on the research stream on contextualizing the theories into alternative research contexts and uniquely consolidating the validity and applicability of the theories.

5.2. Practical Implications

The study findings indicate that perceived usefulness has a positive impact on purchase intention. Therefore, the government should design active promotional programs to convince that buying on CBEC platforms brings various benefits, creating a more positive impression of CBEC shopping; at the same time, businesses need to develop promotional contents and implement promotional programs so that customers recognize the benefits of buying on CBEC platforms, thereby increasing CBEC purchases. Moreover, research results show that perceived security, source credibility, and seller reputation are positive contributors of customers' purchase intention. Thus, CBEC platforms should pay their special attention to ensure reliability of CBEC shopping, such as continuously enhancing security technological solutions, providing and updating credible information about seller reputation and updates about the products promoted on CBEC platforms. These would help enhance customers' purchase intention, according to the study results.

Furthermore, perceived empathy and celebrity endorsement are found to positively linked to purchase intention. Hence, businesses should mindfully choose suitable and reliable KOLs to experience and promote their products, which could contribute to the enhanced purchase intention on CBEC platforms. Finally, sales

volume could positively lead to purchase intention. Therefore, authentic and clear statistics about sales volume should be clearly shown to convince customers to form their CBEC purchase intention.

For consumers, while perceived usefulness, sales volume, seller reputation, empathy and celebrity endorsements can positively influence the formation of CBEC purchase intention, it is critical to note that source credibility – reliable information provided by sellers and platforms about products advertised and sold on CBEC platforms, and security – the safety of using CBEC – are also crucial. Therefore, consumers of CBEC platforms need to carefully consider and thoroughly research information about the products before making a purchase decision.

For regulatory bodies, appropriate regulations and policies are needed to effectively manage the transactions on CBEC platforms. This will ensure the sustainable development of CBEC in particular and e-commerce in general, positively and sustainably contributing to the development of the digital economy in Vietnam. Specifically, regulations should be developed regarding the provision of product information on CBEC platforms. This information must be truthful, clear, and reliable to help consumers make informed choices and purchases.

6. Conclusions

This study is based on the Elaboration Likelihood Model and the Herd Behavior Theory to build a research model to evaluate the determinants of customers' purchase intention on CBEC platforms in Thai Nguyen province. The results of exploratory factor analysis (EFA) and regression analysis show that there are seven determinants influencing such purchase intention, including: Perceived Usefulness, Perceived Security, Source Credibility, Seller Reputation, Perceived Empathy, Celebrity Endorsement, and Sales Volume. Based on the analysis presented in this study, the government and businesses can develop strategies

to motivate customers' purchase intention on CBEC, further promoting the development of CBEC, which positively contributes to overall digital transformation in commerce and brings diverse benefits to customers, businesses and the Vietnam economy in general.

This study employed cross-sectional design approach with survey as quantitative data collection technique which is limited in providing rich insights about customers' purchase intention on cross-border e-commerce platforms. Future works are encouraged to employ qualitative or mixed-methods research design to further explore such purchase intention, while offering insightful understanding about the mechanism of customer cross-border e-commerce purchase. The settings of this study is limited in Thai Nguyen province, thus providing specific and local insights for CBEC purchase in this area, yet encountering the limitation for generalizing this study findings for multiple areas. Therefore, future research could replicate our study model in different areas or adopt comparative research design across regions, thus validating the generalization of our study. Moreover, convenient sampling is another limitation of our study in the event that CBEC is still non-prevalent in the research settings (Thai Nguyen province), which should be refined in future works using advanced sampling techniques such as random or stratified sampling. Furthermore, this study is based on the theoretical framework of the Elaboration Likelihood Model and the Herd Behavior Theory to develop the research model; therefore, the influential factors proposed and evaluated in this study are limited to the scope of a single study. Future studies may rely on other theories to build more comprehensive research models to assess the influence of other factors on purchase intention on cross-border e-commerce platforms. This will help to build more comprehensive results and assessments of factors that may influence such purchase intention.

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