Online Shopping Behavior and Traditional Retail in Thai Nguyen City

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***Abstract*—This undergraduate thesis studies online shopping and its perceived effects on traditional retail in Thai Nguyen City. The 2026 field survey covers 115 consumers and 55 retail households, for 170 valid questionnaires in total. Among consumers, 57 of 115 reported shopping online two to four times per month. Among the 55 retail households, 39 reported reduced direct customer visits and 38 reported lower revenue in the context of expanding e-commerce. The latter figures reflect respondents' retrospective assessments, not audited sales changes or proof that online shopping alone caused them. The manuscript also records that 31 of 55 households combined in-store and online selling. This English summary draws on the source tables to describe consumer convenience, price comparison, and retailer adaptation while retaining the limitations of a local, self-reported cross-sectional survey.**

***Index Terms*—online shopping, traditional retail, consumer survey, Thai Nguyen, e-commerce**

I. Introduction

E-commerce platforms offer consumers convenience, broad selection, reviews, and frequent promotions, while small physical shops must decide how to respond. The thesis asks how people in Thai Nguyen City shop online and how retail households perceive changes in store visits and sales. It aims to describe local behavior and adaptation rather than to estimate a citywide causal impact. The source distinguishes the consumer survey from the household survey, which is important because the two groups have different denominators [1]. Earlier ICTU undergraduate theses on related topics provide context [5], [6], [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography. Published background sources on the methods and domain of this project provide context for the English summary [2], [3], [4].

II. Methods

The author used questionnaires for 115 consumers and 55 retail households in 2026, described as 170 valid responses. The source tabulates shopping frequency, perceived advantages and drawbacks, changes in store visits and revenue, and use of online channels by retailers. This summary checks counts against tables 3.4 and 3.11–3.12 and avoids combining percentages from the two samples. The thesis does not document probability sampling, audited transaction data, longitudinal measurement, or a comparison city. Respondents' answers are treated as perceptions and recalled behavior [1].

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III. Results

In the consumer table, 57 of 115 respondents reported online shopping two to four times monthly, 32 reported five to seven times, and 15 more than seven times. In the household table, 18 of 55 said visits had fallen substantially and 21 said they had fallen; together these are 39 households, or 70.9%. Sixteen of 55 reported revenue falls above 30%, and 22 reported falls of 10–30%; together these are 38 households, or 69.1%. Thirty-one of 55 households, or 56.4%, reported combining physical and online sales. The source separately notes concerns about product quality and inability to inspect items before buying [1].

IV. Discussion

The survey points to a local market in which consumers use online channels regularly and many retailers perceive pressure on store visits and revenue. However, recollection, selection effects, and contemporaneous economic changes prevent causal attribution to e-commerce. The report's tables and prose sometimes use broad language about impact; the evidence is stronger for reported association and retailer concern. The finding that many households already sell through both channels supports practical recommendations on product information, customer service, and basic digital skills. Future work could compare dated store accounts with platform orders and recruit a documented representative sample [1].

V. Conclusion

The source survey describes frequent online shopping among 115 consumers and perceived customer and revenue declines among many of 55 retail households. It also shows that mixed in-store and online selling was already common. These are useful local descriptive results; measured causal effects and citywide prevalence remain unestablished [1].

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