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Vietnam is one of the fastest growing e-commerce markets in the world. According to the Vietnam E-Commerce Association, the local e-commerce scale will reach 10 billion U.S. dollars in the next five years. Online shopping is becoming more and more popular in Vietnam, especially cross-border online shopping is a favorite way for online shoppers in Vietnam. Data show that in 2015, Vietnam's e-commerce transaction volume soared to 37%, reaching about 4 billion US dollars. In 2016, the size of the e-commerce market in Vietnam increased by 22%. In 2017, the size of the e-commerce market in Vietnam grew by 25% compared to 2016, and it is estimated that this growth will continue from 2018 to 2020. Market experts also predict that the size of the Vietnamese e-commerce market will increase from $1.6 billion in 2016 to $3.7 billion in 2020. ”

In Vietnam, there are 1.3 mobile phones per person, 70% of which are smartphones. It can be seen that many people have a mobile phone number. Most of the young adult use smart phones, 95% of them use mobile phones to search for information, 60% use it to shop. The popularity of the Internet has driven the development of e-commerce.

In addition, in terms of the construction of e-commerce infrastructure, Vietnam has also established more comprehensive regulations and plans in recent years to promote cross-border e-commerce. In terms of gold flow, because most people still like cash on delivery, there are some doubts about online payment. At present, there are competent authorities in Vietnam to promote the plan to help consumers deal with online transaction disputes, and hope that consumers will have the most confidence in e-commerce. In addition, in terms of logistics, what is needed is a more efficient distribution process, and the efficiency of goods distribution to the suburbs should be improved to bring convenience to consumers.

The language and culture of Vietnam are also things that need to be overcome for e-commerce. To enter Vietnam, you need to have Vietnamese-speaking talents in order to communicate the ideas and opinions of e-commerce with consumers. The cultural aspect is “Localization”. The company needs to grasp the consumer's consumption habits and hobbies, in order to truly integrate the local, to gain the trust of consumers, and to cooperate with local companies to promote domestic development and create a more complete e-commerce environment.