

Factors affecting the development of E-commerce platforms in Viet Nam

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ABSTRACT

This research delves into the various factors influencing the development of e-commerce platforms in Vietnam, a rapidly growing market in Southeast Asia. The study identifies and analyzes key determinants such as technological infrastructure, governmental policies, economic conditions, and consumer behavior. Through a comprehensive review of existing literature, coupled with qualitative and quantitative data from industry reports, surveys, and expert interviews, the research highlights the pivotal role of internet penetration, mobile connectivity, and digital payment systems in facilitating e-commerce growth. Furthermore, the impact of regulatory frameworks and incentives provided by the Vietnamese government is examined, revealing both supportive measures and regulatory challenges. Economic factors, including income levels and urbanization rates, are also assessed for their contributions to the e-commerce ecosystem.

Keywords: Commercial, Vietnam e-commerce, shopping online.