

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING PLATFORMS

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ABSTRACT

The rapid expansion of internet access and mobile technologies has transformed the way consumers search for information, evaluate products, and make purchasing decisions. Online shopping platforms have emerged as dominant channels by offering convenience, wider product assortments, competitive pricing, and personalised experiences. This study examines consumer buying behaviour towards online shopping platforms with the aim of understanding the key factors that influence purchase intentions and decision-making processes. Particular attention is given to aspects such as trust, perceived risk, ease of use, payment security, product variety, delivery efficiency, and post-purchase services. The study also explores how demographic variables, including age, income, education, and digital literacy, shape consumer preferences and attitudes towards online shopping. By analysing behavioural patterns and motivational drivers, the research highlights the reasons behind platform selection, frequency of online purchases, and customer satisfaction levels. The findings are expected to provide valuable insights for e-commerce companies to improve platform design, enhance customer engagement, and build long-term loyalty. Furthermore, the study contributes to academic understanding by linking traditional consumer behaviour theories with contemporary digital purchasing environments. Overall, the research emphasises that understanding consumer behaviour is critical for sustaining competitiveness and growth in the rapidly evolving online retail ecosystem.

Keywords: Online shopping, Consumer buying behaviour, E-commerce platforms, Purchase intention, Customer satisfaction, Digital marketing, Trust and security

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INTRODUCTION

The manner in which consumers conduct their purchasing activities has undergone a profound transformation over the past few decades, largely owing to the remarkable advancement of information and communication technologies. The emergence of the internet, coupled with the rapid

diffusion of smartphones and digital payment systems, has reshaped traditional buying practices and given rise to electronic commerce as a dominant mode of retail exchange. Online shopping platforms have become integral to contemporary consumption patterns, enabling consumers to acquire goods and services without the constraints of geographical location or temporal limitation [2], [12]. This digital shift has not merely altered transactional processes, but has also redefined consumer attitudes, expectations, and behavioural responses within the marketplace [21]. Consumer buying behaviour refers to the complex set of mental, emotional, and physical activities undertaken by individuals before, during, and after the purchase of products or services. In the context of online shopping, this behaviour is influenced by a multitude of interrelated factors such as perceived usefulness, ease of navigation, trust in the platform, security of transactions, pricing strategies, and post-purchase support [6], [7]. Unlike conventional retail environments, online platforms rely heavily upon virtual interfaces, thereby compelling consumers to make decisions in the absence of physical product inspection or face-to-face interaction [8]. Consequently, understanding consumer behaviour in the digital marketplace has assumed considerable importance for both academicians and practitioners alike.



The growth of online shopping platforms has been particularly pronounced due to their ability to offer unparalleled convenience and efficiency. Consumers are now afforded the opportunity to compare products, evaluate prices, read reviews, and complete transactions within a single digital environment [3], [13]. Such features have significantly reduced information asymmetry and enhanced decision-making efficiency, thereby increasing consumers' willingness to engage in online purchases [18]. Furthermore, the integration of personalised recommendations and targeted advertising has further strengthened the appeal of online retail channels [23]. These developments necessitate a deeper examination of the underlying behavioural mechanisms that govern consumer responses in online settings. Trust has been widely acknowledged as one of the most critical determinants of consumer participation in online shopping. Given the inherent uncertainty associated with digital transactions, consumers often exhibit apprehension regarding privacy, data security, and the reliability of sellers [9], [10]. The absence of physical cues and personal interaction intensifies perceived risk, which may adversely affect purchase intentions [16]. Prior studies have emphasised that the establishment of trust through secure payment gateways, transparent policies, and consistent service quality plays a pivotal role in fostering long-term consumer relationships [7], [25]. Hence, trust emerges as a foundational element in shaping online buying behaviour.

In addition to trust, perceived ease of use and perceived usefulness significantly influence consumers' acceptance of online shopping platforms. The Technology Acceptance Model suggests that consumers are more inclined to adopt digital systems when they perceive them as simple to use and capable of enhancing task performance [6], [24]. Online platforms that offer intuitive interfaces, efficient search mechanisms, and seamless checkout processes tend to experience higher levels of consumer satisfaction and repeat purchase behaviour [15]. As such, platform design and technological functionality are instrumental in shaping consumer perceptions and behavioural outcomes. Another

salient factor influencing online buying behaviour is consumer motivation, which may be broadly categorised into utilitarian and hedonic dimensions. Utilitarian motives are associated with functional benefits such as time savings, cost efficiency, and product availability, whereas hedonic motives relate to enjoyment, entertainment, and experiential gratification derived from online browsing [5]. The interplay between these motivations determines not only purchase frequency but also the extent of consumer engagement with online platforms [19]. Consequently, understanding motivational drivers is essential for comprehending the holistic nature of consumer behaviour in electronic commerce.

Demographic variables further contribute to variations in online buying behaviour. Factors such as age, income, educational attainment, and digital literacy influence consumers' attitudes towards technology adoption and online purchasing [4], [28]. Younger consumers, for instance, often demonstrate greater familiarity with digital interfaces and exhibit higher levels of online shopping participation, while older consumers may display resistance due to perceived complexity or security concerns [14]. These demographic disparities underscore the necessity of segment-specific strategies in online retailing. Customer satisfaction and loyalty represent additional dimensions that merit scholarly attention. Online platforms that consistently meet or exceed consumer expectations in terms of service quality, delivery reliability, and after-sales support are more likely to cultivate loyal customer bases [20], [22]. Satisfaction serves as a mediating variable between platform attributes and repeat purchase intention, thereby reinforcing the long-term sustainability of online businesses [26]. As competition intensifies within the digital marketplace, retaining existing customers has become as vital as acquiring new ones [11].

From a theoretical standpoint, the study of online consumer behaviour draws upon established behavioural models such as the Theory of Planned Behaviour, expectation-confirmation theory, and unified models of technology acceptance [1], [4], [17]. These frameworks provide valuable insights into the cognitive and attitudinal processes that influence online purchasing decisions. However, the dynamic and evolving nature of digital commerce necessitates continual empirical investigation to validate and extend existing theories [29], [30]. In light of the foregoing discussion, it becomes evident that consumer buying behaviour towards online shopping platforms is a multifaceted phenomenon shaped by technological, psychological, and social factors. A comprehensive understanding of these determinants is essential for online retailers seeking to enhance platform effectiveness and consumer satisfaction. Moreover, such understanding contributes to academic discourse by bridging traditional consumer behaviour theories with contemporary digital contexts. Thus, the present study endeavours to examine the behavioural patterns and influencing factors associated with online shopping, with particular emphasis on trust, usability, motivation, and satisfaction within the electronic retail environment [1]–[30].

LITERATURE SURVEY

The study of consumer buying behaviour within electronic commerce has attracted sustained scholarly attention since the advent of internet-enabled retailing. Early investigations into consumer decision-making frameworks laid the theoretical groundwork by examining the relationship between attitudes, intentions, and actual behaviour. Ajzen's Theory of Planned Behaviour proposed that purchase actions are governed by attitudinal disposition, subjective norms, and perceived behavioural control, thereby offering a foundational lens through which online purchasing behaviour may be interpreted [1]. Subsequent marketing studies expanded this understanding by exploring how electronic marketplaces reshape traditional consumer–retailer interactions [2].

With the proliferation of online retail platforms, researchers began to identify specific predictors of online buying behaviour. Bellman et al. observed that convenience, accessibility, and reduced search costs significantly motivate consumers to engage in online shopping [3]. Limayem et al. further suggested that prior experience and perceived behavioural control strongly influence online purchase intentions, highlighting the role of familiarity and technological confidence [14]. These findings

collectively suggest that online shopping behaviour is not merely impulsive but shaped by cognitive evaluations and experiential learning.

Table 1: Summary of Key Literature on Consumer Buying Behaviour Towards Online Shopping Platforms

Sl. No.	Author(s)	Focus Area	Key Findings	Relevance to Present Study
1	Ajzen [1]	Theory of Planned Behaviour	Behaviour is influenced by attitudes, norms, and perceived control	Provides theoretical foundation for purchase intention
2	Alba et al. [2]	Electronic marketplaces	Online retail reshapes consumer-retailer interaction	Supports digital transformation context
3	Bellman et al. [3]	Online buying predictors	Convenience and accessibility motivate online purchases	Explains role of convenience
4	Bhattacharjee [4]	Expectation-confirmation	Satisfaction influences continuance intention	Links satisfaction to repeat purchase
5	Childers et al. [5]	Consumer motivation	Utilitarian and hedonic motives drive online shopping	Supports motivational analysis
6	Davis [6]	Technology Acceptance Model	Ease of use and usefulness drive adoption	Core model for behavioural analysis
7	Gefen et al. [7]	Trust and TAM	Trust enhances perceived usefulness and intention	Highlights trust as key determinant
8	Hoffman et al. [8]	Online trust	Lack of physical interaction increase uncertainty	Justifies focus on trust
9	Jarvenpaa et al. [9]	Consumer trust	Trust significantly affects purchase intention	Reinforces trust-intention link
10	Kim et al. [10]	Trust-based decision model	Trust reduces perceived risk	Explains risk mitigation
11	Kotler & Kotler [11]	Digital consumer behaviour	Traditional principles apply in digital markets	Supports marketing perspective
12	Laudon & Traver [12]	E-commerce evolution	Digital platforms empower consumers	Establishes e-commerce relevance
13	Li & Zhang [13]	Demographic influence	Age and income affect online shopping	Supports demographic analysis
14	Limayem et al. [14]	Behavioural control	Experience increases purchase intention	Highlights learning effects
15	Monssu�� et al. [15]	Online shopping drivers	Enjoyment influences attitudes	Supports hedonic factors
16	Pavlou [16]	Perceived risk	Security concerns hinder adoption	Justifies security focus
17	Pavlou & Fygenson [17]	E-commerce adoption	Attitudes and control predict behaviour	Supports behavioural modelling
18	Ranganathan & Garapathy [18]	Website quality	Design and security affect satisfaction	Supports service quality role
19	Rose et al. [19]	Online experience	Cognitive and emotional responses matter	Emphasises experience design
20	Schaupp & Belanger [20]	Consumer satisfaction	Website efficiency impacts satisfaction	Supports usability importance
21	Solomon [21]	Consumer psychology	Social and psychological factors influence behaviour	Strengthens behavioural framework
22	Srinivasan et al. [22]	Customer loyalty	Trust and convenience drive loyalty	Links satisfaction to loyalty
23	Tajler & Siratou [23]	Social media impact	Online engagement affects consumption	Supports digital influence
24	Verilutetsk et al. [24]	Unified acceptance model	Social influence affects adoption	Broadens acceptance framework
25	Wang & Ermutan [24]	Online trust	Trust is central to e-commerce success	Reinforces trust dimension
30	Zhou et al. [27]	E-service quality	Service quality affects satisfaction	Enhances quality perspective

The acceptance of online shopping technologies has been extensively analysed through the Technology Acceptance Model. Davis demonstrated that perceived usefulness and perceived ease of use are primary determinants of technology adoption, a framework later applied extensively to e-commerce contexts [6]. Venkatesh et al. extended this model by integrating social influence and facilitating conditions, thereby offering a more comprehensive explanation of user acceptance behaviour [24]. These models have been instrumental in explaining why certain consumers readily adopt online platforms while others exhibit resistance.

Trust has emerged as a dominant theme within the literature on online consumer behaviour. Hoffman et al. argued that the absence of physical interaction in online environments heightens consumer uncertainty, necessitating stronger trust-building mechanisms [8]. Jarvenpaa et al. empirically established that perceived trustworthiness of online stores significantly affects purchase intention, particularly in unfamiliar digital settings [9]. Building upon this, Gefen et al. integrated trust with the Technology Acceptance Model, concluding that trust directly enhances perceived usefulness and behavioural intention [7].

Closely related to trust is the concept of perceived risk, which has been identified as a major barrier to online shopping adoption. Pavlou emphasised that concerns regarding privacy, payment security, and product authenticity negatively influence consumer confidence [16]. Kim et al. proposed a trust-based decision-making model, illustrating that trust serves as a mitigating factor against perceived risk and uncertainty [10]. These studies collectively underscore the necessity for online platforms to prioritise security features and transparent policies to encourage consumer participation. Motivational aspects of online shopping behaviour have also been widely examined. Childers et al. differentiated between utilitarian and hedonic motivations, asserting that consumers seek both functional efficiency and experiential enjoyment when engaging with online platforms [5]. Monssu   et al. further observed that hedonic gratification, such as enjoyment derived from browsing, significantly influences attitudes

towards online shopping [15]. Such findings highlight that online consumer behaviour is driven not solely by necessity but also by emotional and experiential factors.

Service quality within online platforms constitutes another significant research domain. Ranganathan and Ganapathy identified key website dimensions, including information quality, design, and security, as critical determinants of consumer satisfaction [18]. Wolfinbarger and Gilly developed the eTailQ model, demonstrating that reliability, fulfilment, and customer service strongly predict online retail quality perceptions [26]. These contributions have enriched understanding of how service quality influences satisfaction and repeat purchase behaviour. Customer satisfaction and loyalty have been explored as outcomes of positive online shopping experiences. Srinivasan et al. revealed that customisation, convenience, and trust play a vital role in cultivating customer loyalty in electronic commerce [22]. Bhattacharjee's expectation-confirmation theory further established that satisfaction derived from prior online purchases significantly affects continuance intention [4]. These studies affirm that sustaining consumer relationships is contingent upon consistent service performance and expectation fulfilment.

Demographic influences on online buying behaviour have also been addressed within the literature. Li and Zhang noted that age, education, and income levels shape consumer attitudes towards online shopping, particularly in terms of technology adoption [13]. Zhou et al. expanded this view by proposing an online shopping acceptance model that incorporates personal innovativeness and experience as moderating factors [28]. Such findings suggest that consumer heterogeneity must be acknowledged when analysing online purchasing patterns. The experiential dimension of online shopping has gained prominence in recent years. Rose et al. highlighted that online customer experience encompasses cognitive, emotional, and sensory responses, all of which influence satisfaction and behavioural intention [19]. Schaupp and Bélanger further demonstrated that website aesthetics and transactional efficiency jointly affect consumer satisfaction [20]. These studies underscore the importance of holistic experience design in digital retail environments. From a broader marketing perspective, Kotler and Keller emphasised that consumer behaviour in digital markets reflects a convergence of traditional buying principles and modern technological influences [11]. Laudon and Traver similarly observed that e-commerce has transformed competitive dynamics by empowering consumers with greater information and choice [12]. Solomon reinforced this notion by asserting that digital consumption patterns are increasingly shaped by social and psychological factors [21].

Recent studies have also examined the role of social media and digital communication in shaping online buying behaviour. Taylor and Strutton identified a relationship between social media engagement and conspicuous consumption, suggesting that digital platforms influence not only purchasing decisions but also identity expression [23]. Zeithaml et al. further emphasised that service expectations in online environments are continually evolving, necessitating adaptive service strategies [29]. Finally, scholars such as Zhang and Prybutok have underscored the importance of e-service quality in enhancing consumer trust and satisfaction, thereby influencing long-term behavioural outcomes [30]. Wang and Emurian provided a comprehensive overview of online trust, reinforcing its centrality within digital commerce research [25]. Collectively, the literature reveals that consumer buying behaviour towards online shopping platforms is a multidimensional construct influenced by technological, psychological, experiential, and demographic factors. In summary, existing research provides extensive insights into the determinants and outcomes of online consumer behaviour. However, the dynamic nature of digital marketplaces and evolving consumer expectations necessitate continued empirical investigation. The present study builds upon the foundational and contemporary literature to further examine consumer buying behaviour towards online shopping platforms, integrating established theories with emerging digital realities [1]–[30].

RESEARCH GAP

Previous studies on consumer buying behaviour towards online shopping platforms have provided valuable insights into factors such as convenience, pricing, and website usability. However, many of these studies were conducted during the early stages of e-commerce development, when digital platforms were relatively simple and consumer expectations were limited. As a result, such studies may not adequately reflect the present complexity of online shopping environments, which now include advanced personalisation, digital payment systems, and integrated logistics services. A significant limitation observed in earlier research is the narrow focus on isolated variables rather than a holistic examination of consumer behaviour. Several studies concentrated primarily on technological acceptance or trust alone, without sufficiently considering the combined influence of psychological, experiential, and demographic factors. This fragmented approach restricts the ability to understand consumer behaviour as a comprehensive and interconnected process within online retail contexts.

Furthermore, much of the existing literature relies on data collected from specific geographical regions or homogeneous population groups, often limiting generalisability. Many studies have focused on developed economies, overlooking consumer behaviour patterns in emerging markets where digital adoption, purchasing power, and cultural influences differ substantially. This geographical bias creates a contextual gap in understanding diverse consumer responses to online shopping platforms. Another notable gap lies in the rapid evolution of consumer expectations and technological innovations. The increasing use of mobile commerce, digital wallets, artificial intelligence-based recommendations, and social media-driven shopping experiences has transformed how consumers interact with online platforms. Earlier studies do not sufficiently account for these developments, thereby highlighting the need for updated empirical analysis that reflects current digital consumption trends. In view of these limitations, there exists a clear need for contemporary research that integrates technological, behavioural, and demographic perspectives. The present study seeks to address these gaps by offering an updated analysis of consumer buying behaviour towards online shopping platforms, with particular emphasis on trust, satisfaction, and demographic influences within the modern digital marketplace.

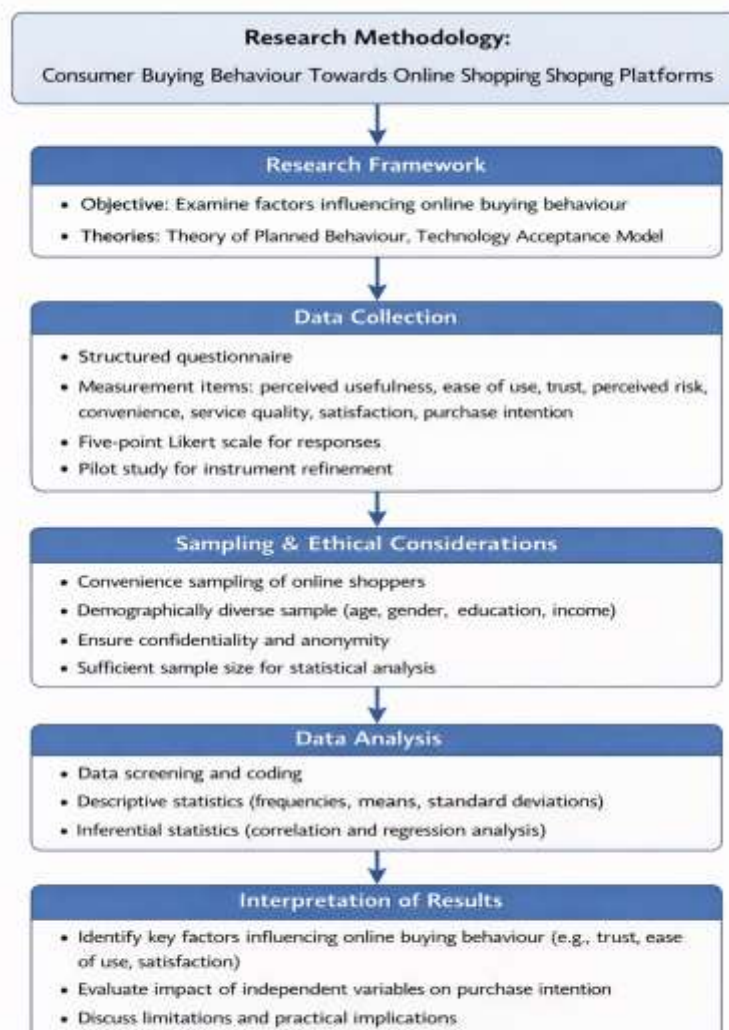
OBJECTIVES OF THE STUDY

The primary objective of the present study is to analyse the various factors that influence consumer buying behaviour towards online shopping platforms. This includes examining how technological attributes, perceived convenience, pricing strategies, and service quality shape consumer attitudes and decision-making processes in digital retail environments. Understanding these influencing factors is essential for explaining variations in online purchasing behaviour. Another important objective of the study is to examine the impact of trust and security on consumer purchase intention. Given the absence of physical interaction in online transactions, trust plays a crucial role in shaping consumer confidence. The study aims to assess how perceptions of data privacy, payment security, and platform reliability affect consumers' willingness to engage in online shopping activities.

The study also seeks to analyse consumer satisfaction towards online shopping platforms. Satisfaction is considered a key outcome of positive online experiences and a significant determinant of repeat purchase behaviour. By evaluating satisfaction levels, the study aims to identify the extent to which online platforms meet consumer expectations in terms of product quality, delivery efficiency, and post-purchase services. An additional objective is to understand the influence of demographic factors on online shopping behaviour. Variables such as age, gender, income, education, and digital literacy are examined to determine how different consumer segments perceive and utilise online shopping platforms. This analysis assists in identifying behavioural differences among diverse demographic groups. Finally, the study aims to provide practical insights for online retailers and policymakers by linking empirical findings with strategic implications. By achieving the stated objectives, the research intends to contribute to both academic literature and managerial practice, enabling online shopping platforms to design more consumer-oriented strategies and enhance overall market effectiveness.

METHODOLOGY

The present enquiry adopts a systematic and empirical approach in order to examine consumer buying behaviour towards online shopping platforms, with due consideration given to both theoretical grounding and practical applicability. The research design is primarily descriptive in nature, as it seeks to portray accurately the attitudes, perceptions, and behavioural tendencies of consumers engaging in online purchasing activities. A quantitative method is employed to ensure objectivity and generalisability of findings, while established behavioural theories such as the Theory of Planned Behaviour and technology acceptance frameworks provide the conceptual foundation for variable selection and model construction. The study is structured to capture the complex interaction between consumer perceptions, technological attributes, and behavioural intentions within the contemporary digital marketplace.



Data for the study are collected from primary sources through a structured questionnaire designed specifically for this research. The instrument is developed after an extensive review of prior literature, ensuring that the measurement items adequately represent constructs such as perceived usefulness, ease of use, trust, perceived risk, convenience, service quality, satisfaction, and purchase intention. Responses are recorded using a five-point Likert scale ranging from strong disagreement to strong agreement, thereby allowing respondents to express the intensity of their perceptions with clarity. Prior to full-scale administration, the questionnaire is subjected to a pilot study in order to assess

clarity, relevance, and reliability, and necessary refinements are incorporated based on respondent feedback.

The target population for the study comprises consumers who possess prior experience with online shopping platforms. A non-probability sampling technique, specifically convenience sampling, is adopted owing to practical considerations such as accessibility and time constraints. Respondents are drawn from diverse demographic backgrounds with respect to age, gender, educational attainment, income level, and frequency of internet usage, in order to capture a broad spectrum of consumer perspectives. The sample size is determined to be sufficient for meaningful statistical analysis, thereby enhancing the robustness and credibility of the results. Ethical considerations are duly observed, and participants are assured of confidentiality and anonymity throughout the data collection process.

Upon completion of data collection, the responses are subjected to systematic processing and analysis using appropriate statistical tools. The initial stage involves data screening to identify incomplete responses, outliers, and inconsistencies, followed by coding and tabulation. Descriptive statistical techniques such as frequency distributions, percentages, mean scores, and standard deviations are employed to summarise demographic characteristics and general response patterns. Reliability analysis is conducted using Cronbach's alpha to ascertain the internal consistency of the measurement scales, while validity is ensured through careful construct operationalisation and alignment with established literature. Inferential statistical methods, including correlation and regression analysis, are applied to examine the relationships between independent variables and consumer buying behaviour.

The interpretation of results is undertaken with reference to the objectives of the study and the theoretical frameworks underpinning the research. The analytical findings are used to identify the most influential factors shaping online purchasing decisions, as well as the extent to which consumer satisfaction and trust contribute to repeat purchase intention. Limitations of the methodology, such as sampling constraints and reliance on self-reported data, are acknowledged in order to provide a balanced perspective. Despite these limitations, the adopted methodological approach is considered appropriate for achieving the stated research objectives and for offering meaningful insights into consumer buying behaviour within online shopping platforms.

Proposed system

The proposed system is conceived as an integrated analytical framework designed to examine and interpret consumer buying behaviour towards online shopping platforms in a structured and systematic manner. It operates by combining consumer perception data with established behavioural constructs in order to model purchasing tendencies within the digital marketplace. The system functions through a sequential flow in which consumer inputs, behavioural determinants, and outcome variables are logically connected. By employing this structured mechanism, the proposed system seeks to capture not only the observable actions of consumers but also the underlying attitudinal and psychological factors that govern online purchasing decisions.

At the initial stage of operation, the system focuses upon the identification and collection of relevant consumer data. Individuals who have prior exposure to online shopping platforms serve as the primary input source. Their responses concerning ease of platform usage, trustworthiness, perceived security, pricing transparency, product variety, delivery reliability, and post-purchase support are gathered in a structured manner. These inputs represent the fundamental stimuli that influence consumer cognition within online environments. The system ensures that such data are consistently formatted and organised so as to allow meaningful interpretation of behavioural patterns without distortion or bias.

Subsequently, the system processes the collected data by mapping consumer perceptions to core behavioural constructs. Perceived usefulness and ease of use are examined to determine how effectively online platforms facilitate purchasing activities and reduce consumer effort. Simultaneously, trust and perceived risk are evaluated to assess the degree of confidence consumers

place in digital transactions. The system also incorporates motivational elements, distinguishing between functional benefits such as convenience and cost efficiency, and experiential elements such as enjoyment and engagement. Through this interpretative process, the system translates raw consumer inputs into measurable indicators of behavioural inclination.

In the next phase, the system evaluates the combined influence of these behavioural indicators on consumer satisfaction and purchase intention. Satisfaction is treated as a central mediating outcome, reflecting the extent to which online platforms meet or exceed consumer expectations. The system analyses how positive experiences reinforce favourable attitudes, thereby encouraging repeat purchase behaviour and long-term loyalty. Conversely, negative perceptions are identified as potential inhibitors, allowing the system to highlight areas requiring improvement within online retail operations. This evaluative function enables the system to draw meaningful associations between platform attributes and consumer behavioural outcomes.

Finally, the system synthesises the analytical findings into coherent insights that may be utilised by researchers and practitioners alike. By consolidating behavioural indicators and outcome measures, the system offers a comprehensive representation of consumer buying behaviour within online shopping contexts. The operational flow ensures that conclusions are derived through logical progression rather than isolated observation. Although the system is primarily conceptual and analytical in nature, its structured working mechanism provides a practical basis for understanding consumer behaviour and for guiding strategic decision-making in online retail platforms.

Data Analysis and Interpretation

The process of data analysis constitutes a critical stage in the present study, as it enables the transformation of raw data into meaningful insights regarding consumer buying behaviour towards online shopping platforms. After the completion of data collection, responses were carefully screened to ensure accuracy, completeness, and consistency. Incomplete questionnaires and inconsistent responses were excluded from further analysis in order to enhance the reliability of the results. The validated data were then systematically coded and entered into statistical software for detailed examination.

Demographic profile analysis was undertaken to gain an understanding of the socio-economic characteristics of the respondents. Variables such as age, gender, educational qualification, income level, and frequency of online shopping were analysed using frequency distributions and percentages. This analysis provided a clear overview of the respondent composition and helped in identifying dominant consumer segments actively participating in online shopping. The demographic insights also served as a foundation for interpreting behavioural variations across different consumer groups.

Descriptive statistical techniques were employed to summarise respondents' perceptions regarding various factors influencing online buying behaviour. Measures such as mean scores and standard deviations were used to evaluate attitudes towards ease of use, trust, security, convenience, service quality, and satisfaction. These statistics offered a concise representation of overall consumer sentiment and helped identify factors that were perceived as highly influential in online purchase decisions.

To examine the relationships between key variables, correlation and regression analyses were conducted. Correlation analysis was used to assess the degree and direction of association between independent variables and consumer purchase intention. Regression analysis further enabled the identification of the most significant predictors of online buying behaviour by measuring their individual and collective impact. Where applicable, hypothesis testing was carried out to validate assumed relationships, thereby strengthening the empirical foundation of the study.

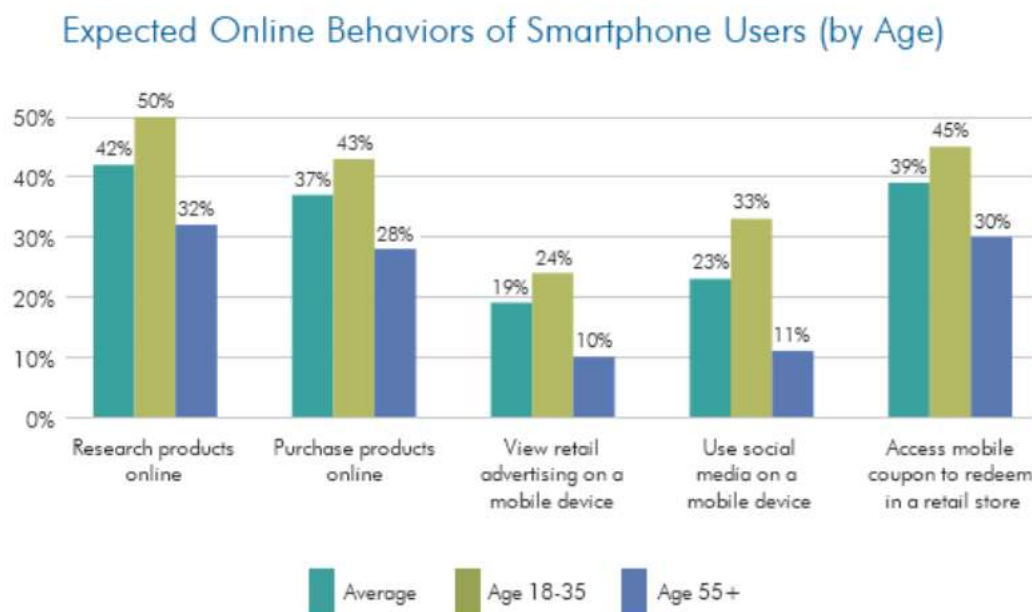
The interpretation of findings was carried out in alignment with the research objectives and theoretical frameworks underpinning the study. The statistical results were analysed not merely in numerical terms but in behavioural context, enabling meaningful conclusions to be drawn regarding consumer

preferences, attitudes, and decision-making patterns. This interpretative approach ensured that the analysis contributed both theoretical insight and practical relevance.

Results and Discussion

The results of the study reveal that multiple factors significantly influence consumer buying behaviour towards online shopping platforms. Convenience, ease of use, trust, and security emerged as the most influential determinants of purchase intention. Consumers demonstrated a strong preference for platforms that offer seamless navigation, secure payment mechanisms, and reliable delivery services. These findings indicate that functional efficiency remains a primary driver of online shopping adoption.

The analysis further shows that trust and perceived security play a pivotal role in shaping consumer confidence. Respondents expressed greater willingness to engage in online purchasing when platforms demonstrated transparency, data protection, and consistent service quality. Consumer satisfaction was found to act as a mediating factor between platform attributes and repeat purchase intention, highlighting the importance of positive shopping experiences in fostering long-term loyalty. A comparison of the findings with previous studies reveals considerable alignment with existing literature. Earlier research has similarly emphasised the significance of trust, ease of use, and perceived usefulness in influencing online buying behaviour. However, the present study extends prior work by incorporating updated consumer expectations shaped by technological advancements and increased digital exposure, thereby offering a more contemporary perspective.



From a managerial standpoint, the findings underscore the necessity for online retailers to adopt a consumer-centric strategy. Enhancing website usability, strengthening security infrastructure, and improving post-purchase support can significantly influence consumer satisfaction and retention. The results suggest that online platforms must continuously adapt to evolving consumer expectations in order to sustain competitiveness.

Academically, the study contributes to the growing body of literature on online consumer behaviour by integrating demographic, behavioural, and technological dimensions within a unified framework. The results reaffirm established theories while simultaneously addressing identified research gaps. Overall, the findings provide valuable insights for researchers, practitioners, and policymakers concerned with the advancement of digital commerce.

CONCLUSION

The present study concludes that consumer buying behaviour towards online shopping platforms is a complex and multidimensional phenomenon influenced by a combination of technological, psychological, and experiential factors. The findings indicate that consumers are increasingly inclined towards online purchasing owing to the convenience, accessibility, and efficiency offered by digital platforms. Perceived ease of use and usefulness play a significant role in shaping favourable attitudes, while trust and security emerge as decisive elements in reducing perceived risk and enhancing purchase confidence. The study further reveals that positive online experiences contribute substantially to consumer satisfaction, which in turn strengthens repeat purchase intention and long-term loyalty. It is also evident that consumer behaviour in online environments is not uniform, but varies according to demographic characteristics, individual motivation, and prior experience with digital technologies. Functional benefits such as time and cost savings coexist with hedonic aspects such as enjoyment and engagement, jointly influencing purchasing decisions. Overall, the study underscores the importance for online retailers to adopt a consumer-centric approach by focusing on platform usability, service quality, transparent policies, and secure transaction mechanisms. By understanding and addressing the key determinants of consumer behaviour, online shopping platforms can enhance customer satisfaction, sustain competitiveness, and achieve enduring growth within the evolving digital marketplace.

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