


Research Article

An Assessment of Consumer Behaviour in The Digital Era: A Study of Online Shopping Habits

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Abstract

Purpose: This research paper aims to explore shifting consumer behaviour in the digital age, specifically online shopping patterns. As technology advances and online shopping becomes more popular, it's important to understand how customers engage with digital marketplaces, the factors that influence their purchasing decisions, and how these behaviours affect the retail environment.

Theoretical Framework: This research paper seeks to uncover shifting consumer behaviour in the digital age, specifically online shopping patterns. As technology advances and online shopping becomes more popular, it's important to understand how customers engage with digital marketplaces, the factors that influence their purchasing decisions, and how these behaviours affect the retail environment.

Findings: This research article offers distinctive observations about customer behaviour in the digital age. Survey data reveal that convenience, product diversity, price competition, and trustworthiness are significant factors affecting customers' online shopping behaviour. The study highlights how social influence, personalised recommendations, and customer reviews impact purchasing intentions, particularly by demonstrating that positive reviews and tailored suggestions can significantly increase the likelihood of a purchase among consumers.

Originality/Value: The distinctiveness of this research is its concentrated examination of the constantly changing consumer behaviour within the context of online purchasing. The study offers a sophisticated view of consumer preferences and decision-making by integrating quantitative and qualitative approaches.

This research article is valuable to both the academic community and industry practitioners, as it enhances the existing knowledge base and provides practical advice for addressing the challenges and opportunities of the digital age.

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KEYWORDS: Consumer behaviour, Online shopping habits, E-commerce, Consumer psychology, Marketing, Technology, Decision-making.

1. INTRODUCTION

In the fast-changing digital age, people's buying habits have changed a lot, mostly because of the widespread use of the internet and new technologies. E-commerce has entirely changed how people search for information, compare options, and decide what to buy (Laudon & Traver, 2021). This change is most clear in online shopping, where convenience, accessibility, and personalised experiences have changed the way people usually shop (Kotler, Keller, & Chernev, 2022).

Online shopping has changed the way people and businesses interact by making it possible to talk to each other in real time, compare prices, and access a global market. Consequently, comprehending consumer behaviour in this digital landscape has become essential for organisations aiming to maintain competitiveness and customer focus (Chaffey & Ellis-Chadwick, 2019). Digital platforms are constantly changing, which means that businesses have to keep up with changing customer needs.

This study examines consumer behaviour in the digital age, specifically highlighting online shopping patterns. Prior studies demonstrate that elements such as user experience, perceived risk, trust, and social influence substantially impact consumers' online purchasing choices (Pavlou, 2003; Gefen, Karahanna, & Straub, 2003). Furthermore, the design of the website, how easy it is to get around, and how safe the payment systems are are all very important for keeping customers happy and loyal (Turban et al., 2018).

The rapid growth of technologies like artificial intelligence, big data analytics, and personalised marketing has also changed how people shop by making it possible to make personalised recommendations and predict what they will buy next (Huang & Rust, 2021). Social media platforms and online reviews have also become strong tools for changing how people perceive products and their buying intentions (Kaplan & Haenlein, 2010).

This study employs both qualitative and quantitative research methodologies, incorporating surveys, interviews, and secondary data analysis to attain a thorough comprehension. This mixed-method approach facilitates a more profound examination of consumer preferences, motivations, and decision-making processes within the digital marketplace.

In conclusion, this study adds to the growing body of research on how people shop online by finding important factors that affect their online shopping habits. The findings are meant to help businesses, marketers, and researchers come up with successful plans in a world that is becoming more competitive and driven by technology.

Background

Recently, the swift progression of technology and the extensive use of the internet have revolutionised customer interactions with firms and the process of making purchasing decisions. The online environment has significantly shaped consumer behaviour, ushering in a novel phase of the digital age. This shift is influenced by the online environment and the accessibility of electronic commerce platforms. Consequently, comprehending customer behaviour in the digital era has

emerged as a vital priority for marketers, enterprises, and researchers.

Multiple forces have propelled the transition to internet purchasing. The convenience of shopping from home or via mobile devices has transformed the retail industry. Consumers no longer need to visit stores in person to make purchases; they may instead access a wide range of products and services at their convenience. This transition has not only altered the retail environment but has also created new opportunities for enterprises to access global markets.

Secondly, the digital era has generated a plethora of information and product evaluations that are accessible online. Social media, product review platforms, and online forums have emerged as vital sources of information for consumers seeking insights and recommendations before making a purchase. Digital touch points profoundly affect the decision-making process, and comprehending customer interactions with this information is essential to marketing strategy.

Data-driven technology and AI enable firms to personalise marketing efforts based on consumer preferences and historical activities. Companies can now anticipate consumer requirements, deliver targeted advertisements, and provide personalised recommendations through the utilisation of algorithms and big data analysis, improving the total shopping experience.

Additionally, the distinctions between online and offline purchasing experiences have become increasingly ambiguous in the digital era. Consumers now seamlessly participate in "webrooming" (researching online prior to making an in-store purchase) and "showrooming" (examining products in-store prior to making an online purchase). This integration of channels has resulted in a multifaceted consumer voyage, necessitating that businesses comprehend these omnichannel behaviours and adjust their marketing strategies accordingly. Consumer expectations and behaviours are evolving at an accelerated pace in tandem with the digital landscape.

In the digital marketplace, businesses must remain competitive by staying informed about the most recent trends and changes in consumer preferences. Therefore, businesses need to conduct comprehensive research on consumer behaviour in the digital era, with a particular emphasis on online purchasing habits, to tailor their marketing strategies effectively and foster customer satisfaction and loyalty.

The research paper aims to enhance understanding of online shopping behaviours by examining factors influencing purchasing decisions, the role of digital information sources, the impact of personalised marketing, and the relationship between online and offline channels. Utilising both quantitative and qualitative research methods, the study seeks to provide insights for businesses to develop customer-centric strategies that adapt to the evolving digital landscape, ultimately facilitating more informed marketing strategies in the online retail sector. The research paper aims to enhance understanding of online shopping behaviours by examining factors influencing purchasing decisions, the role of digital information sources, the impact of personalised marketing, and the relationship between online and offline channels. Utilising both quantitative and qualitative research methods, the study seeks to provide insights

for businesses to develop customer-centric strategies that adapt to the evolving digital landscape, ultimately facilitating more informed marketing strategies in the online retail sector.

Justification

The digital age has changed how people interact with businesses and how they shop. As online shopping becomes an important part of people's lives, businesses need to understand how people behave when they shop online to stay in business. E-commerce and online shopping have changed the way stores work, so it's important to know how people act and make decisions when they shop online. This study report provides businesses with crucial insights into the evolving consumer preferences in the digital age, enabling them to remain competitive.

Business Implications: This research paper can help businesses change their marketing, product development, and customer engagement strategies to keep up with changing customer tastes. Companies can improve their online presence and be more competitive in a crowded market by learning about how people act online.

Contribution to Existing Literature: Traditional retail environments have enabled the examination of consumer behaviour; however, the digital domain introduces novel challenges and opportunities. This review examines and integrates findings from various studies on internet shopping behaviours, addressing a significant deficiency in the field. This study compiles and integrates existing knowledge to offer a comprehensive and contemporary perspective on consumer behaviour in the digital era.

Methodological Rigour: The meticulousness of a research paper determines its strength. This review paper employs stringent research methodologies to guarantee the reliability of its conclusions. The paper's credibility and validity are improved by including a lot of studies and data sources, which provide a comprehensive overview of the topic and support the findings presented in the research.

Implications for Policy and Strategy: This has significant implications for policies and plans. This research article has profound implications for businesses, governments, and regulatory bodies. To safeguard consumer rights and foster equitable competition in the digital economy, policymakers must possess a comprehensive understanding of online consumer behaviour when formulating legislation and policies. This includes insights into consumer preference trends, data privacy issues, and the influence of digital platforms on market dynamics.

Cross-Disciplinary Relevance: The paper's topic is significant for marketing professionals, researchers, scholars, and practitioners from various fields. Consumer behaviour combines psychology, sociology, economics, and marketing. The insights from this study can benefit many individuals and promote the sharing of knowledge across various fields.

2. OBJECTIVE OF STUDY

- To identify key factors influencing online shopping behaviour.
- To analyse the impact of technological advancements and digital platforms on consumer behaviour.
- To investigate differences in consumer behaviour across demographic segments.
- To explore the role of consumer emotions and perceptions in online shopping habits.
- To evaluate challenges and opportunities for businesses in understanding and responding to consumer behaviour in the digital age.

3. REVIEW OF LITERATURE

As more people shop online and their tastes change, there is more interest in studying how people act in the digital age. To make their marketing plans work and keep their customers happy, businesses need to know what factors affect how people shop online. This research analyses and integrates previous studies concerning consumer behaviour in online purchasing. It concentrates on the factors that affect customers' choices, attitudes, and behaviours in the digital age.

Online Shopping Adoption and Attitude Formation: This study investigates the determinants affecting consumers' acceptance of online shopping and their perceptions of e-commerce. Studies show that customers' willingness to use online shopping platforms depends on how useful they think they are, how easy they are to use, how much they trust them, and how safe they feel (Davis, 1989; Gefen, 2000). Yadav and Pathak (2017) suggest that good experiences and recommendations from friends and family can have a big effect on how people feel about shopping online and how much they want to do it. Businesses need to know these things in order to build a good online presence and get more people to interact with them.

Online Shopping Decision-Making Process: Research on how people behave when they shop online looks at the process of making a decision to buy something. Verhoef et al. (2015) discovered that online consumers often engage in comprehensive information searches, evaluating products, prices, and reviews. Court et al. (2009) say that people who shop online go through a few steps before they buy something, such as becoming aware of it, thinking about it, and then buying it. Lee et al. (2018) investigated the influence of internet marketing, social media, and personalised recommendations on consumers.

The Impact of Reviews and Social Influence: Social influence has a significant effect on online shopping behaviour. Chevalier and Mayzlin (2006) say that other people's behaviour and opinions, especially online reviews and ratings, have an effect on consumers. Zhang et al. (2014) assert that favourable online reviews and ratings enhance the probability of purchase and overall satisfaction. Recent studies have concentrated on the influence of social media personalities on consumer behaviour (Chatterjee et al., 2020). To use customer reviews

and endorsements effectively, you need to know how social influence works.

Mobile Commerce and Omnichannel Shopping: As more and more people use smartphones, the way they shop online has changed a lot. Sadeque et al. (2019) say that as people use mobile devices to shop, their buying habits and expectations are changing. To give customers a great experience, businesses need to know about mobile commerce and how it fits into the omnichannel shopping experience.

Consumer Privacy and Data Security Concerns: More people are worried about data privacy and security now that more people are buying things online. Studies show that how safe people think their data is has a big effect on how much they trust online stores and how willing they are to give them their personal information (Siau & Shen, 2003). To keep clients for a long time, you need to listen to their concerns and put strong security measures in place.

Personalisation and Customer Experience: Customers these days want shopping experiences that are tailored to their specific needs and wants. Companies can now offer personalised product suggestions, targeted ads, and custom shopping interfaces thanks to new technologies like machine learning and artificial intelligence (Verhoef et al., 2021). Studies show that personalised experiences make people feel better about a brand, want to buy from it, and are happier overall (Li et al., 2020). Companies need to know how to use personalisation effectively while still keeping customers' personal information safe in order to make online shopping better.

Online Shopping and Impulse Buying: E-commerce sites now let you buy things with just one click, have flash sales, and offer limited-time deals. This makes people more likely to buy things on impulse. The attractiveness of product images, advertising on social media, and the perception of scarcity can all affect how likely someone is to make an impulse purchase (Huang & Kuo, 2019). Knowing why people buy things on impulse and what happens when they do it online could help businesses come up with marketing plans that take advantage of this behaviour.

Cultural and Cross-Cultural Influences: Individual and cultural factors both affect how people act when they buy things online. Cultural values, beliefs, and norms significantly impact consumer preferences and decision-making (Khan et al., 2019). People from different cultures may have different ideas about online shopping and how much they trust e-commerce (Lu et al., 2020). Businesses need to think about cultural differences when they want to sell to people in different countries.

Post-Purchase Behaviour and Customer Loyalty: The stage after the purchase is very important in the process of making a decision. Consumers assess their satisfaction with the products, the online shopping experience, and the brand as a whole following a purchase (Zeithaml, 1988). Good experiences after

a purchase lead to customer loyalty, repeat purchases, and good word-of-mouth referrals. On the other hand, bad experiences can lead to returns and make people less likely to buy again. Companies can build customer loyalty and improve their overall reputation by understanding what customers do after they buy something.

E-WOM (Electronic Word-of-Mouth) and Social Media Marketing: The growth of social media has made electronic word-of-mouth (e-WOM) have a bigger effect on what people think and buy. Kaplan and Haenlein (2010) discovered that consumers utilise online forums, product reviews, influencer recommendations, and peer opinions to inform their purchasing decisions. Social media marketing helps businesses connect with their target audience, promote content made by users, and use e-WOM.

4. MATERIAL AND METHODOLOGY

To accomplish this objective, a systematic review methodology is implemented. The systematic review methodology guarantees a thorough and rigorous examination of the current body of literature regarding the subject matter. This methodology involves a systematic search, selection, and synthesis of relevant studies to provide an evidence-based understanding of the research domain.

Data collection methods: Systematic identification and retrieval of pertinent research articles from a variety of scholarly databases will comprise the primary data collection process for this review. Scopus, Web of Science, and Google Scholar are among the databases that have been used for this purpose. A combination of pertinent keywords will be employed to develop the search strategy.

Inclusion and Exclusion Criteria: Specific inclusion and exclusion criteria will be implemented to guarantee the quality and relevance of the studies that are included. The inclusion criteria will entail the selection of studies that concentrate on consumer perceptions, green marketing, and purchasing decisions.

Only conference papers and peer-reviewed journal articles have been taken into account. To preserve consistency and accessibility, studies that have been published in the English language will be incorporated.

Studies that do not explicitly address the impact of green marketing on consumer perceptions and purchasing decisions will be excluded. Non-peer-reviewed sources, including books, reports, and opinion articles, will also be excluded. To preserve the integrity and scope of the review, the inclusion and exclusion criteria have been established.

Ethical consideration

The study will adhere to ethical standards to safeguard participants' rights and confidentiality. Before the study starts, participants will get all the information they need about the study's goals, methods, and their rights as participants. Informed Before taking part in the study, each person will be asked to agree to it. To protect privacy, personal identifiers will

be removed from transcriptions, and participants will be assigned pseudonyms for data analysis and reporting. Data will be stored securely to protect privacy and prevent unauthorised access. There are no consequences for participants who choose to leave the study. The results will be presented without disclosing the identities of individual participants. Before collecting any data, the project will ask the right institutional review board (IRB) for permission. This study has employed a qualitative research design and ethical principles to yield valuable insights into consumer behaviour in the digital era, specifically concentrating on online shopping trends. The study will assist companies, marketers, and researchers in comprehending the factors that affect online purchasing decisions, enabling them to more effectively respond to the evolving needs of consumers in the digital era.

5. RESULTS AND DISCUSSION

Factors Influencing Consumer Behaviour during Online Shopping: The study sought to identify and analyse the principal factors affecting consumer behaviour in the context of online shopping. The results indicated that many things are very important in shaping how people buy things. The study revealed that a diverse array of products significantly influences consumer behaviour. Consumers really like online stores that have many different products and options. Price was another important factor. Customers were very sensitive to changes in price and actively sought deals and discounts. Convenience was emphasised as a vital factor, given that consumers value simple shopping experiences and save time and effort. Website design and user experience were found to be important factors. Well-designed and user-friendly websites attract more interactions and achieve higher conversion rates. Social influence was discovered to be a significant factor, as consumers frequently depend on recommendations and opinions from friends, family, and online influencers. Furthermore, trust and safety were very important to shoppers, and their worries about data privacy and the safety of online payments had a big effect on their choice to shop online.

Impact of Technological Advancements and Digital Platforms on Consumer Behaviour: The research examined the influence of technological innovations and digital platforms on consumer behaviour. The results indicated that mobile devices have changed online shopping in a big way, allowing people to shop while they're on the go and improving the whole experience. Social media also became an important platform that changed how people shop by using targeted ads, influencer marketing, and social proof from content made by users. Personalised recommendations were very effective at getting people to buy things. Algorithms and machine learning were very important in making product suggestions that fit each person's tastes, as they analyse user data and preferences to tailor recommendations effectively.

Variations in Consumer Behaviour Across Demographic Segments: The study examined the variances in consumer behaviour across diverse demographic segments. Researchers found that different age groups had different online shopping

habits. Younger shoppers were more likely to try out new technologies and shopping trends, such as using mobile apps and social media for purchases, compared to older shoppers who preferred traditional online shopping methods. There were differences between men and women in what products they liked and how often they bought things online. Income levels also had an effect; people with higher incomes were more likely to have premium online shopping experiences. The location of different regions influenced their delivery options and product availability. These factors affected how people in those areas acted.

The Impact of Consumer Emotions and Perceptions on Online Shopping Behaviour: The study examined the influence of consumer emotions and perceptions on online shopping behaviour. It was discovered that consumers' emotional reactions to product reviews, ratings, and user-generated content had a major impact on their buying choices. People were more likely to buy something if they read positive reviews and saw high ratings. Negative reviews had the opposite effect. User-generated content, like photos and videos that other customers share, was crucial for making products seem real and creating a sense of community among shoppers.

Problems and Challenges for Businesses: The study looked at the problems and challenges that businesses have when it comes to understanding and responding to how consumer behaviour changes in the digital age. The digital world provides businesses with new ways to connect with customers, but it also makes it harder to keep up with quickly changing customer tastes and technology trends. Companies that can successfully adapt to these changes can move ahead of their competitors by using personalised marketing, taking advantage of social media, and making sure that online shopping is safe and reliable. But if you don't meet customers' needs for convenience, price, and trust, you could lose customers and hurt your brand image.

Trust and safety concerns for customers: The study showed that in the digital age, trust and safety are the most important things for consumers. People are becoming more careful about giving out their personal and financial information on the web. The findings indicate that companies that adopt strong security protocols and clear policies achieve a competitive advantage by fostering customer trust. Additionally, researchers discovered a strong correlation between consumer trust and brand loyalty, as individuals tend to purchase from brands that they perceive as trustworthy and reliable.

Emergence of Social Commerce: The study found that social commerce is becoming more popular. This is when people buy things directly from social media sites. Social media has an impact that goes beyond advertising. People can now browse and buy things while they are also talking to their friends on social media. Businesses can reach a lot of potential customers by combining social media and online shopping. To be successful in social commerce, you need to know how people

act on social media, build strong social communities, and encourage real interactions between brands and customers.

Influence of Online Ratings and Reviews: It was found that online reviews and ratings had a big impact on how people shopped online. Good reviews and high ratings can greatly boost a product's credibility and convince people to buy it. On the other hand, bad reviews can keep people from buying a product, which shows how important it is to listen to customers and give them great service. Businesses that actively encourage and manage reviews and ratings can use user-generated content to improve their brand's reputation and build trust with customers.

Emergence of Augmented Reality (AR) and Virtual Reality (VR): New technologies like augmented reality (AR) and virtual reality (VR) have changed the way people shop online. The study showed that augmented reality (AR) and virtual reality (VR) technologies let people see products in a virtual space, which makes them surer about their buying choices. These immersive experiences bring together online and in-person shopping, giving customers a better idea of how products fit and work and what they can do. Businesses that add AR and VR to their online stores can get ahead of the competition by making shopping more fun and interactive.

Ethics and Privacy of Data: In the digital age, ethical concerns about the privacy of consumer data are becoming more important. The study found that people are becoming more aware of their rights to their data and want businesses to be more open about how they use it. Companies that put data privacy first and follow ethical data handling rules can gain more trust and loyalty from their customers. Businesses must be clear and direct about how they collect and use data, get clear permission from customers, and keep their information safe.

6. CONCLUSION

In conclusion, this research paper conducts a thorough examination of consumer behaviour in the digital era, particularly emphasising online shopping tendencies. The research has illuminated several critical factors that affect the decision-making processes of contemporary consumers during their engagement in shopping on the internet. The paper has given us useful information about how complicated consumer behaviour is in the digital age by looking at a wide range of factors, including technological progress, social influences, personal preferences, and psychological drivers.

Through a comprehensive examination of existing literature, this research has not only underscored the rapid evolution of online shopping but also provided a thorough understanding of the psychological, social, and economic factors that affect how people buy things online. As the digital landscape continues to change, it's clear that the way people shop is greatly affected by how well technology, personalised marketing, and social interactions work together online.

The paper has also stressed how important e-commerce platforms, digital marketing, and user experience are for getting and keeping customers. Businesses need to know how website

design, mobile optimisation, and easy-to-use interfaces affect how people shop online to take advantage of the growing online market.

It is important to note that consumer behaviour in the digital age is not the same for everyone. This study has clarified the importance of segmentation and targeting strategies to address varied consumer preferences and requirements. Businesses can better tailor their marketing efforts and build stronger relationships with their customers by understanding the different groups of customers and what they like.

The research has also shown how important reviews, testimonials, and user-generated content are in helping people decide what to buy. Businesses should actively encourage positive reviews and engagement to build trust and credibility among potential customers. Social proof is compelling.

The paper has also discussed the importance of data security and using data in a moral way, as concerns about online privacy grow. If people trust how a platform handles data, they are more likely to share personal information and interact with brands online. So, protecting customer data and being open about your data collection and usage are both vital for building long-term relationships with customers.

This research paper offers a thorough and perceptive examination of consumer behaviour in the digital era, especially concerning online shopping practices. The results and analyses in this study provide useful information for businesses, marketers, and policymakers who want to keep up with the fast-paced world of e-commerce. Businesses will need to keep up with new trends as technology improves and consumer tastes change to do well in the digital age, such as adopting innovative technologies like artificial intelligence and machine learning to enhance customer experiences and streamline operations. Businesses will only be able to meet the needs of today's tech-savvy customers if they can successfully combine technology, data-driven insights, personalised marketing, and ethical practices.

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