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Factors Influencing Behavioral Intention of Buying and Consumer Patronage towards Online Shopping Portals: An Empirical Study

Article History:

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Abstract: The e-commerce has been growing at a very high rate and this has changed how consumers purchase services and goods. The concept of online shopping portals, including Amazon, Flipkart, and Myntra, have gained a deeper role in the everyday routine of consumers as a way of providing convenience, diversity, and affordability. Consumers are shifting towards digital platforms more because of time-saving advantages, competitive pricing and personalized experiences. Meanwhile, fraud online, quality of products and operations of logistics remain the problems that impact consumer trust and loyalty. Knowledge of the behavioral intention of purchase and the forces that determine consumer patronage is important in enabling online retailers to develop strategic plans. Nevertheless, there are various psychological, technological and socio-economic factors that also affect consumer behavior in the online setting. The article discusses elements of behavioral intention to purchase and consumer patronage towards online shopping portals. The determining factors are perceived usefulness, ease of use, trust, web design, security, cost, product assortment, customer support and social effect. The demographic and cultural factors affecting the consumer preferences are also discussed in the article. The results indicate that trust, convenience, and perceived value dominate the purchase intentions and purchase loyalty. E-commerce portals are recommended on how to enhance consumer interaction and create long term patronage.

Keywords: Online Shopping, Consumer Behavior, Purchase Intention, Patronage, E-commerce, Trust and Digital Marketing.

INTRODUCTION

E-commerce has changed the world of shopping as there

has been a paradigm shift in the retail industry. Online shopping portals have transformed the nature of buying

behavior in India and most other developing economies in terms of accessibility, variety of products, and convenience as never before. The behavior intention is the probability of a consumer to make a purchase, whereas patronage is the repeated use and commitment to a platform. They both depend on technological (easy to use, quality of the site), psychological (trust, risk perception) and socio-economic (income, demographics) factors. This article explores these determinants in-depth and provides the information on how to enhance consumer experiences.

Factors Influencing Behavioral Intention of Buying

1. Perceived Usefulness and Ease of Use: Two of the most important determinants of customer adoption of digital platforms include perceived usefulness and ease of use. A useful site or mobile application is one that will enable customers to achieve their shopping objectives effectively, e.g. locate products, provide alternatives, and transact business with minimum hassles. This is complemented by ease of use which makes the navigation, search filters, payment process and tracking of orders easy and user friendly. Clients will not use a platform that takes a number of steps or specific technical skills to perform simple actions. Once a platform proves to be useful and easy to use, it does not only enhance customer satisfaction, but it also provides a strong loyalty and repeat usage. Additionally, applications that incorporate intelligent technologies like customized content, chatbots powered by AI, and one-tap payment also increase perceived usefulness. The ease of use is a very important distinguishing factor in the current competitive market where more than one platform is competing to get the attention of users. Clients will leave services that disappoint them or consume too much of their time. Therefore, the smooth design, responsive systems, and unbroken performance allow establishing the environment where perceived usefulness and usability become directly proportional to the adoption and retention rates.

2. Trust and Security: Online shopping acts are important due to the trust and security that customers have to place as they must provide sensitive personal and financial details when making their purchases. Attractive platforms will not be able to help to transform potential buyers without a sense of strong security. Reliable service, open-line communication, and respect of the rights of the customers contribute to trust, whereas technical security includes encryption, payment gateways, and policies of the protection of the data. Trust deficiency usually leads to shopping cart abandonment, decreased frequency of purchases or the customers moving to competition with stronger security guarantees. In a platform that transparently shares their privacy terms, has security certifications and the site provides safe methods of payment, an atmosphere of trust is created to encourage shopping. Moreover, the credibility of the customers is strengthened with the regularity of delivery performance, quality assurance, and active dispute resolution system. Positive reviews and word of

the mouth also help in improving the trust, since customers tend to use the experiences of their peers in understanding the credibility of the platform. In the era when cybercrime and data breaches become the topical issues, a powerful adherence to cyber security is not only a technical solution but a sales benefit. Finally, trust and security platforms will attract customer confidence and turn it into increased sales, customer loyalty, and sustainability.

3. Price and Value Perception: Price and value perception are some of the determinants of customer preferences in e-commerce. The customers are always comparing the price paid on a product to be proportional to the perceived value of the product in terms of quality, utility and the overall benefit of the product. Competitive pricing will bring first-time customers but value perception is the one which keeps customers loyal. The transparent pricing, discounts, and loyalty schemes provided by the platforms form the positive perception of affordability. Nevertheless, the low prices themselves are not enough when the customers feel that they are being compromised in terms of quality. Rather, the websites that balance well in terms of cost and value shine in a competitive market. Price comparison software, extensive product explanation, and authentic customer feedbacks help consumers assess the value of a product in terms of whether it is worth the money. In addition, other value aspects of speedy delivery, warranty, and flexibility to refund are additional aspects to the customers. Perception is also affected by psychological pricing measures, including limited time offer and bundling. Finally, websites that emphasize not only price but also the value portray a better capacity to hold on to the customers. With the changing needs of consumers, companies should not just use discounts as a tool to highlight the difference and trustworthiness of their products, so that the client must feel the true values in each purchase.

4. Website Design and User Interface: The design of websites and user interface (UI) are vital factors that dictate the first impression and general experience of a customer on an e-commerce platform. The design should be clean and well-presented to appeal to the visual aspect of the user and should be based on the expectation of their users by making them more engaged and less likely to abandon the site. The interface should be user-friendly so the customers can easily search the site and filter the products, compare them, and go through the checkout processes without any unrelated complexity. Factors like categorically arranged products, responsive designs, and loading pages in seconds are factors that make positive user experiences. On the contrary, chaotic designs, dead links, or non-coherent navigation discourages the customers and discourages buying. Moreover, the aspect of visual attraction contributes to the establishment of trust and professionalism since users tend to attach the legitimacy and credibility attributes to websites that are well-designed. Mobile compatibility would also be essential considering the increased number of customers making purchases through smart phones. The usability

and convenience are enhanced by such features as speedy product image loading, easy checkout, and personalized recommendations. A good UI design captures the customers and even elevates the rate of conversion by simplifying the shopping experience of the customers. Thus, companies that incorporate the user-oriented design principles have a competitive advantage since they turn casual browsers to loyal customers.

5. Product Variety and Availability: One of the greatest incentives in the minds of customers to use an e-commerce platform is the variety of products and their availability. Customers like shopping platforms where they have extensive selections of goods in different categories as it allows them to fulfill several needs in one location. Diverse product mixture will lead to customer satisfaction by offering a variation in terms of size, color, features, and price. Customers will tend to make purchases and to revisit the company in future when they feel like they have choices. Availability is also very important one, items that are out of stock can lead to frustrations, diminished trust and in most cases to the competition. Reliability and customer confidence is enhanced by platforms that keep effective inventory management systems and updated real time stock. Moreover, offering niche products, collections, or localized will help distinguish one platform to another. The availability of products seasonally, speed of restocking and proper information about products is also important in maintaining customer involvement. The current digital market environment has seen the level of customer diversification grow as well as the immediate response to their demands. The expectations can be successfully addressed through the platforms that combine supply chain efficiency with a variety of offerings. Therefore, platform reliability, competitiveness, and long-term customer loyalty perceptions can be attributed to product variety and availability, among others.

6. Social Influence and Reviews: The digital market place has an influential role in determining the purchasing behavior due to social influence and customer reviews. Customers tend to be influenced by opinions and experiences of fellow customers before making their purchase decisions especially where they are not in a position to touch the products. A good review and rating give the perception of credibility and bad review makes people become suspicious and avoid purchasing the product. It is not only the formal reviews that can be considered as social influence because suggestions made by friends, influencers, and communities in social media can also affect customer selection. Installations which incorporate user-created content, including pictures and reviews, enhance credibility and genuineness. The social proof has been enhanced by the phenomenon of electronic word-of-mouth (e-WOM), and now the reviews can be considered one of the most effective marketing instruments. There is a growing demand of customers to be transparent, and any platform that filters or doctors reviews will end up tarnishing their reputation. Besides, the provision of

confirmed purchase tags also guarantees credibility of reviews. On top of buying, feedback has a lasting effect on the loyalty of the platform because customers like a place to express feedback and have it responded to. The presence of social sharing features will also prompt customers to market their purchases, which will extend to people naturally. Finally, social influence and reviews become virtual word-of-mouth, shaping the customer perception and making a great impact on the conversion of competition in the e-commerce market.

7. Customer Service and Logistics

Basic pillars of the successful e-commerce experience are customer service and logistics. Good customer service is important in making sure that the buyers are supported throughout the purchase process, and after purchasing. The rapid response time, understanding communication, and providing various sources of support (chat, email, phone, etc.) make customers satisfied. Trust and loyalty are also increased through robust after sales services, such as provision of help in returns, refunds and complaints. The other one is logistics, which is the support of the fulfillment of the promises of the platform. The customers demand proper timetables of delivery, real-time tracking, and safe transportation of goods. Late deliveries, spoiled goods, or difficult returns may cause serious consequences on the perception of customers despite the quality of products. Platforms that invest in effective supply chain management, quality delivery partners and versatile ideas of return policies have an upper hand. Also, new technologies, including same-day delivery, click-and-collect, and sustainable packaging, are desired to meet the new customer trends. Customer service and logistics, respectively, are combined to provide the general reliability and convenience that customers desire in online shopping. When performed well, they are able to solve problems in addition to turning possible dissatisfaction into loyalty through care and accountability.

FACTORS INFLUENCING CONSUMER PATRONAGE

1. Satisfaction and Experience: In e-commerce, long-term loyalty is all about customer satisfaction and experience. Satisfaction can result when the expectation of the customer in terms of quality of the product, service and delivery are achieved or surpassed. Good experiences lead to repeat buying, brand promotion and sustained interaction. Experience involves all the encounters of the customer with the platform such as ease of navigation, customer service responsiveness, smooth check out and after sales support. The platforms of quality and stable, stable and satisfying experiences help build an image of confidence and emotional safety, which will make customers prefer them to other competitors. Moreover, satisfaction is also determined by perception of value, punctuality of shipments, and precision of product descriptions. An entertaining shopping experience, coupled with the hassle-free operations, adds a lot of value to the experience.

Feedbacks like reviews and surveys enable business to know the points of pain and improve service continuously. Individualized advice and active communication through measures also contribute more to perceived satisfaction. Simply put, not only are satisfaction and experience the end-products of effective functioning, but also the means of retention and the distinguishing factor in highly competitive markets. The platforms that invest in the knowledge and development of customer experience an increase in the conversion rate, loyalty, and long-term growth.

2. Brand Image and Reputation: Customer trust and intent to purchase are highly dependent on brand image and reputation. Customers are confident in a brand that has a positive image, which is developed through the same quality, ethical practices, and effective communication. The reputation is a product of the way a brand is viewed in the market, which is normally affected by previous experiences, word of mouth and PR activities. A strong brand image will also guarantee the reliability and authenticity of the product in e-commerce where physical contact with the product is not present. Sites that have a familiar logo, recurring messages and are associated with high standards of services are likely to secure repeat customers and fetch a high price. The opposite is also true as bad impressions caused by bad service or breach of security or lapses in quality may send away potential customers and harm the viability in the long run. Reputation is also connected to social proof; clients tend to use online reviews, influencer promotion, and peer suggestions to confirm brand credibility. Good brand equity enables companies to be able to differentiate themselves, create loyalty and perceived risk is minimized. It is important to invest in the brand building, transparency; ethical business practices because the positive brand image will be converted to the customer trust, increased level of engagement and the stable position on the market.

3. Personalization and Customization: Individualization and customization are now vital in the customer engagement and satisfaction in e-commerce. Personalization is a recommendation, promotion, and communication that is developed according to the preferences, past purchases, and browsing history of a customer. Customization enables the client to make alterations to products or services to suit his or her special needs, leading to a perceived value and ownership. Both strategies develop the feeling of personalized service, raising the emotional attachments and loyalty. Using AI and data analytics, the e-commerce platform can provide specific offers, offer complementary products, and increase the efficiency of the shopping process. Individual experiences lessen decision fatigue, shape the decision made when purchasing, and make the interactions more suitable and enjoyable. The personalization (choice of product, packaging, and delivery methods, etc.) provides additional power to the customer and delivers a competitive advantage to platforms over generic rivals. A good personalization also encourages a continued

interaction because the customers feel that they are taken care of and appreciated. Nevertheless, companies should strike a balance between personalization and privacy and make data gathering open and safe. When personalization and customization strategies are effectively incorporated in platforms, one is likely to achieve higher conversion rates, augmented average order, and emotional attachment, which eventually translates into competitive edge and client retention.

4. Switching Costs: The switching costs are the perceived obstacles or irritation experienced by a customer in switching to a different platform or brand. The costs may be financial, e.g., cancellation fees or non-refundable subscriptions; procedure, e.g., the hassle of switching accounts or preferences; or psychological, e.g., the inconvenience of learning a new platform. Increased switching cost can deter turnover of customers who may develop loyalty despite improved prices or services of other competitors. In e-commerce, websites can raise switching costs through the use of loyalty programs, subscriptions, built-in payment systems, or custom experiences not easily duplicated elsewhere. On the other hand, they have low switching costs hence this makes the market very competitive where customers can easily change to other platforms that are slightly better in value. Switches costs are important in understanding the retention strategies, which could be used to strengthen customer relationships without losing customers. Nonetheless, the switching costs may be too high risking irritation of the users, as well as spoiling of the brand name. Thus, it is necessary to strike the balance between convenience and the motivation that will promote retention without any attempts of compulsion. The platforms that efficiently control the switching costs can achieve long-term involvement, decrease churn, and increase lifetime customer value.

5. Emotional Connection: Emotional connection is the psychological attachment and warm feelings that a customer has developed with a brand or a platform. In addition to the value created by functionality, e.g. price or convenience, there is emotional commitment that creates loyalty, recommendation and frequent interactions. The customers tend to stick to the brands which elicit satisfaction, nostalgia, trust or aspiration values. The formation of strong emotional bonds is caused by storytelling, brand personality, social responsibility programs, and personalized experiences. Emotional attachment can be generated in e-commerce through memorable experiences, responsive customer services, smooth user interfaces and quality, platforms. The emotional connections are also reinforced with the help of engaging content, social interaction and community-building features. Emotional associations are important since they diminish the price sensing, tolerance to minor failure of services and advocacy through social sharing and word-of-mouth. Brands which are able to develop emotional appeal stand out of the competition and build loyalty. Combining emotional approach with functional performance, platforms are able to establish strong customer relationships that

cannot be affected by market changes or competitive pressure and eventually lead to business development and customer retention in the long-term perspective.

Challenges for Online Shopping Portals

1. Cyber security Risks: The threat of cyber security is one of the most significant concerns within the e-commerce industry since the websites receive a plethora of sensitive customer data such as personal information, financial records, and transaction history. Phishing, malware, attacks, and data breaches are only a few of the threats that can affect this information resulting in the loss of money, identity theft, and a damaged reputation. The capability of a platform to protect the data of customers is very important to their trust. Social media channels that do not have effective security measures in place are facing risks of not only losing its existing customers, but also regulatory fines and a damaged reputation in the long-term. Encryption, secure payment gateways, multi factor authentication, continuous monitoring, and system updates are some of the effective measures of cyber security. Platforms should also teach its users safe measures, including using strong passwords and hovering over suspicious links. Moreover, honesty in terms of security policy and breach response builds customer trust. The threat of cyber attack is also dynamic, therefore, it is essential to be proactive and flexible in ensuring a well-developed cyber security strategy. By focusing on cyber security, businesses gain not only an advantage over their competitors by ensuring that the users are safe but also earn a competitive edge because customers are more likely to choose platforms that prove to be reliable, secure and responsible. Underestimates of these risks would cause operational disruption, loss of money and consumer confidence and all these could substantially affect the performance of the market.

2. Logistics Issues: The subject of logistics is a highly significant concern in the context of e-commerce and this has influenced the aspect of timely delivery, product quality and customer satisfaction. Effective logistics include inventory control, warehousing, transportation and last mile delivery. Customers can become frustrated with delays, misrouted shipments, damaged goods, or incorrect tracking data which will result in a negative review. The logistical problems may be intensified by the lack of proper infrastructure, supply chain crises, seasonal overload, and third-party delivery services. Platforms have to invest in comprehensive logistics systems that will make it possible to track them in real-time, automatically update stocks, and forecast demand in advance. Reliable courier service partnerships, and the use of new techniques of delivering the goods, like drones or local pick-up points, can make the process more efficient. Moreover, the effect of logistical issues can be alleviated with the help of flexible policies on returns, open communication, and active problem resolution. Efficient logistics should be not only speedy, but also reliable and consistent. Companies that operate an efficient logistics build customer confidence and

loyalty, enhance business efficiency, and minimize the operational costs (return), and delay. The opposite is also true, with poor logistics potentially killing the brand image and lead to loss of sales, hence a priority of competitive e-commerce sites.

3. Counterfeit Products: Fake goods are a major issue to online shops, as they destroy trust, diminish customer satisfaction and ruin brand names. Before a customer can physically confirm when a product is legit prior to buying it, they are usually at the mercy of counterfeit or inferior products. Fakes have an impact on both international and domestic brands and may result in legal cost, bad feedback, and decreased buying frequency. The sites should put in place strict guidelines to stop the sale of counterfeit items and this can be achieved by checking the suppliers, using product authentication tools, and reporting suspicious items. Enforcement and deterrence is also reinforced through working with brands and regulatory bodies. Honesty in communication with customers in terms of authenticity is a requirement that must be upheld along with guaranteeing and promises to return. Fraudulent items may also disrupt the market forces by destabilizing pricing mechanisms and unfair competition. Websites which actively fight counterfeiting are more credible and will have more real sellers and will be safer to shop in. The threat of fake products is intensifying with the growing popularity of online stores, so proactive control, sophisticated intelligence and modern customer education are becoming equally important platform policies. Many counterfeits eventuality reduce the risk of counterfeits and protect the integrity of the brand and assuring customer confidence in the long-term customer confidence.

4. Price Competition: One common problem in e-commerce is that price competition is a daily challenge as there are many different platforms that may sell similar products to a very price-sensitive customer base. The online prices are easily compared by customers and this puts a strain on the sellers to sell their products at competitive prices and still make profits. On the one hand, low prices can help to lure in new customers, but on the other hand, a heavy emphasis on price is likely to drive down margins, perceived value, and create a race to the bottom among the competitors. Competition in the price should be matched with other differentiating platforms like quality, service, efficiency in logistics, and user experience. Price Strategy can be applied to attract and retain customers but without adversely affecting long-term sustainability that could be achieved through strategic pricing, such as: dynamic pricing, discount, loyalty programs, and bundling. Open pricing strategies are also beneficial to build on trust because concealed charges or false advertising are detrimental to satisfaction. In addition to pricing, platforms may concentrate on value-added services, special services and brand name to remain competitive. Price competition should be managed well by researching on the market trends, consumer and competitor strategies. Intelligently adaptable platforms have the ability to retain market

share and remain profitable and can build customer loyalty without the traps of entirely price-based competition.

5. Digital Divide: Digital divide is the difference in access to internet connectivity, technology, and digital literacy and it influences customer use of e-commerce. The geographic location, socio-economic status, age, and education are the factors that define the possibility of people to access the online shopping platforms and use the features they offer. Suicides and customers in rural or underserved locations might experience low internet speed, the absence of devices or a poor understanding of online purchases, which restricts the engagement and buying habits. Not only the size of the potential customer base is impacted, but inclusivity, market coverage, and social equity are as well. Websites and applications can be customized to low-bandwidth environments, multilingual and simplified interfaces can be offered, preventing these issues by platforms. The partnership with local delivery networks, digital literacy, and other forms of payment, including cash-on-delivery, can also close the gap as well. Lessening the digital divide increases market reach, customer variety, and platform adoption. E-commerce businesses that respond to such inequalities are socially responsible and visionary, which allows them to grow, as well as empower those under-served. The lack of attention to the digital accessibility will exclude a substantial portion of the potential audience and constrain the scalability in the long term.

Objectives of the Study

1. To identify the factors influencing behavioral intention of buying on online shopping portals.
2. To examine determinants of consumer patronage and loyalty towards e-commerce platforms.

3. To analyze the role of trust, security, and convenience in shaping online shopping behavior.
4. To suggest strategies for enhancing consumer engagement and long-term patronage.

Analysis, findings and Results

Online shopping is highly determined by demographics and socio-economic factors. Consumer preferences, expectations and purchasing power depend on age, gender, education, income, occupation, and cultural background. Younger and more technologically-advanced users might be more concerned with convenience, speed, and mobile-based interfaces whereas older consumers might emphasize on reliability, trust, and ease of use. The level of income influences sensitivity to price, discounts and high price products and education and computer literacy influence the comfort with Internet transactions. The idea of regional and cultural differences also affects the preference of the products, brand perception and marketing strategies responsiveness. Lifestyle preferences are combined with socio-economic factors, which influence the demand of some types of products, ways of payment, and methods of delivery. The knowledge of these variables enables the e-commerce platforms to divide audiences, customize offerings and create specific marketing campaigns. Platforms that match the products, price, and experience with the profile of the people and their socio-economic status have a higher chance of high engagement, conversion rates, and consumer satisfaction. Without paying attention to these factors, opportunities can be missed, adoption will be poor and ineffective communication will take place. Thus, the use of demographic and socio-economic insights in strategic planning and customer-centered service design is important.

Table: 1 Factors Influencing Behavioural Intention of Buying and Consumer Patronage towards Online Shopping Portals: Based On the Age Group

Age group		N	Mean	Std. Deviation	F	Sig.
Strengthen Security	Less than 30	67	18.6119	2.26271	.871	.003
	30 to 50	77	19.7013	1.86424		
	More than 50	56	19.5714	1.83756		
	Total	200	19.3000	2.04964		
Sustainability Practices	Less than 30	67	16.7761	2.28845	.970	.000
	30 to 50	77	16.3766	2.65091		
	More than 50	56	16.1786	2.35184		
	Total	200	16.4550	2.45113		
Digital Literacy Campaigns	Less than 30	67	13.1343	1.66875	.692	.001
	30 to 50	77	12.1169	1.82796		
	More than 50	56	12.9107	1.58718		
	Total	200	12.6800	1.76157		

The analysis of factors influencing behavioural intention of buying and consumer patronage towards online shopping portals across different age groups reveals notable variations. In terms of strengthening security, respondents in the 30–50 age group ($M = 19.70$) and those above 50 ($M = 19.57$) placed slightly higher importance on security compared to those below 30 ($M = 18.61$), with the difference found to be statistically significant ($F = 0.871$, $p < 0.05$). Regarding sustainability practices, younger consumers (below 30, $M = 16.77$) showed relatively higher concern compared to middle-aged ($M = 16.38$) and older consumers ($M = 16.18$), again with significant variation across groups ($F = 0.970$, $p < 0.05$). For digital literacy campaigns, the below 30 group ($M = 13.13$) expressed the strongest agreement, followed by those above 50 ($M = 12.91$), while the 30–50 group ($M = 12.12$) rated it lower, with significant differences observed ($F = 0.692$, $p < 0.05$). These results indicate that while security is a stronger concern for older and middle-aged consumers, sustainability and digital literacy are prioritized more by younger consumers, highlighting the need for age-specific strategies in online retail marketing.

DISCUSSION

Security Enhancement for Middle-aged and Older Consumers: Since consumers aged 30–50 and above 50 place more importance on strengthened security, online shopping portals should highlight features like secure payment gateways, two-factor authentication, fraud detection systems, and clear privacy policies. This will build trust among these segments, encouraging higher patronage.

Sustainability Practices for Younger Consumers: The below 30 age group shows higher concern for sustainability practices, indicating that eco-friendly packaging, carbon-neutral delivery options, and visible CSR initiatives can positively influence their buying intention. Emphasizing sustainability in brand communication can help attract and retain younger consumers.

Digital Literacy for Younger and Older Consumers: While younger consumers (<30) are more responsive to digital literacy campaigns, the above 50 group also values them more than the 30–50 segment. Portals can provide easy-to-understand tutorials, chat support, and awareness campaigns on safe online shopping. This will encourage less-experienced users to engage confidently with platforms.

Tailored Marketing Strategies by Age

- **Younger Consumers (<30):** Highlight sustainability and digital literacy in marketing campaigns to align with their tech-savvy and socially conscious mindset.
- **Middle-aged Consumers (30–50):** Stress **security features** and convenience, as they may prioritize safety and time-saving aspects.
- **Older Consumers (>50):** Build trust by emphasizing **security and personalized digital literacy support**, helping reduce apprehension about online transactions.

Long-term Consumer Patronage: Addressing these age-based preferences ensures stronger **brand loyalty** and repeat patronage. By demonstrating responsiveness to generational expectations, portals can enhance customer satisfaction and sustain competitive advantage.

Suggestions and Recommendations

1. **Strengthen Security:** The security should be enhanced to ensure the data of customers is secured and confidence is gained in e-commerce sites. The unauthorized access, data breach and financial theft are prevented by security measures of encryption, secure payment gateways, multi-factor authentication, and frequent system audits. Cyber security measures are supposed to be applied in all regions, including mobile applications, websites and third party integration. Platforms have an opportunity to teach users to act safely, including the use of strong passwords and the ability to detect phishing activities. Effective communication of privacy, data management, and security breach reaction can be used to ensure customers that their data is secure. An effective security framework will not only guarantee the safety of the users but also safeguard the platform against any form of legal charges, loss of reputation, and miscellaneous losses. Moreover, adherence to such regulatory standards as GDPR or PCI DSS will increase credibility and particularly in international markets. Cyber security platforms have an upper hand because more customers are attracted to services that are safe and reliable. In addition to technology, a culture of security awareness should be encouraged among the employees, vendors, and partners to reduce the risks. Finally, enhanced security brings in trust, customer loyalty and business sustainability.
2. **Enhance Customer Experience:** Customer experience Leadership to increase customer experience is to develop seamless, intuitive, and pleasant customer engagements throughout all the touch points of e-commerce platform. This entails usability of the websites and apps, search capability, products navigation, personalized product recommendations and an easy checkout procedure. The effective logistics lead to the quick customer service, and the lack of hassle-free returns help to rely on positive experience, too. Platforms can use AI, chat bots, and data analytics to foresee the needs of users, address them faster, and provide personalized recommendations. The repeat purchases, customer satisfaction, and loyalty are

heightened by the constant and enjoyable experience. Such details like well-presented product data, the eye-catching design, and the ability to work on a variety of devices enhance the overall user experience. Probably the best way to always improve service is to have feedback mechanisms such as surveys and reviews that enable platforms to make continuous improvements. Operational efficiency is not the only way to improve the customer experience, as it brings about emotional appeal and brand awareness. The use of these strategies on platforms is distinguished in a competitive market, draws new users, and maintains long-term relationships. Favorable experiences also create the word-of-the-mouth and social sharing, enhancing the credibility of the platforms and the market coverage.

3. **Promote Trust:** Building trust is one of the main techniques of customer loyalty and involvement. Quality of products, secure transactions, proper product description, clear policies and consistent service delivery are some of the factors that lead to trust in e-commerce. Trust may also be increased through platforms featuring verified reviews of customers, certifications, badges of secure payment, and clear policies on returning and refunding. Credibility is enhanced by maintaining good communication through all the phases of the purchase process including during browsing and post delivery assistance. Being able to react to complaints on time and taking action to solve problems is a sign of accountability and reliability. Ethical business practices, compliance with data privacy and responsible marketing practices also increase customer confidence. Social proof is also a subtopic of trust, as the perceived reliability increases through the influence of influencers, peer recommendations, and testimonials. On platforms that effectively build trust, customers become less hesitant and those platforms are likely to rise in conversion rates and people are likely to make a repeat purchase. Trust rebuilding practices will also assist in addressing the effects of small service failures because the loyal clients are more lenient when they believe the platform. On the whole, building trust is not an instant but an on-going approach that integrates operational excellence, transparency, and customer-focused behaviours to build long-term relationships.
4. **Diversify Products:** Product diversification assists the e-commerce networks to serve a wider range of customers and minimizes their reliance on particular niches. Diversity in product mix enhances customer selection, attracts a diverse demographic population and creates a cross-selling and upselling

opportunity. Platforms are able to sell more brands, sizes, colors, and niche products and combine complementary services or bundles. This can be achieved through effective inventory management, supplier relationships and frequent market research in order to keep the variety and at the same time prevent case of stock outs. The addition of seasonal and trending products can also be done to make it attractive to maintain relevance and interest of the platform. Risks related to market fluctuations or the decrease in demand in some of the categories is also addressed with product diversification. Categories, search filters and recommendations allow the customers to navigate the choices and find the products, which are appropriate to them, without much effort. Strategically diversified platforms enhance the competitive advantage, customer satisfaction, and repeat purchases. Moreover, diversification also will aid in the long-term development through attracting changing customer preferences and broader market penetration. It is also not just a device of instant sales, but is also a sustainability, brand build, and market strength strategy.

5. **Loyalty Programs:** One of the most efficient methods to retain customers, enhance engagement, and make a purchase again is the use of the loyalty programs. These programs will reward repeat customers using points, discounts, special offers, first to access sales, or leveled membership. Platforms allow consumers to feel special and valued by giving them tangible incentives to increase emotional attachment to the brand. The collected data in the form of loyalty programs can also be used to make personal suggestions, tailored promotions and customer segmentation. The properly developed loyalty programs raise switching costs as a customer feels committed to a platform and less likely to move to a rival. The most important factor in maintaining participation is communication and transparency concerning rewards, redemption procedures as well as program benefits. To be more engaging and exciting, platforms may incorporate the aspects of gamification. The reason why the loyalty programs increase the short-term sales is not only to enhance the customer relationship and customer value in the long term. Also, they promote word-of-mouth advertising, whereby satisfied members give to others what they have experienced. On the whole, the loyalty programs can be characterized as a strategic tool of retention, enhanced customer relationships, and preservation of competitive edge in an oversaturated e-commerce environment.

6. **Digital Literacy Campaigns:** Digital literacy programs are meant to provide customers with the information on how to navigate web resources, digital payment methods, and cyber security best practices. These efforts deal with issues of the digital divide, making access and interaction more accessible and available to less technical people or those with limited internet experience. Examples of campaigns can be tutorials, webinars, instructional videos, multilingual guides and customer support resources. Through increased digital competency, platforms diminish mistakes, transactions that get left untended, and frustrations, which leads to uplifted satisfaction. Users with high education levels tend to embrace new features, have more confidence on online processes, and use the platform on a regular basis. Underprivileged groups also get empowered through digital literacy campaigns with more potential customers being reached out to and enabling non-discriminatory development. In the case of businesses, the business gains better conversion, lower cost of services and gaining loyalty through showing social responsibility through these campaigns. Moreover, increased literacy facilitates security awareness whereby users are more motivated to pursue safe online practices and mitigate risks that might be caused by fraud or misuse of data. Digital literacy platforms also invest in campaigns and emerge as a customer-focused, socially responsible, and progressive, gaining market share and long-term sustainability.
7. **Sustainability Practices:** Sustainability practices involve integrating environmentally and socially responsible policies into e-commerce operations. This includes eco-friendly packaging, carbon-efficient logistics, energy-efficient data centers, ethical sourcing, and recycling initiatives. Consumers are increasingly aware of environmental impacts and often prefer brands that demonstrate sustainable practices. Adopting sustainability initiatives can enhance brand image, attract environmentally conscious customers, and foster loyalty. Platforms can also offer incentives for eco-friendly choices, such as discounts for minimal packaging or carbon-neutral shipping options. Transparency in reporting environmental impact and progress toward sustainability goals strengthens credibility and customer trust. Beyond customer perception, sustainability practices contribute to long-term operational efficiency, cost reduction, and regulatory compliance. By embedding sustainability into supply chains, product selection, and corporate policies, e-commerce platforms can differentiate themselves in a competitive market while

fulfilling corporate social responsibility. These efforts create a positive emotional connection with customers, drive engagement, and encourage advocacy, demonstrating that businesses can achieve profitability while contributing to environmental and societal well-being.

CONCLUSION

The interaction of technological, psychological and socio-economic factors in online shopping portal forms a complex consumer behavior. Although the behavioral intention to purchase is much dependent on trust, easiness of usage, cost, and convenience, long-term patronage is determined by satisfaction and brand reputation as well as loyalty schemes. The internet stores will have to cope with the issues of security, shipment, and product quality to maintain customer interaction. Through a consumer-liked strategy of combining personalization, trust-building, and value-generation, the e-commerce platforms have the ability to assure not only immediate buying intention but also long-term patronage. With the ever-evolving digital technologies, the future of the online shopping depends more on the capability of the platforms to be innovative enough and keep the consumers trust.

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