

# CUSTOMER ATTITUDES TOWARDS ONLINE SHOPPING AND THEIR PURCHASE INTENTION: A SYSTEMATIC REVIEW AND FUTURE AGENDA

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**Abstract-** The study does a systematic review to examine and integrate existing literature on customer attitudes towards online buying, aiming to find patterns, trends, and key factors affecting consumer behavior in the digital marketplace. The rapid expansion of e-commerce has rendered comprehension of consumer sentiments essential for organizations seeking to sustain competitive advantage and client loyalty. The analysis examines how factors including trust, website usability, pricing perception, convenience, product diversity, and digital literacy influence consumer choices. Additionally, it assesses the influence of demographic factors, technology integration, and cultural environments on online buying choices. This article addresses gaps in the research, including a scarcity of longitudinal studies, underrepresentation of emerging countries, and a deficiency of integrative frameworks linking psychological, social, and technical aspects. A future study program is recommended to enhance the comprehension of changing consumer attitudes and to adapt to the post-pandemic digital environment. The study provides theoretical insights and practical consequences for marketers, policymakers, and e-commerce platforms to develop more customer-centric tactics.

**Keywords:** Online Shopping, Customer Attitudes, E-Commerce, Consumer Behavior, Systematic Review, Digital Marketing and Research Agenda.

## 1. INTRODUCTION

The emergence of the internet has transformed trade, establishing a digital economy in which online buying is a fundamental aspect of consumer behavior. In the last twenty years, technology innovations have revolutionized customer engagement with businesses, shifting from in-person purchasing to online retail platforms. Online shopping provides unparalleled ease, a diverse selection of products, time-efficient attributes, and frequently more competitive pricing, rendering it an attractive substitute for conventional retail.

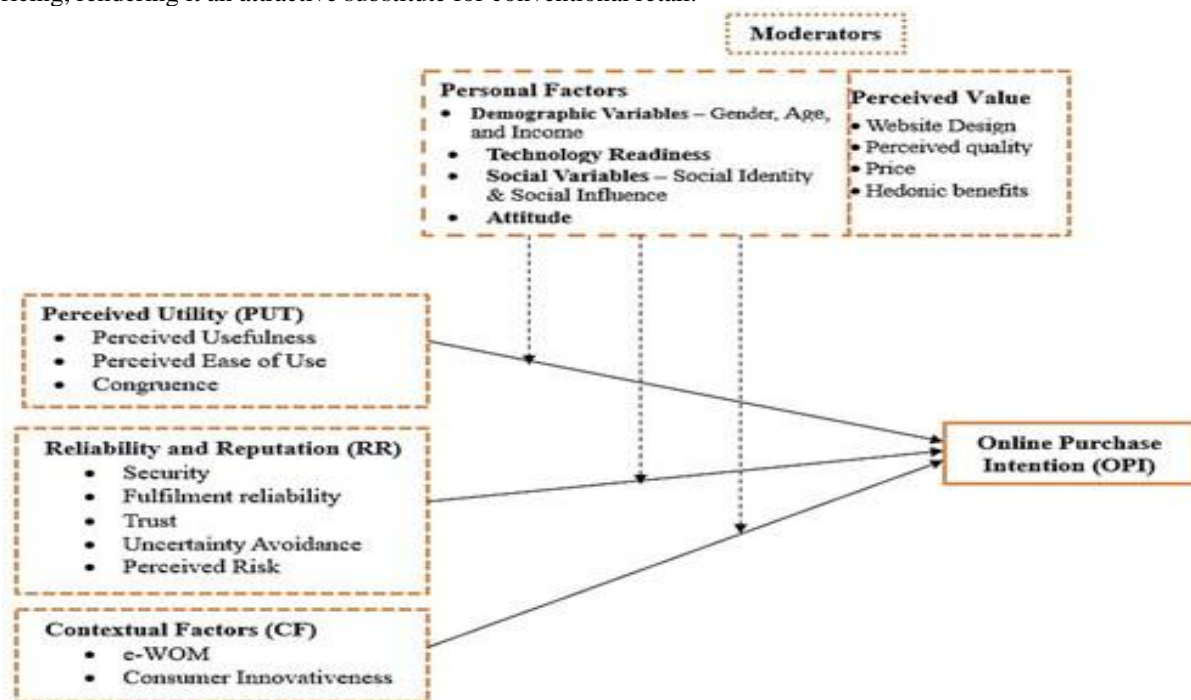


Fig. 1.1 Online Purchase Intention

In the aftermath of the COVID-19 epidemic, the worldwide e-commerce sector saw rapid growth, as an increasing number of customers turned to digital platforms for their purchasing requirements. Online purchasing constitutes not only a transaction but a dynamic experience influenced by customer attitudes, trust, satisfaction, perceived dangers, and individual preferences. These sentiments are vital predictors of purchasing intent and loyalty. Comprehending the psychological and behavioral aspects of online consumer behavior is crucial for firms to customize their marketing tactics, improve user experience, and cultivate enduring client connections.

Customer attitudes describe the cognitive and emotional inclinations towards specific products or activities, namely online buying in this context. These attitudes are established by cognitive assessments (e.g., perceived usability, security, and product information), emotional reactions (e.g., enjoyment and satisfaction), and behavioral intents (e.g., repeat purchases and referrals). Trust is a fundamental element in cultivating favorable perceptions, as consumers frequently link online buying with possible hazards, including fraud, product deception, and payment security issues. Moreover, demographic factors—including age, gender, income, education, and cultural background—significantly influence consumer behavior. Younger generations, possessing greater technological proficiency, typically demonstrate more positive attitudes towards internet buying than older demographics. The geographic location and availability of digital infrastructure significantly affect these beliefs, necessitating the consideration of contextual aspects in any thorough investigation.

## 2. THEORETICAL FRAMEWORK

The Technology Acceptance Model (TAM) asserts that perceived utility and perceived ease of use are essential factors influencing technology adoption. These factors affect customers' propensity to participate in online retail transactions. An intuitive design, fluid navigation, and pertinent information can markedly improve perceived usability, thus cultivating favorable attitudes. The Theory of Planned Behavior (TPB) enhances the Technology Acceptance Model (TAM) by integrating perceived behavioral control and subjective standards. This model highlights that consumer attitudes are influenced by both individual ideas and societal factors, as well as perceived talents. A consumer may be more predisposed to shop online if endorsed by peers and if they perceive themselves as possessing the requisite skills and resources to finalize the transaction. Furthermore, UTAUT include elements such as performance expectancy, effort expectancy, social impact, and enabling circumstances. It offers an extensive framework to comprehend how individual variations (e.g., age, gender, experience) influence online buying behavior. The notion of perceived risk is essential, as customers frequently link online buying with several hazards, including financial, product performance, privacy, and delivery concerns. These risks adversely affect opinions unless alleviated by trust-enhancing procedures such as secure payment systems, customer feedback, and return policies. The Expectancy-Disconfirmation Theory is an evolving concept that elucidates happiness as a consequence of the contrast between expectations and actual performance. When online shops surpass expectations, consumer perceptions enhance, resulting in loyalty and advocacy. By synthesizing these ideas, the study offers a comprehensive knowledge of the factors influencing and resulting from customer attitudes about online purchasing, establishing a foundation for future research and application.

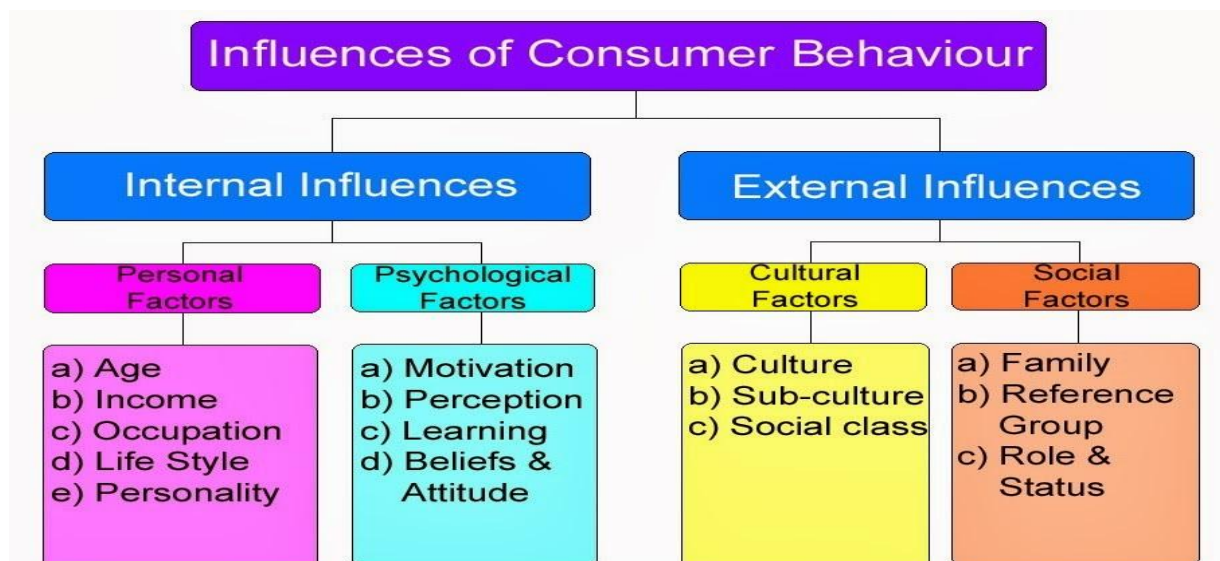


Fig. 2.1 The Technology Acceptance Model



### 3. LITERATURE REVIEW

Dwi Nita Aryani (2021) examined the transition in customer behavior from conventional purchasing to internet shopping during the COVID-19 epidemic. This transformation has been necessitated by the limitations and safety apprehensions related to the epidemic. The writers recognize the substantial influence of COVID-19 on several facets of society, particularly consumer behavior. They emphasize the swift increase in online shopping adoption as a reaction to lockdown protocols and the necessity for social distance. The research intends to examine this transformation comprehensively. The researchers employ a blend of qualitative and quantitative methodologies to collect data. This include surveys and interviews administered to customers to comprehend their motives, worries, and experiences about internet buying during the epidemic. The study's key findings identify many factors affecting the transition to online buying. These include convenience, safety concerns, availability of delivery services, and the shutdown of physical establishments due to lockdown measures. The study also finds demographic parameters, like age, income level, and technical ability, that influence the propensity of individuals to adopt internet purchasing. The authors examine the problems related to online purchasing, including apprehensions over product quality, delivery delays, and the absence of face-to-face connection with merchants. Notwithstanding these obstacles, the study indicates that the ease and safety provided by internet buying have resulted in its extensive use during the epidemic. The research offers significant insights into consumer behavior patterns during the COVID-19 pandemic, particularly concerning the shift from conventional buying to online platforms. Comprehending these transitions is essential for enterprises and governments to modify their strategies and assist customers successfully in this changing retail environment.

Srivastava and Thaichon (2023) integrate previous evidence and identify major characteristics that impact customers' decisions to purchase online, including convenience, product variety, price competition, trust, and social influence. Srivastava and Thaichon's thorough literature assessment provides significant insights into the fundamental motives influencing customers' adoption of internet purchasing. By comprehending these motives, firms may customize their marketing methods and services to more effectively satisfy consumers' requirements and preferences in the online marketplace. The study emphasizes prospective research avenues, including the examination of developing trends, the analysis of cross-cultural disparities, and the utilization of sophisticated approaches to enhance our comprehension of online consumer behavior. Klein and Popp (2022) examined the impact of perceived sustainability on customer acceptability and utilization of last-mile delivery systems in e-commerce. The study examined customer perceptions on the sustainability of several delivery systems, including conventional postal services, courier services, and innovative sustainable alternatives such as electric cars and bicycle deliveries. The study analyzes customer attitudes and behaviors about sustainable last-mile delivery techniques, offering insights on tactics that e-commerce enterprises might adopt to align with consumers' preferences for environmentally friendly activities.

Karim et al. (2021) and Kim & Park (2019) employ the Stimulus-Organism-Response (S-O-R) model to investigate consumer behavioral reactions in digital and service environments. The S-O-R concept asserts that external stimuli affect interior cognitive and emotional states (organism), subsequently resulting in certain behavioral responses. The research investigated the determinants affecting impulsive purchasing behavior on e-commerce platforms in Bangladesh. Employing the S-O-R paradigm, they classify website characteristics and promotional tactics as stimuli that influence users' emotional and cognitive assessments (organism), resulting in impulsive purchasing decisions (reaction). Critical studies indicate that elements like navigational simplicity, website aesthetics, temporal urgency, promotional incentives, and hedonic drive substantially influence impulsive purchasing behavior. Emotional arousal and perceived delight were significant mediators in transforming inputs into real consumer action. Kim and Park (2019) employ the S-O-R model within a service context, examining the impact of self-service technology at airports on customer satisfaction and behavioral intentions. The factors considered were user-friendliness, accessibility, and dependability of self-service kiosks. These factors affected perceived value and pleasure (organism), resulting in favorable behavioral intentions such as loyalty and plans to reuse (reaction). The research underscores the significance of cohesive service design in improving user experience and fostering enduring customer engagement. Both studies illustrate the adaptability of the S-O-R paradigm in many circumstances, emphasizing the significance of external cues and internal moods in influencing online and service-oriented consumer behaviors.

Gruntkowski and Martinez (2022) assessed the influence of the COVID-19 epidemic on online food purchasing habits in Germany. The research analyzed alterations in customer preferences, adoption rates, and satisfaction levels with online grocery shopping platforms due to pandemic-related constraints and changes in consumer behavior. The report offers significant insights into the changing dynamics of online grocery shopping and its consequences for businesses and customers amid the epidemic, based on data analysis and survey answers. Krishnan, Agarwal, and Gupta (2022) examined factors like brand prestige, product quality, price perception, and social impact on consumers' attitudes and intentions about the purchase of luxury fragrances. This study elucidates the motives and preferences influencing consumer behavior in the luxury perfume industry, providing marketers with insights to formulate effective strategies for product positioning, price, and marketing aimed at attracting and retaining luxury perfume customers.

Purny, Antosova, and Stavkova (2022) examined the favored modalities of internet buying among the young demographic. The study analyzed the online purchasing behaviors, preferences, and attitudes of young consumers toward various e-commerce platforms, including mobile applications, social media shopping, and conventional e-commerce websites. The study provides insights for businesses to customize their online shopping experiences and marketing tactics by comprehending the distinct interests and habits of the younger population, so effectively engaging and attracting young customers.

#### 4. RESEARCH GAP

Notwithstanding the increasing interest in consumer perceptions of internet purchasing, some research gaps persist unresolved. Primarily, a substantial portion of the current literature exhibits regional bias, predominantly concentrating on industrialized nations. This disregards the distinct obstacles and possibilities present in emerging nations, where infrastructure, digital literacy, and cultural norms differ significantly. Such limitations restrict the applicability of findings across various markets. Secondly, whereas several research investigate specific variables like trust or convenience, few provide comprehensive models that analyze the interaction of psychological, technical, and social aspects. There is a want for more extensive frameworks that consider dynamic customer behaviors influenced by technical advancements, social media impact, and data-driven customisation. Thirdly, longitudinal studies are limited. Most research provides cross-sectional images that do not reflect the temporal evolution of consumer sentiments. Given the swift progress in technology and changing market situations, comprehending these temporal dynamics is essential. Furthermore, the impact of developing technologies like as artificial intelligence, augmented reality, and voice commerce on consumer perceptions remains little examined. These technologies are transforming the online purchasing experience; nevertheless, empirical research on their effects is still few. Ultimately, there is a dearth of study about post-pandemic consumer behavior. The COVID-19 pandemic has significantly transformed consumer purchase behaviors, leading to a heightened dependence on digital channels. It is crucial to ascertain if these changes are lasting and how they redefine client expectations for future strategic planning.

#### 5. IMPORTANCE OF STUDY

In recent years, the rapid expansion of e-commerce has revolutionized the retail environment, altering customer engagement with products and services. Despite the ease, variety, and accessibility provided by internet purchasing, client opinions towards it are varied and frequently intricate. Some customers enthusiastically use online platforms, while others express skepticism owing to worries over privacy, product quality, trustworthiness, delivery dependability, or the absence of physical inspection. This disparity generates ambiguity for online businesses aiming to enhance user experiences and affect purchase intentions. Moreover, the emergence of mobile commerce, AI-driven customization, and digital payment systems is perpetually transforming customer attitudes, requiring new insights and revised frameworks.

#### 6. OBJECTIVES

- To analyze key determinants influencing customer attitudes toward online shopping.
- To identify gaps in existing literature and propose a comprehensive research agenda.
- To assess the implications of customer attitudes on online shopping behavior and e-commerce strategies.

#### 7. RESEARCH METHODOLOGY

This study adopts a systematic review methodology to critically analyze and synthesize existing research on customer attitudes toward online shopping. The systematic review approach is appropriate for summarizing a large body of evidence, identifying patterns and contradictions, and uncovering gaps that inform future research directions. The methodology followed a structured process that included defining research questions, identifying relevant literature, selecting studies based on inclusion/exclusion criteria, and analyzing findings through thematic synthesis.

#### 8. KEY DETERMINANTS INFLUENCING CUSTOMER ATTITUDES TOWARD ONLINE SHOPPING

##### 8.1 Perceived Ease of Use

Perceived ease of use plays a crucial role in shaping customer attitudes toward online shopping. When users find a website or mobile app easy to navigate, with intuitive layouts, fast loading speeds, and clear instructions, they are more likely to have a positive shopping experience. Online platforms that minimize cognitive load by offering smart search options, simple checkout processes, and responsive design across devices significantly enhance user satisfaction. If customers feel confident using a platform without needing assistance, it builds comfort and habit. A smooth, hassle-free experience encourages repeat usage and shapes favorable attitudes toward online shopping.

##### 8.2 Perceived Usefulness



Customers are more inclined to shop online when they perceive clear benefits over traditional shopping methods. Perceived usefulness refers to how effectively an online platform meets a customer's needs by saving time, offering convenience, and providing access to a wide variety of products. Features like personalized recommendations, product comparisons, real-time inventory updates, and home delivery services all contribute to the feeling of utility. When online shopping platforms demonstrate that they can enhance efficiency and offer better value, customers develop positive attitudes. The more useful an online shopping experience is perceived to be, the stronger the motivation to adopt and continue using it.

### 8.3 Trust and Security

Trust and security are fundamental in influencing customer attitudes toward online shopping. Customers are often wary of online transactions due to concerns about fraud, data breaches, or misuse of personal information. A platform that demonstrates strong security protocols, such as encrypted payment gateways, clear privacy policies, and verified seller systems, fosters trust. Positive experiences with safe transactions, product authenticity, and reliable customer service further strengthen this trust. Additionally, brand reputation, customer reviews, and return policies serve as indicators of reliability. When users feel their data and money are secure, they are more likely to form positive attitudes and shop online confidently.

## 9. DISCUSSION

Despite numerous empirical research examining factors influencing online consumer behavior, the literature remains fragmented and fails to provide a unified comprehension of the attitude–intention link across diverse demographic, cultural, and technical contexts. Certain research underscore trust and security, whilst others accentuate online usability, perceived danger, or hedonic motives. The discrepancies in conceptual frameworks and measuring instruments exacerbate the difficulty of generalizing findings. Moreover, little focus has been directed on the effect of new technologies, like augmented reality, voice search, and influencer marketing, on customer attitudes and purchasing intentions. This disjointed knowledge base impedes academics and practitioners from obtaining meaningful insights and formulating successful solutions. Therefore, a comprehensive review is urgently required to synthesize existing research, discern underlying trends and deficiencies, and formulate a future research plan. This study fulfills this need by rigorously analyzing the current literature on consumer attitudes about online shopping and their impact on purchase intentions across diverse situations and demographics. The study intends to conduct a thorough evaluation of the expanding literature on these attitudes, aiming to identify prevalent themes, deficiencies, and new trends. The essay aims to offer a comprehensive understanding of client attitudes regarding online purchasing by merging theoretical viewpoints with actual evidence. In light of the worldwide transition to digital commerce, it is imperative to reassess and enhance our comprehension of customer attitudes, especially considering the advancements in technology like as artificial intelligence, virtual reality, and personalized marketing. Moreover, client expectations have evolved considerably in recent years, necessitating more customized, responsive, and ethical e-commerce experiences. Social media, influencer marketing, and mobile shopping applications have rendered the customer journey more intricate, transforming it into a multi-platform, omni-channel experience. Businesses must adapt by comprehending not just what customers purchase, but also the methods and motivations behind their purchases. The systematic review enhances academic discourse by integrating findings from many contexts, sectors, and methodologies. It functions as a pragmatic resource for company executives and marketers aiming to synchronize their goals with client expectations in the digital era. Ultimately, the study establishes a basis for a forthcoming research agenda focused on resolving unresolved inquiries and investigating novel aspects of online consumer behavior.

## 10. IMPLICATIONS

This comprehensive review has numerous consequences, encompassing theoretical, practical, and policy dimensions. This synthesis elucidates conceptual overlaps and establishes a foundation for the creation of a cohesive theoretical model that future researchers may utilize or modify in diverse digital commerce scenarios. The results of this study have immediate relevance for e-commerce enterprises seeking to enhance client engagement and conversion rates. By recognizing essential psychological and technological factors influencing customer attitudes—such as personalized experiences, navigational ease, data privacy, customer service responsiveness, and digital payment security—online retailers can customize their strategies to improve consumer trust, satisfaction, and, ultimately, purchase intention.

## CONCLUSION

The research reveals the significance of emotional elements and post-purchase experiences, providing critical insights into customer retention and brand loyalty initiatives. The report highlights the necessity for more explicit norms on digital consumer protection, data transparency, and ethical marketing practices from a legislative and regulatory

standpoint. As online purchasing expands, particularly among younger demographics and in emerging nations, comprehending consumer apprehensions around online fraud, data exploitation, and cross-border transactions is essential for informing e-commerce regulation. The study enhances academic literature and provides industry stakeholders and policymakers with a thorough understanding to adeptly handle the changing dynamics of digital consumer behavior.

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