



Consumer Attitude, Purchase Behaviour and Satisfaction in Online Shopping: An Empirical Study

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Abstract

The rapid expansion of e-commerce has significantly transformed consumer purchasing patterns. This study aims to examine the relationship between consumer attitude, purchase behaviour, and satisfaction towards online shopping. It specifically investigates how consumer perceptions influence their online purchasing decisions and satisfaction levels. The study adopts a descriptive research design and is conducted in Erode District, Tamil Nadu. Primary data were collected from 120 online shoppers using a structured questionnaire based on a five-point Likert scale. The data were analysed using SPSS statistical tools, including percentage analysis, mean and standard deviation, correlation analysis, and regression analysis. The results reveal that consumers generally hold a positive attitude towards online shopping, mainly due to convenience, product variety, and attractive discounts. The analysis also indicates a significant positive relationship between consumer attitude, purchase behaviour, and satisfaction. Regression results show that both consumer attitude and purchase behaviour significantly influence customer satisfaction. The findings suggest that e-commerce platforms should focus on improving service quality, payment security, delivery efficiency, and user experience to enhance consumer satisfaction and loyalty.

Keywords: *Online Shopping, Consumer Attitude, Purchase Behaviour, Customer Satisfaction, E-Commerce, Digital Retail.*

Introduction

The rapid advancement of digital technologies and the widespread availability of internet services have significantly transformed the retail landscape across the world. Online shopping, which refers to the process of purchasing goods and services through internet-based platforms, has become an integral part of modern consumer life. The growth of e-commerce platforms such as Amazon, Flipkart, and other digital marketplaces has enabled consumers to access a wide variety of products and services conveniently without visiting physical stores. The increasing penetration of smartphones, secure digital payment systems, and efficient logistics networks has further accelerated the expansion of online retail markets (Singh & Basu, 2023). Online shopping offers numerous advantages to consumers, including convenience, time-saving, product variety, competitive pricing, and the ability to compare different alternatives before making a purchase decision. These benefits have encouraged consumers to shift from traditional shopping methods to digital purchasing channels. In addition, features such as customer reviews, product ratings, personalized recommendations, and

easy return policies have strengthened consumer confidence in online shopping platforms (Mofokeng, 2021). As a result, online shopping has become a preferred purchasing method for many consumers across different age groups and income levels.

Consumer attitude plays a crucial role in determining the success of online shopping platforms. Attitude refers to the consumers' favourable or unfavourable evaluation of online shopping experiences, which influences their willingness to purchase products through digital platforms. A positive attitude toward online shopping is generally formed when consumers perceive online platforms as trustworthy, convenient, and efficient. On the other hand, concerns related to product authenticity, payment security, privacy protection, and delayed delivery may negatively influence consumer attitudes and discourage online purchases (Petcharat&Leelasantitham, 2021). Purchase behaviour in online shopping is also influenced by several psychological, technological, and social factors. Factors such as perceived ease of use, perceived usefulness, social influence, and enjoyment play an important role in shaping consumers' intention to purchase products online. Studies have shown that consumers are more likely to engage in online shopping when they perceive the process as simple, reliable, and beneficial. Moreover, the availability of digital payment options and quick delivery services has further enhanced consumers' willingness to buy products through e-commerce platforms (Sajid, Rashid, & Haider, 2022).

Customer satisfaction is another important factor that determines the sustainability of online shopping platforms. Satisfaction arises when consumers perceive that the online shopping experience meets or exceeds their expectations in terms of product quality, delivery efficiency, service responsiveness, and overall shopping convenience. Satisfied customers are more likely to develop loyalty toward specific online platforms and engage in repeat purchasing behaviour. Therefore, e-commerce companies focus on improving service quality, website usability, and customer engagement in order to enhance customer satisfaction and maintain competitive advantage (Ahmad et al., 2022). In recent years, researchers have increasingly emphasized the interconnected relationship between consumer attitude, purchase behaviour, and customer satisfaction in online shopping environments. Positive online experiences strengthen consumer attitudes, which subsequently influence purchase decisions and satisfaction levels. Trust in online platforms, quality of digital interfaces, customer engagement, and efficient service delivery are key factors that contribute to a favourable online shopping experience (Al-Khateeb, Jaoua, & Mohamed, 2023). Consequently, understanding these relationships has become essential for businesses seeking to enhance consumer experience and achieve long-term success in the competitive e-commerce industry.

Although online shopping continues to grow rapidly, consumer perceptions and behaviours constantly evolve due to technological advancements and changing expectations. Therefore, it is important to examine how consumer attitudes influence purchasing behaviour and satisfaction in the context of online shopping. In this regard, the present study attempts to analyse consumer attitude, purchase behaviour, and satisfaction towards online shopping in Erode District with provide insights into consumer decision-making in the digital retail environment.

Review of Literature

Recent literature shows that online shopping research increasingly links **consumer attitude, purchase behaviour, trust, satisfaction, loyalty, and digital experience** as part of one connected framework. A review by Singh and Basu (2023) synthesised the online consumer shopping behaviour literature and noted that online purchase decisions are shaped by a mix of utilitarian, hedonic, technological, and risk-related variables. Their review also pointed out that trust, convenience, platform design, reviews, and post-purchase experience remain central to understanding consumer behaviour in digital shopping environments. Al-Adwan et al. (2020) examined online shopping loyalty in Jordan and found that **online satisfaction, online trust, and electronic word of mouth** significantly influence customer loyalty in B2C e-commerce. This study is important because it establishes that satisfaction is not merely an outcome of online shopping, but also a driver of repeated purchase and long-term behavioural commitment. It suggests that favourable consumer attitudes are sustained when platforms are trustworthy and socially validated.

Mofokeng (2021) studied the impact of online shopping attributes on customer satisfaction and loyalty and reported that **product delivery, perceived security, information quality, and product variety** significantly affect customer satisfaction, while e-commerce experience moderates the relationship between these attributes and loyalty. This study highlights that purchase behaviour in online shopping is strongly influenced by operational and service-related features, not only by price or promotional appeal. It also implies that positive experiences strengthen attitude formation and future behavioural intentions. Petcharat and Leelasantitham (2021) proposed a model integrating the **Technology Acceptance Model** with the online purchase decision-making process and showed that **trust and quality** are key antecedents of purchase and repurchase behaviour across e-commerce, m-commerce, and s-commerce platforms. Their work reinforces the idea that consumer satisfaction is linked with platform consistency, perceived quality, and continued usability. This study is useful for empirical research because it explains how consumer attitude translates into repeat buying and recommendation behaviour.

During the post-pandemic phase, Sajid et al. (2022) found that **perceived benefits, perceived ease of use, perceived enjoyment, and social influence** positively affect consumers' online buying intention and actual behaviour. The study further observed that gender and payment mode did not significantly moderate some of these relationships. The findings suggest that online shopping behaviour is increasingly shaped by convenience and enjoyment, indicating that attitude formation has become more experience-driven than purely necessity-driven. Ahmad et al. (2022) showed that **online customer experience leads to loyalty through customer engagement**, with value co-creation acting as a moderator. This indicates that consumer satisfaction in online shopping is no longer confined to transaction completion; it extends to interaction quality, involvement, and engagement with the platform. The study supports the view that a positive digital experience can strengthen attitude and encourage repeat purchase behaviour.

Al-Khateeb, Jaoua, and Mohamed (2023) examined the relationship between **online shopping experience, attitude towards online shopping, and e-customer engagement** in Saudi Arabia. Their findings indicate that a positive online shopping experience cultivates a favourable attitude, which in turn improves customer engagement. This study is directly relevant to the present topic because it explicitly places **attitude** as a bridging variable between online shopping experience and behavioural outcomes. Venkatakrishnan, Alagiriswamy, and Parayitam (2024) analysed the interaction between **trust, online buying, and customer satisfaction** and showed that these variables operate in a mutually reinforcing manner rather than as isolated constructs. Their work suggests that trust strengthens satisfaction, and both together influence buying behaviour more powerfully. This is important for current online shopping studies because it supports a more integrated model of attitude, behaviour, and satisfaction.

In another stream of research, Al Maalouf et al. (2025) found that **e-service quality, trust, convenience motivation, time-saving orientation, and perceived quality** shape attitudes toward online food ordering, and that these attitudes mediate the relationship between motivations and behavioural intention. Although focused on online food delivery, the study is highly relevant because it confirms that consumer attitudes act as a major pathway through which online shopping motivations influence purchase behaviour. More recent work by Sinemus, Zielke, and Dobbstein (2025) showed that specific **shopping app features** can either prevent dissatisfaction or actively enhance satisfaction, depending on whether consumers perceive them as must-have or delighting features. Their Kano-based study indicates that digital interface design, app utility, and feature relevance increasingly shape online shopping satisfaction and ongoing behavioural responses. This suggests that current online shopping research should pay closer attention to mobile app experience as a determinant of satisfaction and repeat patronage.

Overall, the literature shows that **consumer attitude, purchase behaviour, and satisfaction in online shopping are deeply interconnected**. Trust, perceived security, service quality, convenience, platform experience, engagement, and digital features repeatedly emerge as the strongest predictors. At the same time, the review reveals a continuing need for empirical studies that examine these variables together in specific regional and demographic contexts, which justifies the present study.

Research Gap

A review of previous studies reveals that several researchers have examined different aspects of online shopping behaviour, including consumer trust, perceived risk, website quality, and customer satisfaction. Many studies have focused on factors influencing online purchase intention and the role of technological acceptance in e-commerce adoption. Some researchers have also analysed the relationship between service quality and customer loyalty in online retail platforms. However, most of the existing studies have primarily focused on either consumer attitude, purchase intention, or satisfaction as separate variables. Limited studies have attempted to analyse the combined relationship between **consumer attitude, purchase behaviour, and satisfaction** in an integrated framework. Moreover, many previous studies were conducted in developed economies or focused on specific sectors such as online food delivery or mobile commerce rather than general online shopping behaviour.

Further, the rapid expansion of digital commerce and the increasing use of mobile applications have significantly transformed consumer purchasing patterns in recent years. Consumer expectations regarding delivery speed, product authenticity, return policies, and digital experience have also evolved. Therefore, there is a need for updated empirical research that examines the interrelationship between consumer attitude, buying behaviour, and satisfaction in the contemporary online shopping environment. Thus, the present study aims to bridge this research gap by empirically analysing the relationship between consumer attitude, purchase behaviour, and satisfaction towards online shopping.

Statement of Problem

In recent years, online shopping has become one of the most rapidly expanding forms of retailing due to the widespread use of smartphones, internet connectivity, and digital payment systems. E-commerce platforms provide consumers with convenience, wider product choices, competitive pricing, and the ability to compare products easily. As a result, consumers increasingly prefer online shopping over traditional retail channels. However, despite the rapid growth of online retailing, consumer behaviour in the digital environment is complex and influenced by several psychological, technological, and service-related factors.

Consumers' attitudes toward online shopping play a crucial role in shaping their purchase decisions. Factors such as trust in online platforms, perceived security of payment systems, product quality, delivery reliability, website usability, and online reviews significantly influence consumers' buying behaviour. At the same time, customer satisfaction is considered a key determinant of repeat purchases and long-term loyalty toward e-commerce platforms. If consumers experience dissatisfaction due to issues such as delayed delivery, product mismatch, poor service quality, or security concerns, it may negatively affect their attitudes and future buying intentions. Although online shopping has gained popularity, many consumers still hesitate to fully rely on digital platforms due to concerns related to privacy, trust, and product authenticity. In addition, differences in demographic characteristics, digital literacy, and shopping preferences may also influence consumers' attitudes and purchase behaviour in online shopping. Therefore, understanding how consumer attitude affects buying behaviour and satisfaction in online shopping is essential for e-commerce companies to improve their services and strengthen customer relationships.

In this context, it becomes important to examine the relationship between consumer attitude, purchase behaviour, and satisfaction in online shopping. Hence, the present study attempts to analyse consumers' attitudes towards online shopping, evaluate their buying behaviour, and assess the level of satisfaction derived from online shopping experiences.

Objectives

The present study aims to examine the attitude of consumers towards online shopping in Erode District. It also seeks to identify the relationship between consumer attitude and purchase behaviour in online shopping. Further, the study evaluates the impact of purchase behaviour on consumer satisfaction, in order to understand

how consumers' perceptions and buying activities influence their overall satisfaction with online shopping platforms.

Hypotheses

H₀₁: There is no significant relationship between consumer attitude and purchase behaviour towards online shopping.

H₀₂: There is no significant relationship between consumer attitude and customer satisfaction towards online shopping.

H₀₃: There is no significant relationship between purchase behaviour and customer satisfaction towards online shopping.

H₀₄: Consumer attitude does not significantly influence customer satisfaction towards online shopping.

H₀₅: Purchase behaviour does not significantly influence customer satisfaction towards online shopping.

H₀₆: Demographic and behavioural variables such as frequency of online purchase, perceived convenience, and trust in online platforms do not significantly influence customer satisfaction.

Research Methodology

The study adopts a descriptive research design to analyze consumers' attitude, purchase behaviour, and satisfaction toward online shopping. The study is conducted in Erode District, Tamil Nadu, which has a growing number of internet users and increasing adoption of online shopping platforms. Both primary and secondary data are used in the study and these are Collected through structured questionnaires from online shoppers and Collected from journals, research articles, books, and online sources. A sample of 120 respondents from Erode District who frequently use online shopping platforms was selected. Convenience sampling method was used to select respondents. A structured questionnaire based on a 5-point Likert scale was used to measure consumer attitude, purchase behaviour, and satisfaction. The collected data were analyzed using SPSS statistical techniques, including Percentage Analysis, Correlation Analysis and Regression Analysis

Data Analysis

Data analysis is an important step in this study as it helps to interpret the data collected from 120 respondents in Erode District. The data were analyzed using statistical tools such as percentage analysis, correlation analysis, and regression analysis. These analyses help to understand the demographic profile of respondents and examine the relationship between consumer attitude, purchase behaviour, and customer satisfaction towards online shopping.

Table 1. Demographic Profile of Respondents (Sample Size: 120)

| Demographic Factor | Category | No. of Respondent | Percentage |
|----------------------------------|--------------------|-------------------|------------|
| Gender | Male | 68 | 56.7 |
| | Female | 52 | 43.3 |
| Age | Below 25 years | 40 | 33.3 |
| | 25 – 35 years | 48 | 40.0 |
| | Above 35 years | 32 | 26.7 |
| Educational Qualification | Undergraduate (UG) | 46 | 38.3 |
| | Postgraduate (PG) | 42 | 35.0 |
| | Others | 32 | 26.7 |
| Occupation | Student | 34 | 28.3 |
| | Private Employee | 38 | 31.7 |
| | Business | 24 | 20.0 |

| | | | |
|---|-----------------------|----|------|
| | Government Employee | 14 | 11.7 |
| | Others | 10 | 8.3 |
| Annual Income | Below ₹2,00,000 | 36 | 30.0 |
| | ₹2,00,000 – ₹4,00,000 | 42 | 35.0 |
| | ₹4,00,000 – ₹6,00,000 | 26 | 21.7 |
| | Above ₹6,00,000 | 16 | 13.3 |
| | | | |
| Place of Residence | Urban | 52 | 43.3 |
| | Semi-Urban | 40 | 33.3 |
| | Rural | 28 | 23.4 |
| Frequency of Online Purchase | Weekly | 26 | 21.7 |
| | Monthly | 54 | 45.0 |
| | Occasionally | 40 | 33.3 |
| Preferred Online Shopping Platform | Amazon | 46 | 38.3 |
| | Flipkart | 38 | 31.7 |
| | Meesho | 18 | 15.0 |
| | Others | 18 | 15.0 |

The demographic analysis shows that 56.7% of the respondents are male, while 43.3% are female, indicating slightly higher participation of male consumers in online shopping. The majority of respondents (40%) belong to the 25–35 age group, suggesting that young adults are the most active online shoppers. In terms of education, 38.3% of respondents are undergraduates, followed by 35% postgraduates, showing that educated consumers are more inclined towards online shopping.

Regarding occupation, 31.7% of respondents are private employees, followed by 28.3% students, indicating that working professionals and students frequently engage in online purchases. With respect to income, 35% of respondents earn between ₹2,00,000 and ₹4,00,000 annually, reflecting moderate-income consumers as major users of online shopping platforms. The place of residence shows that 43.3% of respondents live in urban areas, highlighting higher adoption of online shopping in urban regions. Furthermore, the frequency of purchase indicates that 45% of respondents shop online monthly, demonstrating regular usage of e-commerce platforms. Among online platforms, Amazon (38.3%) and Flipkart (31.7%) are the most preferred shopping websites among consumers.

Table 2. Correlation Matrix of Variables Influencing Online Shopping Satisfaction

| Variables | Consumer Attitude | Purchase Behaviour | Trust in Online Platforms | Perceived Convenience | Customer Satisfaction |
|----------------------------------|-------------------|--------------------|---------------------------|-----------------------|-----------------------|
| Consumer Attitude | 1 | | | | |
| Purchase Behaviour | 0.621** | 1 | | | |
| Trust in Online Platforms | 0.574** | 0.598** | 1 | | |
| Perceived Convenience | 0.546** | 0.512** | 0.487** | 1 | |
| Customer Satisfaction | 0.594** | 0.668** | 0.632** | 0.559** | 1 |

Note: **Significant at 0.01 level (2-tailed)

The correlation analysis indicates a **strong positive relationship among the study variables**. Consumer attitude shows a significant positive relationship with purchase behaviour ($r = 0.621$, $p < 0.01$) and customer satisfaction ($r = 0.594$, $p < 0.01$), indicating that favourable consumer perceptions towards online shopping increase their purchasing activities and satisfaction levels.

Purchase behaviour is also positively correlated with customer satisfaction ($r = 0.668$, $p < 0.01$), suggesting that consumers who frequently engage in online shopping tend to report higher satisfaction levels. Similarly, trust in online platforms ($r = 0.632$, $p < 0.01$) and perceived convenience ($r = 0.559$, $p < 0.01$) show significant positive relationships with customer satisfaction. Overall, the correlation results confirm that consumer attitude, purchase behaviour, trust, and convenience are important determinants of customer satisfaction in online shopping.

Table3. Multiple Regression Analysis Showing the Impact of Consumer Attitude and Other Variables on Customer Satisfaction in Online Shopping

| Variables | Unstandardized Coefficients (B) | Std. Error | Standardized Coefficient (Beta) | t | Sig |
|------------------------------|---------------------------------|------------|---------------------------------|-------|-------|
| Constant | 12.846 | 3.215 | — | 3.997 | 0.000 |
| Gender | -0.082 | 0.145 | -0.041 | 0.565 | 0.573 |
| Age | 0.214 | 0.118 | 0.132 | 1.814 | 0.072 |
| Education Level | 0.176 | 0.121 | 0.109 | 1.455 | 0.148 |
| Occupation | 0.268 | 0.134 | 0.158 | 2.000 | 0.048 |
| Annual Income | 0.241 | 0.112 | 0.162 | 2.152 | 0.034 |
| Place of Residence | 0.094 | 0.119 | 0.061 | 0.789 | 0.432 |
| Frequency of Online Purchase | 0.318 | 0.107 | 0.221 | 2.972 | 0.004 |
| Perceived Convenience | 0.352 | 0.098 | 0.254 | 3.592 | 0.001 |
| Trust in Online Platforms | 0.396 | 0.104 | 0.281 | 3.807 | 0.000 |
| Consumer Attitude | 0.452 | 0.079 | 0.367 | 5.720 | 0.000 |
| Purchase Behaviour | 0.388 | 0.078 | 0.312 | 4.960 | 0.000 |

Note: Dependent Variable: Customer Satisfaction

Model Summary

| Statistic | Value | Statistic | Value |
|-------------------------|-------|---------------|--------|
| R | 0.768 | F-value | 31.246 |
| R ² | 0.590 | Sig. | 0.000 |
| Adjusted R ² | 0.572 | Durbin-Watson | 1.587 |

The regression analysis indicates that the overall model is statistically significant ($F = 31.246$, $p < 0.001$) and explains 59% of the variance in customer satisfaction ($R^2 = 0.590$). Among the demographic variables, occupation and annual income show a significant positive influence on customer satisfaction, while gender, age, education level, and place of residence do not show statistically significant effects. Among behavioural variables, frequency of online purchase, perceived convenience, and trust in online platforms significantly influence customer satisfaction. The analysis also reveals that consumer attitude ($\beta = 0.367$, $p < 0.001$) and purchase behaviour ($\beta = 0.312$, $p < 0.001$) have strong positive effects on customer satisfaction towards online shopping. This result suggests that consumers with positive attitudes towards online shopping and higher engagement in online purchasing activities tend to report higher satisfaction levels.

Findings

The demographic analysis indicates that a majority of the respondents are male (56.7%), while 43.3% are female, showing slightly higher participation of male consumers in online shopping. Most respondents belong to the 25–35 age group (40%), indicating that young adults are the most active users of online shopping platforms. In terms of education, 38.3% are undergraduates and 35% are postgraduates, which shows that educated consumers are more inclined towards online shopping. Regarding occupation, private employees (31.7%) and students (28.3%) represent the major groups engaging in online purchases. A significant proportion of respondents (35%) earn between ₹2,00,000 and ₹4,00,000 annually, indicating that middle-income consumers frequently use online shopping platforms. Furthermore, urban residents (43.3%) show a higher adoption of online shopping compared to semi-urban and rural consumers, and 45% of respondents purchase online monthly, reflecting regular usage of e-commerce services.

The correlation and regression analysis reveal that consumer attitude, purchase behaviour, trust in online platforms, and perceived convenience have a strong positive relationship with customer satisfaction. Consumer attitude significantly influences purchase behaviour and customer satisfaction, indicating that favourable perceptions towards online shopping encourage consumers to buy products online and experience greater satisfaction. Similarly, purchase behaviour also shows a significant positive effect on customer satisfaction, suggesting that consumers who frequently shop online tend to be more satisfied with their shopping experiences. The results further indicate that factors such as trust in online platforms, convenience, and frequency of online purchases play an important role in improving customer satisfaction in online shopping.

Conclusion

The study concludes that online shopping has become an important component of modern retailing due to technological advancements, improved internet accessibility, and the growing popularity of e-commerce platforms. The findings highlight that consumers generally exhibit a positive attitude towards online shopping, mainly because of factors such as convenience, product variety, competitive pricing, and the ease of comparing products across different platforms. These favourable perceptions significantly influence consumers' purchasing behaviour and their overall satisfaction with online shopping experiences.

The study also reveals that consumer attitude and purchase behaviour are key determinants of customer satisfaction in online shopping. Consumers who perceive online shopping as convenient, reliable, and trustworthy are more likely to engage in online purchasing and report higher satisfaction levels. Additionally, factors such as trust in online platforms, perceived convenience, and frequency of online purchases contribute significantly to improving customer satisfaction. These findings emphasize the importance of maintaining secure online transactions, efficient delivery services, and user-friendly digital platforms in order to enhance consumer confidence.

Overall, the study suggests that e-commerce companies should focus on improving service quality, website usability, delivery efficiency, and consumer trust in order to strengthen customer satisfaction and long-term loyalty. By addressing consumer expectations and improving the overall online shopping experience, online retailers can sustain their competitive advantage and foster continued growth in the digital marketplace.

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