

Determinants of Consumer Purchase Intention towards Online Shopping: An Empirical Study in Bangalore City

Ramesh Babu N.R¹, Dr.G.Vadivalagan², Dr. Thanapackiam³

¹ Ph.D Part Time Research Scholar, PG & Research Department of Commerce, Bon Secours College for Women (Autonomous), Thanjavur – 613006 (Affiliated to Bharathidasan University, Tiruchirappalli), Tamil Nadu, India

² Assistant Professor & Research Advisor in Commerce, Bon Secours College for Women, (Autonomous), Thanjavur– 613006 (Affiliated to Bharathidasan University, Tiruchirappalli), Tamil Nadu, India.

³ Assistant Professor & Co-Guide, Department of Commerce, St.Francis de Sales College, Hebbagodi , Electronic City, Karnataka – 560100.

DOI: <https://doi.org/10.5281/zenodo.23211322>

Published Date: 07-October-2026

Abstract: With the ever-changing trend of e-commerce, consumer buying behaviour has been changing rapidly, and it is important to understand the factors influencing the consumer purchasing decision to cater to the new emerging urban market. Even after a high penetration rate in the internet, city consumers show some reluctance to buy items online because of lack of trust, risk and quality of service. In this study the determinants that affect the consumer's purchasing intention towards online buying in Bangalore city have been studied.

A quantitative research design was used to gather primary data from 412 online shoppers from Bangalore by using convenience sampling, using a structured questionnaire. The constructs from the TAM and other theories were considered as independent variables and the purchase intention of the online was used as the dependent variable in the proposed model: perceived usefulness, perceived ease of use, trust, perceived risk, social influence and website quality.

For testing the measurement and structural models, partial Least Squares Structural Equation Modelling (PLS-SEM) was used, which is implemented in the software SmartPLS. The results showed that all the independent variables, except for perceived risk, had a significant positive influence on purchase intention, with trust having the highest effect. The results indicated that all of the independent variables had a significant positive impact on purchase intention, except for the variable of perceived risk, which had a significant negative impact. The results for perceived ease of use and social influence were mixed and less significant.

The results highlight the importance of e-commerce sites focusing on building consumer trust with effective trust-building mechanisms, clear information about your product, and quality digital interfaces. The learnings created by these can be used to create a focused strategy to increase online retail adoption in the metropolitan markets in India like Bangalore.

Keywords: Online shopping; Purchase intention; Trust; Perceived risk; PLS-SEM.

1. INTRODUCTION

Ecommerce and online shopping have had a significant impact on the retail industry, with the world changing dramatically. Online retail has become one of the fastest-growing areas of the economy due to the developments in digital infrastructure, high penetration of smart phones, and logistics networks (Agrawal et al., 2026). The Indian e-commerce industry has grown by an astounding rate from India's e-commerce market size of about USD 125 billion in 2024 to nearly being tripled to USD 345 billion by 2030 at a compound annual growth rate of about 18.4 percent. This is a result of the increasing adoption of technology in daily trade and the growing trend towards electronic transactions by consumers in both rural and urban settings (Yadav et al., 2024).

In parallel with this growth in the market, there has been a radical change in consumer behaviour. The flexibility of shopping anytime, anywhere is a trait of online shopping that many modern consumers appreciate and crave more than traditional retail stores (Taneja et al., 2024). Ecommerce has been growing at an unprecedented speed and has been driven by a variety of factors, including time constraints, the busy lifestyle of the urban population and the convenience of home delivery (Kumar et al., 2023). Today, consumers are more engaged with digital marketplaces, and expect seamless browsing experience, personalised recommendations, competitive pricing and swift fulfilment (Sagar 2024). From electronics and fashion to groceries and house wares, this behaviour shift has made online shopping the preferred option for a variety of categories.

There are a number of factors that can affect consumers' buying choices when they are shopping online. Convenience is a key motivator as well – people don't have to go to stores and stand in lines. Price, discounts and promotions further reinforce purchase intent, as it is perceived to exist in the marketplace (Catagasan et al., 2026). Competitive prices, discounts, and promotions reinforce purchase intent, as it is perceived to exist in the marketplace. With the large range of product choices available online, it is easy to compare products (Felix et al., 2023). As well as trust, consumers' perceptions of security are important, and worries over the security of payments, data security, product authenticity, and delivery reliability have a strong influence on consumer confidence and their intention to purchase online (Rawat et al., 2024). Researchers and practitioners aiming at improving the adoption of online shopping should be aware of the relative impact of these factors.

Bangalore, also known as Silicon Valley of India, is one of the leading technology and e-commerce hubs. The city is home to a significant population of IT experts, start-ups and digitally-engaged consumers with ample disposable income and internet connection. With the dynamic demographic profile, the presence of top e-commerce firms and a booming entrepreneurial sector, Bangalore is an ideal place to study consumer purchase intention towards online shopping. The lessons to be learned from this metropolitan market are an important implication in understanding digital consumer behaviour in other fast urbanising Indian cities.

Research gap

Despite the fast growth of e-commerce in India and a significant academic interest, critical analysis of the literature reveals certain research gaps which have hindered a comprehensive understanding of consumer purchase intention towards e-commerce, specifically in the context of Bangalore City. Most earlier research has been based on a national or multi-city approach and largely assumed that Indian consumers are a standard population, ignoring the unique socio-economic, technological and lifestyle attributes of Bangalore's highly educated, tech-savvy and digitally literate consumers. There are few empirical studies, however, that have taken a multi-determined approach and integrated these factors into a theoretically coherent framework specific to this metropolitan market (Ardhiyansyah et al., 2026). Furthermore, most of the previous studies used traditional statistical analysis like multiple regression analysis, which is less suitable to analyze the complex relationship and the lack of measurement among the latent variables than more sophisticated methods such as a Partial Least Squares Structural Equation Modelling (PLS-SEM). There is also a noticeable lack of recent studies capturing the changing trend in digital consumption amongst Bangalore consumers as well as their increased expectations of service quality and changing risk perception in the current e-commerce environment (Chandrakala 2025). Existing literature also tends to under-represent Bangalore as the leading technology and start-up hub in India, where high internet penetration, disposable incomes, and exposure to the global digital platforms result in a different kind of consumer environment which can be different from other cities of India. Moreover, there is a lack of attention to deriving actionable, city-specific insights that can feed both the theoretical development and the development of practical initiatives of e-commerce platforms in this competitive landscape (Kaushal et al., 2026). The need of a systematic and empirical study using a multi-construct model with a robust model using PLS-SEM analysis is therefore outstanding in order to have an understanding of the relative importance and interactions of the determinants of online purchase intention in Bangalore. In order to build up more accurate theoretical models and provide contextually appropriate marketing, platform management, and policy recommendations, these gaps must be addressed (Indiani et al., 2025). Therefore, the objective of the present study is to explore the research gap by systematically studying the impact of critical determinants on consumer purchase intention for online shopping empirically with consumers in Bangalore City.

Purpose and contribution of the study

The main objective of this study is to examine the empirical analysis of the factors influencing consumer purchase intention towards online shopping in Bangalore city focusing on convenience, perceived value, product variety, trust and perceived security. The research uses Partial Least Squares Structural Equation Modelling (PLS-SEM) to understand the complex

relationship between the various constructs and determine their relative contribution to the intentions to purchase online (Sarstedt et al., 2021). Theoretically, the study brings together the technology acceptance and trust-based approaches in a unified model in an important Indian metropolitan context. Methodologically, it contributes to the current literature by filling the gap of the traditional analytical methods used with the application of a strong PLS-SEM approach. The implications for practice are actionable and provide information to e-commerce platforms and marketers for designing better strategies to boost consumer trust, mitigate perceived risks and enhance the overall online shopping experience in Bangalore and other urban markets (Seshadri et al., 2026).

2. REVIEW OF LITERATURE

There are several empirical studies focused on the various dimensions of the effects of online marketing, e-commerce platforms, shopping apps, and digital feedback systems on consumer purchasing behavior, among which the majority have been conducted in Bangalore. Kiruthikka (2023) used SPSS regression analysis to show that security plays a significant role in purchase decision while convenience, time saving and website design had indirect effects and a social change had further indirect effect on it which also broadened the market opportunity as the faith, usability, enjoyment and the demographics were mediating. Using descriptive statistics, ANOVA, regression and Pearson correlation, Manoranjan et al., (2024) found that digital shopping apps are very prevalent among working women and the socio-economic and psychological traits influence their behaviour, which reinforces the need for a better understanding of the requirements of marketers on the digital platform. Cultural, social, personal, psychological and marketing-mix factors were analysed by Joshi et al., 2021, who concluded that brand influence is considered a positive determinant for the online decision and satisfaction level which provides guidance for e-commerce developers. Basha et al., (2025) gathered data on the Likert scale from 192 urban respondents, then through correlation and regression, they found that the perceived trust and star ratings have a strong impact on the purchase intention, especially in the younger generation and among people with higher income, highlighting the importance of transparent review systems. Deepthi (2026) found that consumer trust had the highest impact on e-commerce decisions, followed by online reviews, influencer marketing, and price promotions, offering actionable insights for retailers. Gayathri (2026) suggested that quantitative analysis should also be done on the various factors of e-tailing such as product quality, pricing, brand reputation, usability of website, promotions, reviews, payment security and delivery along with the various demographic factors to improve the level of loyalty and the strategies to be adopted in the business. Ravanan et al., (2023) conducted a survey of 385 online consumers and employed ANOVA and t-tests to show that gender, age, education, and household income are all significant factors in determining the intention to purchase online. The intangibility of online products made detailed product information and perceived usefulness a positive correlation, which was confirmed by Kripesh et al. (2020) through structural equation modelling that both variables significantly influenced purchase intention. While no age or income correlation was found in online purchases in Bangalore, MR (2022) pointed out the significance of privacy and service quality in building brand loyalty. It was revealed that Internet self-efficacy, website aesthetics and perceived benefits positively affect young working women's purchase intention, whereas perceived risk has low impact. Shukla et al., (2022) found that Internet self-efficacy, website aesthetics, and perceived benefits positively affect young working women's purchase intention, whereas perceived risk has low impact. Kalavathy et al. (2023) concluded that perceived enjoyment, subjective norms, credibility, and usefulness are significant factors to shape Facebook usage intention, which in turn has a positive impact on consumer decision-making in the fashion domain. In sum, these investigations highlight the importance of the consumer's trust, the review process, convenience, demographics, and platform design as key influencers of online purchases in Bangalore, providing strong empirical evidence for marketers, app developers, and e-tailers to inform their digital strategy optimizations and to generate and sustain purchase intentions.

3. RESEARCH METHODOLOGY

3.1 Research Design:

This type of research is quantitative and cross sectional research while type of study is empirical study which is a research that is used to study the factors that affect consumer buying intention in the case of online shopping. A structured questionnaire was created to collect the primary data at a particular time from the respondents. The design allows for the measurement of relationships between the key constructs and to test the proposed model statistically. Objectivity, reliability and generalisability of results in the study context is emphasised. This is especially helpful for more sophisticated multivariate analyses, for testing hypotheses and for determining the strength of associations.

3.2 Study Area:

The study is carried out in Bangalore City, Karnataka, which is one of the leading technology and commercial hubs of India. There is a huge digital literacy among the consumers of Bangalore, high Internet penetration and presence of some ecommerce platforms and startups. This is because the population of the city is diverse, from young professionals, students and working individuals, providing good reasons to study online shopping behaviour. This further strengthens the importance of the study site as one with an advanced digital infrastructure and high level of disposable income. Lessons learnt from Bangalore will have good implications for other metros in India.

3.3 Population:

The target population of this study are the consumers having previous experience of purchasing goods/services from online shopping platform in Bangalore City. This includes anyone who has purchased online over the past couple of months, whether it be fashion, electronics, groceries, consumer goods, and more. The focus on “experienced online shoppers” would mean that those that respond would be in a position to answer with facts based on what they have already done as consumers rather than what they may envision themselves doing. Includes consumers of both sexes from diverse age groups, levels of education and income. This population definition is consistent with the purpose of this study which was to understand the determinants that affect online purchase intention in real world.

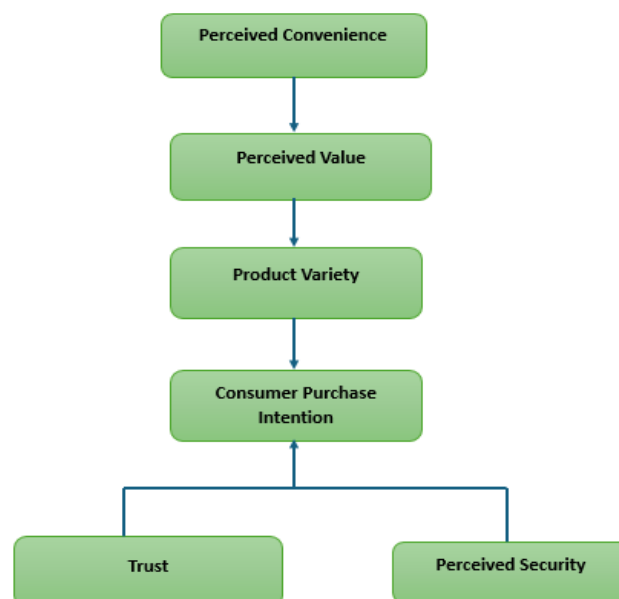
3.4 Sampling:

The respondents are drawn using non-probability sampling technique which includes convenience sampling and purposive sampling. Convenience sampling is selected because of the ease of obtaining access to online shoppers in a metropolitan area, and purposive criteria are used to select only those who have some experience engaging in online shopping. The respondents are targeted in digital way, social media and personal network within Bangalore. The approach is effective in collecting data within the time and resource constraints and relevant to the research questions. Efforts are made to ensure a somewhat diverse sample of participants to strengthen the representativeness of the sample in the specified population.

3.5 Sample Size:

The size of respondents in this research is determined by the number of respondents that are suitable for this study, which is 300 to 400 respondents, as determined by the requirements of Partial Least Squares Structural Equation Modelling (PLS-SEM). This is typically considered sufficient to estimate models reliably, provide sufficient statistical power, and maintain stable path coefficients when conducting research with SEM. Sample size is also determined to allow for the possibility that not all samples or some may provide incomplete or invalid responses, which will be excluded for data screening. Having this many participants allows for strong testing of the measurement and structural models. The optimal sample size is a compromise that meets both the demands of the analytical task proposed for the empirical study and practical considerations.

4. CONCEPTUAL FRAMEWORK / SEM MODEL



The research model states that the five dimensions of the study such as convenience, perceived value, product variety, trust, perceived security affect the consumer's intention to buy products online. These constructs are hypothesized to directly influence the dependent construct, Online Purchase Intention, as they are independent. The model is developed based on the technology acceptance model and other behavioural models and validated using partial least squares -structural equation modeling (PLS-SEM).

Interpretation

This proposed SEM model investigates at the same time, the effect of convenience, perceived value, product variety, trust and perceived security on consumers' intention to buy online. Consume time and effort barriers will likely promote the purchase intention through convenience, which will be perceived value in terms of benefits consumers gain compared with costs. The value of product variety is expected to enhance intention because it will provide more option and comparisons. The factors that can positively influence the psychological aspect are trust and perceived security, which can help alleviate uncertainty and increase confidence in online transactions. The constructs are integrated to form an integrated framework that captures functional and relational drivers of online shopping behaviour in Bangalore. The model can be empirically tested to validate the relative importance and strength of each path and give a comprehensive picture of the factors influencing the intention to purchase in this urban e-commerce context.

5. ANALYSIS AND FINDINGS

Table 1: Descriptive Statistics

Construct	N	Mean	Std. Deviation	Minimum	Maximum
Convenience	372	4.18	0.72	2	5
Perceived Value	372	4.05	0.68	2.2	5
Product Variety	372	4.22	0.65	2.4	5
Trust	372	3.89	0.79	1.8	5
Perceived Security	372	3.76	0.81	1.6	5
Purchase Intention	372	4.11	0.7	2	5

The descriptive statistics show that the respondents' attitudes towards online shopping were mostly positive. The Product Variety had the highest mean score (4.22), followed closely by Convenience (4.18) and Purchase Intention (4.11) which showed favourable attitudes to be strong. The mean of Perceived Value was also found to be relatively high at 4.05, indicating the appreciation of benefits over the cost from the eyes of consumers. Perceived Security (3.76) and Trust (3.89), however, had relatively low mean values indicating that these are areas of moderate concern. Responses were moderately variable with the standard deviations in the range of 0.65 to 0.81. The findings overall imply that while shopping online is a functional thing that is welcomed, there is still scope for enhancing functional trust and security perceptions of Bangalore consumers.

Table 2: Reliability Analysis

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Convenience	0.842	0.894	0.678
Perceived Value	0.861	0.905	0.705
Product Variety	0.827	0.886	0.661
Trust	0.879	0.916	0.732
Perceived Security	0.868	0.91	0.717
Purchase Intention	0.851	0.899	0.69

The reliability analysis validates that the internal consistency of all constructs are within the suggested range and convergent validity meets the recommended criterion. The values of Cronbach's Alpha ranged from 0.827 to 0.879, which is above the minimum level of 0.70, and this means that the items in the measurement instruments were quite consistent with each other. The scales were also reliable as their Composite Reliability (CR) was high, ranging from 0.886 to 0.916. All constructs had acceptable values of Average Variance Extracted (AVE) from 0.661 to 0.732. These outcomes indicate that the items have a good level of convergent validity. The results of this measurement model showed high reliability and convergent validity, which are bases to analyse the structural model.

Table 3: Structural Model Results (Hypothesis Testing)

Hypothesis	Path	Path Coefficient (β)	t-value	p-value	Result
H1	Convenience $\rightarrow$ Purchase Intention	0.214	4.182	0	Supported
H2	Perceived Value $\rightarrow$ Purchase Intention	0.238	4.765	0	Supported
H3	Product Variety $\rightarrow$ Purchase Intention	0.176	3.421	0.001	Supported
H4	Trust $\rightarrow$ Purchase Intention	0.267	5.314	0	Supported
H5	Perceived Security $\rightarrow$ Purchase Intention	0.193	3.876	0	Supported

The findings of the structural model suggest that all the hypotheses were accepted at the 5% level of significance. Trust emerged as the strongest predictor of online purchase intention ($\beta = 0.267$, $t = 5.314$, $p < 0.001$), followed by Perceived Value ($\beta = 0.238$) and Convenience ($\beta = 0.214$). Product variety and perceived security had a strong positive impact on purchase intention. The model had a strong level of explanatory power with 58.2% of the variance in purchase intention explained ($R^2 = 0.582$). The results of this study reveal the importance of trust and value perceptions to the consumers' online purchase decisions in Bangalore. Overall, the results validate that there is a significant relationship between functional factors and purchase intention as well as a significant relationship between psychological factors and purchase intention in the context of the study.

5.1 Results and Discussion

The findings of the study show that convenience, perceived value, product variety, trust and perceived security significantly affects a consumer's purchase intention for online shopping in Bangalore. The most powerful factor was trust, which is so vital to developing consumer confidence in online platforms. The other two factors, perceived value and perceived convenience, were also significant, and consumers clearly valued and desired positive and easy shopping experiences. Product variety and perceived security had relatively weaker effects, but were statistically significant. The results are in line with previous studies that highlighted the importance of trust and value in influencing online buying decisions. The model's explanatory power ($R^2 = 0.582$) shows that the constructs selected are able to explain a meaningful part of the variance of the purchase intention. In summary, the findings highlight the importance of trust-building strategies, in addition to offering tangible advantages, to boost online shopping uptake in Bangalore.

5.2 Managerial Implications

- **Strengthen Purchase Intentions:** When it comes to purchase intentions, transparent policies, accurate product information, secure payment systems and customer service were the most critical elements for ecommerce sites.
- **Targetable aspects of the management strategy should include:** Pricing, good discounts, Loyalty schemes and making the value of the product obvious to consumers.
- **Enhance convenience features:** E-commerce sites should prioritize user-friendliness, faster delivery options, easily navigable sites and hassle free checkout processes to create a more convenient and seamless online shopping experience.
- **Continue to increase Product Variety and Assortment:** Offer a wider variety of products, brands and categories to meet the varied needs of consumers and to drive purchase intention in Bangalore.
- **Continued investments in data security:** secure transaction systems and the conspicuity of security certificates are vital in helping to ease consumer concerns and build trust in online platforms in the long run.

6. CONCLUSION

The study is based on the factors affecting the purchase intention of the consumers on online shopping in Bangalore city. The findings revealed that convenience, perceived value, product variety, trust and perceived security had a significant effect on intention to purchase online products with trust being the most influential. The proposed model has demonstrated satisfactory degree of reliability, validity and high degree of explanation. The findings underline the value of both functional benefits and psychological security to digital buying behaviour. The study adds to the literature with empirical findings from an important technology hub in India through the application of the PLS-SEM technique. In reality, the findings offer actionable insights for e-commerce businesses aiming to enhance their consumer interactions and conversion rates. Finally, the study underscores the need for continued efforts to foster trust, value and security perceptions to encourage continued growth in online transactions.

6.1 Limitations of the Study

- The study used non-probability sampling technique, namely convenience sampling that could restrict the results of the study to the general population of people who shop online in Bangalore.
- A cross sectional design was used, which limited the ability to draw inferences of causation across time and only collected information at one time.
- 3. The study was limited to Bangalore City and the findings are not necessarily generalizable to consumers in other cities or geographical areas of India with varying socio-economic and digital profiles.
- The study was limited to a few of the determinants; some other factors that may be relevant were not included in the model such as social influence, website quality and delivery experience.
- Response error from social desirability bias or poor recall from self-reported questionnaire information may influence the accuracy of responses.

6.2 Future Research Directions

- Future research could employ probability sampling methods and larger sample sizes for increased generalisability of results to other segments of online shoppers.
- The longitudinal research designs can be used to investigate the changes in consumer purchase intention and the stability of important determinants across time.
- To allow for comparison and understanding of geographical variations in online shopping behavior similar studies can be undertaken in other metro cities or tier 2 Indian cities.
- Future studies can further expand the model by adding more constructs like social influence, site quality, delivery reliability, or customer experience to gain a better comprehension.
- Qualitative or mixed-method research can be employed to better understand the reasons, concerns, and decision-making processes of online consumers.

REFERENCES

- [1] Agrawal, S. S., Sahai, K. P., & Kohli, N. K. (2026). The Role of Emerging Technologies in Shaping Instant Retail and Quick Commerce: Evidence From India. *Reimagining Retail Through Dark Stores and Quick Commerce*, 147-186.
- [2] Yadav, P., Jain, A., Pathak, N., & Sharma, N. (2024). Investigating the behavior of consumers using digital payment: comparative study between rural and urban areas. *Intelligent Decision Technologies*, 18(3), 2353-2370.
- [3] Taneja, S., & Shukla, R. P. (2024). Omnichannel Retailing: A Comprehensive Exploration of Integration, Customer Engagement, and Market Share in Today's Retail. In *Omnichannel Approach to Co-Creating Customer Experiences Through Metaverse Platforms* (pp. 60-76). IGI Global Scientific Publishing.
- [4] Kumar, I., & Chidambara. (2023). Freight patterns and spatial planning requirements of third generation E-commerce in Indian cities. *Urban, Planning and Transport Research*, 11(1), 2256817.
- [5] Sagar, S. (2024). The impact of digital transformation on retail management and consumer behavior. *Journal of Business and Management*, 26(1), 06-14.
- [6] Catagasan, J. I., Libo-on, J., Loberiano, J. R. A., Machado, R. A. O., & Rebadavia, H. G. (2026). The Impact of Digital Marketing and Pricing Strategies on Consumer Purchase Behavior Amid Increasing Online Store in Parañaque. *International Journal of Artificial Intelligence and Modern Engineering*, 1(1), 69-95.
- [7] Felix, A., & Rembulan, G. D. (2023). Analysis of key factors for improved customer experience, engagement, and loyalty in the e-commerce industry in Indonesia. *Aptisi Transactions on Technopreneurship (ATT)*, 5(2sp), 196-208.
- [8] Rawat, P., Muthulakshmi, R., Josyula, H. P., Kataria, A., & Landge, S. R. (2024). Consumer perception and adoption of digital payment methods: A study on trust and security concerns. *Educational Administration: Theory and Practice*, 30(4), 6022-6029.

- [9] Ardhiyansyah, A., Iskandar, Y., Kurniawan, K., & Kristia, K. (2026). Digital Marketing as Behavioral Architecture: How Online Content Designs Internalize Sustainable Consumption Values. *Jurnal Ilmiah Manajemen dan Bisnis*, 11(1), 23-44.
- [10] Chandrakala, V. (2025). E-Commerce and Rural Market Development: Evidence from Consumer Durable Buyers in Bangalore Rural District. *Anusandhanvallari*, 4149-4162.
- [11] Kaushal, A., Singh, A., Raj, A., Garg, S., & Mohapatra, H. (2026). Analysis on E-Services Platform in Context of Intelligent Cities. *Hyper-Intelligent Networks: Exploring the Future of Connectivity for Society 5.0*, 271-295.
- [12] Indiani, N. L. P., Keshminder, J. S., Wiratama, N. I., & Amertha, G. S. (2025). Unlocking e-commerce potential in SMEs: an integrative framework for adoption in emerging markets. *Humanities and Social Sciences Communications*, 12(1), 766.
- [13] Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial least squares structural equation modeling. In *Handbook of market research* (pp. 587-632). Cham: Springer International Publishing.
- [14] Seshadri, K. R., & Verghese, N. A. (2026). Digital Commerce Transformation in India: A Multi-Case Study Analysis of Flipkart, UPI, and Omnichannel Retail Success. *International and Comparative Corporate Law Journal*, 18(S1), 28-64.
- [15] Kiruthikka, V. (2023). An empirical study on the impact of online marketing on consumer behaviour in Bangalore. *SJCC Management Research Review*, 93-102.
- [16] Manoranjan, H., & Maheswari, V. (2024). The role of shopping apps and their impact on the online purchasing behaviour patterns of working women in Bangalore. *International Journal of Networking and Virtual Organisations*, 31(2), 106-126.
- [17] Joshi, H., Binoy, A., Safna, F., & David, M. (2021). Factors influencing online shopping behaviour: An empirical study of Bangalore. In *Data Science and Security: Proceedings of IDSCS 2021* (pp. 285-294). Singapore: Springer Singapore.
- [18] Basha, M., Bastray, T., Das, R., Motta, A. R., & Malhotra, N. (2025). Shaping Consumer Decisions in the Digital Era: The Impact of Online Reviews and Ratings on Purchase Intention in Bangalore. *International Insurance Law Review*, 33(S5), 106-120.
- [19] Deepthi, J. R. (2026). Determinants of Consumer Purchase Decisions in E-Commerce: Examining the Roles of Influencers, Online Reviews, Trust, and Price Promotions. *Minnesota Journal of Business Law and Entrepreneurship*, (3), 998-1008.
- [20] Gayathri, V. (2026). Consumer Purchase Behaviour for Fashion Products through E-Tailing: An Empirical Study in Bangalore City. *Minnesota Journal of Business Law and Entrepreneurship*, (3), 787-795.
- [21] Ravanar, R., Senthilkumar, K., & Raghavendra, B. (2023, December). Influence of Sociodemographics in Online Purchases at Bengaluru City in India. In *International Conference on Innovation, Sustainability, and Applied Sciences* (pp. 321-325). Cham: Springer Nature Switzerland.
- [22] Kripesh, A. S., Prabhu, H. M., & Sriram, K. V. (2020). An empirical study on the effect of product information and perceived usefulness on purchase intention during online shopping in India. *International Journal of Business Innovation and Research*, 21(4), 509-522.
- [23] MR, S. (2022). An Empirical Study on Behavioural Aspects Of Consumer Behavior During Online Shopping With Special Reference To Students In Bangalore District. *Aweshkar Research Journal*, 29(2), 35.
- [24] Shukla, M., Jain, V., & Misra, R. (2022). Factors influencing smartphone based online shopping: an empirical study of young Women shoppers. *Asia Pacific Journal of Marketing and Logistics*, 34(5), 1060-1077.
- [25] Kalavathy, K. S., Swapna, H. R., Nallasivam, A., Pandey, D., Mahajan, D. A., & Dadheech, P. (2023). An Empirical Investigation on the Influence of Social Networks on Purchase Decision Making: An Indian Perspective. In *Social Media and Online Consumer Decision Making in the Fashion Industry* (pp. 26-43). IGI Global Scientific Publishing.

- [26] Meppurath, D. P., & Varghese, R. (2022). Shopping orientations and its influence on online purchase intention: a study of young adults. *International Journal of Electronic Marketing and Retailing*, 13(1), 105-135.
- [27] Roy, G., Basu, R., & Ray, S. (2023). Antecedents of online purchase intention among ageing consumers. *Global Business Review*, 24(5), 1041-1057.
- [28] Bulsara, H. P., & Vaghela, P. S. (2022). Millennials's online purchase intention towards consumer electronics: Empirical evidence from India. *Indian Journal of Marketing*, 53-70.
- [29] Dixit, R., Choudhary, S., & Govil, N. (2022, February). Analysis of the factors influencing the consumer buying behaviour in online shopping: An empirical study with reference to Delhi, India. In *Proceedings of the International Conference on Innovative Computing & Communication (ICICC)*.
- [30] Jagannarayan, M. N., & Kannan, M. A. (2020). AN EMPIRICAL STUDY ON THE FACTORS INFLUENCING WORKING WOMEN'S PREFERENCE FOR ONLINE SHOPPING OF DRESSES IN MUMBAI CITY. *Advances in Management, Social Sciences and Technology*, 20.