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RESEARCH ARTICLE

Factors Influencing Consumer Behavior in Malaysia E-Commerce for Online Shopping

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ABSTRACT

The purpose of this study is to investigate the factors that influence online consumer behavior on e-commerce platforms in Malaysia. In an era of rapidly advancing technology and increasing business platforms aimed at enhancing human efficiency, the aim of this study is to discover the relationship between attitude towards online websites and behavior intention in the aspect of price factor, perceived ease of use, perceived usefulness, product factor and convenience. Data were collected through an online questionnaire conducted at TAR UMT, with a total of 104 responses received. Cronbach's alpha is used to measure the reliability of the questionnaire item. Pearson's correlation and mediation analysis are performed to test the relationship between the the price factor, perceived ease of use, perceived usefulness, product factor, convenient using SPSS with Macro Process 4.0. The results of this study found a positive relationship between the the attitude towards online websites and the result of the mediation analysis showed that the the price factor, perceived ease of use, perceived usefulness, product factor, and convenient are a mediating factor in the relationship between the the attitude towards online websites and the intention of behaviour. These findings offer valuable information for researchers and policymakers, providing guidance on optimising e-commerce strategies to drive business success in the digital realm. By understanding and leveraging these influential factors, businesses can better respond to consumer needs and preferences in the evolving landscape of online shopping.

INTRODUCTION

In the dynamic realm of e-Commerce, understanding the intricate factors that influence consumer behavioris paramount for businesses aiming to thrive in the digital marketplace. Drawing insights from a wealth of scholarly research, this introduction seeks to shed light on the diverse array of influences shaping consumers' purchasing decisions and interactions with on-line platforms.

Agag and El-Masry (2016) offer valuable insights into the integration of innovation diffusion theory and the Technology Acceptance Model (TAM) with trust, providing a nuanced understanding of consumer intentions to engage in online travel communities and its subsequent impact on travel purchases and word-of-mouth recommendations. Similarly, Chen and Teng (2013) dive into the comprehensive effects of the image of the online store on purchase intention within e-commerce environments, highlighting the importance of visual presentation in shaping consumer perceptions and behaviors. On the other hand, Davis (2022) contributes seminal research on perceived usefulness, perceived ease of use, and user acceptance of information technology, laying a foundational framework for understanding consumer attitudes towards digital platforms. In addition, studies such as those by Fortes and Rita (2016) and Redirecting (2024) delveinto the complex interaction between privacy concerns and online purchasing behavior, presenting integrated models to address consumer concerns and foster trust in e-commerce transactions.

Perceived risk emerges as a significant determinant of consumer behaviour, as evidenced by meta-analyses such as Effects of Perceived Risk on Intention to Purchase (2019). Ha and Stoel (2009) further explore consumer acceptance of e-shopping within the technology acceptance model framework, elucidating key antecedents of online shopping adoption. Meanwhile, social factors play a crucial role in shaconsumer behavior in the digital age, as highlighted by studies such as those by Smith et al. (2013) and Islam et al. (2011), which examine cross-cultural variations in online shopping behavior and identify factorsinfluencing customers' buying intentions online, respectively.

Technological advancements continue to reshape the e-commerce landscape, as demonstrated by Fu etal. (2020), who explore intelligent decision-making in online shopping behavior based on the Internet of Things (IoT), and Hamli and Sobaih (2023), who investigate consumer behavior toward online shopping amid the COVID-19 pandemic. By synthesizing insights from these diverse sources, this introduction sets the stage for a comprehensive exploration of the factors that influence consumer behavior on e-Commerce platforms. Through an interdisciplinary lens, the aim is to provide valuable insights for businesses, researchers, and policymakers navigating the complexities of the digital marketplace.

Problem Statement

Understanding the multifaceted factors driving consumer behavior on e-commerce platforms poses a significant challenge for businesses in the digital marketplace. Although existing scholarly research offers valuable insight into various aspects of consumer decision making and online interaction, there is a pressing need to synthesize and analyze this extensive literature to pinpoint critical gaps and areas warranting further investigation. Specifically, a comprehensive understanding of the complex interplay among technological, social, and psychological factors that shape consumer behavior remains elusive. Although studies by Agag and El-Masry (2016), Chen and Teng (2013) and Davis (2022) have delved into individual aspects such as trust, online store image, and perceived usefulness, integrating these findings into a unified framework that captures the intricacies of consumer decision-making processes is imperative. Furthermore, despite some research on factors

such as perceived risk (Effects of Perceived Risk on Intention to Purchase, 2019) and social influences (Smith et al., 2013; Islam et al., 2011), there exists a notable scarcity of studies comprehensively examining the interaction between these factors and their collective impact on online shopping behavior. Furthermore, with e-commerce evolving rapidly due to technological advancements such as the Internet of Things (Fu et al., 2020) and shifts in consumer behavior patterns, particularly influenced by events such as the COVID-19 pandemic (Hamli and Sobaih, 2023; Mani, 2024), updated research reflecting these dynamic changes in the digitallandscape is imperative. Therefore, this research aims to provide a holistic understanding of the factors that influence consumer behavior on e-commerce platforms, encompassing technological, social, andpsychological dimensions, while also identifying implications for businesses seeking to optimize their online strategies and improve consumer engagement and satisfaction.

2.0 LITERATURE REVIEW

Perceived ease of Use (PEOU) and Perceived usefulness (PU)

Perceived ease of Use (PEOU) and Perceived Usefulness (PU) are fundamental constructs within the technology acceptance model (TAM), a seminal theory in information systems research. PEOU refers to users' perceptions of how effortless it is to use a particular technology, while PU refers to the extent to whichusers believe that using the technology will enhance their job performance (Davis, 1989). TAM asserts that both PEOU and PU significantly influence users' attitudes toward adopting new information technologies. When users perceive a technology as both useful and easy to use, they are more likely to develop a positive attitude toward its adoption. Additionally, TAM posits a direct relationship between PEOU and PU, suggesting that when users find a technology easy to use, they are more likely to perceive it as useful.

Several studies have investigated the impact of PEOU and PU on users' attitudes and behavioural intentions in diverse cultural contexts. For example, research on online shopping systems has consistently shown that positive perceptions of PEOU and PU contribute to favorable attitudes toward these systems (Agag & El-Masry, 2016; Fortes & Rita, 2016). Moreover, empirical evidence supports the direct influence of PU on users' behavioural intentions to adopt technology. Studies conducted in various cultural settings have found a positive relationship between users' perceptions of a technology's usefulness and their intentions to adopt it (Chen & Teng, 2013; Fortes & Rita, 2016).

Furthermore, research indicates that the relationship between PEOU and behavioural intention toward technology adoption extends beyond specific cultural contexts. Studies conducted in both the United Statesand China have revealed a positive association between PEOU and users' intentions to use online shoppingsystems (Smith et al., 2013).In conclusion, TAM offers valuable insights into the determinants of users' technology adoption decisions. By understanding the roles of PEOU and PU, researchers and practitioners can develop effective strategies to promote positive attitudes and intentions towards technology adoption, thus facilitating its successful implementation.

Attitude towards Online Shopping

Behavioral intention refers to the willingness of individuals to engage in a specific behavior, and it plays a crucial role in influencing their actual actions. The Technology Acceptance Model (TAM) posits that individuals' intentions are a significant determinant of their actual behaviour, with intention itself being influenced by theirattitude toward the behaviour (Davis, 1989). Similarly, the theory of Planned Behavior (TPB) also suggests a direct relationship between attitude toward behavior and the intention to engage in that behavior. In the literature, numerous studies have applied TAM and TPB in various information systems contexts, consistently confirming the relationship between attitude and behavior intention. For example, studies by (Dwivedi et al. (2017), Elseidi (2018), Fortes & Rita (2016),Ha and Stoel (2009), have demonstrated that individuals'

favorable attitudes toward online shopping positively influence their behavioral intention to engage in online shopping.

Consumer Behaviour in Making Purchase Decisions

Analyzing consumer behavior involves understanding the actions of individuals, groups, or families as they engage in the purchase of goods or the utilization of services for personal use (Kotler & Armstrong, 2008). The decision-making process involved in purchasing reflects an individual's perceptions and evaluations ofvarious products, brands, and services, enabling them to make informed choices that align with their needs, preferences, and financial capacity (Hawkins & Mothersbaugh, 2010; Waheed et al., 2010). This decision-making process culminates in the selection of specific goods or services.

In the context of Islamic views on consumer activity, it is emphasized that considerations should extend beyond personal benefit to include the welfare of others (Minsanam et al., 2014). Islam advocates moderation in consumption and stresses the importance of assessing the maslahah or overall benefit andmoral value of the goods being purchased, seeking to achieve blessings and satisfaction from Allah SWT. To evaluate the consumer decision making process, certain metrics are employed. According to (Kotler & Armstrong (2008), these metrics include: (1) The objectives behind a purchase, (2) The processing ofinformation leading to the choice of a brand, (3) The level of interest in a product, (4) The likelihood of recommending the product to others, and (5) The propensity for making subsequent purchases of the product.

Price Factor

Price serves as a crucial measure, representing the value that must be exchanged to acquire ownership of a product or service (Tjiptono, 2015). It is defined as the monetary amount required to obtain a particular product or service (Kotler & Armstrong, 2008). Given the natural variation in pricing for similar items betweendifferent sellers, these differences inevitably influence consumer purchasing decisions. When engaging in online shopping, consumers have the opportunity to take several price-related actions, as outlined by (Kotler & Keller (2016): (1) Gather and compare price information from different vendors, (2) Verify prices at the point of sale, (3) Adjust purchases based on financial capability, and (4) Access products at no cost.

Within the Islamic perspective, the concept of just price emerges from a market environment characterized by moral integrity, encompassing fair play, honesty, transparency, and justice (Minsanam et al., 2014). In terms of assessing consumer purchasing decisions, certain criteria are considered, as identified by (Kotler &Armstrong (2008). These criteria include: (1) the affordability of the price, (2) The alignment of the price with the quality of the product, (3) The correlation between the price and the perceived value of the product,and (4) The competitiveness of the price relative to the buyer's financial capability.

Variety of Products

In the marketplace, a diverse range of products serves as a magnet for consumers, enticing them to make purchases that satisfy their needs or desires (Kotler & Armstrong, 2008). The concept of product variety refers to the assortment of products that a business offers to its customers (Indrasari, 2019). This diversity plays apivotal role in influencing consumer buying decisions, thereby impacting the sustainability of a company's operations. Beyond their role in consumption, products also embody the process of production (Minsanam etal., 2014). It is imperative for manufacturers to not only produce items but to infuse creativity and innovation into their production processes. This approach enables the development of a broad spectrum of products.

From an Islamic perspective, the endeavour to offer a variety of products must also take into account the principle of maslahah, or the collective benefits and ethical considerations of these goods. The

evaluation ofproduct variety can be conducted through several indicators (Indrasari, 2019), which include: (1) offering products in multiple sizes, (2) providing products in various types, (3) ensuring products are made from different materials, (4) designing products with diverse styles, and (5) providing products of varying qualitylevels.

Based on the study conducted in the previous sections, this study constructed a conceptual framework asshown in Figure 1.

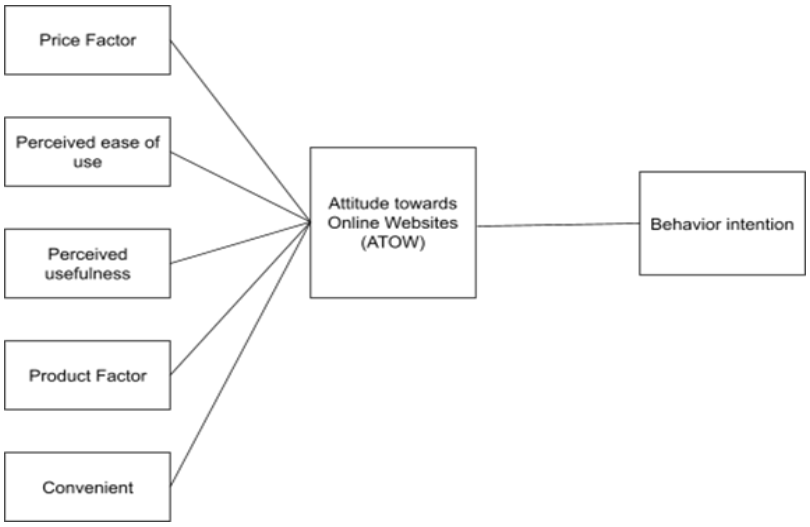

Figure 1: Conceptual Framework Table

H1: There is a positive relationship between the choices based on the prices of the product.

H2: There is a positive relationship between consumer choice and perceived ease of use.

H3: There is a positive relationship between consumer choice and perceived usefulness.

H4: There is a positive relationship between consumer choice and product factors.H5: There is a positive relationship between consumer choice and convenience.

H6: There is a positive relationship between price factors and attitude towards online websites.

H7: There is a positive relationship between perceived ease of use and attitude towards Online Websites.H8: There is a positive relationship between perceived usefulness and attitude towards online websites.H9: There is a positive relationship between the product factors and the attitude towards online websites.

H10: There is a positive difference between convenience and attitude towards online websites.

H11: There is a mediating effect of price factors on the relationship between consumer choice and attitude toward online websites (ATOW).

H12: There is a mediating effect of perceived ease of use on consumer choice and Attitude towards OnlineWebsites (ATOW).

H13: There is a mediating effect of perceived usefulness on the relationship between consumer choice andattitude toward online websites (ATOW).

H14: There is a mediating effect of product factors on the relationship between consumer choice and attitude toward online websites (ATOW).

H15: There is a mediating effect of convenience on the relationship between consumer choice and attitude toward online websites (ATOW).

3.0 RESEARCH METHODOLOGY

Population

Data collected for this research is through questionnaires. A questionnaire is a research instrument used to collect data from respondents in a systematic and standardised manner. It consists of a set of questions designed to gather specific information related to the research objectives. For this research, our question designs are all related to the purchase behaviour and intention for online and offline such as how often consumers make online purchases to know consumer buying patterns. Our questionnaires are administered through an online survey using digital platforms, which is Google Forms. The online questionnaires built using Google Forms are distributed mainly to TARUMT. This questionnaire was sent from 31 March 2024 to 4 May 2024. The questionnaire will be published and shared on social media platforms such as Whatsapp.

Sampling

For this research, data from the intended population was collected using a straightforward random sampling approach. The sampling frame was drawn from people between 15 and 40 years who reside in Malaysia. To ensure a representative sample that accurately reflects the actual population's characteristics and preferences, some sampling process will be implemented. The target respondents for this study are Malaysian people aged between 15 and 40 years who have previously made online purchases. A total of 200 people will be invited to participate in the survey.

The research aims to collect responses from at least 104 individuals. The survey questionnaire will bedistributed through various social media platforms, leveraging their wide reach and diverse user base. This approach allows for a broader representation of the Malaysian population's online shopping behaviours and preferences. In addition to that, our team also introduced the questionnaire to ask students in TARUMTuniversity to answer it, hence the majority come from TARUMT. The survey will encompass questions related to online shopping habits, preferences, factors that influence purchase decisions, and demographic details. The questions will be designed to gather comprehensive information about the participants' online shopping behaviors.

Questionnaires

Our questionnaires follow a structured format, where questions are organized in a logical sequence, such that we will give the simple question first to the respondent, such as asking age to make sure they are in comfort and willing to continue completing the questionnaire without simply answering it. Questionnaires ensure standardization in data collection by asking all respondents the same set of questions. This consistency minimizes bias and allows for comparability across different responses. The questionnaire consistsof 30 closed-ended questions to gather quantitative information. Closed-ended questions in questionnaires generate quantitative data, which can be analysed using statistical methods (Yi et al., 2022; Ting et al., 2024).

In our questionnaire there are eight sections. The first section is concentrated on demographic questions, age, and the program they are currently enrolled in. Other than that, there are still some questions that are collected on a nominal scale, such as gender. These categories of scale have no meaningful order and ranking can be divided into categories such as the occupation is student, employee, or manager. Data are collected using ratio scale measurement, which is age, as it is a numerical variable. There is a lotof data collected using ordinal scale measurement such as factors that affect online purchase. For example, factors that affect online purchase are collected using a 5-point Likert scale which is from 1: strongly disagree to 5: strongly agree.

Table 1. Items in the questionnaire adopted from various resources.

Demographic	Options/Scale	Source
Programme Gender Age	RSD, DFT, DCS,REI, Others Male, Female 15-18, 19-25,26-30, 31-40	NA
Consumer Choice (B)		
I often shop online using e-Commerce. Almost every week I shop online using e-Commerce. I prefer to shop online using e-commerce in searching for products. I will always use e-Commerce again in shopping.	Strongly Disagree 1, 2, 3, 4, 5 Strongly Agree	(Fernandes, 2021)
Price Factor (PAB)		
I can save money by comparing prices on various e-Commerce platforms. I prefer to look for discount deals on products on differente-commerce platforms. E-Commerce platforms offer better value for my money	Strongly Disagree 1, 2, 3, 4, 5 Strongly Agree	(Apriliana & Darwanto, 2022)
Perceived Ease of Use (EAB)		
Do you think that the e-Commerce platforms would be easy to useto do your shopping? It would be easy for me to become adept at using theE-commerce platforms to buy a product. Using an e-commerce platform does not require a lot of mental effort. Do you think learning to use E-Commerce platforms iseasy? Do you think the interactions with e-Commerce platforms areclear and understandable? Do you think E-Commerce platforms are flexible to interact with?	Strongly Disagree 1, 2, 3, 4, 5 Strongly Agree	(Apriliana & Darwanto, 2022)
Perceived Usefulness (UAB)		
I found utilising E-Commerce platforms to be fun. The transaction of E-Commerce platforms is advantageous. Do you think that the use of E-Commerce platforms improves yourefficiency in shopping or information seeking?	Strongly Disagree 1, 2, 3, 4, 5 Strongly Agree	(Pandey & Parmar, 2019)
Variety of Product (FAB)		
The products found on the e-Commerce platform consist of various: Sizes Types Materials Design Qualities Product from different brands Product that readily available	Strongly Disagree 1, 2, 3, 4, 5 Strongly Agree	(Pandey & Parmar, 2019)
Convenient (FAB)		
I feel that time can be saved by the usage of E-Commerce platforms in the shopping process. I feel that usage of E-Commerce platforms to be useful in the shopping process. I can shop online on e-commerce platforms, anytime, anywhere.	Strongly Disagree 1, 2, 3, 4, 5 Strongly Agree	(Hamli & Sobaih, 2023)

Attitude Towards Online Websites (A)		
Do you think that purchasing products through an E-Commerceplatform is good? Do you think purchasing products through E-Commerce platforms is rewarding? Do you think that purchasing products through E-Commerce platforms is wise? Do you think purchasing products through E-Commerce platforms is sensible (practical, likely to be of benefit)?	Strongly Disagree 1, 2, 3, 4, 5 Strongly Agree	(Fernandes, 2021)

Analysis Method

The data collected from the distributed questionnaire will be analyzed using SPSS software. Initially, Cronbach's Alpha will be employed to assess the internal consistency and reliability of the questionnaire scales, as shown in the table. A threshold of 0.7 for Cronbach's Alpha must be surpassed for each section (Consumer Choice, Price Factor, Perceived Ease of Use, Perceived Usefulness, Writing or Search, and Convenient) and the overall questionnaire, ensuring the inclusion of items.

Subsequently, descriptive statistics will be used to examine respondents' demographic characteristics and their attitudes toward e-commerce platforms. This analysis will detail the frequency distribution of respondents based on factors such as consumer choice, price factor, perceived ease of Use,Perceived Usefulness, Writing or search, and Convenient.

Furthermore, to examine the hypotheses (H1 to H8), a bivariate correlation analysis (Pearson correlation) will be performed using SPSS and Process Macro. Hypotheses such as H2 (price influencing attitudes towarde-commerce platforms), H3 (variety of products influencing attitudes), H4 (perceived usefulness influencing attitudes), H6 (perceived ease of use influencing attitudes), H7 (convenience influencing attitudes) and H8 (attitudes influencing behavioral intention) will be analyzed through bivariate correlation.

Simultaneously, to scrutinize hypotheses H1 (perceived ease of use that impacts attitudes toward online shopping websites) and H5 (perceived ease of use that influences perceived usefulness), mediating analysis willbe performed utilizing SPSS and Process Macro. This analysis will evaluate the role of perceived usefulnessas a mediator between perceived ease of use and attitudes toward online shopping websites (H1), and the relationship between perceived ease of use and perceived usefulness (H5).

4.0 RESULTS AND DISCUSSIONS

Reliability Analysis

Cronbach's Alpha ranges from 0 to 1. A higher value indicates better internal consistency. Generally, a Cronbach alpha range above 0.7 is considered acceptable, while values above 0.8 are considered good. This means that the 16 variables that we included in our investigation are related to each other and measure the same construct to a reasonable extent. By achieving a Cronbach's Alpha value of 0.9 (Table 1), we can be more confident that the 30 variables we included in our research are reliable and consistent in their measurement of the targeted construct. This enhances the overall validity of our study, as we can now trust that our questionnaire effectively captures the intended information and that the data we collect are more likely to reflect the true relationships between these variables. It also indicates that our efforts to cleanse the data and filter out outliers have contributed to the robustness of our findings.

Table 1: Questionnaire items

Section	Number of Questions	Cronbach's Alpha

Consumer Choice (B)	4	0.824
Price Factor (PAB)	3	0.797
Perceived Ease of Use (EAB)	6	0.810
Perceived Usefulness (UAB)	3	0.705
Variety of Product (FAB)	7	0.830
Convenient (CAB)	3	0.617
Attitude Towards Online Website (A)	4	0.696
Overall	30	0.901

Descriptive statistics

Most of the respondents belong to the RSD program, constituting 62.0% of the sample (n =38). The second largest group is from the other category, representing 24.0% of the respondents (n = 26). The DFT program represents 12.0% of the respondents (n = 12), followed by the DCS program with 11.0% (n = 11). The Account program has the smallest representation with only 1.0% (n = 1) of the respondents. In terms of gender distribution, 54.0% of the respondents are male (n = 46), while 46.0% are female (n = 54). Regarding age, the majority of the respondents fall within the age range, constituting 88.0% of the sample (n = 88). The 15-18 age group accounts for 11.0% of the respondents (n = 11), while the26-30 age group has the smallest representation with only 1.0% (n = 1).

Table 2: Descriptive Statistics of Demographic Characteristics

Characteristics	Frequency (n)	Valid Percentage (%)
Programme		
Account	1	1.0
DCS	11	11.0
DFT	12	12.0
Others	26	24.0
REI	12	50.0
RSD	38	62.0
Gender		
Male	46	54.0
Female	54	46.0
Age		
15-18	11	11.0
19-25	88	88.0
26-30	1	1.0

Hypothesis testing

Table 3 shows the descriptive statistics (mean and standard deviation) and Pearson correlation for the independent variables and dependent variables. For Pearson's correlation, since all the results show that thesignificance level is < 0.01, H1, H2, H3, H4, H5 and H7 are accepted in this study because sig. < 0.05. This result is consistent with many previous studies as shown in Table 3.

Table 3: Descriptive Statistics and Pearson Correlation Analysis

		A	B	Std. Deviation
PAB	Pearson Correlation	.593**	-	.78542
EAB	Pearson Correlation	.518**	-	.62644
UAB	Pearson Correlation	.471**	-	.69771

FAB	Pearson Correlation	.355**	-	.56171
CAB	Pearson Correlation	.445**	-	.59323
A	Pearson Correlation	-	.316**	.64130

Note: A = Attitude towards an online website, B = Consumer Choice, PAB = Price Factor, EAB = Perceived ease of Use, UAB = Perceived Usefulness, FAB = Variety of products, CAB = Convenient

Mediating Analysis

According to Table 4, DE and IE has a bootstrap of 95% confidence interval for mediation analysis of attitude towards online website (A) and Consumer Choice (B). Through this mediation analysis, A was found to be a significant mediator when predictors are Price Factor (IE=.1405), Perceived ease of Use (IE=.0915), Perceived usefulness (IE =.0832), Variety of Products (IE=.1160) and Convenient (IE=.1157). Therefore, H1, H2, H3, H4 and H7 are accepted.

Table 4: Table of direct and indirect effects for mediation analysis

Predictor	Mediator	DV	DE (LLCI, ULCI)	IE (BootLLCI, BootULCI)
PAB	A	B	.1326 (-.1015, .3667)	.1405 (-.0700, .3595)
EAB	A	B	.4182** (.0023, .1532)	.0915 (-.0762, .3643)
UAB	A	B	.3751** (.0017, .1450)	.0832 (-0.582, .2945)
FAB	A	B	.3154* (.0258, .0388)	.1160 (-.1100, .2342)
CAB	A	B	.3487* (.0123, .0773)	.1157 (-.0256, .3525)

Note: DV = Dependent Variable; DE = Direct Effect; IR = Indirect Effect; *p < 0.05; **p < 0.01; ***p < 0.001

First, the results supported hypothesis H1, indicating a positive relationship between perceived ease of use of e-commerce platforms and consumers' attitudes toward online shopping websites. This finding aligns with the Technology Acceptance Model (TAM) (Davis, 2022) and previous studies (Chen & Teng, 2013; Agag & El-Masry, 2016) that emphasize the role of user-friendly interfaces and seamless processes in shaping positive attitudes toward e-Commerce adoption.

Second, hypothesis H2 was accepted, suggesting that price significantly influences consumers' attitudes toward e-commerce platforms, reflecting its role in consumer choice. This corroborates previous research (Islam et al., 2011; Elseidi, 2018; Islam et al., 2024) that highlighted pricing as a crucial factor in determining consumer attitudes and purchase intentions in the online shopping context. Competitive pricing and discounts appeal to consumers' value-seeking behaviour.

Third, the results supported hypothesis H3, indicating that the variety of products available on e-commerce platforms significantly influences consumers' attitudes toward these platforms. This finding resonates with previous studies (Fortes & Rita, 2016; Ha & Stoel, 2009) that emphasised the importance of product assortment in driving online shopping adoption. Consumers appreciate the convenience of having a wide range of products at their fingertips.

Furthermore, hypothesis H4 was accepted, suggesting a positive relationship between the perceived usefulness of e-commerce platforms and attitudes toward the use of these platforms. This finding aligns with the TAM (Davis, 2022) and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Dwivedi et al., 2017), which indicate that perceived usefulness is a significant determinant oftechnology adoption.

Finally, the results supported hypothesis H7, indicating a positive relationship between the convenience of using e-commerce platforms and consumers' attitudes toward online shopping websites. This finding resonates with previous research (Chen & Teng, 2013; Agag & El-Masry, 2016) that highlighted the importance of convenience in shaping consumer attitudes and intentions in the

e-Commerce context. The ability to shop from anywhere, at any time, and with minimal effort contributes to positive attitudes toward e-commerce platforms.

These findings underscore the importance of several key factors in influencing consumer attitudes andintentions toward e-commerce platforms. By focussing on providing user-friendly interfaces, competitive pricing, a diverse product assortment, perceived usefulness, and convenience, businesses can develop effective strategies to enhance consumer attitudes and drive adoption of their e-commerce platforms.

5.0 CONCLUSION

In conclusion, this study aimed to investigate the factors that affect consumer behavior on e-commerce platforms. The results of the mediation analysis revealed that price, product variety, perceived usefulness, perceived ease of use, and convenience significantly influenced consumer attitudes towards online shopping websites, reflecting their role in consumer choice. The data was collected from respondents ages 15-40 years old. Findings reveal that there is a strong positive relationship between the technical factor (i.e. price factor, perceived usefulness, perceived ease of use, product factor, convenient), attitude towards online websites, and behavior intention. These findings contribute to our understanding of the key determinants shaping consumer attitudes and intentions in the e-Commerce context.

However, it is important to acknowledge certain limitations within our study. First, our sample predominantly comprised university students, potentially limiting its representativeness to the broader population. Moreover, our focus on a specific geographical region may overlook the influence of cultural factors on consumer behavior toward e-Commerce platforms. Additionally, the study did not explore potential moderating effects of variables like age, gender, or prior online shopping experience, which could have nuanced the relationships under examination.

To mitigate these limitations, future research efforts could adopt a more inclusive and diverse sample, accounting for cross-cultural variations. Longitudinal studies could offer insight into the evolving consumer attitudes of consumers over time in the dynamic e-commerce landscape. Qualitative methodologies, such as in-depth interviews, could reveal the underlying motivations and perceptions that guide consumer behavior. Additionally, exploring the impact of emerging technologies and business models on consumer attitudes would pave the way for a more comprehensive understanding of the e-Commerce domain.

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