

FACTORS INFLUENCING CONSUMERS' SHOPPING INTENTION: A SYSTEMATIC LITERATURE REVIEW

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Abstract

Whether an individual is browsing the internet for new products, searching for the specifications of an item spotted in an offline store, or making a purchase on an online platform, engaging with the online retail realm has become almost inevitable. The growth of online commerce, fuelled by the emergence of new platforms, widespread smartphone usage, and increased internet access, continues to accelerate. With developing consumer interest, various industries are progressively leveraging e-commerce platforms to augment the customer experience. The ensuing exploration of e-commerce platforms and new technologies necessitates research on factors influencing user behavioural intention. Through an exploratory research approach, the present study seeks to identify the key determinants shaping consumer behavioural intention towards online shopping. The research database of Scopus is searched for relevant studies. Empirical research articles analysing relationships between variables are selected for inclusion. A content analysis of the studies grounded in established theoretical and conceptual frameworks is conducted to identify the prominent variables. The selected variables are subsequently categorised into various factors through manual coding, culminating in the development of a holistic framework. The variables identified are categorised into the technological, price value-related, perception-related, hedonic, social, and personality-related factors. This research acknowledges that various technology adoption models, behavioural theories, and personality frameworks provide valuable insights into consumer attitudes and usage intentions. The present study advances this understanding by integrating these models with diverse factors and their underlying attributes. Marketers can leverage insights from these identified factors to design marketing strategies that foster positive customer relationships.

Keywords: *Behavioural Intention, Hedonic Factors, E-commerce Platforms, Online Shopping, Online Consumer Behaviour, Utilitarian Factors.*

INTRODUCTION

Online retail has experienced remarkable growth, evolving from an opportunity for expansion into a necessity, and continues to expand. Driven by technological advancements like digital payment systems, data-driven customer engagement, localised delivery networks, electronic data interchange, and digital marketing, the e-retail market is bound to surge (The Economic Times, 2022). The pandemic-induced lockdown forced people to stay indoors and impeded online shopping (OECD, 2020) of both necessities and non-essentials (Alwan et al., 2023). The proportion of e-commerce compared to overall retail sales was amplified by two to five times its pre-pandemic level (McKinsey, 2021). The pandemic accelerated the growth of online consumers by approximately four years and online expenditure by about three years. From April to September 2020, 35% of all online buyers were first-time internet shoppers (BCG, 2022). According to Statista, Global retail e-commerce sales are anticipated to expand at a CAGR of 7.83%, reaching an estimated market size of US\$6,478 billion by 2029 (Statista, 2024).

With the increasing advancements in digital technologies, research on online shopping has progressively expanded to encompass various forms of online commerce, such as e-commerce, mobile commerce, and social commerce (Halibas et al., 2023). Retail is shifting

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toward consumer-centric commerce, as firms bypass traditional physical stores and drive the rapid expansion of direct-to-consumer e-commerce (KPMG, 2022). Technological advancements have substantially improved the online shopping experience by transforming every step from discovery to purchase. These innovations include the application of artificial intelligence, virtual influencers, augmented reality, and QR codes. Facilities such as loyalty point tracking, chatbots, and creative search techniques, including voice, vernacular, and image-based search, remain trendy (Bain & Company, 2024). Features of touchless in-store purchasing, virtual trial rooms and individualized digital communication are also shaping customer engagement (Ernst & Young, 2020).

Online commerce by offering innovative experiences is revolutionising how customers shop and unlocking new opportunities for large-scale and independent online merchants to thrive (Bain & Company, 2019). The changing consumer expectations, heightened competition, and technical developments shaped by cutting-edge shipping and payment choices, attractive discounts, and omni-channel presence are leading to tremendous growth in online commerce, including the purchase of perishables like groceries (BCG, 2022; Deloitte, 2015; Maersk, 2022). With the rising development and penetration of online channels, consumer behaviour is changing. There is increasing scholarly interest in examining online shopping intention.

This study seeks to identify the key factors that influence consumer behaviour in an online shopping environment. A review of existing literature suggests that a substantial portion of prior research has been grounded in theoretical frameworks, including the TRA, TPB, TAM, UTAUT, VAM, and the IS Success Model, to explain behavioural intention toward online shopping platforms. Nevertheless, studies offering a holistic understanding of the diverse factors shaping shopping intention remain limited. Consequently, there is a need to explore emerging attributes and to further integrate various factors along with their underlying attributes. Accordingly, this review aims to identify factors relevant to digital commerce, social commerce, and shopping contexts that involve artificial intelligence and virtual technologies.

The present study, therefore, pursues two primary objectives:

- (a) To identify the key determinants of online shopping intention, and
- (b) To categorize these variables into relevant factors aligned to the evolving online shopping context.

The identified factors are expected to offer practical insights for e-commerce marketers in designing more effective service strategies, while also guiding platform developers to incorporate features that enhance user experience and foster customer adoption.

METHODOLOGY

The present study employed exploratory research to identify the various factors shaping online behavioural intention. The Scopus research database was employed to identify relevant studies due to its broad coverage and recognition as a high-quality bibliometric data source (Baas et al., 2020). A comprehensive search string was developed to capture studies examining consumers' behavioural response conceptualized through online shopping intention. Relevant research papers were identified using the following research string - {"online shopping" OR "digital shopping" OR "internet shopping" OR "e-shopping" AND "shopping intention" OR "purchase intention" OR "behavioural intention"}.

The retrieved articles were screened based on predefined inclusion criteria, namely subject area (Business, Management, and Accounting), document type (article), language (English), and source type (journals). To maximise coverage, no temporal restrictions were imposed on

the search period. The screened articles were further evaluated by reviewing their title, abstract and keywords to confirm their relevance to the research objectives. Only seminal empirical research articles examining the relationship between variables were considered. An effort was made to select articles that examined newer determinants rather than repeatedly addressing variables identified in other shortlisted studies, while still incorporating core theoretical variables. A content analysis of the selected articles was subsequently conducted to identify the prominent theories related to behavioural intention and to extract key variables that establish common linkages in the literature. The variables were then categorised through manual coding into different factors based on conceptual similarity and contextual relevance, including technological, perception- and price value-related, hedonic, social, and personality-related factors. The research methodology adopted for article selection and variable identification is illustrated in Figures 1 and 2.

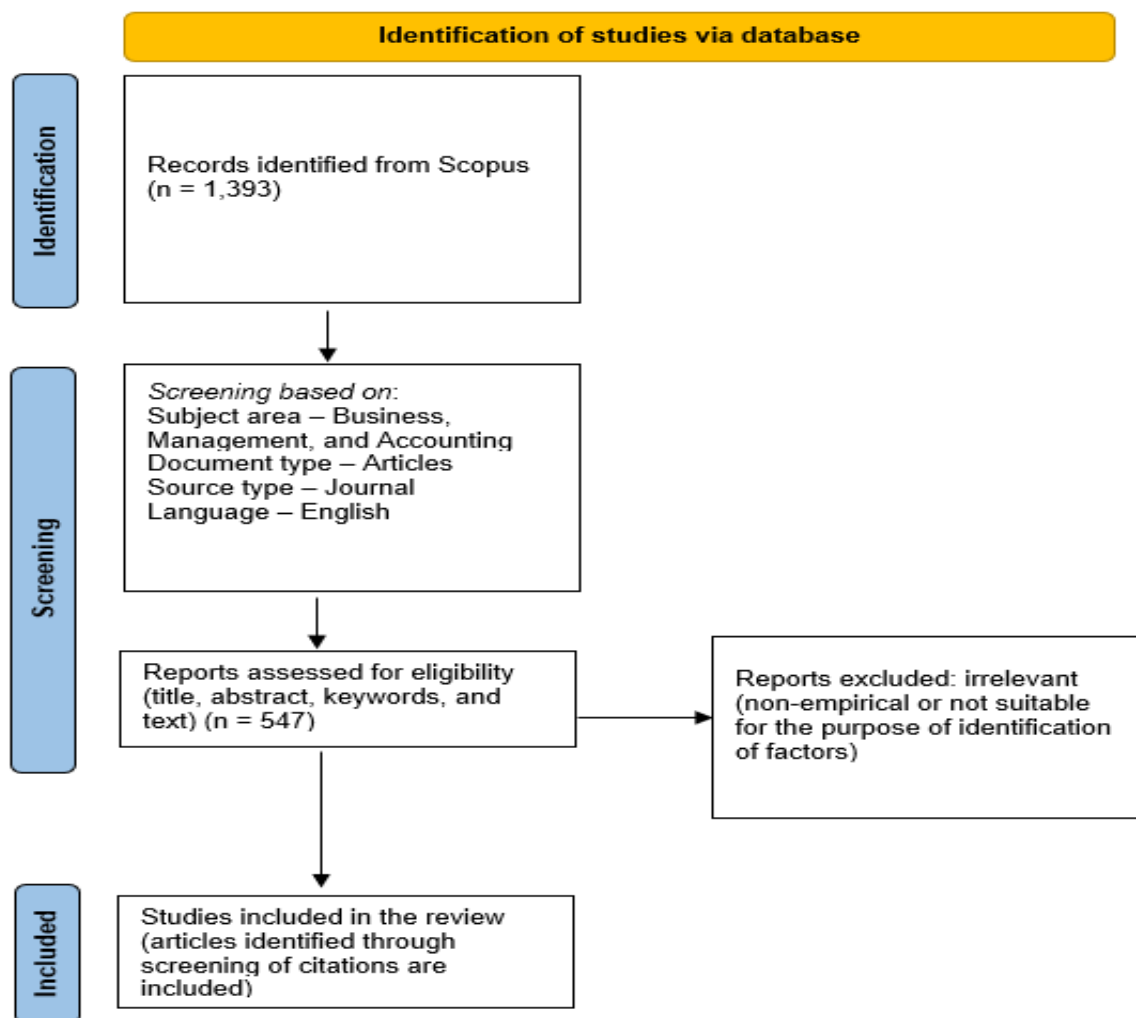


Figure 1: PRISMA diagram for selection of research articles

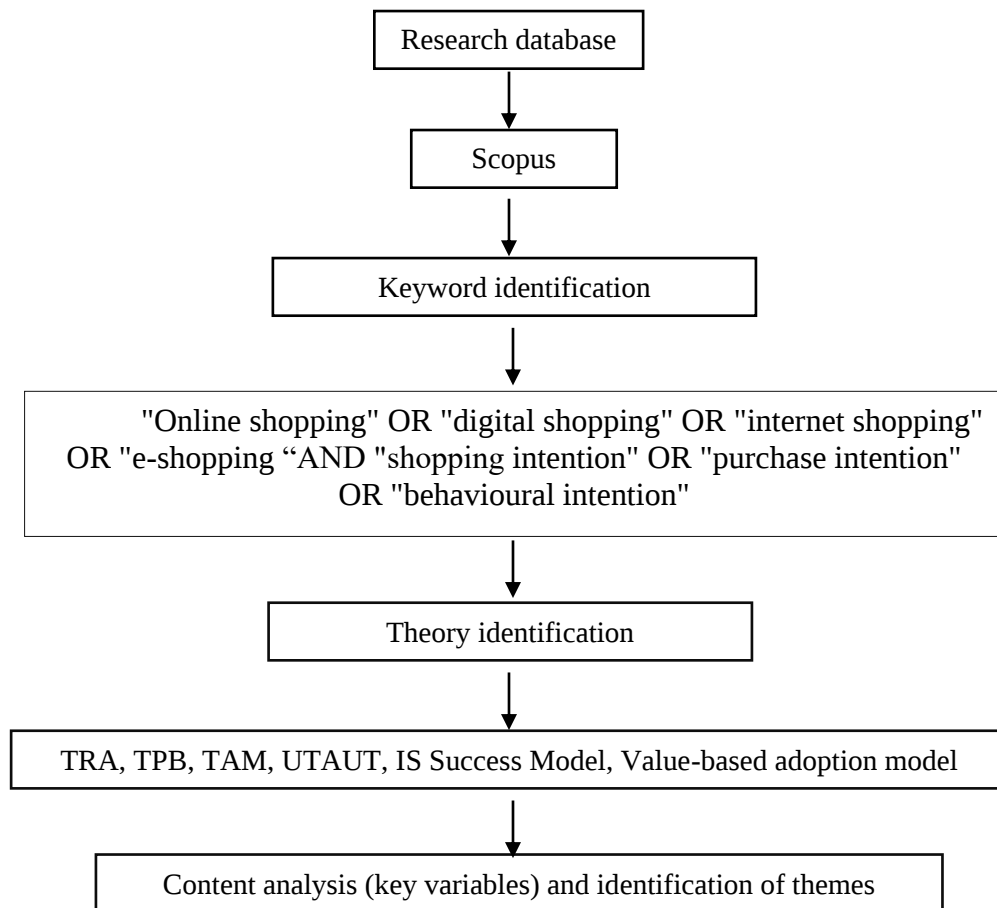


Figure 2: Research Methodology adopted for identification of key variables and themes

MOST PROMINENTLY USED THEORIES

a) Theory of Reasoned Action (1967)

TRA has been widely applied to explain the attitude-behaviour relationship. The theory suggests that behavioural intention plays a key role in shaping actual behaviour (Confente and Vigolo, 2018). According to TRA, individuals rationally evaluate the consequences of their actions before engaging in a specific behaviour. Consequently, behavioural intention is influenced by an individual's attitude toward the behaviour and perceived social influences (Ajzen and Fishbein, 1980; Confente and Vigolo, 2018).

b) Theory of Planned Behaviour (1985)

Building on TRA, the Theory of Planned Behaviour (TPB) further explains non-volitional behaviours by incorporating perceived behavioural control as an additional predictor (Conner and Armitage, 1998). The added construct represents an individual's perception of possessing the requisite resources, efficacy, and perceived control needed to perform a given behaviour (Leng et al., 2011).

c) Technology Acceptance Model (1989)

The Technology Acceptance Model, an adaptation of the TRA, was primarily developed to explain user acceptance of information technology. The model proposes that system usage is determined by the behavioural intention, which is shaped by users' attitudes toward the system and its perceived usefulness. Further, both attitude and perceived usefulness are

shaped by perceived ease of use (Davis, 1989; Lee, 2009). TAM2, proposed by Venkatesh and Davis (2000), builds upon the original model by explaining perceived usefulness through cognitive and social influence processes (Tarhini et al., 2015). Further advancement of the model, TAM3, incorporates additional determinants related to social influence, individual differences, facilitating conditions and characteristics of the system (Venkatesh and Bala, 2008).

d) IS Success Model (1992)

DeLone and McLean's (1992) original Information Systems Success Model explored key constructs, including information quality, system quality, system use, user satisfaction, and the impacts at both individual and organisational levels. DeLone and McLean (2003) subsequently updated the model to incorporate service quality and to consolidate individual and organisational impacts into a unified construct, termed net benefits. Additionally, the use construct was refined to distinguish between actual use and usage intention. The revised model postulates that information, system, and service quality impact both the intention to use and user satisfaction. User intention and satisfaction are interdependent and both influence net benefits, which in turn affect both intention to use and satisfaction.

e) Unified Theory of Acceptance and Use of Technology (2003)

The UTAUT, which integrates eight technology acceptance models, proposes that behavioural intention is influenced by performance expectancy, effort expectancy and social influence, while behavioural intention and facilitating conditions are posited to directly influence usage behaviour. The model further proposes that gender, age, experience, and voluntariness have a moderating impact on the relationships between these constructs and behavioural intention (Venkatesh et al., 2003; Sarfaraz, 2017). The UTAUT2 model (Venkatesh et al., 2012) suited to the consumer context extends UTAUT and hypothesizes that performance expectancy, effort expectancy, facilitating conditions, social influence, price, habit, and hedonic motivation impact behavioural intention.

f) Value-Based Adoption Model (2007)

This model was developed to account for information technology acceptance, as TAM primarily focuses on traditional technologies (Kim et al., 2007). It conceptualises perceived value as a trade-off between benefits such as usefulness and enjoyment, and sacrifices including technicality and fees, which in turn influence usage intention (Kim et al., 2017).

REVIEW OF LITERATURE ON FACTORS AFFECTING ONLINE SHOPPING INTENTION

The above-mentioned theoretical frameworks have been widely employed to understand online consumer behavioural intention. For instance, Phong et al. (2018) incorporated self-efficacy, trust, perceived risk, and cost alongside TAM and TRA variables to study mobile shopping behaviour, finding that all variables significantly influenced shopping intention. Celik (2011) examined the impact of social norms, perceived playfulness and shopping anxiety along with TAM variables on online retail shopping intention, revealing that perceived playfulness directly influenced both perceived ease of use and shopping intention, while social norms and shopping anxiety impacted perceived ease of use. Furthermore, Ha (2020), by integrating TAM and TPB, found that while most variables positively affected online shopping intention, perceived risk exerted a negative impact.

Likewise, research grounded in TAM has analysed the influence of website interactivity on customer responses. Findings revealed that greater interactivity enhanced consumers' perceived ease of use (PEOU) and perceived usefulness (PU), with PU further strengthening purchase intention (Islam et al., 2021). Gefen et al. (2003) noted that PU, PEOU, and trust impacted user intention. Kim (2012) concluded that trust and PU affected user intention through attitude, whereas PEOU was viewed as a fundamental requirement by online shoppers. Extending TAM further, Kim and Song (2010) incorporated word-of-mouth quality and trust, revealing that high-quality word-of-mouth influenced trust, subsequently enhancing PU, PEOU and online shopping intention. More recently, Lai et al. (2025) examined the role of emotional and rational factors in shaping consumers' intention towards using augmented reality in online shopping by incorporating TAM and VAM models. The results demonstrated that PU, PEOU, innovativeness, and personalisation enhanced perceived value and user engagement, thereby favorably influencing usage intention.

The UTAUT and its extension, UTAUT 2, represent another prominent set of theories widely used to examine user behaviour towards e-commerce platforms. Erjavec and Manfreda (2022) utilised the UTAUT model to analyse online shopping, revealing that performance expectancy had the most noteworthy influence on BI, whereas social influence was not supported. Instead, herd behaviour emerged as a significant determinant of BI. In another study, Tak and Panwar (2017) applied UTAUT2 to investigate mobile shopping app usage behaviour. Their finding indicated that hedonic motivation and habit were the most influential predictors of BI, while facilitating conditions significantly supported app usage.

Additionally, Wang and Wu (2024) integrated the IS Success Model with TAM to study user behaviour towards engaging in short-form video shopping platforms. Perceived usefulness was found to positively impact buying intention, user engagement, and satisfaction, while information quality favourably influenced purchase intention. However, price had a negative moderating impact on the relationships between engagement, satisfaction and buying intention. In another study, the Uses and Gratifications theory was applied to analyse the impact of virtual dressing rooms on consumer attitudes and buying intentions. The results indicated that consumer innovativeness, informativeness, economic desire to shop online, web irritability and entertainment value were the primary factors driving consumer adoption (Yaoyuneyong et al., 2014).

Turkyilmaz et al. (2015) analysed the effect of personality traits and website quality on online impulsive buying behaviour. It was found that conscientiousness and neuroticism negatively impacted online buying impulsiveness, while agreeableness, openness to experience and extraversion, along with website quality, had a positive impact on it. Similarly, Thakur and Srivastava (2015) highlighted consumer innovativeness to be crucial in developing consumers' adoption intentions both directly and indirectly by reducing their perception of the risk associated with Internet purchases. Lixandroi et al. (2021) demonstrated that neuroticism and openness to experience significantly influenced consumers' online purchase intention.

In social commerce settings, Aydin (2019) explored the impact of personality traits, including openness to experience, demand for uniqueness, and buying impulsiveness, on adoption intentions, emphasising the importance of socialisation incentives alongside utilitarian and hedonic purchase motives. Openness to experience exerted a significant indirect impact on adoption intentions (Aydin, 2019). Additionally, Sarkar and Khare (2017) analysed personality traits, including value sensitivity and coupon-proneness, concluding that both significantly moderated the effects of perceived utility and risk on attitudes toward online shopping. More recently, Ngobeni and Makhitha (2025) studied the consumer adoption of

augmented reality-enabled online shopping. It was found that perceived usefulness, trialability and optimism were significant determinants of AR shopping adoption. However, perceived ease of use, social influence and innovativeness showed an insignificant impact.

Collectively, these studies demonstrate that research has examined consumer intention and adoption behaviour by extending and integrating theoretical models, highlighting the growing importance of studying the underlying variables as well as new variables in digital and emerging shopping contexts.

DISCUSSION

Various attempts have been made to utilise the above-mentioned theories to study behavioural response, particularly shopping intention. A focused review of the literature was subsequently undertaken to identify frameworks that integrate the variables outlined in the theories to examine shopping intention. The review indicates that researchers have categorised the factors influencing consumer behaviour into utilitarian and hedonic factors. Chen et al. (2020) analysed the influence of TPB variables alongside utilitarian and hedonic values on purchase intention, concluding that all examined variables exerted a significant positive influence. Likewise, Khare and Rakesh (2011) concluded that utilitarian and hedonic values, together with attitude and information availability, significantly impacted online purchase intention. Bilgihan and Bujisic (2015) further demonstrated that utilitarian and hedonic features influenced calculative and affective commitment. Moon et al. (2017) concluded that utilitarian attributes, such as product information, convenience, monetary savings and ease of use, and hedonic attributes, including role shopping, deal seeking and social elements, shaped cognition, subsequently leading to an enhanced purchase intention. In addition to these values, Kim et al. (2013) identified that social values are an important determinant of purchase intention. Wang et al. (2006) focused on the cognitive and personality features shaping online shopping attitudes, noting that a person's thoughts about buying online can influence purchase intention. Consumers who exhibit risk-taking tendencies and are open to new experiences possess greater self-efficacy and a stronger propensity to engage in online purchases. Besides, Chen et al. (2010) analysed the impact of technological, product, and shopping-related factors on online shopping intentions. Technological factors included usability, security and privacy; shopping factors incorporated trust, convenience and delivery; and product-related factors comprised merchandising and product value. Their findings indicated that different consumer segments prioritized these factors differently when shopping online.

A review of the existing research indicates that utilitarian and hedonic attributes are key determinants of shopping intention. The utilitarian attributes represent the rational considerations, and the hedonic attributes represent the emotional considerations shaping consumer decision-making. This review extends the existing literature by identifying prominent variables discussed in available research and categorising them into broader factors comprising technological features, price-value considerations, and consumer perceptions. In addition, the review incorporates factors related to hedonic and social aspects of online shopping. Furthermore, the study highlights the influence of personality traits on the behavioural response.

The analysis reveals six categories of influential factors—technological, social, price-related, perception-related, hedonic, and personality-related. Technological factors comprise the elements that enhance the efficiency of platforms for performing the required task. Technical attributes help in creating a smooth experience for the customers, fostering the usage intention for achieving the shopping goals. An interactive website with the display of required information, provision of technical support, adoption of security checks and overall

quality of the website characterise key technological factors. Price value-related factors aim at enhancing the perceptions of value through cost-saving. Consumers engage in online purchases as they seek to avail themselves of the economic benefits of reduced prices and access to reward points. Perception-related factors majorly encompass the perceived ease of use and usefulness. Moreover, it assesses the belief in one's ability to be able to use the innovations and the availability of resources and technology to help achieve the goal. The role of perception-related constructs has been widely examined in research owing to their prominence in models like TAM, TPB and UTAUT. With the personalisation of shopping experience, however, there emerges a risk to the privacy of information, and thus consumers may perceive risk when using online channels, negatively impacting their shopping intention.

To engage consumers and capture enjoyment and fun, online retailers employ hedonic factors of aesthetics, symbolism, and entertainment. Hedonic factors aim at engaging consumers through the experiential aspects. Social factors relate to the influence of family, peers and experienced users on one's behaviour. In the online setup, e-word of mouth and online reviews also influence consumer decisions by resolving their confusion. Moreover, individuals may resort to herd behaviour by choosing the same courses of action as the majority around them, even when their private information may not align with it. Personality traits such as openness to innovations, buying impulsiveness, desire to develop social connections, and thoughtfulness also pertinently affect consumer decision-making. While some individuals may seek new experiences, others may make conscious judgements and alleviate negative emotions in the shopping process.

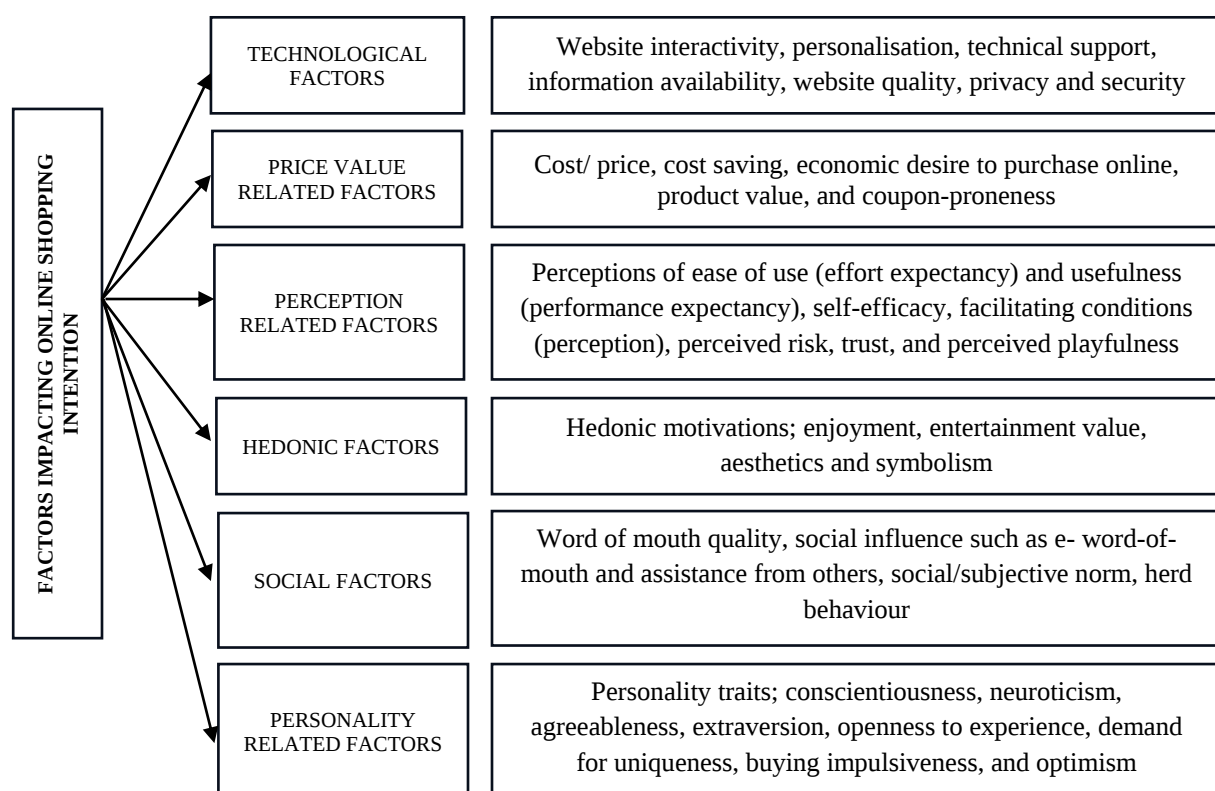


Figure 3: Classification of factors impacting online shopping intention

Theoretical Contributions

The existing body of research underscores the importance of studying shopping intention as several variables may be at play in influencing intention in the complex online environment. Prior studies suggest that further investigation is needed to integrate diverse factors along

with their underlying attributes into a comprehensive framework. The present study identifies the key determinants of online shopping intention and proposes a holistic framework. This study extends the literature by integrating utilitarian, hedonic, and social motivations. Furthermore, it explores factors that attribute value to users' personality traits. The review synthesises insights from theoretical frameworks of TAM, TRA, TPB, UTAUT, IS Success Model, VAM, and personality models, thereby adding to the understanding of consumer behaviour in an ever-changing environment.

Managerial Implications

The advent and rapid adoption of digital platforms provide the foundation for innovations and the evolution of business models such as the sharing economy, digital payments, and logistics services (KPMG, 2020; PwC, 2015). Consequently, the advancement of online shopping is expected to significantly contribute to economic growth and business development. The present research offers practical significance by identifying factors that present opportunities for marketing managers. Managers should focus on fostering innovations such as immersive experiences, virtual try-ons and metaverse applications to enhance adoption among innovation-oriented consumers. The concerns of consumers with the personality trait of conscientiousness can be addressed through interactive support provided by both human agents and AI-powered chatbots. Moreover, adoption among consumers high in extraversion, agreeableness, and neuroticism can be facilitated through events and online brand communities that encourage reviews, memes, and other forms of user-generated content. Communication through human and virtual influencers can enhance consumer trust, while the adoption of gamified elements and reward mechanisms may motivate consumers by simultaneously fulfilling hedonic goals of enjoyment and utilitarian motivations related to economic benefits. Lastly, with the growing significance of online retail, offline merchants can establish online stores to deliver a seamless omni-channel experience to customers. Deployment of immersive technologies to provide a virtual in-store experience will likely enhance the intent to adopt online shopping channels.

LIMITATIONS

The review was limited to the research database of Scopus; subsequent studies may broaden the coverage by including other databases such as Web of Science and JSTOR. Second, the methodological focus was restricted to empirical studies due to their explanatory strength in identifying prominent variables. Future research could adopt alternative methodological approaches, each offering unique insights, to deepen understanding of the phenomenon. Third, while this study identifies key determinants of shopping intention across diverse cultural contexts and theoretical frameworks, empirical validation of these determinants remains crucial and constitutes a promising direction for future research.

CONCLUSION

The dynamic evolution of online shopping underscores the need to investigate online purchase behaviour from a holistic lens. Accordingly, this study identified the diverse factors underlying such behaviour by consolidating key constructs examined in prior empirical research grounded in theoretical and conceptual models. The analysis revealed six categories of factors influencing shopping intention, including technological, social, price-related, perception-related, hedonic, and personality-related factors. By synthesizing these factors across studies, the research underscores the value of integrating emerging variables alongside those traditionally outlined in technology acceptance theories.

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