


Chapter 9


Factors Influencing Purchase Intention of Online Shopping Customers: A Review of the Existing Literature

Sunita Kumar

 <https://orcid.org/0000-0002-0628-1873>

Christ University, India

Kavita Rawat


 <https://orcid.org/0000-0003-4418-2320>

Christ University, India

Praveen Babu

Christ University, India

Roy Mathew

 <https://orcid.org/0000-0001-8925-6413>

Christ University, India

ABSTRACT

The rapid digital transformation, especially on the internet, has provided businesses with unprecedented opportunities for global expansion. This shift has revolutionized marketing, replacing costly and labour-intensive efforts with cost-effective digital strategies. E-commerce platforms facilitate this process by offering an interactive interface for users to post reviews, comments, and questions, thus enhancing the decision-making experience. Understanding customer purchase intention is vital in this digital age, as it's shaped by various antecedent factors, with digital word-of-mouth (eWOM) being a significant influencer. However, the relationship between eWOM and purchase intention remains underexplored. This chapter reviews 60 previous studies, shedding light on the factors affecting online customers' purchase intentions. The study identifies research gaps, setting a clear direction for future investigations.

DOI: 10.4018/979-8-3693-3811-7.ch009

INTRODUCTION

The last one and half decade has witnessed a remarkable growth in digital infrastructure and its easy accessibility to the masses. Customers' lifestyles and their purchasing pattern have been drastically influenced by this growth. Prior to the online ecommerce era, customers' purchase decisions were majorly influenced by the news, advertisements, or through personal experiences shared by friends and relatives. During the initial period of internet evolution, it just acted as the source of some information with limited business value to customers as well as business. The affordability and accessibility of the internet ensured technological growth in digital infrastructure and arrival of ecommerce platforms. Ecommerce platform provided a common ground for both customers and business to buy or sell products and services. Seller can post their products on the platform and buyer can navigate over the product and make a purchase decision just sitting at the comfort of their home at any time or place of their choice. These platforms fulfil the order with the help of their digital supply chain mechanism and fast delivery system and thereby abstracting the pain of underlying issues in demand and supply from business and customer. To increase the confidence level of customers towards online shopping, ecommerce platforms also provide innovative solutions in the form of online review systems. Customers find other customers' words as more trustworthy than the information advertised by the seller on the platform. The customer purchase behavior is impacted by fellow users' experiences. Online shopping and purchase intention are closely intertwined, and various factors influence a customers' purchase decisions. By understanding these factors and tailoring their strategies accordingly, businesses can enhance the customers' online shopping experience and increase their purchase intent.

When someone shares some information to other person or group of persons and the other person or group of persons pass on the information to more group of people, then it is simply referred to as word-of-mouth communication. In marketing and online ecommerce platform, word of mouth makes it easier for people to converse about the product brand and services. It actively seeks to build mutually beneficial consumer-to-marketer and consumer-to-consumer relationships. As per Mark Zuckerberg, "Nothing influences people more than a recommendation from a trusted friend". 80% of consumers are more inclined to buy a good or service that has word of mouth recommendations from family members or friends. Today, people trust more on people recommendations and less on brand advertisement campaigns. The success or failure of a product or service lies not with marketers or advertisers but with what people recommends. The conversation drives the growth story. 51 percent of marketers presume Word of Mouth marketing outmatches any brand-created content (Team Lapaas, 2020).

21 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/factors-influencing-purchase-intention-of-online-shopping-customers/341400

Related Content

International Competitiveness: The Influencing Factors

Ritam Garg (2026). *National Competitive Advantage Amid Rapid Global Transformation* (pp. 1-22).

www.irma-international.org/chapter/international-competitiveness/393833

Stock Market and Macroeconomic Behavior: Evidence from Karachi Stock Exchange (KSE)

Nabila Nisha (2016). *International Journal of Applied Behavioral Economics* (pp. 12-30).

www.irma-international.org/article/stock-market-and-macroeconomic-behavior/150492

Taxpayer's Attitude Towards Tax Evasion in a Developing Country: Do the Demographic Characteristics Matter?

Md. Harun Ur Rashid (2020). *International Journal of Applied Behavioral Economics* (pp. 1-19).

www.irma-international.org/article/taxpayers-attitude-towards-tax-evasion-in-a-developing-country/253882

Ensuring Cinema's Success and Failing Audience: Exploring Dominant Cinematic Violence

S. Shantharaju and Aane Jyothi (2025). *Audience Sociology and Consumer Behavior in the Film Industry* (pp. 121-142).

www.irma-international.org/chapter/ensuring-cinemas-success-and-failing-audience/368054

Influence of Digital Platforms on Consumer Behavior

Ashish Kumar Jha, Shilpi Rana, Mansi Singhand Sunil Upadhyaya (2025). *Sustainability, Innovation, and Consumer Preference* (pp. 161-196).

www.irma-international.org/chapter/influence-of-digital-platforms-on-consumer-behavior/363723