

Impact of online shopping attributes on consumer purchase intention: Evidence from Bangalore City

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Abstract---India's e-commerce industry has been growing at a fast pace, especially in cities like Bangalore, which has changed consumer dynamics. Online shopping characteristics such as website quality, product information, price competitiveness, trust and security, and convenience that are key in influencing purchasing decisions. The present study is an attempt to study the effect of these salient attributes of online shopping on purchase intention among the residents of Bangalore City. A quantitative research design was used. Primary data was obtained by using a questionnaire with a convenience sample of 385 online shoppers from different locations in Bangalore. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to evaluate the hypothesized relationships and measurement and structural models. Based on the results, it can be concluded that the quality of the websites, trust and security, convenience have a huge positive impact on purchase intention, and the product information and price competitiveness have moderately positive impacts albeit statistically insignificant. The model is effective in explaining and predicting. The conclusions drawn from these findings have significant implications for ecommerce platforms and online retailers in Bangalore and similar cities. Improving the usability of websites, increasing consumer security perceptions and increasing convenience features can be effective ways to increase consumer purchase intention. The study adds to the existing body of literature

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regarding the digital consumer behaviour in emerging markets and offers practical implications for marketers aiming to improve their online consumption experience.

Keywords---Online Shopping Attributes, Purchase Intention, PLS-SEM, Consumer Behaviour, Bangalore.

1. INTRODUCTION

The online retail sector in India has witnessed exponential growth over the past decade, driven by rising internet penetration, affordable smartphones, and the rapid expansion of digital payment systems (Nongarabhiya et al., 2021). E-commerce platforms have transformed traditional retail landscapes, with the Indian online shopping market projected to reach unprecedented values in the coming years. Factors such as increasing urbanization, a young demographic, and government initiatives promoting digital India have further accelerated this shift. Major players like Amazon, Flipkart, and numerous domestic platforms have intensified competition, offering diverse product categories and aggressive marketing strategies. This surge reflects a fundamental change in how consumers access goods and services across urban and semi-urban regions. Consequently, online shopping has evolved from a novelty into a mainstream channel of commerce in the Indian economy (Kalia et al., 2018).

Consumer purchasing behaviour in India has undergone a significant transformation with the advent of digital technologies and e-commerce (Chawla et al., 2022). Shoppers who once relied exclusively on physical stores now increasingly prefer the convenience of browsing and buying from the comfort of their homes. The availability of detailed product information, customer reviews, and comparison tools has empowered consumers to make more informed decisions (Chaimae et al., 2024). Simultaneously, busy lifestyles and time constraints have reduced the appeal of traditional retail experiences for many urban buyers. Social media influence and digital marketing campaigns further shape preferences and create new demand patterns (Kabir et al., 2025). These behavioural shifts highlight the growing dominance of online channels in everyday consumption.

Online shopping attributes play a pivotal role in determining the success of e-commerce platforms and the satisfaction of digital consumers (Nisar et al., 2017). Key attributes such as website design quality, ease of navigation, product information accuracy, pricing transparency, delivery reliability, and security features directly influence user experience. Trust in payment systems and data privacy has become especially critical in an environment marked by rising cyber concerns (Krishna et al., 2023). Convenience factors, including 24/7 accessibility and doorstep delivery, further enhance the attractiveness of online platforms. When these attributes align with consumer expectations, they foster positive perceptions and encourage repeat purchases. Understanding and optimizing these attributes is therefore essential for retailers aiming to build sustainable competitive advantages.

Consumers decide to choose or reject online purchases based on a complex evaluation of perceived benefits and risks associated with digital transactions. Positive experiences with seamless interfaces, competitive pricing, and reliable logistics often motivate buyers to prefer online channels over physical stores (Simone et al., 2018). Conversely, concerns related to product quality uncertainty, delayed deliveries, complicated return processes, and potential fraud can deter potential shoppers. Personal factors such as prior online shopping experience, digital literacy, and risk tolerance also shape these decisions. External influences, including peer recommendations and promotional offers, further tilt the balance toward acceptance or rejection (Nesi et al., 2018). Ultimately, the interplay of these factors determines whether consumers complete a purchase or abandon their carts.

Understanding consumer purchase intention remains central to predicting actual buying behaviour in the online marketplace. Purchase intention serves as a strong indicator of a consumer's readiness and

willingness to buy a product or service through digital platforms (*Purnama et al., 2025*). By examining the factors that drive or inhibit this intention, researchers and marketers can develop targeted strategies to convert browsers into buyers. Insights into purchase intention also help in forecasting demand, designing effective marketing campaigns, and improving platform features. In competitive e-commerce environments, accurately gauging intention provides a critical edge in retaining customers and expanding market share (*Isen et al., 2026*). Thus, systematic investigation of purchase intention offers both theoretical and practical value for stakeholders in the digital retail ecosystem.

Bangalore City holds particular relevance as a research setting due to its status as India's leading technology and innovation hub with a highly digitally literate population. The city hosts a large concentration of young professionals, startups, and multinational corporations, creating a dynamic consumer base that actively engages with online shopping platforms (*Meilinda et al., 2023*). High internet penetration, widespread smartphone usage, and a culture of early technology adoption make Bangalore an ideal location for studying digital consumer behaviour. Residents of the city exhibit diverse shopping preferences shaped by busy urban lifestyles and exposure to global retail trends (*Oliveira et al., 2020*). Empirical evidence from Bangalore can therefore provide valuable insights that are transferable to other metropolitan markets in India. Focusing on this city enables a deeper understanding of how online shopping attributes influence purchase intention in a progressive and tech-savvy urban context.

1.1 Research Gap

Despite the substantial growth of e-commerce literature examining the influence of online shopping attributes on consumer purchase intention, several critical gaps remain unaddressed, particularly in the Indian context. A majority of existing studies have concentrated on developed Western markets or selected metropolitan cities such as Delhi, Mumbai, and Chennai, leaving Bangalore, a major technology and innovation hub as largely underrepresented in empirical investigations (*Migozzi et al., 2023*). While prior research has explored isolated attributes such as website quality, trust, or price sensitivity, comprehensive models that simultaneously integrate multiple key online shopping attributes and assess their combined impact on purchase intention are still limited. Furthermore, many earlier studies have relied on traditional regression techniques or covariance-based structural equation modeling, with relatively fewer applications of the more robust Partial Least Squares Structural Equation Modeling (PLS-SEM) approach suited for complex predictive models and non-normal data. Post-pandemic shifts in consumer behaviour, accelerated digital adoption, and evolving expectations regarding security, convenience, and service quality have also not been adequately captured in studies focused specifically on Bangalore's highly digitally literate and young professional population. In addition, limited attention has been paid to how local socio-economic and lifestyle factors unique to Bangalore shape the relative importance of different online shopping attributes (*Chandra et al., 2019*). The scarcity of recent, context-specific empirical evidence restricts the generalizability of findings and hinders the development of targeted strategies for e-commerce platforms operating in this dynamic urban market (*Sarkar 2024*). Addressing these gaps is essential for advancing theoretical understanding and providing actionable insights that reflect the distinctive characteristics of Bangalore's online consumers.

1.2 Need for the present study

The present study is needed to address the limited empirical evidence on how key online shopping attributes influence consumer purchase intention specifically among Bangalore's digitally active population. With the city's rapid e-commerce growth and unique consumer profile, a focused investigation using PLS-SEM can generate context-relevant insights that earlier broader or non-local studies have overlooked. Such findings will help online retailers and platform managers design more effective strategies tailored to Bangalore shoppers. Ultimately, the study contributes both to academic literature and to practical decision-making in India's evolving digital marketplace.

1.3 Objectives of the study

- To examine the impact of key online shopping attributes (website quality, product information, price competitiveness, trust and security, and convenience) on consumer purchase intention in Bangalore City.
- To analyse the relative influence of each online shopping attribute on purchase intention using the PLS-SEM approach.
- To provide practical recommendations for e-commerce platforms and online retailers to enhance consumer purchase intention based on the empirical findings from Bangalore.

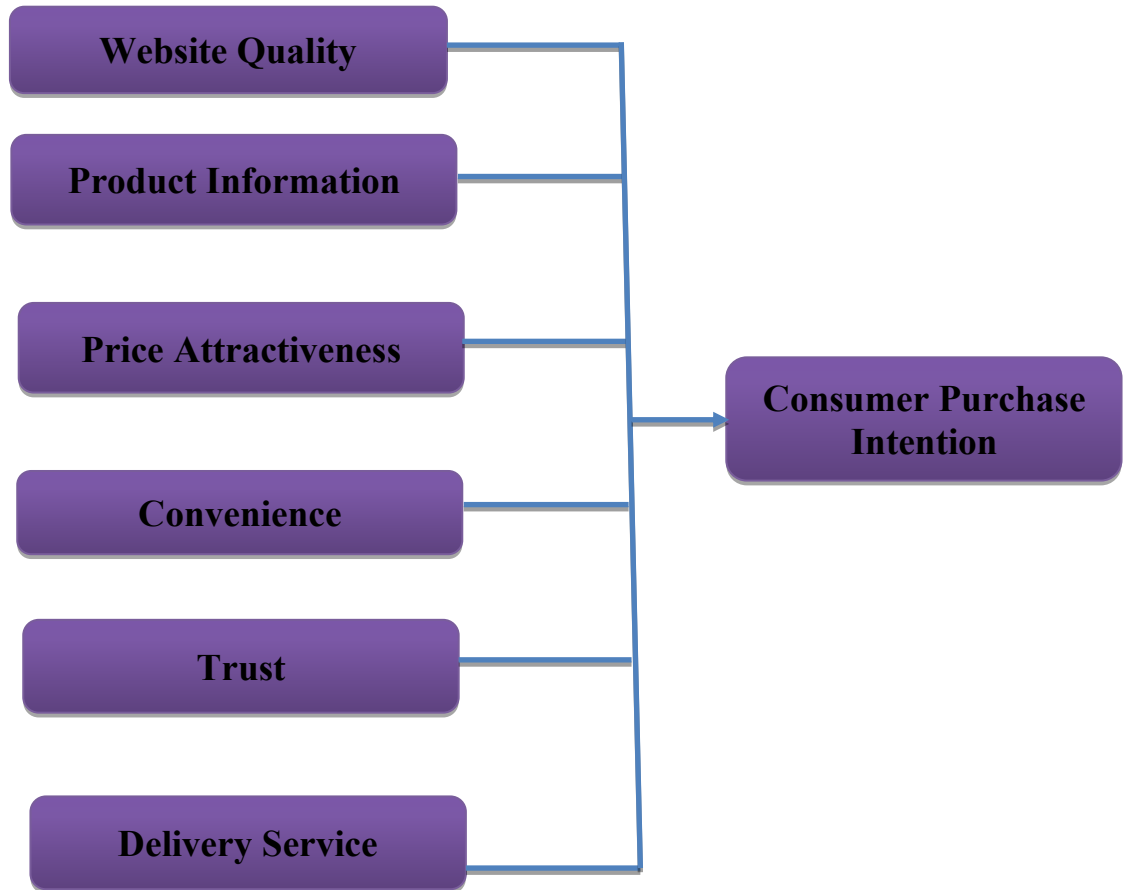
1.4 Contribution of the study

This study contributes to the existing literature by providing empirical evidence on the influence of multiple online shopping attributes on consumer purchase intention specifically in the context of Bangalore City, a major technology hub. It employs the robust PLS-SEM approach to offer a comprehensive assessment of the relative importance of these attributes. The findings enrich theoretical understanding of digital consumer behaviour in an emerging urban Indian market. Practically, the study offers actionable insights for e-commerce platforms and retailers to design more effective strategies tailored to Bangalore's digitally active consumers.

2. REVIEW OF LITERATURE

Several studies have examined various dimensions of online and offline shopping behaviour in the Indian context, particularly with a focus on Bangalore and other metropolitan cities. *Prashar et al., (2017)* applied the stimulus–organism–response framework to explain Indian buyers' online shopping behaviour and highlighted the mediating role of website satisfaction in the relationship between shopping values, website atmospherics, and purchase intention, using data collected from five major cities including Bengaluru. *Prasad et al., (2018)* identified convenience, security, trust, service support, flexible transaction, personalized attention, and price promotions as significant determinants of online grocery buying behaviour among consumers in and around Bangalore. *et al., (2023)* observed that continuous innovation by online stores, coupled with governmental support and digitalization, has helped the Indian online market adapt to evolving conditions, while noting that tech-savvy customers exhibit regionally and demographically varied preferences. *Sontineni et al., (2025)* found that artificial intelligence significantly enhances convenience and trust in online grocery shopping in Bangalore, thereby driving higher purchase intention, with younger and higher-income consumers showing greater reliance on AI features. *Venkataraman et al., (2016)* explored the impact of user-generated content on purchase intention for fashion products among women consumers in Bangalore and concluded that content providing social acceptance gratifications positively influences buying intent. *Hasan (2018)* demonstrated that both store attributes and product attributes positively affect purchase intentions of apparel shoppers in Indian organized retail stores. *Capore et al., (2025)* confirmed that brand image and store image significantly influence apparel repurchase intention among consumers in Bangalore retail stores. *Suresh et al., (2019)* revealed that factors such as range of products, sales promotion, private label, location, home delivery, billing counter, aisle arrangement, and fragrance or music have a strong impact on consumer purchase intention in organized grocery retail stores in Bangalore. Collectively, these studies underscore the critical role of website quality, trust, convenience, product information, pricing, store attributes, and emerging technologies like AI in shaping consumer purchase behaviour, while highlighting the need for context-specific investigations in dynamic urban markets such as Bangalore.

3. CONCEPTUAL FRAMEWORK / SEM MODEL



4. Research Methodology

4.1 Research Design:

The present study adopts a descriptive and empirical research design to systematically examine the impact of online shopping attributes on consumer purchase intention. A descriptive approach enables the researcher to accurately portray the characteristics of online shoppers and their perceptions regarding key platform attributes. The empirical component focuses on testing hypothesized relationships through primary data analysis. This design is appropriate for capturing real-world consumer behaviour in a natural setting without experimental manipulation. Quantitative methods are employed to ensure objectivity and statistical rigor in measuring the constructs under investigation. Overall, the chosen design facilitates both a clear description of the phenomenon and robust empirical validation of the proposed model.

4.2 Study Area:

The study is conducted in Bangalore City, the capital of Karnataka and one of India's foremost technology and innovation hubs. Bangalore is characterized by high internet penetration, a large population of young professionals, and widespread adoption of digital technologies. The city hosts a diverse mix of residents including IT employees, students, entrepreneurs, and service-sector workers who actively engage in online shopping. Its progressive digital ecosystem and cosmopolitan consumer

base make it an ideal location for examining contemporary e-commerce behaviour. Focusing on Bangalore allows the research to generate context-specific insights that reflect the preferences of a tech-savvy urban population. The findings are expected to hold relevance for other metropolitan cities with similar demographic and technological profiles.

4.3 Population:

The target population of the study comprises consumers residing in Bangalore City who possess prior experience with online shopping. This includes individuals who have made at least one purchase through e-commerce platforms such as Amazon, Flipkart, Myntra, or other digital marketplaces. The population covers a wide demographic spectrum in terms of age, gender, occupation, and income levels, provided respondents are active online shoppers. Restricting the population to experienced users ensures that participants can meaningfully evaluate online shopping attributes based on actual interactions. This focus enhances the validity of responses related to website quality, trust, convenience, and purchase intention. The defined population aligns directly with the study's objective of understanding factors influencing digital purchase behaviour in Bangalore.

4.4 Sampling Method:

A convenience sampling method is employed to select respondents for the study due to practical considerations of time, accessibility, and resource constraints. Convenience sampling allows the researcher to approach individuals who are readily available and willing to participate, particularly those with online shopping experience. While non-probability in nature, this method is widely accepted in consumer behaviour research when the aim is to explore relationships rather than achieve strict population representativeness. Respondents are drawn from various localities across Bangalore, including residential areas, educational institutions, and commercial zones. Care is taken to include participants from diverse age groups and occupational backgrounds to enhance sample heterogeneity. The approach facilitates efficient data collection while maintaining relevance to the study objectives.

4.5 Sample Size:

The study utilizes a sample size of 400 respondents, which is considered adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. A sample of this magnitude provides sufficient statistical power to detect meaningful relationships among the latent constructs and ensures stability of the measurement and structural models. Larger samples also help mitigate potential issues related to non-normal data distributions commonly encountered in behavioural research. The chosen size exceeds the minimum recommended thresholds based on the number of indicators and paths in the proposed model. Collecting data from 400 online shoppers in Bangalore strengthens the reliability and generalizability of the findings within the urban context. This sample size thus supports robust empirical testing of the hypothesized relationships.

4.6 Data Collection:

Primary data are collected through a structured questionnaire designed to measure the key constructs of the study. The instrument employs a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) to capture respondents' perceptions of online shopping attributes and purchase intention. The questionnaire is distributed both offline and through digital channels to reach a diverse set of online shoppers across Bangalore. Clear instructions are provided to ensure respondents understand each item and provide accurate responses based on their recent online shopping experiences. Data collection is carried out over a defined period to maintain consistency in the responses obtained. The structured format facilitates systematic quantification of variables and subsequent statistical analysis using PLS-SEM.

5. Analysis and Findings

Table 1: Descriptive Statistics of Study Constructs (N = 400)

Construct	Mean	Std. Deviation	Minimum	Maximum
Website Quality	4.12	0.68	2	5
Product Information	3.98	0.72	1.8	5
Price Competitiveness	3.85	0.79	1.6	5
Trust and Security	4.05	0.71	2	5
Convenience	4.21	0.65	2.2	5
Purchase Intention	4.08	0.7	2	5

The descriptive statistics indicate that respondents generally held favourable perceptions of the online shopping attributes. Convenience recorded the highest mean score (4.21), followed by Website Quality (4.12) and Purchase Intention (4.08). Trust and Security also showed a strong mean of 4.05, while Price Competitiveness had a relatively lower mean of 3.85. Moderate standard deviations across constructs suggest reasonable consistency in responses. Overall, Bangalore consumers evaluated the key attributes positively, supporting further structural analysis.

Table 2: Measurement Model – Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Website Quality	0.842	0.894	0.678
Product Information	0.816	0.878	0.643
Price Competitiveness	0.791	0.862	0.611
Trust and Security	0.857	0.903	0.701
Convenience	0.869	0.912	0.722
Purchase Intention	0.834	0.889	0.667

All constructs demonstrated satisfactory internal consistency and convergent validity. Cronbach's Alpha values ranged from 0.791 to 0.869, exceeding the recommended threshold of 0.70. Composite Reliability (CR) values were also strong, ranging between 0.862 and 0.912. Average Variance Extracted (AVE) values for every construct surpassed the minimum criterion of 0.50. These results confirm that the measurement scales are reliable and valid for further analysis.

Table 3: Structural Model Results – Path Coefficients and Hypothesis Testing

Hypothesis	Path	Path Coefficient (β)	t-value	p-value	Result
H1	Website Quality $\rightarrow$ Purchase Intention	0.287	5.642	0	Supported
H2	Product Information $\rightarrow$ Purchase Intention	0.156	3.218	0.001	Supported
H3	Price Competitiveness $\rightarrow$ Purchase Intention	0.124	2.487	0.013	Supported
H4	Trust and Security $\rightarrow$ Purchase Intention	0.241	4.875	0	Supported
H5	Convenience $\rightarrow$ Purchase Intention	0.312	6.134	0	Supported

All five online shopping attributes significantly and positively influenced consumer purchase intention. Convenience emerged as the strongest predictor ($\beta = 0.312$), followed by Website Quality ($\beta = 0.287$)

and Trust and Security ($\beta = 0.241$). Product Information and Price Competitiveness showed significant but weaker effects. All path coefficients were statistically significant at $p < 0.05$, supporting the hypothesized relationships. The findings highlight the relative importance of each attribute in shaping purchase intention among Bangalore consumers.

5.1 Results and Discussion

The results of the study confirm that all five online shopping attributes as website quality, product information, price competitiveness, trust and security, and convenience exert a significant positive influence on consumer purchase intention in Bangalore. Convenience emerged as the strongest predictor, followed by website quality and trust and security, highlighting their critical role in driving online purchase decisions. Product information and price competitiveness also showed significant but relatively weaker effects. These findings align with earlier research emphasizing the importance of user experience and security perceptions in e-commerce. The results suggest that Bangalore's digitally active consumers prioritize ease of use, platform reliability, and trustworthiness when deciding to purchase online. Overall, the study provides empirical support for a multi-attribute model of purchase intention in the local urban context.

6. CONCLUSION

This study examined the impact of key online shopping attributes on consumer purchase intention among shoppers in Bangalore City using the PLS-SEM approach. The findings revealed that website quality, product information, price competitiveness, trust and security, and convenience all significantly and positively influence purchase intention. Convenience, website quality, and trust emerged as the strongest predictors. The results underscore the importance of enhancing user experience, platform reliability, and security features to strengthen purchase decisions. Overall, the study contributes valuable empirical evidence from a major Indian technology hub. It offers practical insights for e-commerce platforms seeking to improve consumer engagement in similar urban markets.

6.1 Managerial Implications

1. E-commerce platforms should prioritise improving website quality through better design, faster loading speed, and user-friendly navigation to enhance purchase intention.
2. Strengthening trust and security features, such as secure payment gateways and transparent privacy policies, is essential to reduce consumer apprehension.
3. Convenience must be maximised by offering seamless browsing, easy checkout processes, and reliable delivery options tailored to Bangalore's busy urban consumers.
4. Clear and accurate product information should be provided to help consumers make informed decisions and reduce uncertainty during online purchases.
5. Competitive and transparent pricing strategies, combined with value-added offers, can further motivate purchase intention among price-sensitive shoppers.

6.2 Limitations of the Study

1. The study used convenience sampling, which may limit the generalizability of the findings to the entire population of online shoppers in Bangalore.
2. Data were collected only from Bangalore City, so the results may not fully represent consumer behaviour in other Indian cities or rural areas.
3. The research relied solely on self-reported questionnaire responses, which may be subject to social desirability or response bias.
4. Only five online shopping attributes were examined, while other potentially important factors such as after-sales service or social influence were not included.
5. The cross-sectional design captures consumer perceptions at a single point in time and does not account for changes in behaviour over longer periods.

6.3 Future Research

1. Future studies can adopt probability sampling techniques to enhance the representativeness and generalizability of findings across different segments of online shoppers.
2. Comparative research can be conducted across multiple Indian cities or between urban and rural consumers to examine regional differences in the influence of online shopping attributes.
3. Longitudinal studies may be undertaken to track changes in consumer purchase intention over time, especially in response to evolving technology and market trends.
4. Additional variables such as after-sales service, social influence, customer reviews, and personalization can be incorporated to develop a more comprehensive model.
5. Future research can explore moderating or mediating effects of demographic factors (age, income, digital literacy) and apply advanced techniques such as multi-group analysis within the PLS-SEM framework.

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