

# Examining the Effects of Perceived Usefulness, Perceived Ease of Use, Shopping Orientation, and Online Trust on Online Purchase Intention

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DOI: <https://doi.org/10.47772/IJRISS.2026.10100183>

Received: 08 January 2026; Accepted: 13 January 2026; Published: 29 January 2026

## ABSTRACT

Despite the rapid growth of e-commerce, online purchase intention remains inconsistent, as many consumers continue to hesitate due to concerns related to system usefulness, ease of use, trust, and individual shopping preferences. Understanding these factors is crucial for online retailers seeking to enhance consumer engagement and purchase behaviour. Accordingly, this study examines the factors influencing online purchase intention, focusing on perceived usefulness, perceived ease of use, shopping orientation, and online trust. The objective of this research is to investigate how these variables affect consumers' decisions to make purchases through online platforms in Malaysia. A quantitative research approach was adopted, involving 200 respondents. Pearson correlation analysis, reliability testing, and multiple regression analysis were employed to examine the relationships between the independent variables and online purchase intention, as well as to determine the relative influence of each factor. The findings reveal that perceived usefulness, perceived ease of use, shopping orientation, and online trust all have significant and positive relationships with online purchase intention. Among these factors, perceived usefulness emerged as the most influential predictor, indicating that consumers are primarily motivated by the functional benefits and value provided by online shopping platforms rather than by ease of use alone. This study supports the Technology Acceptance Model (TAM) and extends it by incorporating shopping orientation and online trust as key determinants of online purchase intention within the Malaysian context. From a managerial perspective, the findings suggest that online businesses should prioritise enhancing platform usefulness, strengthening trust-building mechanisms, and tailoring platform features to different shopping orientations in order to increase consumers' intention to purchase online. Future research may explore these relationships across different cultural or economic contexts to improve the generalisability of the findings.

**Keywords:** Perceived usefulness; Perceived ease of use; Shopping orientation; Online trust; Technology Acceptance Model (TAM)

## INTRODUCTION

The rapid advancement of digital technology has transformed consumer purchasing behaviour, making online shopping an essential component of modern commerce. As reliance on e-commerce platforms continues to grow, businesses must understand the factors that influence consumers' intention to purchase online. Despite the widespread adoption of online shopping, many consumers remain hesitant due to concerns related to perceived value, ease of use, trust, and individual shopping preferences (Chen & Shergill, 2005; Hajli, 2014; Verhoef et al., 2020).

Previous research indicates that online purchase intention is influenced by both technological and behavioural factors. Perceived usefulness and perceived ease of use, which are central constructs of the Technology Acceptance Model (TAM), have been widely recognised as key determinants of consumers' acceptance of

online platforms (Davis, 1989; Ramayah & Ignatius, 2005; Venkatesh & Davis, 2000). In addition, shopping orientation reflects individual differences in shopping motivations, such as utilitarian and hedonic preferences, which can significantly shape online purchasing behaviour (Kwek et al., 2010; Scarpi, 2020). Online trust also plays a crucial role, as consumers must feel confident in the security, reliability, and credibility of online platforms before engaging in online transactions (Chen & Barnes, 2007; Hajli, 2014).

Although numerous studies have examined online purchase intention, limited research has simultaneously integrated perceived usefulness, perceived ease of use, shopping orientation, and online trust within a single research framework, particularly in the Malaysian context (Kwek et al., 2010; Nguyen et al., 2022). Given Malaysia's rapidly expanding e-commerce market and increasing concerns over online security, further empirical investigation is needed to understand how these factors collectively influence online purchase intention (Digital News Asia, 2024).

Therefore, this study aims to examine the influence of perceived usefulness, perceived ease of use, shopping orientation, and online trust on online purchase intention among Malaysian consumers. By integrating technological, behavioural, and trust-related factors, this research contributes to the e-commerce literature and provides practical insights for online businesses seeking to enhance consumers' intention to purchase online.

## LITERATURE REVIEW

### Perceived Usefulness

Perceived usefulness plays a key role in influencing consumers' online purchasing intentions. This essentially summary to consumers believing that online shopping offers significant advantages over traditional brick-and-mortar shopping methods (Hitmi, 2020). These perceived benefits can be divided into three main areas: convenience, value, and choice.

Convenience is a major draw for online shoppers. The ability to browse products 24/7 from the comfort of your own home without having to travel to a physical store and deal with a potentially crowded environment. Research from Hajli, N., Fernandes, C., & Oliveira, T. (2019) and Li, Y., Sun, T., & Wang, Y. (2023) shows that the time savings of shopping online and the ease of comparing products from different retailers are important factors in perceived usefulness.

Values also play a crucial role. Since online platforms have lower overhead costs compared to brick-and-mortar stores, they often offer competitive prices. Additionally, online shoppers can easily compare prices from different retailers with just a few clicks, potentially getting better deals and discounts. According to Verhoef, P., Kannis, P., Jung, D.Y., & Inman, J. (2020), they supports this notion, highlighting how perceived savings and access to promotional offers on online platforms enhance consumer perceived usefulness.

Finally, choice is another key factor influencing perceived usefulness (Davis, 1989). Due to space constraints, online stores often have a wider range of products than brick-and-mortar stores. This allows consumers to find niche items or specific product configurations that may not be readily available locally. According to research by Constantinides, E., and Demetrious, C. (2021), customers' decisions to buy things online are greatly influenced by their view that a greater assortment of products is accessible online.

Essentially, perceived usefulness acts as a gateway to online purchases. Consumers are more likely to embrace online shopping when they believe it offers them convenience, value and a wider range of choices than traditional methods (Torkington, 2021).

### Perceived Ease of Use

Perceived ease of use becomes another key factor while shopping online (Bhatnagar and Ghose, 2004). It essentially reflects the consumer belief that browsing online platforms, finding the products you need and completing the transaction will be a smooth, effortless experience (Ramayah and Ignatius, 2005). This perception significantly affects their willingness to engage in online shopping.

Several factors contribute to perceived ease of use. Website design plays a vital role. An intuitive and well-organized user-friendly interface enhances ease of use (Riofos, 2023). Positive perception of perceived ease of use are influenced by effective search functions, well-structured product pages, and obvious navigation menus, according to research by Constantinides, E., & Demetrius, C. (2021). Additionally, a streamlined checkout process is crucial. A complicated or lengthy checkout process can lead to cart abandonment and ultimately discourage purchase intentions. Research from Sun, Y., Lu, Y., & Shen, L. (2020) supports this idea, emphasizing the importance of providing multiple payment options and clear instructions during the checkout process to ensure Smooth user experience.

Finally, perceived ease of use can enhance consumers' sense of control and confidence when shopping online. They are more likely to accept online purchases when they believe they can get goods cheaper and complete transactions with ease (Saksono, Untoro, 2023). This ease of use removes significant barriers to entry into online shopping and encourages consumers to explore the vast array of products available online.

### **Shopping Orientation**

Consumers don't all approach shopping the same way. Their shopping orientation, a fundamental aspect of their shopping behavior, significantly influences their online purchase decisions (Kwek, Tan & Lau, 2010). Here, two key orientations come into play utilitarian and hedonic (Claricini, 2020).

Utilitarian shoppers prioritize practicality, value and rational (Scarpi, 2020). They are driven by the need to fulfill specific needs and seek the best deals, often comparing prices and features across different online platforms. According to Li, Y., Sun, T., & Wang, Y. (2023) both of them highlights how utilitarian shoppers are more likely to be drawn to online platforms that offer efficient product search tools, detailed product descriptions, and clear price comparisons. These features cater to their need for information and facilitate a rational purchase decision-making process.

Hedonic shoppers, on the other hand, are motivated by enjoyment and emotional experience (Han, Meng, Chua, Ryu, 2020). They view shopping as a leisure activity and are drawn to the excitement of discovering new products or indulging in impulse purchases. Studies by Huang, J.-C., & Hsu, M.-H. (2020) suggest that hedonic shoppers are more receptive to online platforms that offer visually appealing product presentations, personalized recommendations, and game shopping experiences. These features engage their emotions and create a more enjoyable online shopping journey.

Understanding a consumer's shopping orientation allows online retailers to tailor their approach and platform design to cater to their specific needs and motivations. By providing the right features and functionalities, retailers can encourage both utilitarian and hedonic shoppers to make online purchases.

### **Online Trust**

Online trust is a major influencing factor, E-wallet companies should make sure that all aspects like safety, security, authorization and privacy are adequately managed to get consumers' trust (Ajmera, H.&Bhatt, V., 2020). It demonstrates consumer confidence in the security and reliability of online transactions. Without this trust, consumers will be reluctant to share personal information, conduct financial transactions, or commit to purchases (Morey, Forbath & Schoop. 2015). This lack of trust is a significant hurdle for online retailers and can lead to cart abandonment and lost sales.

Several factors help build trust online. Security measures play a vital role. Consumers are more likely to trust platforms with strong encryption, clear data privacy policies and secure payment gateways (Woods, 2023). Research from Chen, Y., Luo, L., & Wang, C. (2019) highlights how prominent security badges, customer reviews, and testimonials enhance online trust, reassuring consumers about their information and financial Transactions are protected.

Additionally, a good online reputation fosters trust. Positive customer reviews, authentic product descriptions, and responsive customer service all contribute to an image of trustworthiness. According to the researcher

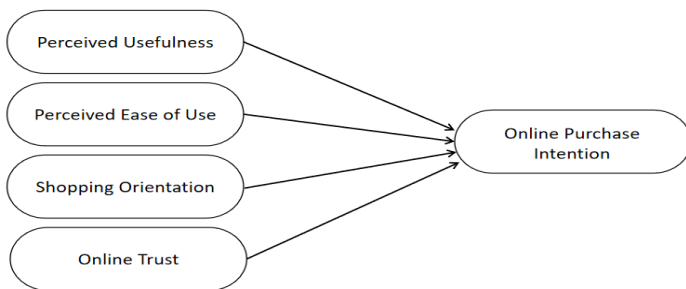
from Verhoef, P., Kannis, P., Jung, D.Y., & Inman, J. (2020) shows how a history of efficiently fulfilling orders, promptly resolving customer issues, and providing a transparent communication strategy can significantly enhance online trust and encourage consumers buy with confidence.

Essentially, online trust acts as a bridge between consumers and online retailers. By prioritizing security, maintaining a strong online reputation and promoting open communication, online retailers can build trust and encourage consumers to embrace the convenience and benefits of online shopping.

### Conceptual Framework

Figure 1 presents the conceptual framework of the study, developed to examine the relationships between the independent variables and the dependent variable. Grounded in established theories and supported by previous empirical studies, the framework proposes that the independent variables exert a significant influence on the dependent variable. Each relationship is formulated to test specific hypotheses, allowing the study to identify the relative impact of each predictor. The framework not only clarifies the direction of the proposed relationships but also provides a systematic basis for data analysis using statistical techniques such as regression or structural equation modelling. Consequently, the conceptual framework ensures coherence between the research objectives, hypotheses, and analytical approach.

Figure 1: Conceptual framework of the study



### METHOD

In general, this researcher had use primary data to do the research because it is not tainted by others’ opinions or viewpoints. The researcher used Likert scale and close-ended questions to let respondents choose either which one is the most relevant options for them. This research focuses on the people in Melaka no matter they are students or workers from others state. As a result, 35 academic respondents participate in a pilot test before the questionnaire is tested further. The researcher will provide 200 questionnaires and distribute via link or social media such as Whatsapp and Xiao Hong Shu to the respondents. The questionnaires will be filled out and collected for the purpose of finishing the research. Software called SPSS is used to modify and analyze various types of data in this research. The strength and direction of a linear relationship between two continuous variables are measured by the Pearson Correlation Coefficient (Apurva Patil, 2024). Researcher use multiple regression analysis was used to see how strong the relationship between the four independent variables (perceived usefulness, perceived ease of use, shopping orientation, and online trust) and dependent variable (online purchase intention).

### ANALYSIS AND RESULTS

#### Demographic Profile

Table 1: Demographic Profile

	Frequency	Percentage
<b>Gender</b>		

Female	127	63.5%
Male	73	36.5%
<b>Age</b>		
20-29 years old	130	65%
30-39 years old	36	18%
40-49 years old	26	13%
50-59 years old	8	4%
<b>Race</b>		
Chinese	114	57%
Indian	22	11%
Malay	64	32%
<b>Education level</b>		
Primary	3	1.5%
Secondary	58	29%
Tertiary	139	69.5%
<b>Income level</b>		
No income	64	32%
Below RM2000	56	28%
RM2001-RM3500	43	21.5%
RM3501-RM5000	23	11.5%
Above RM5000	14	7%

Frequency distribution analysis was conducted. Based on table 1, most of them are female 127 (63.5%), aged from 20-29 years old (130 and 65%) respondents. The majority race are Chinese which are 114 respondents out of 200 respondents and 57%. In this research, most of them are learning or graduate from tertiary which is 139 and 69.5%. Most of them are buying online with income level no income (64 respondents and 32%).

### Descriptive Analysis

Table 2: Descriptive Statistics

	N	Mean	Std. Deviation
IV1: perceived usefulness	200	4.3662	0.60871
IV2: perceived ease of use	200	4.4075	0.5271
IV3: shopping orientation	200	4.3088	0.56654
IV4: online trust	200	4.0237	0.68159

As table 2 displays that perceived usefulness shows the mean is 4.3662 and standard deviation is 0.60871. Next, perceived ease of use have a highest mean (4.4075) and lowest standard deviation (0.52710) among the others independent variables. For the third independent variables shopping orientation have a mean of 4.3088 and standard deviation 0.56654. Last independent variables in this research which online trust have a lowest mean (4.0237) and highest standard deviation (0.68159).

(Source: SPSS Output)

The R-value of 0.822 from the regression analysis shows that there is a substantial correlation between the independent and dependent variables. This indicates that a sizable amount of the variance in the dependent variable can be explained by the independent variables in the model. The model explains roughly 67.6% of the variance in the dependent variable, according to the R Square value of 0.676. This is a comparatively high percentage, indicating that a significant portion of the data variability is captured by the model. The model cannot account for the remaining 32.4% of the variance, which is common for data from the actual world.

**Correlations**

Table 3: Correlations

		DV:online purchase intention
IV1:perceived usefulness	Pearson Correlation	.714**
	Sig. (2-tailed)	<.001
	N	200
IV2:perceived ease of use	Pearson Correlation	.699**
	Sig. (2-tailed)	<.001
	N	200
IV3:shopping orientation	Pearson Correlation	.720**
	Sig. (2-tailed)	<.001
	N	200
IV4:online trust	Pearson Correlation	.557**
	Sig. (2-tailed)	<.001
	N	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 3 shows that the correlations between the independent variables (perceived usefulness, perceived ease of use, shopping orientation, and online trust) and the dependent variable (online purchase intentions). The correlations values for the perceived usefulness and shopping orientation are both 0.714 and 0.720 respectively with significant level  $p < 0.001$ . This means that perceived usefulness and shopping orientation have a very strong relationship with online purchase intention. Next, perceived ease of use have a correlations of 0.699 with significant level  $p < 0.001$ . This indicates that online purchase intention is strong relationship with perceived ease of use. Lastly, online trust have a lowest correlations of 0.557 with significant level  $p < 0.001$  in this research. However, it still show that online trust are strong relationship with online purchase intention.

**Multiple Regression Analysis**

Table 4: Multiple Regression Analysis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 <sup>a</sup>	0.648	0.641	0.32035
a. Predictors: (Constant), online trust, perceived usefulness, perceived ease of use, shopping orientation				

Based on table 4, the model summary is the relationship between the independent variables (perceived usefulness, perceived ease of use, shopping orientation, and online trust) and the dependent variable (online purchase intentions) in this research. The correlation coefficient (R) values of this research is 0.805 means that have a very strong relationship between the variables. With a coefficient of determination (R<sup>2</sup>) of 0.648, the independent factors account for 64.8% of the variation in the online purchase intention. There are other variables that affect the remaining 35.2% that are not included in this study.

The t-values and Sig. values further support the statistical significance of these predictors. Every predictor contributes significantly to the model, as their p-values are significantly below 0.05. These factors considerably impact customers' intention to use SSTs, as evidenced by the comparatively high t-values, which show that the coefficients are significantly different from zero. These findings highlight how crucial Perceived Interactivity (PIDIV) and Technology Readiness (PRCIV) are in influencing how customers use self-service technologies.

**Coefficients**

Table 5 : Coefficients

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.616	0.203		3.026	0.003
	perceived usefulness	0.245	0.07	0.279	3.493	<.001
	perceived ease of use	0.244	0.071	0.241	3.458	<.001
	shopping orientation	0.187	0.073	0.199	2.576	0.011
	online trust	0.193	0.04	0.246	4.853	<.001
a. Dependent Variable: online purchase intention						

The regression analysis showed that all four variables strongly influence online purchasing intention (p < 0.05). The most significant predictor was perceived usefulness (beta = 0.279), followed by online trust (beta = 0.246), perceived ease of use (beta = 0.241), and shopping orientation (beta = 0.199). These findings highlight the necessity of creating online platforms that prioritize utility, trust, and convenience of use while also taking consideration shopping orientation in order to increase customers' intention to buy online.

**DISCUSSION**

This study examined the influence of perceived usefulness, perceived ease of use, shopping orientation, and online trust on online purchase intention among Malaysian consumers. The findings reveal that all four factors

have a significant and positive relationship with online purchase intention, indicating that online purchasing behaviour is shaped by technological benefits, individual shopping preferences, and trust-related considerations.

Perceived usefulness emerged as the most influential determinant of online purchase intention. This result supports earlier studies suggesting that consumers are more likely to engage in online shopping when they perceive clear advantages such as convenience, value, and wider product choice compared to traditional shopping methods (Hitmi, 2020). Consistent with Hajli et al. (2019) and Li et al. (2023), time savings and ease of price comparison appear to be key drivers of perceived usefulness. In addition, the availability of promotional offers and a wider product assortment further enhances consumers' perception of usefulness and purchase intention (Verhoef et al., 2020; Constantinides & Demetrious, 2021).

Perceived ease of use was also found to significantly influence online purchase intention. This finding aligns with Bhatnagar and Ghose (2004) and Ramayah and Ignatius (2005), who argued that consumers are more willing to shop online when platforms are simple and user-friendly. Effective website design, clear navigation, and a smooth checkout process reduce effort and increase consumers' confidence when shopping online (Constantinides & Demetrious, 2021; Sun et al., 2020), thereby encouraging purchase decisions.

Shopping orientation was identified as another significant factor influencing online purchase intention. This result supports prior research suggesting that consumers' utilitarian and hedonic motivations shape their online shopping behaviour (Kwek et al., 2010; Claricini, 2020). Utilitarian shoppers are more influenced by efficiency and price comparison, while hedonic shoppers respond to enjoyable and visually appealing online environments (Scarpi, 2020; Han et al., 2020; Huang & Hsu, 2020). This highlights the importance of catering to diverse shopping motivations.

Online trust also showed a significant positive relationship with online purchase intention. This finding is consistent with Ajmera and Bhatt (2020) and Morey et al. (2015), who emphasised that trust in security, privacy, and reliability is essential for online transactions. Strong security measures, transparent policies, and positive online reputation enhance trust and reduce perceived risk, thereby encouraging consumers to purchase online (Chen et al., 2019; Woods, 2023; Verhoef et al., 2020).

Overall, the findings confirm that online purchase intention is influenced by a combination of perceived usefulness, perceived ease of use, shopping orientation, and online trust. These results reinforce existing literature and suggest that online retailers should adopt an integrated approach that enhances platform functionality, usability, trustworthiness, and alignment with consumers' shopping preferences.

## Implications

From a theoretical perspective, this study supports the Technology Acceptance Model (TAM) by confirming the significant roles of perceived usefulness and perceived ease of use in explaining online purchase intention, while extending the model through the inclusion of shopping orientation and online trust within the Malaysian context. The findings contribute to the e-commerce and consumer behaviour literature by demonstrating that online purchase intention is shaped not only by technological perceptions but also by behavioural motivations and trust-related factors. From a practical perspective, the results suggest that online businesses should prioritise enhancing the functional benefits and usefulness of their platforms, ensure ease of navigation and transaction simplicity, and strengthen trust-building mechanisms such as secure payment systems and transparent policies. Additionally, recognising different shopping orientations can help businesses design platform features and marketing strategies that cater to both utilitarian and hedonic consumers, thereby increasing consumers' intention to purchase online.

## CONCLUSION

The findings of this study demonstrate that understanding the factors influencing online purchase intention enables businesses to develop more effective and targeted marketing strategies that align with consumers' needs and preferences. By improving perceived usefulness, perceived ease of use, addressing different



shopping orientations, and strengthening online trust, businesses can deliver a seamless online shopping experience. Such improvements are crucial for enhancing customer satisfaction, fostering customer loyalty, encouraging repeat purchases, and ultimately driving sales performance in the competitive e-commerce environment.

In addition to its practical implications, this study contributes to the growing body of knowledge on consumer behaviour in e-commerce by identifying key technological, behavioural, and trust-related factors that influence online purchase intention. The findings provide valuable insights into the psychological mechanisms underlying online purchasing decisions, offering researchers and practitioners a clearer understanding of how consumers interact with and evaluate online shopping platforms.

For future research, it is recommended that similar studies be conducted across different cultural and economic contexts to examine the generalisability of the findings, as consumer decision-making may vary across regions and income groups. Furthermore, given the critical role of trust in online purchasing, future studies could explore the impact of cybersecurity threats, data privacy concerns, and evolving digital security policies on consumers' confidence and willingness to engage in online shopping.

## ACKNOWLEDGEMENT

The study is funded by the Ministry of Higher Education (MOHE) of Malaysia through the publication incentive and the Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka, Malaysia. The authors also would like thanks to Centre of Technopreneurship Development (C-TeD) for the support.

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