

Online Purchase Decisions and Behaviors of Online Shoppers

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Abstract

Introduction: The nature of online purchasing has taken shape and taken significant turns with the advent of Internet technology. Technology is continuously developing and widening, giving people a more comfortable life. The purpose of this research is to analyze the behavior of consumers in factors that influence decision-making. **Methodology:** Using a quantitative descriptive research design, a survey questionnaire was made and validated. The researchers chose 100 online shoppers in Qatar using purposive and quota sampling and distributed the research instrument, online using google forms. **Result:** The results of the study showed that all of the four influencing factors: Convenience, Time-Saving, Website Design and features, and Security, have made significant contributions in affecting the purchasing decision and behaviors of the respondents, additionally the study concluded that the younger buyers focuses more on aesthetics while the older buyers focuses more in practicability, female buyers purchased online more than male buyers and lastly online shoppers that has 3-4 years of experience are the highest on online familiarity. **Discussion:** Furthermore, this study shows the different factors that online shoppers focus on concerning their age, sex, and years of online shopping experience. **Recommendation:** E-commerce business owners should ensure that all four influencing factors, such as convenience, time-saving, website design and features, and security, are adequately managed and given explicit attention.

Keywords: Online Purchase Decisions; Convenience; Time-Saving; Web Design; Security

1. Introduction

1.1 Background of the Study

The nature of online purchasing has taken shape and taken significant turns with the advent of Internet technology. Online purchases are widely used and efficient for purchasing various goods and services from a single site. Technology is continuously developing and widening, giving people a more comfortable life. With technology, online shopping is made to operate smoother. Consumers have different reasons for purchasing goods and services, such as necessity, security, price, peer recommendations, and obligation (Mittal, 2013). The reasons could be unique to each person, but there are also shared reasons. Numerous aspects, such as trust and risk, perceived convenience, and the advantages delivered, impact a person's desire to make an online purchase (Dachyar & Banjarnahor, 2017). These factors heavily influence a consumer's mindset when purchasing online and will either have a negative or positive impact.

Convenience is one of the most apparent advantages of internet buying. Convenience factors strongly impacted the customers' evaluation of the products and their repurchase intentions (Pham et al., 2018). Furthermore, the researchers mentioned that customers are discouraged from buying if they spend too much time and effort on those said factors.

Other factors are trustworthiness or the security of a website and the appearance of the website. Although online shoppers know the danger of shopping online, their purchase decisions are affected by how much they trust that the store is authentic and is not fake. Online decision-making raises worries about perceived risk factors, which reduces one's willingness to purchase online (Gross, 2014). This worry is partly due to the website's lack of interaction, which makes it difficult to obtain essential information about the products in their verified collection. A buyer is dismayed from purchasing anything online without proper assurance that their private information will not be leaked or used for improper actions.

The purpose of this research is to analyze the behavior of consumers in factors that influence decision-making. Especially with the pressure of several options to decide and choose from, an online shopper can be pressured into choosing the cheapest or the most visually appealing, making the final decision difficult.

1.2 Theoretical Framework

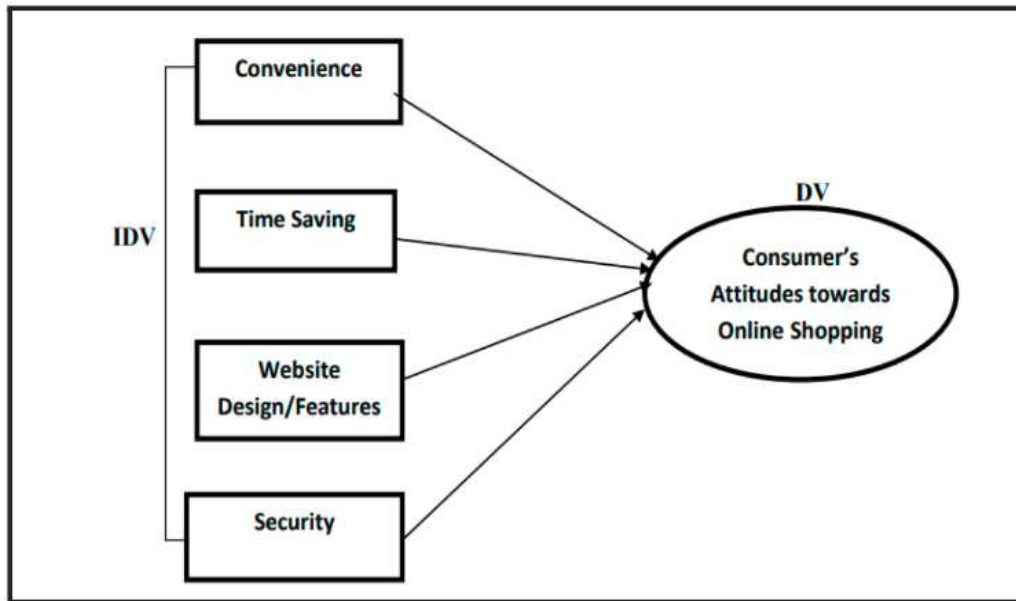


Figure 1: Factors Influencing Online Purchase Decisions Model by Sultan and Uddin (2015)

Figure 1 presents the theoretical framework to be used in the study, which shows the factors influencing the online purchase decision model. Various factors influence online purchase decisions; the most common factors are convenience, demographic profile, time savings, website design/features, and security influence consumers' willingness to shop online.

Convenience

Convenience is one factor that affects purchase decisions since it is what the consumers look into the most. Convenience has different aspects, including detailed and necessary information while purchasing online, easy choice and comparison with other products, and less hassle in shopping queues (Sultan & Uddin, 2011). Consumers want to purchase online because it is more convenient by saving energy and using less

effort than going outside. In addition, it is more efficient for consumers who dislike interacting with other people. Online shoppers have different reasons to purchase online, such as their lifestyles and attitudes toward shopping online. People with a lifestyle and shopping habits that are compatible with the features offered by the online store strongly influence their attitude toward online shopping (Primabudi & Samopa, 2017). For example, people who are indolent to go to physical stores are very interested in making product purchases through online shopping, especially if the way to shop online is compatible with their expectations.

Time Saving

Online shoppers shop online because it saves time and does not constrict time. Shopping online does not waste time; it takes less time to examine and choose a product when purchasing online (Sultan & Uddin, 2011). Online purchases take less time than going outside and wasting time by going to and from in-person shops. Internet shopping also provides time-saving benefits such as fast price comparisons, receiving on-time delivery, taking less time to find cheaper alternative products, easy access to user evaluations and ratings, and a large selection of items (Duarte et al., 2018). Due to the availability of an extensive range of items and a need for precise descriptions and clear photos of the product, consumers may need more time to search for a specific product on online shopping platforms. On the other hand, online shopping saves customers time by having things delivered to their homes. As a result, consumers purchase online, avoid the hassles of parking and crowds during rush hour, and can shop at their own pace (Yaras et al., 2017).

Website Design / Features

The website design and features heavily influence online shoppers' purchasing decisions, including finding products; assisting in searching and selecting the appropriate product; providing high-quality information; and covering the needed information regarding a product (Sultan & Uddin, 2011). The more informative and the higher quality of a website and its contents affect the buyers' purchase decisions. For any online shop to attract clients, the quality of the website design is critical (Ganguly et al., 2010). A good website design plays a part in establishing favorable sentiments for clients since a pleasant atmosphere on the website is striking. Furthermore, website design and usability are features of distinct website variety. Therefore, the significance of web design in usability is considered for increasing buying intention in online goods.

Security

Security includes feeling safe and secure while shopping online and on a trustworthy website (Sultan & Uddin, 2011). Cyber risks like hacking are one reason consumers have difficulty trusting a shopping website. Familiarity with online shopping websites before making an actual purchase reduces the risk of shopping online. One reason customers decided to purchase was their trust in the online store, including secured personal data, information shared remains unaltered, and assurance that the online business is real and legal (Primabudi & Samopa, 2017). In addition, by making an online purchase, the customer trusts the online seller to ensure that the product purchased by the customer is as per the agreement.

1.3 Research Questions

The primary objective of this study is to identify and analyze the factors that influence consumers to shop online. Specifically, this research aims to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1. age;
 - 1.2. sex;
 - 1.3. years of online shopping experience?

2. What are the factors that influence the purchase decisions of the respondents the most in terms of:
 - 2.1. Time-Saving;
 - 2.2. Convenience;
 - 2.3. Website Design/Feature; and
 - 2.4. Security?
3. What are the factors that the respondents value the most based on their demographic profile in terms of:
 - 3.1. age;
 - 3.2. sex;
 - 3.3. years of online shopping experience?

2. Methodology

2.1 Research Design

The study utilized the descriptive design of research. Descriptive research looks at the variations in the characteristics of a population (Siedlecki, 2020). It identifies the problems that exist within a unit. It is a basic form of design for research because the researcher does not manipulate any of the variables but only describes the sample and variables. This research approach is congenial to the research objective, gathering the needed data to summarize and evaluate the factors influencing online shoppers' purchase decisions. In addition, a quantitative method was used wherein the data collection will be gathered through survey questionnaires. This study is quantitative, in general, and categorically, a descriptive research design, as it aims to accurately and systematically describe a population, situation, or phenomenon. Quantitative research is a set of strategies, techniques, and assumptions to study psychological, social, and economic processes by exploring numeric patterns (Coghlan & Brydon-Miller, 2014). This research approach is best suited to gathering the necessary data to summarize, analyze, and recommend implications in factors influencing online shoppers' online purchase decisions in Qatar.

2.2 Research Locus and Sample

This research study was conducted in Doha, Qatar. There were a total of one hundred online shoppers. Respondents who are 15 and above were chosen as the respondents in this study. First, the researchers utilized purposive sampling in determining the respondents. Purposive Sampling, also known as judgmental, selective, or subjective sampling, relies on the researcher's judgment when selecting the units to be investigated (Rai & Thapa, 2015). Then, the researchers applied a quota sampling technique to select the respondents. Quota Sampling is a non-probability sampling approach in which samples are chosen based on a probability proportional to the distribution of a population variable (Rukmana, 2014).

2.3 Research Instrument

The researchers created a self-made questionnaire to satisfy the goal of the study. The survey questionnaire included closed-ended questions based on primary and secondary sources. The researchers followed several steps to use a valid instrument. The first part of the instrument contains the letter to the respondents, the second part contains the demographic profile of the respondents, and the third part contains data collection from the standardized questionnaire. This section entails factors influencing online purchases, divided into four categories: convenience, time-saving, website design/features, and security.

2.4 Development and Validation of the Instrument

STEP 1 – Content Validation

A pre-research was conducted to obtain the necessary data, which was also included in the questionnaire.

STEP 2 – Face Validation

The completed questionnaires were analyzed and judged superficially to see if they were valid for measuring the variable being studied. In addition, the questionnaire was reviewed and checked by experts in the field. Based on the recommendations of the aforementioned validators, the questionnaire will be revised.

STEP 3 – Final Administration

The respondent questionnaires were distributed to the selected online shoppers in Qatar in March 2022.

2.5 Data Gathering Procedure

The data were gathered in the following manner: The first step is determining the number of respondents needed for the study. Second, searching for online shoppers in Qatar and asking if they would participate in the study. The third step was administering the developed instrument to the respondents, followed by its retrieval. The data were then tallied and analyzed.

2.6 Statistical Treatment of Data

This study used percentage, frequency, ranking, and weighted mean as the statistical treatment applied to the data collected to determine the answers gathered in this study. Percentage and frequency distributions were applied to determine the demographic profile of the respondents. The use of ranking determined the placement of factors influencing online shoppers' purchase decisions. This step was essential to project the highest and lowest variables regarding purchase decisions. Lastly, weighted means determined the influence of convenience, time-saving, website design, and security on purchase decisions.

Range	Verbal Interpretation(VI)	Meaning
3.26-4.00	Always	This means that the online shoppers' purchase decisions always adhere to the statements mentioned in the questionnaire
2.51-3.25	Often	This means that the online shoppers' purchase decisions Often value the statements mentioned in the questionnaire
1.76-2.50	Rarely	This means that the online shoppers' purchase decisions Rarely adhere to the statements mentioned in the questionnaire.
1.00-1.75	Never	This means that the online shoppers' purchase decisions Never relate to the statements mentioned in the questionnaire.

3. Results

The objective of this study is to describe, identify, and gather the needed data to summarize and evaluate the factors influencing online shoppers' online purchase decisions and behaviors.

Table 1. The demographic profile of the respondents in terms of age

Age	Frequency	Percentage
Under 18 years old	40	40%
18 to 24 years old	28	28%
25 to 33 years old	10	10%
34 to 40 years old	10	10%
41 to 47 years old	10	10%
48 to 55 years old	2	2%
Above 55 years old	0	0%
Total	100	100%

Table 1 shows the demographic profile of the respondents in terms of age. Out of 100 respondents of online shoppers. 40% were under 18 years old, 28% were 18 to 24 years old, 10% were 25 to 33 years old, 10% were 34 to 40 years old, 10% were 41 to 47 years old, and 2% were 48 to 55 years old. None of the respondents were above 55 years old. The youthful generation has been using the Internet more often recently, and they are commonly portrayed as competent users of Internet technology, hence, dubbed the "Net Generation" (Thomson & Laing, 2012).

Table 2. The demographic profile of the respondents in terms of sex

Sex	Frequency	Percentage
Male	50	50%
Female	50	50%
Total	100	100%

Table 2 shows the demographic profile of the respondents in terms of sex. Out of 100 respondents of online shoppers. 50% were male respondents, while 50% were female respondents.

Women continue to make the vast majority of family expenses, even though they are frequently both head of the household and working outside the house. Shopping and purchasing are more rewarding, or at least less unpleasant, activities for females than for males (Passyn et al., 2011). Similarly, their study also stated that even though women play a significant role in family purchasing, male shopping behavior is also becoming more evident. Millions of dads from a newer generation are purchasing more than their fathers or grandfathers. Regarding internet shopping, males have been faster to adapt and use e-commerce than women.

Table 3. The demographic profile of the respondents in terms of years of online shopping experience

Years of Online Shopping Experience	Frequency	Percentage (%)
1 to 2 years	52	52%
3 to 4 years	30	30%
5 or more years	18	18%
Total	100	100%

Table 3 shows the respondents' demographic profile regarding years of online shopping experience. 52% of the respondents have 1 to 2 years of experience, 30% have 3 to 4 years of experience, and 18% have 5 or more experience in online shopping.

Recently, more and more people are downloading platforms that can hasten purchasing products. The pandemic has significantly impacted societal patterns of how we work, behave, trade, shop, and utilize technology (He & Harris, 2020). The world is currently experiencing an acceleration of these patterns, encouraging a shift, thus creating a new normal emerging from the crisis.

Table 4. The online shoppers purchase decision in terms of convenience

Statements	Weighted Mean (WM)	Verbal Interpretation (VI)
1. I get all the necessary product information on the online shopping website.	2.9	Often
2. I can purchase the products anytime in online shopping.	3.21	Often
3. The products are easy to compare when I shop online.	3.16	Often
4. Shopping online is less hassle than store queues.	3.28	Always
5. It fits my lifestyle better than in-person shopping.	2.8	Often
Overall Weighted Mean	3.07	Often

Legend: 1.00-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 4 shows the summary of online shoppers' responses regarding convenience. The statement 'Shopping online is less hassle than store queues' received the highest weighted mean of 3.28, interpreted as Always. This is followed by the statements 'I can purchase the products anytime in online shopping' and 'The products are easy to compare when I shop online', which received weighted means of 3.21 and 3.16, respectively, interpreted as Often. Lastly, the statements 'I get all the necessary product information on the online shopping website' and 'It fits my lifestyle better than in-person shopping' had the lowest weighted means, at 2.9 and 2.8, respectively, which are also interpreted as Often.

The overall weighted mean of Table 4, which discusses the online purchase decision of online shoppers in terms of convenience, is 3.07 and is verbally interpreted as Often. This means that online consumers often put great value on the convenience factor of online shopping. It shows that shopping online makes the shopping process easier and more accessible. Additionally, Convenience is increasingly crucial in encouraging consumers to shop online (Munshi et al., 2017). Consumers could readily compare prices and read product reviews while buying online, which may help them make informed selections. The convenience of online purchasing was further enhanced by the simplicity of returns and exchanges and the accessibility of comprehensive product information online. According to the study, businesses should make their online shopping platforms more convenient to attract customers. Most customers view online shopping as a time-efficient choice and rate it as frequently or constantly in most statements (Munshi et al., 2017).

Table 5. The online shoppers purchase decision in terms of time-saving

Statements	Weighted Mean (WM)	Verbal Interpretation (VI)
1. Online purchases take less time to find alternative products that are cheaper.	3.08	Often
2. Online shopping takes less time to purchase products.	3.04	Often
3. I can shop at my own pace in online shopping.	3.36	Always
4. Online shopping takes less time to find a product that I want.	3.17	Often
5. Online shopping takes less time than going outside.	3.13	Often
Overall Weighted Mean	3.16	Often

Legend: 1.00-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 5 shows the summary of online shoppers' responses regarding time-saving. The statement 'I can shop at my own pace in online shopping' received the highest weighted mean of 3.36, which is interpreted as Always. This is followed by the statements 'Online shopping takes less time to find a product that I want' and 'Online shopping takes less time than going outside', which received weighted means of 3.17 and 3.13, respectively, which are both interpreted as Often. Lastly, the statements 'Online purchases take less time to find alternative products that are cheaper' and 'Online shopping takes less time in purchasing products' had the lowest weighted means, at 3.08 and 3.04, respectively, which are also interpreted as Often.

The results show that the online shoppers' purchase decision regarding time-saving is 3.16 and verbally interpreted as Often. This means that online consumers often put great emphasis and value on the convenience factor of online shopping. This implies that purchasing online makes the shopping process less demanding on the consumers' time. Furthermore, the results of the study Factors Influencing Customers' Intention to shop online indicate that time-saving is one of the factors influencing online shopping intention among customers (Kasuma et al., 2020). The study implied that internet shopping could save much time compared to conventional shopping, which takes more time to look for items. The study also alluded that internet shopping is becoming increasingly significant since it may save valuable time that can be utilized for other purposes. Similarly, consumers do not need to purchase items; it can be done at any time and from any location (Kasuma et al., 2020). Therefore, the consumers may purchase the products at their ideal speed or pace, which has the highest weighted mean of 3.36 in our findings from the survey that we have executed relating to time-saving.

Table 6. The online shoppers purchase decision in terms of website design/features

Statements	Weighted Mean (WM)	Verbal Interpretation (VI)
1. The online shop's website design makes it simple for me to find products.	3.27	Always
2. The online shop's website layout assists me in searching and selecting the appropriate product.	3.34	Always
3. Online shopping websites provide high-quality information that helps me decide where I would buy.	3.14	Often
4. The online shopping website's design does not cover the needed information regarding a product.	3.23	Often
5. The website design makes it easier for me to purchase.	3.21	Often
Overall Weighted Mean	3.24	Often

Legend: 1.00-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 6 shows the summary of online shoppers' responses in terms of time-saving. The statement 'The online shop's website layout assists me in searching and selecting the appropriate product.' This denotes that the website's interface design assists the consumers in navigating and choosing the product they want, receiving the highest weighted mean of 3.34, which is interpreted as Always. This is followed by the statement 'The online shop's website design makes it simple for me to find products.' and 'The online shopping website's design does not cover the needed information regarding a product.' which received weighted means of 3.27 and 3.23, respectively, interpreted as Often. Lastly, statements 'The website design makes it easier for me to purchase.' and 'Online shopping websites provide high-quality information that helps me decide where I would buy.' had the lowest mean of 3.21 and 3.14, respectively, interpreted as often.

The overall weighted mean of Table 6, which discusses the online shoppers' purchase decision regarding website designs/features, is 3.24 and is verbally interpreted as Often. This means that the Web Design/Features factor is often valued in the online process. This implies that it contributes in getting the consumers to shop online since they are drawn to Web Design and its features. Perceived information quality, ease of use, and entertainment value were the most critical factors in customer decision-making (Chiu & Yang, 2015). These are associated with the findings of the conducted study that the website's interface design assists the consumers in navigating and choosing the product that the consumers want, which has the highest weighted mean of 3.34 in terms of website design/features. In addition, these elements improved the overall perception and attitude towards the visited online resource, resulting in the intention to purchase products and services. Hence, the design of a website interface plays a vital role in online purchasing. As a result, customers are more likely to visit and buy from better-designed websites.

Table 7. The Online Shoppers Purchase Decision in terms of Security

Statements	Weighted Mean (WM)	Verbal Interpretation (VI)
1. The familiarity with online shopping websites prior to making an actual purchase reduces the risk of shopping online.	3.05	Often
2. I am sure that my personal data on the online shopping website is secured.	2.87	Often
3. I am sure that any information I share online remains the same.	2.91	Often
4. I am sure that the online shopping business is real.	3.24	Often
5. I am sure the online shopping website that I utilized is not illegal.	2.91	Often
Overall Weighted Mean	3.00	Often

Legend: 1.00-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 7 shows the summary of online shoppers' responses regarding security. The statement "I am sure that the online shopping business is real." received the highest weighted mean of 3.24, which is interpreted as often. This is followed by the statement, 'The familiarity with online shopping websites prior to making an actual purchase reduces the risk of shopping online.' which received a weighted mean of 3.05, which is interpreted as Often. The statements 'I am sure that any information I share online remains the

same.’ and ‘I am sure the online shopping website that I utilized is not illegal.’ similarly received a weighted mean of 2.91, interpreted as Often. Lastly, the statement ‘I am sure that my personal data on the online shopping website is secured.’ had the lowest weighted mean of 2.87, interpreted as Often.

The overall weighted mean of Table 7, which discusses the online shoppers' purchase decision in terms of security, is 3.00 and is verbally interpreted as Often. This shows that the consumers' willingness to purchase online is based on how much they trust that the business or the brand is real. Customers prefer to purchase products and services from sellers they know and trust or brands they recognize (Chen & He, 2003). The study suggested that a website assuring the security and authenticity of the business allows online shoppers to understand and gives the perception of trust, which positively affects online shoppers' purchase decisions.

Table 8. *The factors influencing online shoppers' purchase decisions and behaviors*

Factor	Overall Weighted Mean	Verbal Interpretation
Convenience	3.07	Often
Time-Saving	3.16	Often
Web Design	3.24	Often
Security	3.00	Often

Legend: 1.00-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 8 shows the overall weighted mean of the factors influencing the online purchase decisions of online shoppers. Web Design received the highest weighted mean of 3.24. This is followed by Time-Saving with an overall weighted mean of 3.16 and following convenience with a weighted mean of 3.07. Security received the lowest, with a weighted mean of 3.00. All weighted means mentioned are verbally interpreted as Often.

In contrast to the highest weighted mean, Web Design, Security got the lowest weighted mean. It is found that although internet shops include details about their privacy policies, consumers need more time to read and comprehend such rules; therefore, this information frequently remains invincible (Tsai et al., 2010). This strongly connects to the survey's findings about why security received the lowest weighted mean.

Table 9. *The factors of purchase decision in terms of age*

Age	Convenience	Time saving	Web Design	Security	Overall WM	VI
under 18	3.08	3.12	3.33	2.93	3.12	Often
18 to 24	3.11	3.24	3.25	3.19	3.20	Often
25 to 33	2.92	2.978	2.98	2.82	2.92	Often
34 to 40	3.06	3.14	3.18	2.9	3.07	Often
41 to 47	3.06	3.22	3.16	2.92	3.09	Often
48 to 55	3.2	3.4	3.3	3.3	3.3	Often

Legend: WM (Weighted Mean); VI (Verbal Interpretation);

1.00-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 9 shows the respondents' summary according to factors of purchase decision in terms of age. Ages between 18 to 24 received the highest weighted mean of 3.33 in website design which is verbally interpreted as Always.

Using color, music, light, and other design aspects on websites impacts the users' feelings of pleasure, satisfaction, dominance, and arousal (Ha & Im, 2011). The study's findings also mentioned that website design quality aids the quality of the perceived information of the customer.

In contrast to the previous citation, older people tend to stay at their home 72% of the time as it assists their comfort by providing a familiar environment to minimize the effects of the challenges and changes to their lifestyle due to the aging process (Cramm et al., 2014). In addition, cognitive functioning shapes the relationship between self-perceptions of aging and computer use behavior in late adulthood. Self-perceptions of aging can affect older adults' use of technology (Mariano et al., 2021). Furthermore, it is stated in the study that as people age, they tend to have a better understanding of their cognitive abilities, and that could be a factor that affects their preferences toward online shopping.

Table 10. The factors of purchase decision in terms of sex

Sex	Convenience	Time-Saving	Web Design	Security	Overall WM	VI
Male	3.04	3.16	3.2	3.02	3.11	Often
Female	3.1	3.16	3.28	2.98	3.13	Often

Legend: WM (Weighted Mean); VI (Verbal Interpretation);

1.00-1.75 (Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 10 shows the respondents' summary according to factors of purchase decision in terms of sex. Both genders received their highest weighted mean in the web design factor of 3.2 and 3.28 for male and female respondents, respectively. However, the female online shoppers received the higher weighted mean of 3.28 in website design which is verbally interpreted as Always.

Consumers, especially 'hurried consumers,' viewed online shopping as an effective, time-saving strategy (Alreck & Settle, 2002). Additionally, many factors caused consumers to be pressed for time, whether because of personal traits or situational factors (Alreck et al., 2009). Therefore, when they shop online, time-pressured consumers want to get on, get done, and get off with a minimum of time and effort. This explains why both genders have the same rating in the Time-saving factor.

Table 11. The factors of purchase decision in terms of years of shopping experience

Year of Experience	Convenience	Time Saving	Web Design	Security	Overall WM	VI
1 to 2	2.96	3.1	3.2	2.99	3.06	Often
3 to 4	3.29	3.19	3.33	3.01	3.21	Often
5+	3.02	3.24	3.19	3	3.11	Often

Legend: WM (Weighted Mean); VI (Verbal Interpretation);

1.00-1.75 Never); 1.76-2.50 (Rarely); 2.51-3.25 (Often); 3.26-4.00 (Always)

Table 11 shows the summary of respondents according to purchase decision in terms of years of shopping experience; 3 to 4 years of online shopping experience received the highest weighted mean of 3.21, verbally interpreted as Always in website design.

Understanding what is involved in online customer experiences correlates to how a retailer can strategically facilitate that experience online (Klaus & Nguyen, 2013). Using these experiences, a business gains and maintains a competitive advantage and profitability.

4. Discussions

This study describes and discusses various factors influencing online purchase decisions and behaviors of online shoppers. Specifically, Convenience, Time-Saving, Website Design and features, and Security. Regarding the respondents' age, sex, and the degree of the shopping experience.

The data for this study's survey came from online shoppers in Qatar. The respondents' ages range from below 18 up to 55 years old, with a slight majority on ages 18 and under. Additionally, the survey showed that most respondents are newcomers with 1 to 2 years of experience. This range can be attributed to the need for social distancing and avoiding physical shopping due to the pandemic.

One of the key findings was that Website Design had the most influence on the purchasing choices and behaviors of consumers aged 40 and below. Various website design elements may convey and cause various emotions to the user, including but not limited to pleasure and satisfaction (Ha & Im, 2011). Based on the results, younger consumers tend to place higher importance on a website's visual appeal. In contrast, older consumers are more likely to be focused on the time-saving aspect of online shopping. This comparison implies that businesses should invest in an aesthetic website that is easy to navigate to attract and retain customers.

Subsequently, the Convenience factor followed after Website Design and Time-Saving. According to the findings, one of the main factors influencing how convenient it is for customers to purchase online is their capacity to save time—suggesting that the convenience factor is closely related to the time-saving factor in online shopping. This finding prompts business owners to provide a seamless and efficient shopping experience to meet the needs and expectations of their customers.

In contrast to the previous factors, The study found that while security is a crucial consideration in online shopping, it is often given a different level of attention than other factors such as convenience and time-saving. Policy information is often not read and needs to be noticed, which is why it remains invincible most of the time (Tsai et al., 2010).

Finally, the study highlights how important it is for online merchants to match their intended market's various wants and preferences. Online businesses may improve their websites to give their clients the most excellent buying experience by recognizing the diverse objectives of various age groups.

5. Conclusions

The demographic profile of online consumers varied in terms of age, gender, and years of online buying experience. The majority of respondents were found under the age of 18 and under. Overall, the number of

male and female responses was equal. However, there is a slight majority of female participants aged 18 and under. Furthermore, most participants indicated having 1 to 2 years of experience with online shopping. These findings showed that while creating an e-commerce target, online retailers should consider targeting a younger, primarily female clientele with a moderate online purchasing experience.

The results of the study showed that all of the four influencing factors: Convenience, Time-Saving, Website Design and features, and Security, have made significant contributions in influencing the purchasing decision and behaviors of the respondents.

Online shoppers in terms of ages 40 years old and below of both genders considered the website designs and features to be the most crucial influencing factor affecting their purchasing decisions. Therefore, a well-designed website with an aesthetically pleasing layout and a user-friendly interface makes browsing and purchasing more enjoyable and efficient. In contrast, a well-designed website could have made shopping more enjoyable and effective. These elements helped online shoppers quickly find their desired products and make informed purchase decisions. Additionally, a well-designed website increases the trust and credibility of the customers in the brand, which can lead to repeat customers.

The time-saving aspect, however, was deemed to be the most significant of all the influencing elements by online consumers with an age range of 41 to 55. People above 40 years old, who have good cognitive functioning and a positive self-perception of aging, are more comfortable using technology, such as online shopping, as it is time-saving and easy to use. In addition, it allowed them to avoid the crowds and long queues at physical stores, which could be overwhelming for their body.

Moreover, the results also indicated that internet buyers' focus varies depending on their degree of experience. Newer online users emphasized the website design, while older and more experienced shoppers focused more on the time-saving aspect of online shopping. This comparison showed that as people get more acclimated to purchasing online, their priorities will shift away from aesthetics to functionality.

Overall, the various influencing factors had a considerable impact on and influenced the behavior of online purchasers throughout the purchasing process. These elements greatly impacted the online purchase experience, making transactions more efficient, straightforward, and secure. Due to time savings and convenience, customers purchased fast and simply without visiting a business physically. The website's design enhanced the buying experience by making it more appealing and easy to use. The Security ensured that consumers' personal and financial information was secured when making online purchases. These aspects contributed to providing clients with a pleasant and satisfying online experience.

Security had the lowest weighted mean of all the factors, indicating that it is the most undervalued. This data shows that online Business owners and users should be aware of the latent risks involved with online buying and the importance of taking preventative measures to safeguard their personal and financial data. Additionally, online businesses must guarantee the security of their websites and take the necessary precautions to safeguard their clients' information.

Following the study's findings, e-commerce business owners should ensure that all four influencing factors, such as convenience, time-saving, website design and features, and security, are adequately managed and given explicit attention. Furthermore, this study was conducted by Senior High School students and recommends future researchers who will conduct similar studies to explore and analyze other contributing

elements impacting purchasing decisions. Similarly, various statistical data and variables should be used to produce diversified results. The findings show an interconnected correlation between the respondents' demographic profile and purchasing decisions. The profile helps identify what aspect of the online users the business owners and marketers should focus on, thereby formulating appropriate responses and strategies. Finally, it is recommended that all entrepreneurs with an e-commerce business can be dynamic and flexible in operating their business. The findings emphasized the importance of adapting to the ever-changing demands of online buyers, wherein the tastes of new and experienced customers may differ dramatically. This research study is conducted during the pandemic time of which people have no choice but to buy online, it is highly recommended that the study can be expanded when it comes to behaviors of online shoppers after the pandemic. This recommendation will help them understand the latest trends and patterns in online purchasing behavior and how they can influence customers. Additionally, this will assist them in gaining valuable insights into various influencing factors to ensure that their companies adopt various strategies and approaches to benefit their unique enterprises.

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