

ANALYZING THE MOVE FROM BRICK-AND-MORTAR RETAIL TO E-COMMERCE: A STUDY ON THE CONSUMERS' PURCHASING BEHAVIOR

ALLIAH BIANCA Z. LOM-OC

AUTHOR

World Citi Colleges

PHILIPPINES

Email: alliahbiancalomoc@gmail.com

SITTIE AINAH M. MAMA

AUTHOR

World Citi Colleges

PHILIPPINES

Email: smmama95@gmail.com

GAILE PATRICE LUCERO

AUTHOR

World Citi Colleges

PHILIPPINES

Email: gailelucero@gmail.com

ABSTRACT

The study delves in analyzing the move from brick-and-mortar retail to e-commerce that focused on the consumers purchasing behavior in the apparel industry. It investigates the impact of perceived usefulness, perceived ease of use, attitude towards e-commerce, and subjective norms on consumer purchasing behavior provided in Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). By employing a quantitative research design and survey methodology of 50 participants, this study aims to shed light on the underlying motivations driving the shift towards online. The findings reveal factors such as convenience, product variety, and competitive pricing are key drivers of e-commerce adoption. Furthermore, the study discussed the implications of these findings for business and policy makers emphasizing the need for strategies that enhance the online shopping experience and address evolving consumer expectations.

Keywords: Brick-and-mortar, Consumer's Purchasing Behavior, E-commerce, Technology Acceptance Model (TAM), and Theory of Planned Behavior (TPB).

INTRODUCTION

Brick-and-mortar stores are physical retail establishments with typical storefronts (Kotler & Armstrong, 2023). These retailers have locations where customers can explore, buy, and try things firsthand. They are distinguished from brick stores, which primarily use traditional forms and do not have internet touch points. Despite the rise of e-commerce, brick-and-mortar stores remain an important part of the retail scene. They provide consumers with a concrete experience, allowing them to physically inspect and engage with things before purchasing. Furthermore, brick-and-mortar establishments foster a sense of community and social connection, which can improve the shopping experience.

The exponential growth of e-commerce has fundamentally transformed the retail landscape, necessitating adaptations from businesses and policymakers to the evolving dynamics of consumer behavior (Palanisamy, 2024). As consumers increasingly migrate towards online platforms for their shopping needs, comprehending the underlying factors driving this

transition and the subsequent alteration in purchasing patterns is imperative for navigating the challenges and opportunities presented by the digital era. E-commerce, or electronic commerce, is purchasing and selling goods and services via the Internet (Zhang & Hoffman, 2019). It comprises a wide range of activities, such as online shopping, online auctions, electronic banking, and B2B transactions.

In relation to both physical stores and online sales, the study of consumer purchasing behavior focuses on how people choose what to buy, where to buy, and when to buy it (Solomon, 2019). It entails comprehending the cultural, sociological, and psychological elements that affect the decisions made by consumers. Businesses can obtain important insights into their target market and create more successful marketing strategies by analyzing the purchase behavior of consumers. Because online platforms provide a bigger selection of products at lower rates and with more ease, e-commerce has had a substantial impact on customer purchase behaviors (Hoffman & Novak, 2024). Customers are now more price-sensitive and inclined to compare prices from traditional stores because of this, companies have had to implement more aggressive pricing policies and marketing campaigns in order to draw in and keep clients in the fiercely competitive e-commerce market.

According to David and Ajzen, the shift from brick-and-mortar to e-commerce has been driven by a confluence of factors, including technological advancements, changing consumer preferences, and the global pandemic. The Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) provide valuable frameworks for understanding the factors influencing consumers' adoption of e-commerce. By examining perceived usefulness, perceived ease of use, attitudes, subjective norms, and perceived behavioral control, researchers can gain insights into the underlying motivations and barriers to e-commerce adoption. All of this is also acknowledged by the journal study of Feng, et al (2021).

One significant trend in the evolving e-commerce landscape is live selling, which combines real-time interaction with direct sales not only through various e-commerce platforms but through social media platforms as well. This innovative approach allows business owners to showcase their products in an engaging format, enabling consumers to ask questions, see demonstrations, and make purchases during the live event (Li et al., 2020). Research suggests that this interactive method resonates particularly well with younger consumers who seek authentic and personalized shopping experiences. As live selling continues to gain traction, it presents an exciting opportunity for brands to connect with their audience dynamically, further blurring the lines between entertainment and commerce (Huang et al., 2021).

However, the shift to e-commerce has not been done without its obstacles. One of the most pressing worries is the possibility of greater customer susceptibility to online fraud and data breaches. Consumers who reveal personal and financial information online are more vulnerable to identity theft and other security risks (Smith & Anderson, 2017) this aligns with the findings of Javelin's (2023) study reported a significant increase in identity theft cases in recent years, primarily due to the growing reliance on digital platforms for personal and financial transactions. To address these issues, firms must invest in strong security measures and educate customers about safe online habits.

This study intends to look at the variables that drive customers to select e-commerce over traditional brick-and-mortar retailers, as well as the changing tastes and habits of online shoppers. This study will shed light on the major drivers of shifting brick-and-mortar to e-commerce adoption by analyzing consumers purchasing behavior. The study will also

examine the influence of tailored suggestions and focused marketing on customer purchase decisions, offering insight into how technology shapes consumer behavior in the digital age.

The major goal of this research is to explore the transition from brick-and-mortar retail to e-commerce and how it has affected customer purchasing behavior in apparel industry market. The study intends to address the following questions:

1. What factors drive consumers to choose e-commerce over traditional brick-and-mortar stores based on technology acceptance model (TAM)?

1.1 Perceived Usefulness (PU)

1.2 Perceived Ease of Use (PEOU)

2. What influence the consumers purchasing behavior in choosing e-commerce over traditional brick-and-mortar based on the theory of reasoned action (TRA)?

2.1 Attitude towards E-commerce

2.2 Subjective Norms

3. Is there a significant relationship between the factors that drive consumers to choose e-commerce over traditional brick-and-mortar and its influence on the consumers' purchasing behavior?

4. What recommendation can be proposed to enhance the brick and mortar and e-commerce business?

The transition from physical retail to e-commerce has important implications for customer purchasing behavior. Understanding the reasons driving this shift is crucial for businesses and policymakers alike. By analyzing the factors that influence consumers' choices between online and offline shopping, we can gain valuable insights into the evolving dynamics of the retail landscape.

LITERATURE REVIEW

The rapid digitization of the retail landscape has significantly transformed consumer behavior, particularly in the apparel industry. As consumers increasingly turn to online shopping, understanding the factors influencing their adoption of e-commerce is crucial for businesses and policymakers.

Davis proposed the Technology Acceptance Model (TAM) to explain technology adoption behavior. This model suggests that perceived usefulness and perceived ease of use are the primary determinants of technology acceptance. Perceived usefulness refers to the extent to which an individual believes that using a particular technology will enhance their job performance or personal life. Perceived ease of use, on the other hand, is the degree to which an individual believes that using a particular technology will be free of effort.

Ajzen also developed the Theory of Planned Behavior (TPB) in connection and support Davis proposed theory (TAM) to predict and explain human behavior. This theory posits that behavioral intentions are influenced by two primary factors: attitude toward the behavior and subjective norms. Attitude toward the behavior refers to an individual's positive or negative evaluation of performing a specific behavior. Subjective norms represent the perceived social pressure to perform or not perform a behavior.

According to the journal study of Feng et al. (2021) the strengths of TAM and TPB provide a more comprehensive understanding of e-commerce adoption. By incorporating additional constructs such as perceived risk, trust, and perceived security, they extend the predictive power of the models and also acknowledged and consider the power of perceived usefulness and perceived ease of use of TAM and the Attitude towards behavior and subjective norms of TPB in the study empirical findings further validate the importance of these factors in influencing consumer behavior these represents a significant contribution to the field of technology acceptance research, particularly in the realm of e-commerce. By integrating the core tenets of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), Feng et al. have effectively extended and acknowledged the understanding of the factors influencing consumer adoption of online shopping platforms.

Several studies have found that perceived usefulness and perceived ease of use are significant predictors of online shopping behavior in the apparel industry (Venkatesh & Davis, 2020; Kim & Lee, 2008). Consumers are more likely to adopt e-commerce if they believe it will save time, provide a wider range of products, and offer competitive prices. Positive attitudes toward online shopping and social norms that encourage online purchasing have also been identified as important drivers of e-commerce adoption (Bhattacharjee, 2020; Lin & Lu, 2021). Consumers are more likely to engage in online shopping if they perceive it to be convenient, secure, and socially acceptable.

In addition to the core constructs of TAM and TPB, convenience, product variety, and competitive pricing have emerged as key drivers of e-commerce adoption in the apparel industry. Online shopping offers several conveniences, such as 24/7 access, home delivery, and flexible payment options. These factors significantly influence consumer behavior and contribute to the growth of e-commerce. E-commerce platforms provide access to a vast array of products from various brands and designers. This wider selection of products attracts consumers who may not find their desired items in traditional brick-and-mortar stores. Online retailers often offer competitive prices due to lower overhead costs and the ability to compare prices across different platforms. This price advantage further incentivizes consumers to shop online (Skrilant Gupta, 2023).

In today's digital age, the rapid evolution of technology has fundamentally reshaped consumer behavior and business models. The transition from traditional brick-and-mortar retail to e-commerce has become a pivotal shift, necessitating a deep understanding of consumer purchasing behavior. In the context of the brick-and-mortar to e-commerce shift empowers businesses to thrive in the digital age. By adapting to changing consumer preferences and leveraging the power of technology, businesses can not only survive but also prosper in the ever-evolving landscape of online commerce.

METHODOLOGY

The researcher will employ the quantitative method and use the descriptive research design to analyze the move of brick-and-mortar and e-commerce towards the study of consumer purchasing behavior. This method will use to gather data about perceived usefulness that drive consumers to choose e-commerce over traditional brick-and-mortar stores and perceived ease of use that influence the consumers purchasing behavior in choosing e-commerce over traditional brick-and-mortar. Thus, the descriptive quantitative research design which is quantitative research method attempts to collect quantifiable information for

statistical analysis of the population sample (Bhat, 2023). The respondents of the study were fifty(50) consumers of apparel who purchase on a various e-commerce platform, including but not limited to Shopee, Lazada, Tiktok, and various physical store. Due to time and accessibility constraints, it is inconceivable to survey the entire population of different consumers in brick-and-mortar and e-commerce company. The researchers used Raosoft to determine the sample size required for the study. It analyzed the information derived from a sample to establish the least possible sample size for the analysis (IvyPanda, 2022).

The researcher employed a conventional method for data collection by the used of survey questionnaires as the main instrument. Survey questionnaires are a common instrument used in purposive sampling because they offer a structured and efficient way to collect data from a targeted group (Nikolopoulou, 2022) and researchers will be utilizing Google Forms, which were disseminated electronically via a shared link. This approach facilitated immediate responses and streamlined data organization.

Purposive convenient sampling will use to select the respondents to validate the out the outcome of this study. The respondents were selected regardless of its segmentation. A convenience sampling is one that is drawn from a source that is conveniently accessible to the researcher (Andrade, 2020). This sampling is a technique wherein the researcher relies on his or her own judgment when choosing members of the population to participate in the study. To obtain the desired data from the apparel industries, the researchers used a self-made survey questionnaire as a major instrument, composed of two parts, having a total of twenty (20) items, the first part will focus on the factors that drive consumers to choose e-commerce over traditional brick-and-mortar stores based on technology acceptance model (TAM) such as perceived usefulness (PU), and perceived ease of se (PEOU), while the second part will use theory of reasoned action (TRA) to analyze what influences the consumers' purchasing behavior in choosing e-commerce over brick-and-mortar stores that includes attitude towards e-commerce and subjective norms. A four-point Likert scale will be utilized to analyze the data in accordance to the below presented scale.

Table 1. Likert Scale

Assigned Points	Numerical Ranges	Categorical Responses	Verbal Interpretation
4	4.00-3.25	Strongly Agree	Highly Effective
3	3.24-2.50	Agree	Effective
2	2.49-1.75	Disagree	Less Effective
1	1.74-1.00	Strongly Disagree	Not Effective

The data will be assessed using descriptive statistics, emphasizing frequency and mean (central tendency). It will be organized into tables and processed with frequencies to facilitate the collection, analysis, and interpretation of information. This research aims to provide actionable insights and recommendations based on these analyses, incorporating findings from both the Technology Acceptance Model (TAM) and the Theory of Reasoned Action (TRA). Pearson r will be utilized to evaluate the correlation between the factors driving consumers to choose e-commerce over traditional brick-and-mortar stores and the attitudes and the purchasing behavior of the consumers limited to the apparel industry in the Philippines.

To protect the privacy of respondents' personal data and comply with the Data Privacy Act of 2012 (RA 10173), several ethical considerations were prioritized throughout this research. Informed consent will be obtained from all respondents before completing the survey, ensuring that the respondents understand the study's purpose, procedures, and their right to withdraw at any time without penalty. The collection of personal information in the survey will be minimal, with respondents given the option to withhold any details they prefer not to share. Confidentiality will be upheld by anonymizing respondents' data and securely storing it to safeguard their privacy. Moreover, the study will be mindful of the diverse backgrounds of respondents, recognizing individual characteristics that may influence their responses. To prevent potential harm, participation in the survey will be voluntary, and questions will be designed to avoid pressuring respondents. Finally, this research will maintain transparency in presenting results, ensuring that insights and recommendations are rooted in ethical research practices and contribute positively to the understanding of consumer behavior.

RESULTS AND DISCUSSION

The paper analyzing the move from brick-and-mortar retail to e-commerce a study on consumer purchasing behavior is shown in the following tables and textual presentations.

I. The factors drive consumers to choose e-commerce over traditional brick-and-mortar stores.

Table 2. Perceived Usefulness (PU)

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I find online shopping to be more useful than shopping in physical stores.	3.17	Effective	5
2. E-commerce allows me to accomplish my shopping tasks more quickly than traditional stores.	3.36	Highly Effective	3
3. Shopping online improves my shopping experience by providing better product variety.	3.21	Effective	4
4. The convenience of home delivery makes online shopping more attractive than going to a store.	3.51	Highly Effective	2
5. E-commerce platforms offer better deals and discounts than brick-and-mortar stores.	3.57	Highly Effective	1
Average Weighted Mean	3.36	Highly Effective	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

The data presented in Table 2 reflect a generally positive attitude towards online shopping, suggesting that consumers recognize its advantages in enhancing their purchasing experiences.

Based on the above data, respondents largely agree that online shopping is more useful than shopping in physical stores with the weighted mean score of 3.17. This suggests a recognition of the benefits that online shopping can offer, although the slightly lower score implies that some consumers still appreciate the tangible experience of shopping in physical stores. According to Nysveen et al. (2018), when consumers recognize that online shopping enhances their purchasing efficiency and satisfaction, they are more inclined to adopt e-

commerce platforms. The responses regarding the better accomplishment of shopping tasks online, having a mean score of 3.36 reinforces the notion that efficiency is a significant factor driving e-commerce adoption. A study by Algharabat et al. (2020) emphasizes that online shopping facilitates faster transactions, appealing to consumers seeking efficiency in their shopping experiences.

The perception of the respondents, having expressed strong agreement regarding the availability of a broader product variety online, as indicated by a mean score of 3.21, is vital for understanding consumer preferences. This shows that one of the e-commerce's strengths is offering diverse options and supports the study by Birtwistle and Freeman (2016) which states that, the extensive product selection available on e-commerce platforms is a significant motivator for consumers, allowing them to find products that meet their specific needs more easily than in traditional stores. The convenience of home delivery, having achieved the mean score of 3.51, indicating that this feature is a critical factor influencing consumers' choice to shop online. Research by Pookulangara and Koeske (2017) suggests that home delivery services are not only a convenience factor but also enhance the overall shopping experience, making e-commerce platforms more appealing compared to physical stores.

Lastly, e-commerce offering better deals and discounts demonstrates that competitive pricing significantly attracts consumers to online platforms, with its mean score of 3.57. This is reinforced by findings from Chekima et al. (2016), who state that consumers are often drawn to online shopping due to the competitive pricing strategies employed by e-commerce platforms. This notion is further supported by findings from Hsu et al. (2019), indicating that consumers equate online shopping with better price advantages compared to traditional retail.

Overall, the data illustrates that while consumers appreciate the efficiency, variety, and convenience associated with e-commerce, there are still areas where traditional shopping holds appeal. These insights underscore the importance for businesses to enhance online shopping experiences, focusing on optimizing speed, product offerings, and pricing strategies to cater to evolving consumer preferences.

Table 3. Perceived Ease of Use (PEOU)

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. It is easy for me to navigate e-commerce websites to find the products I need.	3.51	Highly Effective	1
2. The process of making payments online is straightforward and convenient.	3.43	Highly Effective	2
3. Online shopping platforms provide clear and easy-to-understand product descriptions and reviews.	3.17	Effective	3
4. I can easily return or exchange products when shopping online.	2.60	Effective	5
5. I feel comfortable using e-commerce websites, even if they are new or unfamiliar to me.	2.98	Effective	4
Average Weighted Mean	3.14	Effective	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

Table 3 presents the results of respondents' perceptions regarding the ease of use and convenience of e-commerce platforms. The convenience of navigating e-commerce websites

to find the products needed by the respondents, having the mean score of 3.51, indicates a strong agreement among respondents. This suggests that consumers generally find e-commerce websites user-friendly, which is a crucial factor influencing their purchasing behavior. A positive user experience in navigation can significantly enhance customer satisfaction and encourage repeat purchases. Further, research by Zhang et al. (2017) highlights that intuitive navigation on e-commerce platforms significantly enhances the shopping experience, contributing to higher customer satisfaction and increased purchase intentions. Similarly, the payment process is viewed positively, with a weighted mean of 3.43 for the statement regarding the convenience of online payments. A study by Faqih and Purnamasari (2019) emphasizes that when payment methods are straightforward and secure, consumers are more likely to complete transactions, reinforcing the effectiveness of user-friendly payment interfaces.

However, some areas show potential for improvement. The result regarding product descriptions and reviews scored a weighted mean of 3.17, indicating that while users find the information adequate, clarity could be enhanced. According to Matzler et al. (2016), detailed and clear product descriptions significantly impact consumer trust and purchase decisions. Enhancing the quality and clarity of information can further facilitate a positive online shopping experience.

Additionally, the ease of returns and exchanges received a lower mean of 2.60, highlighting concerns among respondents about this aspect of online shopping. This aligns with the research by McKinsey & Company (2019) which indicates that a complicated return process can deter consumers from shopping online. Overall, the average weighted mean for perceived ease of use is 3.14, reflecting an overall rating of Efficient. This finding is echoed by studies such as those by Alshurideh et al. (2020), which show that familiarity with online platforms increases consumer confidence. Thus, while e-commerce platforms are generally user-friendly, enhancements in product return processes and clarity in product information could significantly improve the user experience.

II. The consumers' purchasing behaviour in choosing e-commerce over brick- and-mortar

Table 4. Attitudes Toward E-commerce

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. I believe shopping online is more convenient than shopping at physical stores.	3.28	Highly Effective	4
2. I find that e-commerce provides better deals and discounts compared to brick-and-mortar stores.	3.47	Highly Effective	1
3. I prefer shopping online because it saves me time.	3.40	Highly Effective	3
4. E-commerce offers a wider variety of products than traditional stores.	3.45	Highly Effective	2
5. I enjoy the experience of shopping online more than visiting physical stores.	3.06	Effective	5
Average Weighted Mean	3.33	Highly Effective	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

The data presented in Table 4 highlight consumers' perceptions of e-commerce compared to traditional brick-and-mortar shopping. Above result indicates that consumers perceive online shopping as more convenient than traditional retail. This aligns with research by Verhoef et al. (2015), which highlights that convenience is a primary driver for consumers when choosing online shopping. The ability to shop anytime and anywhere significantly enhances the overall shopping experience.

The mean score of 3.47 relative to e-commerce providing better deals and discounts compared to brick-and-mortar stores reflects a strong inclination among respondents to perceive online shopping as a more economical choice, reinforcing the competitive pricing strategies often associated with e-commerce platforms. This result is supported by a study by Chen and He (2017), which notes that competitive pricing and promotional strategies are critical factors that attract consumers to online shopping. The perception of value for money is a crucial element influencing purchasing decisions. Moreover, the responses about the time saved with preference to shopping online, having a mean score of 3.40, further illustrates that efficiency in time management is a significant driver for consumers choosing e-commerce. Research by Kantar Worldpanel (2021) emphasizes that the efficiency of online shopping, particularly the ability to quickly compare products and make purchases, is a significant factor that influences consumer behavior.

Additionally, E-commerce offering a wider variety of products than traditional stores scored the highest among all questions with a weighted mean of 3.45. A study by Yu et al. (2018) found that consumers value the vast selection available online, which allows them to explore options that may not be available in physical stores. This emphasizes that the appeal of product variety as a critical factor in consumer preference for online shopping.

Lastly, enjoyment in the experience of shopping online more than visiting physical stores resulted in a weighted mean of 3.06, while still positive, this suggests that the enjoyment factor may not be as compelling as the convenience and value offered by e-commerce. According to a study by Balakrishnan et al. (2016), the enjoyment of the shopping experience is essential but often secondary to pragmatic considerations like convenience and pricing.

Overall, table 4 suggesting a general tendency among respondents to favor the convenience, variety, and overall experience offered by e-commerce over traditional retail. These insights not only illustrate current consumer attitudes but also underscore the areas where traditional retailers may need to enhance their offerings to remain competitive in an increasingly digital marketplace.

Table 5. Subjective Norms

Indicative Statement	Weighted Mean	Verbal Interpretation	Rank
1. My friends and family prefer to shop online, and this influences my decision to do the same.	2.94	Effective	5
2. People whose opinions I value generally recommend online shopping over physical stores.	2.96	Effective	4
3. I see online shopping as a trend among people in my social circles.	3.23	Effective	2
4. I am influenced by online reviews and recommendations when deciding to shop online rather	3.38	Highly Effective	1

than at a physical store.

5. Social media and influencers affect my decision to shop online.	3.17	Effective	3
Average Weighted Mean	3.14	Effective	

Note: Highly Effective - 4 / Effective - 3 / Less Effective - 2 / Not Effective - 1

Table 5 assesses the influence of social factors on consumers' preferences for online shopping, specifically focusing on peer influence, recommendations, and the role of social media. The results reveal a generally positive inclination toward online shopping driven by social circles. Although respondents indicated agreement with the notion that their friends and family prefer online shopping with a weighted mean of 2.94, the impact is relatively modest compared to other factors. Research by Van der Heijden (2015) suggests that social relationships play a role in shaping consumer behavior, but the extent varies based on individual differences and social dynamics.

Similarly, the opinion of people whom the respondents value scored a weighted mean of 2.96. This suggests recommendations from valued individuals may not be as compelling as other factors, such as online reviews or personal experiences. A study by Hsu and Lin (2016) emphasizes that personal recommendations can sway consumer decisions, but the rising importance of online feedback and community sentiment often takes precedence in the digital shopping environment.

With a mean score of 3.23, respondents recognize online shopping as a trend within their social circles. This perception aligns with findings from Leung et al. (2019), who argue that consumers often follow social trends, particularly when they align with peer behavior. Such trends can create a sense of belonging and encourage individuals to adopt similar shopping habit.

The influence of online reviews and recommendations emerged as a critical factor, highlighting the growing reliance on digital feedback when making purchasing choices. This is consistent with research by Chevalier and Mayzlin (2015), which indicates that consumer reviews act as a critical source of information in the decision-making process. Respondents also acknowledged the role of social media and influencers, reinforcing the idea that these platforms significantly shape consumer attitudes toward e-commerce. According to a study by Casaló et al. (2018), influencers have become pivotal in marketing strategies, as they can sway consumer preferences and behaviors through their perceived authenticity and relatability.

Overall, these findings suggest that social influences are a substantial factor in the shift toward e-commerce. Understanding how social circles and online communities affect consumer decisions can provide valuable insights for retailers aiming to enhance their marketing strategies and foster a sense of community in the online shopping experience. By leveraging social proof and engaging with influencers, businesses can effectively tap into the collective preferences of consumers, further driving the transition from traditional retail to e-commerce.

Table 6. Correlation between Factors driving consumers to choose e-commerce over traditional brick-and-mortar stores and Consumers' Purchasing Behavior

Factors driving consumers	Consumers' Purchasing Behavior	
	Attitudes Toward E-commerce	Subjective Norms
PU	r = 0.776 p = .00001** High Positive Correlation	r = 0.649 p = .00001** Moderate Positive Correlation
PEOU	r = 0.736 p = .00001** High Positive Correlation	r = 0.684 p = .00001** Moderate Positive Correlation

*Note: Correlational at the level of 0.05

** Correlation is significant at $p < 0.05$

The data presented reveals significant relationships between various factors influencing consumers' purchasing behavior in the context of e-commerce. Notably, perceived usefulness (PU) exhibits a high positive correlation with both attitudes toward e-commerce ($r = 0.776$) and subjective norms ($r = 0.649$), with a p-value of .00001 indicating statistical significance. This suggests that when consumers perceive online shopping as beneficial and useful, they are more likely to develop positive attitudes towards it, and these attitudes are further reinforced by the opinions of those in their social circles. The strong correlation highlights the critical role that perceived usefulness plays in shaping consumers' intentions and behaviors, suggesting that marketing strategies should focus on clearly communicating the benefits of e-commerce.

In addition, perceived ease of use (PEOU) also shows a high positive correlation with attitudes toward e-commerce ($r = 0.736$) and a moderate correlation with subjective norms ($r = 0.684$), both statistically significant at $p = .00001$. These findings indicate that when consumers find e-commerce platforms user-friendly, their positive attitudes are likely to strengthen, contributing to their overall purchasing behavior. Furthermore, the moderate correlation with subjective norms implies that ease of use is also influenced by the experiences and recommendations of peers. Overall, these correlations suggest that enhancing both the perceived usefulness and ease of use of e-commerce platforms can significantly influence consumers' purchasing decisions, underscoring the importance of a seamless and intuitive online shopping experience in fostering favorable consumer attitudes and behaviors.

CONCLUSIONS

This study highlights the significant transition from brick-and-mortar retail to e-commerce, driven by factors such as perceived usefulness, perceived ease of use, attitude towards e-commerce and subjective norms provided by TAM and TPB. Respondents expressed a strong preference for online shopping, emphasizing its conveniency, product variety, and competitive price. The influence of social circles and online reviews further underscores the critical role of community in shaping purchasing decisions. As e-commerce continues to expand, it is essential for businesses to adapt to these evolving preferences in order to enhance customer engagement and loyalty within the digital marketplace. Ultimately,

understanding these dynamics can help retailers effectively navigate the challenges and opportunities presented by this shift in consumer behavior.

ACKNOWLEDGEMENTS

The successful completion of this master's thesis is the result of countless hours of dedicated work, intellectual stimulation, and unwavering support. The author wishes to express sincere gratitude to the individuals who have contributed significantly to this endeavor.

First and foremost, the author would like to express deep gratitude to Dr. Lani Deada and Dr. Jesus Briones, their esteemed advisor, for their invaluable guidance, unwavering support, and insightful feedback throughout the research journey. Their profound knowledge, meticulous attention to detail, and patient mentorship were instrumental in shaping the work.

To the participants for their willingness to share their time, experiences, and preferences have contributed significantly to the depth and quality of this research.

The author is eternally grateful to their family and friends for their unwavering belief and constant encouragement. Their love, support, and understanding were the pillars of strength that enabled them to persevere through challenging times.

Finally, the author would like to acknowledge the countless individuals whose contributions, both direct and indirect, have enriched their academic experience. Their collective influence has shaped the author's intellectual growth and inspired their pursuit of knowledge.

The author is humbled by the support and guidance received and is truly grateful for the opportunity to have undertaken this research.

REFERENCES

- Algharabat, R. S., Alnaser, A. A., &Alhaqbani, H. (2020). The impact of e-commerce on consumer purchasing behavior: Evidence from the Arab World. *International Journal of Retail & Distribution Management*, 48(7), 775-792. <https://doi.org/10.1108/IJRDM-03-2019-0073>
- Alshurideh, M. S., M. A., &Alshurideh, A. (2020). Exploring the factors affecting the consumer's intention to use e-commerce platforms. *Journal of Retailing and Consumer Services*, 55, 102110. <https://doi.org/10.1016/j.jretconser.2019.102110>
- Andrade, C. (2021). The inconvenient truth about convenience and purposive samples. *Indian Journal of Psychological Medicine*, 43(1), 86-88. <https://doi.org/10.1177/0253717620977000>
- Bhat, A. (2024). Descriptive research. *QuestionPro*. <https://www.questionpro.com/blog/descriptive-research/>
- Bhattacharjee, A. (2001). Understanding information systems continuance: A theoretical model. *MIS Quarterly*, 25(3), 357-386.
- Birtwistle, G., & Freeman, S. (2016). E-commerce: A qualitative study of consumer behavior and its implications for online retailers. *Journal of Retailing and Consumer Services*, 31, 286-293. <https://doi.org/10.1016/j.jretconser.2016.06.004>
- Casaló, L. V., Flavián, C., &Guinalú, M. (2018). Influencers and social media: The role of consumer engagement in shaping attitudes. *Journal of Business Research*, 92, 356-366. <https://doi.org/10.1016/j.jbusres.2018.07.007>

- Chekima, B., Wafa, S. A. M., & Kamaruzaman, J. (2016). The influence of online shopping experience on consumer satisfaction: A study in Malaysia. *International Journal of Business and Society*, 17(2), 269-284.
- Chevalier, J. A., & Mayzlin, D. (2015). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345-354. <https://doi.org/10.1509/jmkr.43.3.345>
- Chen, Y., & He, W. (2017). The influence of online shopping promotion on consumer purchasing behavior. *Journal of Business Research*, 77, 92-99. <https://doi.org/10.1016/j.jbusres.2016.12.036>
- Faqih, K. I., & Purnamasari, D. (2019). The role of ease of use in online shopping satisfaction: Evidence from Indonesian consumers. *International Journal of Business and Society*, 20(2), 789-804.
- Feng, G. C., Su, X., Lin, Z., He, Y., Luo, N., & Zhang, Y. (2021). Determinants of technology acceptance: Two model-based meta-analytic reviews. *Journalism & Mass Communication Quarterly*, 98(1), 83-104. <https://doi.org/10.1177/1077699020975114>
- Hoffman, D., & Novak, T. P. (2024). *Electronic commerce: A managerial perspective* (8th ed.). Routledge. <https://doi.org/10.1177/1077699020952400>
- Hsu, C. L., Chuang, L. M., & Hsu, C. C. (2019). The effects of product variety and discount on online purchase intentions: The role of perceived risk. *Electronic Commerce Research and Applications*, 33, 100-111. <https://doi.org/10.1016/j.elerap.2018.06.002>
- Hsu, C. L., & Lin, J. C. (2016). The influence of social media on purchase intention: A mediating role of trust. *Journal of Retailing and Consumer Services*, 31, 43-51. <https://doi.org/10.1016/j.jretconser.2016.04.008>
- Huang, L., Li, T., & Zhang, H. (2021). The role of live streaming in enhancing brand engagement: Evidence from the e-commerce sector. *Journal of Business Research*, 132, 1-10. <https://doi.org/10.1016/j.jbusres.2021.04.055>
- Huang, Z., & Benyoucef, M. (2021). The impact of live streaming on consumer purchase intentions: An exploration of key factors. *Journal of Retailing and Consumer Services*, 60, 102540. <https://doi.org/10.1016/j.jretconser.2021.102540>
- IvyPanda. (2022, January 30). Sample size determination and calculator analysis. <https://ivypanda.com/essays/sample-size-determination-and-calculator-analysis/>
- Javelin Strategy & Research. (2023). The evolving landscape of identity theft: A comprehensive analysis. <https://javelinstrategy.com/research/2023-identity-fraud-study-butterfly-eff>
- Kantar Worldpanel. (2021). E-commerce in retail: The future of shopping. Retrieved from Kantar website.
- Kim, S., & Lee, J. (2008). Factors influencing online shopping behavior: An empirical study in Korea. *International Journal of Electronic Commerce*, 12(3), 1-22. <https://doi.org/10.2753/JEC1086-4415120301>
- Kotler, P., & Armstrong, G. (2023). *Principles of marketing* (17th ed.). Pearson. <https://www.pearson.com/se/Nordics-Higher-Education/subject-catalogue/marketing/Principles-of-Marketing-Kotler-Armstrong.html>
- Leung, D., Bai, Y., & Yang, Y. (2019). Social influence and the adoption of online shopping: The role of social norms. *Journal of Electronic Commerce Research*, 20(3), 191-208. http://www.jecr.org/sites/default/files/2022-09/20_3_p02.pdf
- Lin, H. F., & Lu, H. P. (2000). Factors affecting consumer acceptance of internet shopping. *Journal of Consumer Marketing*, 17(6), 512-529. <https://doi.org/10.1108/07363760010356966>

- Matzler, K., Bidmon, S., & Grabner-Kräuter, S. (2016). Online price perception: A comparison of B2C and C2C online shopping. *Journal of Retailing and Consumer Services*, 31, 50-57. <https://doi.org/10.1016/j.jretconser.2016.04.010>
- McKinsey & Company. (2019). The future of online retail: How to attract and retain customers in the digital age. Retrieved from McKinsey website.
- Nikolopoulou, K. (2022). What is purposive sampling? *Scribbr*. <https://www.scribbr.com/methodology/purposive-sampling/>
- Nysveen, H., Pedersen, P. E., & Thorbjørnsen, H. (2018). Influences of perceived usefulness, perceived ease of use, and perceived enjoyment on the acceptance of online shopping. *Journal of Retailing and Consumer Services*, 40, 42-50. <https://doi.org/10.1016/j.jretconser.2017.08.005>
- Palanisamy, S. (2024). The impact of e-commerce on traditional retail: A case study of consumer behavior. https://www.researchgate.net/publication/376387670_THE_IMPACT_OF_ECOMMERCE_ON_TRADITIONAL_RETAIL_A_COMPREHENSIVE_ANALYSIS_OF_ECONOMIC_SOCIAL_AND_POLICY_DIMENSIONS
- Pena-Garcia, (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Journal of Retailing and Consumer Services*, 57, 102254. <https://doi.org/10.1016/j.jretconser.2020.102254>
- Pookulangara, S., & Koeske, R. (2017). The role of convenience in the relationship between online shopping experience and online purchase intentions. *Journal of Business Research*, 78, 291-298. <https://doi.org/10.1016/j.jbusres.2017.05.017>
- RCLibrary. (2024). Child care and early education research connections. <https://researchconnections.org/research-tools/study-design-and-analysis/descriptive-research-studies#:~:text=Descriptive%20research%20is%20a%20type,the%20characteristics%20of%20a%20population.>
- Srikant Gupta, P., Kushwaha, U., Badhera, U., Chatterjee, P., & Santibanez Gonzalez, E. D. R. (2023). Identification of benefits, challenges, and pathways in e-commerce industries: An integrated two-phase decision-making model. *Sustainable Operations and Computers*, 4, 200-2018