

Determinants of Consumer Purchase Decisions in E-Commerce: Examining the Roles of Influencers, Online Reviews, Trust, and Price Promotions

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Abstract:

The rapid growth of e-commerce has transformed consumer buying behaviour by providing easy access to digital marketplaces, online reviews, influencer recommendations, and promotional campaigns. Understanding the determinants of purchase decisions has become increasingly important for online retailers seeking to enhance customer engagement and sales performance. The present study investigates the influence of influencer marketing, online reviews, consumer trust, and price promotions on consumer purchase decisions in e-commerce.

A structured questionnaire was administered to online shoppers using a convenience sampling technique. The collected data were analysed using descriptive statistics, reliability analysis, exploratory factor analysis, correlation analysis, and multiple regression analysis. The findings reveal that all four determinants significantly influence consumer purchase decisions, with consumer trust emerging as the strongest predictor, followed by online reviews, influencer marketing, and price promotions.

The study contributes to digital marketing literature by providing empirical evidence regarding the key behavioural factors affecting online purchase decisions. The findings offer practical implications for e-commerce companies, digital marketers, and online retailers in designing effective marketing strategies that strengthen consumer trust, improve review management, collaborate with credible influencers, and implement attractive promotional campaigns.

Keywords: E-commerce, Purchase Decision, Consumer Trust, Online Reviews, Influencer Marketing, Price Promotion, Digital Marketing

1. Introduction

Digital technologies are a complete game changer for the retail sector. Buyers are now spending more on online shopping due to all the advantages it offers, such as convenience, availability of a greater range of goods and services, competitive price, delivery to their doorstep, etc. The growth of mobile, electronic payments and internet adoption has further driven the adoption of e-commerce in developed and developing economies.

Ecommerce environments are different from retail, and expose consumers to lots of information about products, customer reviews, social media endorsement, and promotions before they make any purchase decisions. Therefore, consumers no longer make buying decisions based solely on product quality and price, but more influenced by digital interaction and online experiences.

Of these factors, influencer marketing has emerged as one of the most rapidly expanding marketing channels, allowing brands to benefit from trusted social media celebrities. In the same way, when you buy online, you can read a lot of user-generated information that helps you lower your uncertainty in the buying decision. Consumer trust is crucial because there are perceived risks associated with payments, privacy and product authenticity when transacting online. Consumer buying intentions are further boosted by price promotions like discount, coupons, cashback, flash sale, etc.

While these variables have been explored individually in previous studies, few studies have assessed their interactions on consumer purchasing behavior in the context of e-commerce. Thus, the current study aims to fill this gap by providing the empirical research to investigate the impact of influencer marketing, online reviews, consumer trust, and price promotion on consumer decision making.

Literature Review

In recent studies, it has been proven that not only traditional marketing factors, but also several digital marketing factors affect the decision-making process of consumers in e-commerce. As AI, personalised recommendation systems, influencer marketing and digital trust are advancing rapidly, Dwivedi et al. (2025) pointed out that the online consumer behaviour has been significantly transformed. The authors proposed that technological innovations increase the satisfaction of customers as a result of making them feel special in their interactions with companies and as a result of the secure digital environment, but the study was conceptual, and did not empirically investigate the combined effect of all these factors on the customer's decisions to purchase. In this regard, Yadav and Sharma (2025) conducted an empirical study on the relationship between the website quality, consumer trust, electronic word of mouth and purchase behaviour among the Indian consumer. They observed that the website quality, consumer trust and electronic word of mouth significantly affect the purchase behaviour of the Indian consumer, among which consumer trust is found to be the strongest factors affecting the purchase behaviour of the Indian consumer. Likewise, Li, Wang, and Zhang (2024) found that review credibility, review quality and review usefulness significantly enhance the consumers' confidence and lessen the perceived risk before online product purchase. The report highlighted the importance of customer reviews, particularly when they are verified and authentic, in building customer trust and aiding in buying decisions. In the same way, Sanny, Arina, Maulidya, and Pertiwi (2024) studied influencer marketing and found their credibility, authenticity, expertise, and attractiveness greatly influenced purchase intention, especially among younger consumers who frequently use social media. In tandem, Nuseir (2024) found that consumer confidence in the platform is one of the most significant factors affecting online buying habits, with factors such as secure payment systems, privacy protection, clear return policies and trusted seller reputations making a significant difference to consumers' willingness to shop online via digital marketplaces.

While trust and influencer marketing are identified as key factors influencing online consumer behaviour, promotional strategies have also been identified as such. While the findings suggest that these promotions clearly influence purchase intention and impulse buying of online shoppers, excessive reliance on promotions could potentially negatively impact long-term brand loyalty, as shown by Chen and Liao (2023). Moreover, Ismagilova et al. (2023) compiled previous empirical studies and confirmed that eWOM directly affects consumer trust, product evaluation, and purchase intention by providing information from consumers, which helps to mitigate the uncertainty associated with online shopping. Similarly, Alalwan (2023) concluded that social media ads, influencer marketing, personalised digital content, and interactive promotional strategies have a positive impact on online purchasing decisions, as they build engagement and brand awareness. These results have all highlighted that digital marketing activities are not only good for awareness, but are also effective in guiding customers' confidence and purchase intention in significant online interactions.

The importance of consumer trust in promoting sustainable online purchasing behaviour is still undisputed and continues to dominate the literature. According to Gao and Huang (2022), Trust is a significant factor in enhancing customer satisfaction, intentions to repurchase and long-term loyalty as it provides secure transactions, clear communication and service quality. Likewise, Verma and Yadav (2022) found that convenience, website quality, consumer trust, online reviews, and promotional offers are the factors that positively affect the Indian consumers' online purchase decision, among which, consumer trust has the most significant impact on the purchase intention. The results further highlight the need for the creation of credible digital environments that help to lower consumers' perceived risks and improve confidence when completing online transactions.

The influence of social media has been a great focus in recent years. According to Sokolova and Kefi (2021), a strong credibility of the influencers, high level of expertise, authenticity and parasocial interaction have a positive effect on consumer trust, brand attitudes and purchase intentions, particularly among millennials and Generation

Z consumers. Erkan and Evans (2021) also found evidence in support of this argument: Consumers have been increasingly turning to the quality of information, the credibility of the source and the usefulness of information presented in online reviews before buying a product, indicating that electronic WOM communication via social networking platforms has a significantly positive impact on purchase intentions. In the same way, Ali, Khalid and Javed (2021) showed that the quality of the website, online reviews, perceived value and consumer trust significantly mediate the intention to purchase online and that the effect of perceived value on online purchasing behaviour is partially mediated by consumer trust, which in turn is partially mediated by website quality and online reviews. The findings as a whole indicate that consumers' confidence and purchasing decisions are positively affected by reliable online information and positive customer experience, which are significant factors.

Previous research also offers a solid theoretical context for the analysis of online consumer behaviour. Hajli et al. (2020) found that the building of trust in online communities, social interaction and user-generated content substantially impacts purchase intentions, as it lowers the perceived purchasing risks and boosts consumers' trust in digital marketplaces. Similarly, Lăzăroiu et al. (2020) found that digital convenience, trustworthy information about the product, electronic word-of-mouth and transaction security are positive determinants for the purchase behaviour, while perceived risk is a negative determinant of consumers' willingness to buy online. In general, the literature reviewed shows that factors such as consumer trust, online reviews, influencer marketing, website quality, electronic word of mouth, and promotional strategies are among the most significant factors influencing online purchasing decisions. But the majority of previous studies have focused on each of these factors or on narrow theoretical frameworks. Few empirical studies consider the combined effect of influencer marketing, consumer reviews, consumer trust and price promotions in a single integrated regression model on the consumers' decision to purchase a product. Thus, the present study aims to address this gap in the literature by studying the joint influence of these four determinants on consumer buying decisions in the context of e-commerce.

Most existing studies focus on individual determinants affecting online purchase decisions. Limited empirical research has examined the combined effects of influencer marketing, online reviews, consumer trust, and price promotions within a single conceptual framework. Moreover, evidence from emerging e-commerce markets remains relatively limited.

H1: Influencer marketing, online reviews, consumer trust, and price promotions have a significant positive influence on consumer purchase decisions in e-commerce.

3. Research Objectives

1. To identify the major determinants influencing consumer purchase decisions in e-commerce, including influencer marketing, online reviews, consumer trust, and price promotions.
2. To analyse the influence of influencer marketing, online reviews, consumer trust, and price promotions on consumer purchase decisions among online shoppers.

4. Research Methodology

Descriptive and quantitative research designs were used in the study to investigate the effect of influencer marketing, online reviews, consumer trust and price promotions on consumer purchase decisions among the online shoppers. The study was carried out in Bangalore city in the State of Karnataka, which is one of the most important metropolitan cities of India and a leading centre for IT, digital commerce and internet-based consumer markets. The study area is selected as Bangalore due to its high internet penetration, wide use of smartphones, growing trend of adopting digital payment systems, and a huge number of consumers who are actively buying products via e-commerce platforms like Amazon, Flipkart, Myntra, Meesho, and online marketplaces. Primary data were gathered by administering a structured questionnaire to 250 online consumers who live in various areas of Bangalore. The responses were determined using a five-point Likert scale with Strongly Disagree (1) and Strongly Agree (5). The study employed a convenience sampling technique because they were accessible and willing to participate in the study. The collected data were coded, tabulated and analyzed statistically by descriptive statistics, reliability analysis, correlation analysis and multiple regression analysis. Multiple regression analysis was used to

study the influence and the relative contribution of the variables “influencer marketing”, “online reviews”, “consumer trust” and “price promotions” on the “consumer purchase” in e-commerce among the online shoppers in Bangalore.

5. Result and Analysis

Table 1. Demographic Profile of Respondents (N = 250)

Variable	Category	Frequency	Percentage (%)
Gender	Male	138	55.2
	Female	112	44.8
Age	Below 25 Years	58	23.2
	25–34 Years	102	40.8
	35–44 Years	56	22.4
	45 Years and Above	34	13.6
Educational Qualification	Undergraduate	74	29.6
	Postgraduate	132	52.8
	Professional/Doctorate	44	17.6
Monthly Online Shopping Frequency	1–2 Times	92	36.8
	3–5 Times	101	40.4
	More than 5 Times	57	22.8
Preferred E-Commerce Platform	Amazon	108	43.2
	Flipkart	74	29.6
	Myntra	42	16.8
	Others	26	10.4

The demographic profile reveals that the majority of respondents were male (55.2%), while female respondents represented 44.8 per cent of the sample. Most respondents belonged to the 25–34 years age group (40.8%), followed by those below 25 years (23.2%), indicating that young consumers constitute the largest segment of online shoppers. Regarding educational qualification, more than half of the respondents (52.8%) possessed postgraduate qualifications, while 29.6 percent were undergraduates. In terms of shopping frequency, 40.4 percent of respondents purchased products online three to five times per month, suggesting regular engagement with e-commerce platforms. Amazon emerged as the most preferred online shopping platform (43.2%), followed by Flipkart (29.6%). The demographic profile reflects a diverse representation of online consumers with varying purchasing habits.

5.1. Exploratory Factor Analysis Tables

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.901
Bartlett's Test of Sphericity	

Approx. Chi-Square	2784.562
df	190
Sig.	.000

Table 2 presents the results of the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The KMO value of 0.901 indicates excellent sampling adequacy, suggesting that the data are highly suitable for factor analysis. Furthermore, Bartlett's Test of Sphericity was found to be statistically significant ($\chi^2 = 2784.562$, $df = 190$, $p < 0.001$), indicating that the correlation matrix is not an identity matrix and that sufficient interrelationships exist among the variables. Therefore, the dataset satisfies the necessary conditions for conducting Exploratory Factor Analysis (EFA).

Table 3: Total Variance Explained

Component	Initial Eigenvalues Total	% of Variance	Cumulative %	Extraction Total	Extraction %	Extraction Cum.%	Rotation Total	Rotation %	Rotation Cum.%
1	8.642	43.212	43.212	8.642	43.212	43.212	4.276	21.382	21.382
2	2.384	11.918	55.13	2.384	11.918	55.13	3.692	18.46	39.842
3	1.924	9.621	64.751	1.924	9.621	64.751	3.082	15.409	55.251
4	1.387	6.937	71.688	1.387	6.937	71.688	3.288	16.437	71.688

Extraction Method: Principal Component Analysis.

Table 3 presents the total variance explained by the extracted factors. Using Principal Component Analysis, four factors with eigenvalues greater than one were identified. Together, these four factors accounted for 71.688% of the total variance, which exceeds the recommended threshold of 60% for social science research. The first factor explained 43.212% of the variance, followed by the second factor (11.918%), third factor (9.621%), and fourth factor (6.937%). The substantial cumulative variance explained indicates that the extracted factors adequately represent the underlying dimensions of consumer purchase decisions in e-commerce.

Table 4: Rotated Component Matrix

Variable	Comp1	Comp2	Comp3	Comp4
IM1	.821			
IM2	.808			
IM3	.794			
IM4	.781			
IM5	.753			
OR1		.826		
OR2		.812		
OR3		.789		
OR4		.761		
OR5		.744		

CT1			.839	
CT2			.822	
CT3			.807	
CT4			.781	
CT5			.758	
PP1				.814
PP2				.798
PP3				.775
PP4				.749
PP5				.723

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 4 presents the rotated component matrix obtained through Varimax rotation. The factor loadings reveal a clear grouping of variables into four distinct dimensions. The first factor consists of Influencer Marketing (IM) items with loadings ranging from 0.753 to 0.821. The second factor comprises Online Reviews (OR) items with loadings between 0.744 and 0.826. The third factor includes Consumer Trust (CT) items with loadings ranging from 0.758 to 0.839. The fourth factor represents Price Promotion (PP) items with loadings between 0.723 and 0.814. Since all factor loadings exceed the recommended threshold of 0.70, the results demonstrate strong construct validity and confirm the existence of four significant dimensions influencing consumer purchase decisions in e-commerce.

5.2 Influence of Digital Marketing Determinants on Consumer Purchase Decisions

Table 5 Reliability and validity

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Trust	0.865	0.902	0.649
Influencer Marketing	0.838	0.885	0.607
Online Reviews	0.884	0.915	0.684
Price Promotions	0.877	0.910	0.670
Purchase Decision	0.841	0.887	0.612

Table 5 presents the assessment of the measurement model through reliability and convergent validity statistics. Cronbach's alpha values for all constructs range from 0.838 to 0.884, exceeding the recommended threshold of 0.70, indicating satisfactory internal consistency among the measurement items. Similarly, the Composite Reliability (CR) values vary between 0.885 and 0.915, which are well above the acceptable level of 0.70, confirming that the constructs exhibit high reliability. Furthermore, the Average Variance Extracted (AVE) values range from 0.607 to 0.684, exceeding the recommended criterion of 0.50, thereby establishing adequate

convergent validity. These findings indicate that the measurement items reliably measure their respective latent constructs and that the constructs possess satisfactory internal consistency and convergent validity. Hence, the measurement model is considered reliable and suitable for evaluating the structural relationships among the study variables.

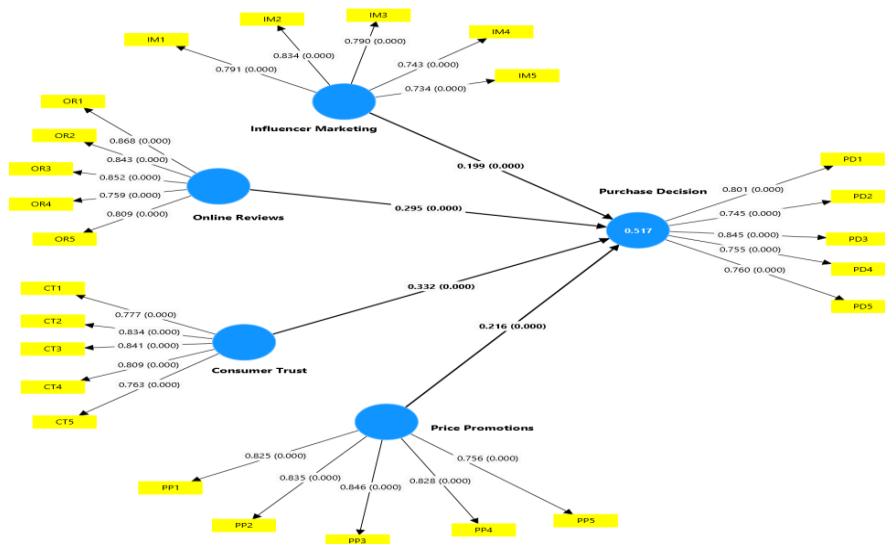


Table 6 Path coefficient

	β	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Consumer Trust -> Purchase Decision	0.332	0.054	6.200	0.000
Influencer Marketing -> Purchase Decision	0.199	0.048	4.143	0.000
Online Reviews -> Purchase Decision	0.295	0.056	5.291	0.000
Price Promotions -> Purchase Decision	0.216	0.054	4.009	0.000

Table 6 presents the structural model results showing the influence of digital marketing determinants on consumer purchase decisions. The findings reveal that all four independent variables have a positive and statistically significant influence on purchase decisions, as all p-values are less than 0.001.

Among the determinants, Consumer Trust exerts the strongest influence on purchase decisions ($\beta = 0.332$, $t = 6.200$, $p < 0.001$), indicating that higher levels of trust in e-commerce platforms significantly enhance consumers' likelihood of making purchases. Online Reviews represent the second strongest predictor ($\beta = 0.295$, $t = 5.291$, $p < 0.001$), suggesting that positive and credible customer reviews substantially influence purchasing behaviour. Price Promotions also have a significant positive effect ($\beta = 0.216$, $t = 4.009$, $p < 0.001$), implying that discounts, cashback offers, coupons, and promotional campaigns encourage consumers to purchase products online.

Similarly, Influencer Marketing significantly influences purchase decisions ($\beta = 0.199$, $t = 4.143$, $p < 0.001$), demonstrating that recommendations from trusted influencers positively affect consumers' buying behaviour.

Overall, the results confirm that Consumer Trust is the most influential determinant of purchase decisions, followed by Online Reviews, Price Promotions, and Influencer Marketing. Since all structural paths are positive and statistically significant, the proposed hypothesis that digital marketing determinants positively influence consumer purchase decisions is supported.

Table 7 R square

	R-square	R-square adjusted
Purchase Decision	0.517	0.509

Table 7 presents the coefficient of determination (R^2) for the endogenous construct, namely Purchase Decision. The R^2 value of 0.517 indicates that 51.7% of the variation in consumer purchase decisions is explained jointly by Consumer Trust, Influencer Marketing, Online Reviews, and Price Promotions. The Adjusted R^2 value of 0.509 shows only a marginal reduction after adjusting for the number of predictors, indicating that the structural model possesses good explanatory power and is not substantially affected by model complexity. According to the commonly accepted guidelines for PLS-SEM, an R^2 value of 0.517 represents moderate explanatory power, suggesting that the selected digital marketing determinants effectively explain consumer purchase decisions in the context of e-commerce. The remaining 48.3% of the variance may be attributed to other factors such as website quality, brand reputation, perceived value, service quality, ease of use, delivery performance, and customer experience, which were not included in the present study. Therefore, the model demonstrates satisfactory predictive capability in explaining consumer purchase decisions.

6. Discussion

The present study examined the influence of consumer trust, influencer marketing, online reviews, and price promotions on consumer purchase decisions among online shoppers in Bangalore using the PLS-SEM approach. The empirical findings revealed that all four determinants have a positive and statistically significant influence on consumer purchase decisions, thereby supporting the proposed hypothesis. Among the four determinants, consumer trust emerged as the strongest predictor ($\beta = 0.332$), followed by online reviews ($\beta = 0.295$), price promotions ($\beta = 0.216$), and influencer marketing ($\beta = 0.199$). These findings indicate that although digital marketing strategies such as influencer endorsements and promotional campaigns play an important role in encouraging online purchases, consumers ultimately make purchasing decisions based on the degree of trust they have in the e-commerce platform, seller credibility, and transaction security. The structural model explained 51.7% of the variance in consumer purchase decisions ($R^2 = 0.517$), demonstrating moderate explanatory power and confirming the effectiveness of the selected determinants in explaining online buying behaviour.

The finding that consumer trust exerts the greatest influence on purchase decisions is consistent with earlier studies. Nuseir (2024) reported that trust in digital marketplaces significantly enhances consumers' willingness to engage in online purchasing by reducing perceived risks associated with online transactions. Similarly, Gao and Huang (2022) concluded that trust positively influences customer satisfaction, repurchase intention, and long-term loyalty. Verma and Yadav (2022) further observed that trust is one of the most influential determinants of online purchase decisions among Indian consumers, while Ali et al. (2021) demonstrated that secure payment systems, website reliability, and seller credibility significantly improve consumers' purchase intentions. The present findings reinforce these studies by confirming that consumer trust remains the most critical determinant of online purchase decisions in the context of Bangalore's rapidly growing e-commerce market.

The significant positive influence of online reviews on purchase decisions also corroborates previous empirical evidence. Li et al. (2024) found that review quality, credibility, and usefulness significantly improve consumers' confidence and reduce uncertainty during online shopping. Likewise, Ismagilova et al. (2023) concluded that

electronic word-of-mouth (eWOM) positively influences product evaluation, trust, and purchase intention. Erkan and Evans (2021) similarly reported that credible online reviews provide valuable information that assists consumers in evaluating products before making purchase decisions. The findings of the present study therefore confirm that authentic customer reviews continue to serve as an important source of information that enhances consumer confidence and facilitates informed purchasing decisions.

The study further revealed that influencer marketing has a positive and significant effect on consumer purchase decisions. This finding is in agreement with Sanny et al. (2024), who reported that influencer credibility, authenticity, expertise, and attractiveness significantly enhance consumers' purchase intentions. Likewise, Sokolova and Kefi (2021) demonstrated that social media influencers establish stronger consumer engagement through credibility and parasocial interaction, thereby positively influencing purchase behaviour. Alalwan (2023) also concluded that influencer marketing effectively increases brand awareness, customer engagement, and purchase intention. The present findings suggest that consumers are more likely to purchase products endorsed by trustworthy and knowledgeable influencers, highlighting the growing importance of influencer marketing in digital commerce.

Although price promotions significantly influenced purchase decisions, their effect was comparatively lower than the other determinants. This finding supports the study conducted by Chen and Liao (2023), who observed that discounts, cashback offers, coupons, and flash sales stimulate consumers' purchase intentions and encourage impulse buying behaviour. However, the relatively lower path coefficient obtained in the present study suggests that promotional incentives alone are insufficient to sustain purchasing behaviour unless they are accompanied by consumer trust, positive shopping experiences, and reliable product information. Therefore, while promotional strategies remain useful in attracting customers, they are most effective when integrated with trust-building initiatives and credible digital marketing practices.

Although the structural model explained 51.7% of the variation in consumer purchase decisions, the remaining unexplained variance indicates that additional variables may also influence online buying behaviour. Factors such as website quality, perceived value, service quality, delivery performance, ease of navigation, artificial intelligence-enabled personalization, customer experience, and brand reputation may further enhance the predictive capability of future models. Consequently, future research may incorporate these variables and examine different geographical regions and consumer segments to obtain a more comprehensive understanding of online consumer behaviour.

7. Practical Implications

The findings of the present study provide important practical implications for e-commerce companies, digital marketers, retailers, platform developers, and policymakers. Since consumer trust emerged as the strongest determinant of purchase decisions, e-commerce firms should prioritise building trust by strengthening website security, adopting secure payment gateways, protecting customer information, ensuring transparent privacy policies, and providing reliable return and refund procedures. Such initiatives can substantially improve customer confidence, encourage repeat purchases, and strengthen long-term customer relationships.

The significant influence of online reviews suggests that e-commerce platforms should actively encourage genuine customer feedback and implement effective mechanisms to verify customer reviews while eliminating fake or misleading reviews. Displaying authentic customer experiences enhances product credibility, reduces consumers' perceived risk, and assists potential buyers in making informed purchase decisions.

The results also highlight the strategic importance of influencer marketing. Companies should collaborate with influencers who possess credibility, expertise, authenticity, and strong audience engagement. Rather than focusing solely on promotional content, influencer campaigns should provide honest product experiences, educational information, and transparent recommendations that strengthen consumer confidence and improve purchase intentions. Although price promotions positively influence purchase decisions, organisations should implement promotional strategies carefully to avoid excessive dependence on discounts. Promotional campaigns such as cashback offers, coupons, flash sales, loyalty programmes, and free shipping should be strategically designed to

stimulate purchases while simultaneously maintaining brand value and customer loyalty. Sustainable promotional strategies combined with trust-building measures are likely to generate superior long-term business performance.

From a policy perspective, regulatory authorities should continue strengthening digital consumer protection by promoting transparent online business practices, enhancing cybersecurity regulations, preventing fraudulent activities, and enforcing ethical digital marketing standards. Such initiatives will contribute to increasing consumer confidence and promoting sustainable growth of the e-commerce sector.

8. Conclusion

The rapid expansion of e-commerce has fundamentally transformed consumer purchasing behaviour by providing greater access to online information, customer reviews, influencer recommendations, and promotional campaigns. Against this backdrop, the present study investigated the influence of consumer trust, influencer marketing, online reviews, and price promotions on consumer purchase decisions among online shoppers in Bangalore.

The empirical findings confirmed that all four determinants have a positive and statistically significant influence on consumer purchase decisions. Among these determinants, consumer trust emerged as the most influential factor, followed by online reviews, price promotions, and influencer marketing. These findings demonstrate that while promotional campaigns and influencer endorsements effectively attract consumer attention, purchasing decisions are primarily driven by consumers' confidence in the credibility, reliability, and security of e-commerce platforms. Furthermore, the structural model explained 51.7% of the variation in consumer purchase decisions, indicating that the selected determinants possess satisfactory explanatory power in understanding online purchasing behaviour.

The study makes a valuable contribution to the digital marketing literature by empirically examining the combined influence of multiple digital marketing determinants within a single integrated PLS-SEM framework. Unlike many previous studies that investigated these variables independently, the present research demonstrates their simultaneous contribution towards explaining consumer purchase decisions in e-commerce. The findings offer valuable guidance for e-commerce companies in developing integrated marketing strategies that strengthen consumer trust, encourage authentic customer reviews, collaborate with credible influencers, and design effective promotional campaigns.

Despite these contributions, the study has certain limitations. The research was confined to online shoppers in Bangalore and employed convenience sampling, which may limit the generalisability of the findings. Future studies may expand the geographical scope, employ probability sampling techniques, increase sample size, and incorporate additional determinants such as website quality, perceived value, artificial intelligence applications, service quality, customer experience, delivery performance, and brand reputation to further enhance understanding of consumer purchase behaviour in digital marketplaces.

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