International Journal of Research and Review
[Indexed, Peer-Reviewed Journal]
Volume 13; Issue: 5; May 2026
Website: www.ijrrjournal.com
Research Paper *E-ISSN: 2349-9788; P-ISSN: 2454-2237*

Influence of E-Commerce Stimuli on Consumer Purchasing Behaviour: A Platform-Based Study of Amazon

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DOI: https://doi.org/10.52403/ijrr.20260512

ABSTRACT

This paper explores how the major e-commerce stimuli can affect consumer buying behaviour in the case of Amazon. Using the existing theoretical perspectives, including the Technology Acceptance Model and consumer motivation theory, the study explores the impact of five critical variables, including product range and availability, pricing, reviews and ratings, convenience and ease, and shipping and delivery, on online buying behaviour. Measurement and structural models were both tested with the help of the Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS to guarantee reliability and construct validity. The results indicate that all the hypothesized relationships are positive and statistically significant. Shipping and delivery proved to be the most significant determinant, then pricing, product range and availability, reviews and rating, and convenience and ease. The findings indicate that efficiency in logistics, clear pricing, a variety of products, authentic user-generated content, and convenient interfaces are critical in influencing consumer judgments. The research adds to the existing body of information on digital consumer behaviour by empirically demonstrating how characteristics platform-specific to purchase intentions. In terms of management, the results imply that e-commerce companies need to focus on delivery effectiveness, competitive pricing policies, and a smooth user experience to increase customer satisfaction and loyalty. Other variables, e.g., the trust, perceived risk, and demographic moderators, can be included in future studies to expand the explanatory capacity of the model.

Keywords: e-commerce stimuli, consumer buying behaviour, Amazon

INTRODUCTION

The accelerated development of e-commerce has fundamentally altered consumer purchasing habits and especially due to the presence of e-commerce platforms like Amazon, which have integrated all three aspects of convenience, personalization, and competitive prices in one digital context. With the continuing rise of online shopping, the study of the motivation factors that affect

consumer buying behavior has become an important issue in academia as well as in management. Consumer motivation is based on the psychological, social and economic stimulus that determines not only what consumers purchase but also when, where and why they purchase (Kotler & Keller, 2016). These incentives are further increased in digital markets by technological interfaces, algorithm recommendation, and real-time availability of information.

Previous studies show that a blend of intrinsic and extrinsic motivation factors such as perceived value, trust, price sensitivity, convenience, social influence and promotional stimuli influence online purchase behavior (Childers et al., 2001; Kim et al., 2008). E-commerce adoption researchers such as the Technology Acceptance Model (Davis, 1989) and others also identify perceived usefulness and ease of use as essential factors in determining online buying intention. In addition, the issue of trust and perceived risk will also be a key focus in digital transactions, which has a direct effect on consumer confidence and is a determinant of the likelihood to purchase (Gefen et al., 2003).

Moreover, hedonic reasons like enjoyment, browsing experience as well as immediate gratification have been identified to have a significant effect on online shopping (Arnold & Reynolds, 2003). The customized suggestions, flash deals, customer feedback, and easy-to-use payment systems present on the websites of sites like Amazon make their platforms a complex motivational setting, combining the efficiency of utilitarianism with the warmness of experience. Meanwhile, the purchase decisions are getting even more complex due to economic pressures and the growing consciousness of consumers towards sustainability and ethical consumption.

Although the online consumer behavior has been studied extensively, there is still a need to find a way of looking at how various motivational factors work together to affect the buying behavior in a given platform setting. This paper sets out to examine how the different motivational determinants affect consumer purchasing behavior especially in the case of Amazon. The research intends to help fill the existing gaps in knowledge on the subject of digital consumer psychology and offer recommendations to apply in e-commerce strategy and interaction with customers.

LITERATURE REVIEW

As the digital commerce blisters, the consumption behaviour of the consumer has radically altered. The creation of online markets such as Amazon has created closed ecosystems where the assortment breadth, dynamic pricing, peer-created reviews, of seamless interfaces and advanced logistics are working simultaneously to shape the purchase decision. In comparison to the traditional retail environments, the digital environment will reduce physical and geographical boundaries and increase the availability of information and consumer power.

The recent research states that the patterns of consumer behaviour since the year 2020 are defined by an increased degree of digital dependency, the increased sensitivity of values, and demands in terms of convenience and a speed of delivery (Pantano et al., 2020; Roggeveen & Sethuraman, 2020). Besides that, platform-level determinants have become an important consideration in the buying decisions because AI-powered personalization, predictive analytics, and real-time inventory systems have added a strategic value of platform-level determinants (Blut et al., 2024; Huang & Rust, 2018). Under the changing environment, the determinants of consumer buying behaviour as salient include the product range, availability, pricing, reviews and ratings, convenience and ease, shipping and delivery among others.

Product range & Availability

The product assortment is the scope of diversity and the degree of assortment that an online retailer is offering and the supply is the uniformity of stock and inventory. Where

assortment variety is relevant, such as in online environments, the perceived value increases with the increase in the likelihood of the match with preference. Recent studies indicate that the perception of platform competence and a purchase intention is highly influenced by a larger range of products (Blut et al., 2024). The large variety sends a message to the consumer that this market is dominated and can also operate. Furthermore, consumer purchases to other related products are increased by the use of algorithmic recommendation systems, thereby increasing the cross-category-based and the size of purchases (Gupta & Ravi Kumar, 2024). The problem of availability was especially severe in the post-pandemic times, when the supply chain disruptions made the consumers more sensitive to the stock availability (Pantano et al., 2020). According to the research conducted in the Journal of Retailing and Consumer Services, the stable presence of products contributes to the reinforcement of trust and repeat purchase intention (X. Wang & Piscunova, 2022). Real-time stock visibility ensures a reduction in the uncertainty and confidence in choices. In the meantime, excessive choice leads to cognitive overload. Still, this challenge can be minimized with the assistance of AI-based filtering software and custom sorting algorithms (Huang & Rust, 2018). The assortment strategy must, therefore, have the capacity to provide a balance between breadth and feeling of ease of navigation. Overall, the assortment of products and accessibility of the products reduces the cost of searching, perceived risk and increases the probability of purchasing.

H_1: The product range and availability affect the consumer buying behaviour positively to a significant extent.

Pricing

Pricing remains as an essential factor in a purchasing decision but in online trading its worth transcends financial analysis. The online customers consider fairness of prices, transparency, dynamic discount and promotion policies before making a decision to buy a product. Recent researchers agree with this fact and say that the perceived price fairness has a strong positive correlation with the trust and the intention to buy (Konuk, 2018). As transparent, algorithmic pricing, will increase loyalty to the platform. Perceived price discrimination on the other hand negatively influences the behaviour intention (Wu et al., 2012). The uncertainty that existed in the world economy during covid pandemic ensured that consumers were more price sensitive (Mennekes & Schramm-Klein, 2025; Sheth, 2020). There is the habit of price-shopping and the competition is rising among the online shoppers. Time promotions and flash sales are urgency cues that encourage impulse buying (Kathuria & Bakshi, 2024). Furthermore, the perception of value has entailed the price value and the speed of delivery as well as the quality of services and provisions (Grewal et al., 2024). This means that pricing does not exist in a vacuum of conceived value but it should be a wider perceived value framework. The pricing therefore dictates the consumer buying behaviour on rational consideration of costs-benefit and psychological attitudes of saving and equity.

H_2: Consumer buying behaviour is closely related to pricing in a positive manner.

Reviews and Ratings

Electronic word-of-mouth (eWOM) in the form of reviews and ratings has a significant impact on the making of online purchases. Information asymmetry and perceived risk are minimized in digital marketplaces through peer-generated content. Investigations conducted since 2020 affirm that the review valence, credibility, and volume are great predictors of purchase intention (Basha et al., 2025; L. Wang et al., 2024). Customers depend on verified reviews and feedbacks in order to evaluate the quality of products. Increased volume of reviews can be an indication of popularity, which affects conformity-based behaviour. In recent literature it has become known that review authenticity is crucial. The detection systems on fake reviews using AI boost the trust

between consumers and review systems (Ben Jabeur et al., 2023). Moreover, emotional coloring used in the reviews improves persuasive effectiveness (Lee & de Villiers, 2025). The review diagnosticity, such as clarity, specificity, and perceived expertise, has a strong correlation with buying intention (Lee & de Villiers, 2025). Thus, the role of reviews and ratings is not only informational but also social in direct impact on the purchase behaviour of the consumers.

H_3: Reviews and ratings have strong positive influence on consumer buying behaviour.

Convenience and Ease

One of the best predictors of online purchase intention continues to be convenience. It involves availability of navigation, web useability, effective check out services and customized interfaces. Based on the technology acceptance theory (Davis, 1989), the behavioural intention is still being impacted by perceived ease of use. Empirical research reporting in the recent past affirms that consistent web-site design has a considerable effect in increasing both impulsive and planned purchasing behaviour (Gleim et al., 2025). When personalized with the help of AI, convenience is further enhanced by alleviating information overload (Huang & Rust, 2018). Shoppers are more demanding frictionless shopping interactions such as saved payment options, one-point shopping, and mobile optimization (Mennekes & Schramm-Klein, 2025). According to research in the Electronic Commerce Research and Applications, the perceived digital fluency of the platform directly affects the purchase intention to repeat (Hossain et al., 2022).When the process of shopping demands low levels of thinking, then the purchase rates are higher. Convenience, therefore, plays a utilitarian role and an experience enhancer in the formation of consumer buying behaviour.

H_4: There is a great positive influence of convenience and ease on consumer buying behaviour.

Shipping and Delivery

Customer satisfaction and repurchase behaviour largely depend on the performance of the shipping and delivery. Logistics reliability is now one of the strategic differentiators in online retail. The current studies suggest that customer loyalty increases substantially with reliability and transparency of the delivery (Hossain et al., 2022). Real time tracking systems enhance the perception of control and post purchase anxiety. Soon delivery services, including same day and next-day shipping, generate the competitive advantage and the perceived value (Mennekes & Schramm-Klein, 2025). Also, green last-mile delivery operations impact positively on green consumers (Liu et al., 2026). New studies indicate that the perceived waiting time has a more significant influence on satisfaction than delivery time (Grewal et al., 2024). This brings out the psychological aspect of logistics performance. Shipping and delivery thus influence the post-purchase satisfaction as well as the future purchasing behaviour.

H_5: Consumer buying behaviour is largely influenced positively by shipping and delivery.

Conceptual Framework

A conceptual model is an abstract representation or framework which helps to understand and describe a system, process or occurrence better. It does not require going into implements or technical details; it is a high-level image of the key elements of the factors and interactions involved. Conceptual models are common in most fields of study, such as science, engineering, business, and information systems, to help ease problem-solving, decision-making, and communication. Conceptual models provide a conceptual scheme of understanding complex systems and help to remove the conceptual gap between theoretical models and practice. They can be used as sources of information to make decisions, systems design, and interdisciplinary work.

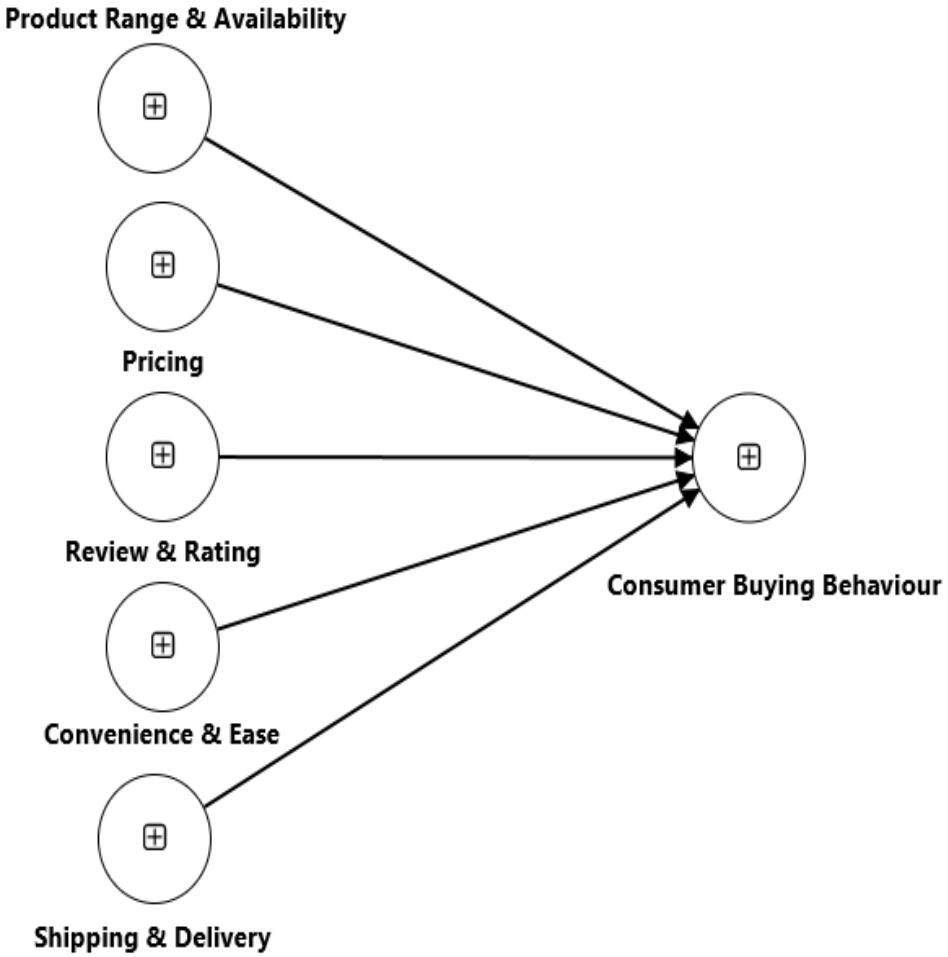

Figure 1: Conceptual Model
Source: Authors' Creation

Research Methodology

The research design in this study is quantitative and explanatory research design to determine how product range and availability, pricing, reviews and rating, convenience and ease, and shipping and delivery influence consumer buying behaviour in the online market places like Amazon. The survey technique that was used was cross-sectional to collect primary data involving consumers who have made at least one online purchase in the last six months. Out of the total number of respondents, about 492 valid responses were gathered using purposive sampling to provide sufficient statistical power to analyze them using Structural Equation Modeling (SEM).

Analysis

The measurement and structural models were evaluated with the assistance of SmartPLS software by means of the Partial Least Squares Structural Equation Modelling (PLS-SEM) of the data. Due to its ability to predict models and complex construct relationships, PLS-SEM is popular in the social science research since it is suitable (J. F. Hair et al., 2019). The analysis was performed by initially testing the measurement model to make sure that the constructs had the necessary level of reliability and validity, and then structural relationships between the variables were tested.

The evaluation of the measurement model was used to estimate the reliability and the validity of the constructs used in the study. The factors were initially tested in order to determine their capacity to measure the latent

construct it is loaded with. According to research, indicator loading of above 0.708 indicates that the indicators are sound (J. Hair et al., 2017; Koner et al., 2023). The outer loading values of all items were within the range of 0.756-0.846 as shown in Table 1 and as such is higher as compared to the recommended value thus satisfactory indicator's reliability.

Internal consistency reliability was measured using Cronbachs alpha and composite reliability. An alpha value of more than 0.70 indicates that the reliability is acceptable (J. F. Hair et al., 2019; Malewar et al., 2023). The value of alpha 0.699 to 0.745 in the present study proves that the constructs were reasonably internally consistent. Moreover, the composite reliability (CR) that is considered to be a stronger analysis of the reliability in PLS-SEM was found to be 0.833 to 0.855, which exceeds the suggested 0.70 (J. Hair et al., 2017). These results indicate that the constructs demonstrate an acceptable internal consistency reliability. To test convergent validity, it was tested by the Average Variance Extracted (AVE). AVEs greater than 0.50 indicate more than a half of the variability of the indicators of a construct is used by the measure (Fornell & Larcker, 1981). The AVE scores varied between 0.624 and 0.663 in the current research hence, demonstrating that the constructs reflect a reasonable convergent validity.

Table 1: Quality Criterion for Reflective Model Assessments

Construct	Items	Outer Loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Buying Behaviour	Con_Buy_Beh1	0.832	0.707	0.712	0.836	0.630
	Con_Buy_Beh2	0.779				
	Con_Buy_Beh3	0.769				
Convenience & Ease	Conv_ease1	0.764	0.716	0.732	0.839	0.635
	Conv_ease2	0.829				
	Conv_ease3	0.797				
Product Range & Availability	Pdrng_Avl1	0.846	0.699	0.713	0.833	0.624
	Pdrng_Avl2	0.756				
	Pdrng_Avl3	0.766				
Pricing	Price1	0.811	0.745	0.745	0.855	0.663
	Price2	0.835				
	Price3	0.796				
Review & Rating	Rev_rat1	0.766	0.734	0.749	0.848	0.650
	Rev_rat2	0.819				
	Rev_rat3	0.832				
Shipping & Delivery	Ship_del1	0.803	0.718	0.718	0.842	0.639
	Ship_del2	0.79				
	Ship_del3	0.805				

Source: Authors' Calculation

Once the reliability and convergent validity had been established, the discriminant validity was established using a ratio named Heterotrait-Monotrait ratio (HTMT). It is thought that HTMT is a superior procedure of measuring discriminant validity compared to traditional procedures (Henseler et al., 2015). The less than 0.85 value indicates good enough discerning validity. The values of the HTMT were as shown in Table 2 and they were found to be between the range of 0.299 and 0.845. The correlation values that were demonstrated were generally smaller than the threshold but the relationship between Shipping and Delivery and Consumer Buying Behaviour was nearly on the upper limit indicating that there was a strong association but within the acceptable principle.

Table 2: HTMT Ratio analysis

Constructs	Consumer Buying Behaviour	Convenience & Ease	Pricing	Product Range & Availability	Review & Rating
Convenience & Ease	0.571				
Pricing	0.728	0.372			
Product Range & Availability	0.650	0.346	0.341		
Review & Rating	0.557	0.391	0.380	0.299	
Shipping & Delivery	0.845	0.550	0.711	0.536	0.409

Source: Authors' Calculation

The Variance Inflation Factor (VIF) was used to investigate the possibilities of the multicollinearity. The issue of collinearity is not critical in the model when the values of VIF are less than 3.3 (Kock, 2015). The VIFs of this research ranged between 1.309 and 1.615 which is an indication that there is no multicollinearity problem. The general model fit was tested using Standardized Root Mean Square Residual (SRMR). According to Henseler et al. (2016), the value of a SRMR below 0.08 fits well into the model. This paper presents the value of SRMR 0.067 that indicates that the proposed model possesses reasonable fits. It also examined the power of the model (R^2) in order to find out the power of the model. The adjusted R^2 of Consumer Buying Behaviour was 0.544 meaning that the independent variables have a variance of consumer buying behaviour explained by 54.4%. According to (J. F. Hair et al., 2019), the value of R^2 of less than 0.25, 0.50 and 0.75 can be described as weak, medium, and strong respectively. Accordingly, the explanatory power of the model is medium. Besides, the magnitude of contribution of each of the exogenous variables to endogenous construct was ascertained by measuring their effect size (f^2). According to Cohen (1988), 0.02, 0.15, and 0.35 are small, medium and large effect levels respectively. The findings indicate that Shipping and Delivery ($f^2 = 0.162$) affects the consumer buying behaviour in a medium way that supports the fact that the factor has a strong impact on online buying behaviour. Other variables such as Product Range and Availability ($f^2 = 0.082$), Pricing ($f^2 = 0.075$) and Review and Rating ($f^2 = 0.050$) have a small yet significant impact. Convenience & Ease ($f^2 = 0.024$) is also not indicating large effect size that means that there is weak but significant influence on consumer buying behaviour.

Structural Model Assessment

After the suitability of the measurement model was known, the structural model was tested to test the relationships that were theorized between the constructs. The structural model was tested using path coefficients (β) and t-values, confidence intervals, and significance levels based on the bootstrapping procedure (J. F. Hair et al., 2019). According to its findings, the Convenience and Ease Consumer Buying Behaviour is positively and significantly influential ($\beta = 0.117$, $t = 3.289$). This observation means that consumers are able to engage in online purchases at will and whenever the platform offers them a hassle free and convenient shopping experience. Similarly, Pricing affects Consumer Buying Behaviour ($\beta = 0.219$, $t = 5.797$) such that competitive pricing approaches are also a significant factor to influence the online purchasing behaviour among the consumers.

Table 3: Structural Model assessment

Relationships	Std. Beta	t-values	CI 2.5%	CI 97.5%	Remarks
Convenience & Ease -> Consumer Buying Behaviour	0.117	3.289	0.048	0.188	Accepted
Pricing -> Consumer Buying Behaviour	0.219	5.797	0.146	0.292	Accepted
Product Range & Availability -> Consumer Buying Behaviour	0.21	6.432	0.147	0.273	Accepted
Review & Rating -> Consumer Buying Behaviour	0.163	4.882	0.097	0.228	Accepted
Shipping & Delivery -> Consumer Buying Behaviour	0.348	8.459	0.266	0.427	Accepted

Source: Authors' Calculation

Findings are also that Product Range & Availability has a very strong positive impact on Consumer Buying Behaviour (β = 0.210, t = 6.432). This means that the customers would access e-commerce websites, which can offer them a variety of products and reliable supply of products. Besides, Review and Rating also have a significant influence on Consumer Buying Behaviour (β = 0.163, t = 4.882). This observation highlights the applicability of consumer generated contents and peer endorsements to consumer confidence and consumer purchasing behavior in the online environment. Shipping & Delivery has the most significant contribution towards Consumer Buying Behaviour (β = 0.348 and t = 8.459). This observation indicates that positive delivery services and reliable shipping process are significant considerations of online purchasing behaviour among consumers. Overall, the results show that all the hypothesized relationships outcomes are positive and statistically significant which means that Convenience and Ease, Pricing, Product Range and Availability, Review and Rating, and Shipping and Delivery hold significant roles to play in influencing consumer buying behaviour in the e-commerce platforms.

CONCLUSION

This paper examined the factors affecting the consumer purchasing behaviour in online shopping platforms based on the impact of convenience and easy access, prices, product line and availability, online review and rating, shipping and delivery operation using the PLS-SEM method. The findings indicate that the effect of all the hypothesised variables is significant in the consumer buying behaviour, thus the relevance of both the technological and service-based characteristics in determining the influence of online purchasing behaviour among consumers.

The results show that the greatest impact on consumer purchasing behaviour is the shipping and delivery. Effective logistical support, punctuality of order fulfillment and dependability of delivery networks are very important in the improvement of the online shopping experiences among consumers. According to previous research, the quality of logistics services and reliability of delivery also have a high impact on customer satisfaction and repurchase intention in the context of e-commerce (Do et al., 2023; Ngo et al., 2025). Better delivery services make consumers trust online retail more and become loyal to it because it is faster and more trustworthy. The findings also indicate that consumer buying behaviour is highly dependent on the prices. Online purchases are determined by competitive pricing strategies and perceptions of value of money. The price transparency and affordability are regarded as the key to e-commerce success because consumers tend to compare the prices of various platforms and base their purchase decisions on them (Y. Chen & Xie, 2008; Chiu et al., 2014). Moreover, the range and availability of the product were also determined to be a major influence in consumer purchasing behaviour. Online stores that have a greater range of products

and the availability of products are likely to gain more consumers and stimulate their desire to purchase. The variety of products increases the image of practicality of online platforms and eases the online shopping process (Supriyanto et al., 2021). Review and rating are another significant issue that will affect consumer buying behaviour. Electronic word-of-mouth online reviews and ratings provide the consumer with a method of evaluating the quality and credibility of products and make purchasing decisions. It has been shown that positive customer reviews and ratings have a strong impact on trust and purchase intention in online retail settings (B. Chen et al., 2022; Sharma & Singh, 2025). In addition, the results show that convenience and ease of use affect consumer buying behaviour positively. The simplified online shopping process assisted by user-friendly web interfaces, simplified payment processes and simplified navigation positively influence the shopping experience of consumers and prompt them to use digital transactions. Research on digital consumer behaviour constantly proves that the perceived ease of use and convenience have a positive impact on online purchase intentions (Dewi et al., 2019; Tilahun et al., 2023).

In general, the model shows a moderate explanatory power, which does not imply that the factors chosen to explain consumer buying behaviour in the e-commerce platforms explain a small percentage of the behaviour. The results underscore the fact that factors of platform usability and the quality of logistics services are both critical in the consumer decision making processes adopted in online retailing scenarios. In the management front of the e-commerce industry, the findings imply that the company dealing in e-commerce ought to focus on enhancing the efficiency of the delivery process, competitive pricing tactics, product mix, and customer reviews to enhance consumer confidence and involvement. Moreover, an intuitive platform design and the use of smooth digital interfaces can contribute to customer satisfaction to a considerable degree and trigger the behaviour of a returning customer.

Theoretically, the study makes a contribution to the accumulating body of literature of digital consumer behaviour through the empirical validation of the influence of platform-related qualities and logistics on the online buying behaviour. The results are insightful on the interaction of various components of e-commerce ecosystem in determining whether consumers make a purchase in the changing digital market. The study can be further developed by future researchers by adding variables that include perceived risk, trust, customer satisfaction and quality of the websites and analyzing moderating variables like demographic variables or digital literacy. These studies would give a more insight into consumer behaviour within fast growing e-commerce setups.

Declaration by Authors

Acknowledgement: None
Source of Funding: None
Conflict of Interest: No conflicts of interest declared.

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How to cite this article: Souren Koner, Sudipta De, Sumantra Bhattacharya. Influence of E-Commerce stimuli on consumer purchasing behaviour: a platform-based study of Amazon. *International Journal of Research and Review*. 2026; 13(5): 156-167. DOI: *https://doi.org/10.52403/ijrr.20260512*

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