

Key Factors Driving Online Shopping Behavior Among Bangladeshi Youth

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Abstract

The present study investigates the impact of selected variables on young consumers' purchase intentions in online shopping (online shopping intention), utilizing the respondents who reside in Kushtia, Bangladesh. Based on a sample of 220 participants, the results show that convenience, relatively high pricing, time-saving, and social media have a positive and significant effect on online shopping behavior. Conversely, product, security, and personal interests adversely impact purchase intentions, Demographic analysis indicates respondents were primarily male (85%), aged 20–25 years (97.3%), and graduated (90.5%). Reliability analysis ensures the adequacy of the used questionnaire. The study shows that young consumers want their purchases to be convenient, fairly priced, and safe. The study cares about the importance of social media and offering promotions to young consumers. Limitations including the small sample size and geographic focus suggest avenues for future research with larger more diverse populations to identify additional factors influencing online shopping behavior. These insights aim to help online marketers design effective strategies. This study offers valuable insights for online marketers and new e-commerce entrepreneurs, helping them better understand the shopping behaviors of Bangladeshi youth. By leveraging this knowledge, businesses can develop effective strategies to enhance customer satisfaction, loyalty and growth in the competitive online marketplace.

Keywords: Online Shopping, Purchase Intention, Customer tendency, Young Consumers, Bangladesh

1. Introduction:

Online shopping refers to the process of buying products or services via the Internet. It is known by various names in different regions, such as e-shop, e-store, internet shop, web-shop, web-store, online store, and virtual store (Pham Thi et al., 2024). Products in these online stores are typically showcased through text, images, and detailed descriptions, allowing customers to easily understand the features and benefits before making a purchase (Pham Tu Linh et al., 2025; Zeng et al., 2025). Many online retailers also offer links for further information regarding their products or services (Adibfar et al., 2022). The internet has revolutionized life, transforming communication, education, business, and society, creating a highly interconnected global village (Ciunova-Shuleska & Cyril, 2023). Among its transformative impacts, online shopping has become a significant innovation, enabling consumers to purchase goods conveniently using computers or

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mobile devices (Roy et al., 2023). This innovation has led to significant growth in the business sector benefiting both companies and consumers alike. It has opened up new business opportunities and introduced novel practices within this evolving landscape (Jalil et al., 2024). The rise of online shopping has also brought substantial changes presenting both new prospects and challenges for businesses (Moon et al., 2021). The rapid expansion of online shopping has dramatically reshaped consumer behavior in Bangladesh particularly among young consumers aged 18 to 30 (Khatoun et al., 2024). This demographic often referred to as digital natives is highly engaged with technology and making them a key driver of e-commerce growth in the country (Soares et al., 2023). According to the digital report 2024, there are currently 142.17 million internet users in Bangladesh representing an internet penetration rate of 52.84% of the total population (Enam et al., 2024). In addition, increasing access to smartphones and high-speed internet has empowered young consumers to explore online platforms, altering traditional shopping patterns ((Rana et al., 2024); Islam et al., 2023). From the consumer's perspective, online shopping offers benefits such as reduced shopping time, enhanced decision-making, and greater convenience. It eliminates geographic boundaries, operates continuously, and offers incomparable accessibility to traditional shopping (Hebbar et al., 2020; Le & Ngoc, 2024; Moon et al., 2021). It also allows consumers an eco-friendly alternative to traditional retail by minimizing the need for physical store visits. Consumers can easily meet their needs through a quick click or tap on their devices (Binti Rahlin et al., 2024; Xu et al., 2025). Despite these advantages, only 10% of internet users in Bangladesh currently engage in online shopping, highlighting an untapped market potential (Sen et al., 2024). Therefore, the study outlines the following questions for exploration: What are the current trends and circumstances surrounding online shopping among young consumers in Bangladesh? What main factors actively contribute to increasing young consumers' inclination to make purchases online? This study seeks to explore current trends in online shopping among young Bangladeshi consumers. The principal purpose of this study is to identify the key factors that help to enhance the propensity of young consumers' purchase intention towards online shopping in the context of Bangladesh and provide some vital suggestions to the online marketers to design effective marketing strategies to identify, target, expand and diversify the online markets.

This study is conducted with the following primary objectives:

(i) To determine the main factors that actively contribute to increasing young consumers' inclination to make purchases online, (ii) To examine the current landscape and trends of online shopping among young consumers in Bangladesh, & (iii) To recommend some vital suggestions to online marketers to design effective marketing strategies to identify, target, expand, and diversify the online markets.

2. Literature Review

Online Shopping Behavior of Consumers

According to (Moon et al., 2021) online shopping is a fast-expanding trend globally, especially in the digital age with widespread internet and mobile device usage. Offering convenience, accessibility, and a vast array of products from various sellers, it has transformed the way consumers make purchases, as mentioned by (Bhattacharya et al., 2023). The writers (Jalil et al., 2024) described consumer buying behavior as the process by which a customer purchases a product to satisfy a need or desire while considering the impact of the product on both the environment and the user. Furthermore, (Al Asheq et al., 2022) asserted that online shopping has simplified our lives by offering a wide range of products and saving time compared to traditional shopping. It allows consumers to access detailed information about products and services, enabling them to compare items and prices with other retailers. Research by (Miah et al., 2022) observed that key factors such as security, appearance, time savings, and reliability play a major

role in influencing consumers' online purchasing decisions. Moreover, many online platforms offer round-the-clock customer support, enabling consumers to resolve product or service-related concerns at any time and from any location., which further encourages them to shop online, as followed by (Enam et al., 2024).

Convenience

Convenience serves as a major factor in online shopping, giving consumers the flexibility to browse and purchase products from home at any hour, as defined by (M. Zhang et al., 2023). The authors (Baidoun & Salem, 2024a) demonstrated that convenience features such as one-click purchasing, saved payment information, and mobile shopping apps make it easier than ever for consumers to shop on the go. The TPB posits that convenience aligns with a positive attitude toward online shopping, as consumer's value ease of use and accessibility, as reported by (German Ruiz-Herrera et al., 2023). Similarly, the author (Ghali, Z. 2025) mentioned that TAM emphasizes perceived ease of use as a critical determinant of technology adoption. In Bangladesh, the rise of online shopping has greatly enhanced convenience, allowing consumers to purchase products without navigating congested streets or facing the challenges of physical stores, as reported by (Zaman & Tasnim, 2021). An empirical study by (Pillai et al., 2023) found that convenience is one of the most influential factors in boosting consumers' purchase intentions toward online shopping. The convenience of online shopping in Bangladesh is amplified by home delivery services, which enable consumers to receive their purchases directly at their doorsteps, saving them time and effort, followed by (Jahidul & Sunil, 2023a). Prior studies, such as (Qalati et al. 2021), also highlighted the role of convenience in enhancing purchase intentions, supporting H₁.
H₁: The convenience of online shopping positively influences young consumers' purchase intention.

Appropriate Pricing

Price refers to the monetary amount required to purchase a product or service. According to (Srivastava et al., 2023), price often stands out as the most significant factor among product, place, and promotion in driving consumers' purchase decisions. (Kim & Hwang 2025) pointed out that appropriate pricing can influence perceived behavioral control, a key component of TPB, as affordability makes online shopping accessible. Another study by (Pillai et al., 2023) explored that with the growing number of e-commerce platforms online retailers compete intensely to offer attractive prices, discounts, and deals to capture consumer interest. Price plays a master role in influencing consumer purchasing decisions (Shehawy & Ali Khan, 2024). The researchers (Jahidul & Sunil, 2023) examined that price sensitivity among Bangladeshi consumers plays a major role as many shoppers actively compare prices across platforms to find the best value for their purchases. The availability of various payment options, such as cash-on-delivery and installment plans, further encourages consumers to shop online by making purchases more affordable and accessible. Additionally, (Sadab et al., 2024) noted that Ultimately, affordable pricing strategies, coupled with transparent price comparisons, are significant factors driving the popularity of online shopping in Bangladesh. Prior Study by (Hasbullah Ashaari et al., 2024) emphasized that good pricing policy greatly affect consumer behavior toward online shopping platforms, upholding H₂.

H₂: Appropriate pricing in online shopping positively influences young consumers' purchase intention.

Product Variety

The author (Al Asheq et al., 2022) mentioned that there is a significant relationship between product variety and purchase intentions, as a diverse range of products enhances the appeal of e-commerce platforms. The TAM highlights that perceived usefulness drives technology adoption.

Offering product variety boosts usefulness by addressing diverse consumer needs, increasing the appeal of online platforms, as noted by (Ali & Alquda, 2022). With the rise of digital shopping, consumers are increasingly attracted to online stores that offer extensive selections across categories such as fashion, electronics, home goods, and more, as highlighted by (Srivastava et al., 2023). When customers perceive that a retailer offers a diverse selection, they often view it as a sign of quality and reliability. This perception can strengthen their intention to buy, as customers feel more confident in their choices when presented with numerous options. Another study by (Roszko-Wójtowicz et al., 2024) pointed out that an extensive product variety facilitates comparison among different products allowing customers to evaluate features, prices, and benefits. This process of comparison can lead to a more informed decision-making process enhancing their intent to purchase as they find the best fit for their needs. Moreover, the authors (Singh et al., 2024) found that having a wide array of products encourages consumers to explore and compare options fostering a more satisfying shopping experience. Online platforms that provide product variety can cater to different tastes and preferences which is crucial in a diverse market like Bangladesh where consumer needs vary greatly across demographics, as followed by (Md Al-Amin et al., 2020). As highlighted by (Geetha, 2025), product variety is a key factor influencing consumer behavior on online shopping platforms, confirming H₃.

H₃: Product variety in online shopping positively influences young consumers' purchase intention.

Time-Saving

The writers (Rout et al., 2022) carried out a study on online shopping behavior and mentioned that time-saving is a critical factor that significantly impacts consumer behavior toward online shopping. The time-saving aspect of online shopping makes it a more convenient option for consumers. When people know they can quickly find and purchase products without traveling to a store, they are more likely to intend to buy online. Another study by (Wei et al., 2024) demonstrated that long lines, crowded stores, and the hassle of navigating physical shopping environments can be frustrating and time-consuming. (García-Salirrosas et al., 2022) carried out research to find out the different factors that affect consumer purchase intention to buy products online and found that total time spent, the number of products purchased, frequency of purchasing, etc. In addition, (Sriratree et al., 2024) explored that respondents highly agreed with the time-saving factors. Online shopping takes less time to shop in comparison with traditional shopping. Time-saving features in online shopping, such as easy access to product comparisons and reviews, allow consumers to make informed decisions more quickly. When shoppers can evaluate options rapidly, their intention to make a purchase increases, as they feel empowered and confident in their choices. According to the study of (Hasan et al., 2024) time-saving benefits align with TAM's perceived ease of use as they minimize the effort involved in shopping. The TPB further supports the hypothesis by indicating that time efficiency enhances users' attitudes towards online shopping, as it reduces the effort and time required for the shopping experience, leading to a more favorable view of online platforms. Hence, the following hypothesis is derived.

H₄: The time-saving factor has a positive impact on online shopping behavior among Bangladeshi youth.

Security

Security is a fundamental factor influencing online buying intentions. E-commerce platforms that prioritize security, demonstrate transparency and effectively communicate their protective measures are likely to see enhanced consumer confidence and increased purchasing behavior, as identified by (Al-Abbadi et al., 2022). Research (Pham Thi et al., 2024) explored that the factors that have a huge impact on consumer purchase intention towards online shopping are delivery, product quality, design, and reliability of the websites. Whereas in a similar type of study

conducted by (Roy et al., 2023) found that the factors that affect consumers' purchase intention are after-sale services, time taken to deliver, price, and security. Research by (W. Zhang et al., 2023) showed that consumers are very much concerned about fraud, identity theft, and data breach issues that deter them from completing purchases. Furthermore, the author (Md Al-Amin et al., 2020) identified that consumers are more likely to trust platforms that invest in cutting-edge security technology. When consumers feel that their transactions are protected, they are more likely to return for future purchases, cultivating brand loyalty and increasing overall buying intentions. Prior studies, such as (Zhu et al., 2021), validated the critical role of security in encouraging online shopping behavior.

H₅: There is a positive correlation between security concerns and online consumer behavior.

Personal Hobby

The study by (Ruiz-Herrera et al., 2023) demonstrated that personal hobbies align with subjective norms in TPB, as social and cultural influences shape preferences for experiential purchases over online shopping. A mismatch between consumer expectations and the experiential aspects of in-store shopping can negatively affect purchase intentions. The relationship between personal hobbies and online buying intentions is an intriguing area of study that reveals how individual interests and activities can significantly influence consumer behavior, as reported (Meppurath & Varghese, 2022). A study conducted by (Sriratree et al., 2024) observed that the experience of browsing and purchasing online becomes a form of entertainment for many shoppers. They enjoy exploring various products, comparing options, and discovering new items. This enjoyment can lead to more frequent online purchases, as the act of shopping becomes a pleasurable activity rather than just a transactional process. Personal hobbies affect one's intention to do something. (Macheka et al., 2024) confirmed that the personal habits and experiences of consumers have a significant impact on online shopping. They also demonstrated that habitual consumers have similar priorities even if they do not have a long history of purchasing online. As (Tran & Nguyen 2022) noted, online product availability, including pictures and descriptions, encourages consumers to engage in online shopping as part of their hobby. In recent years, there have been many changes in consumers' lifestyles. An increasing number of consumers are purchasing products and services online as part of their shopping hobby, followed by (Baidoun & Salem, 2024b). The research by Hammouri et al., (2022) emphasized that personal hobbies significantly influence consumer behavior with their impact being particularly strong on consumers' decisions to engage with digital platforms, thus validating H₆.

H₆: Engagement in personal hobbies increases young consumers' inclination to purchase products from online.

Social Media

According to (Vărzaru et al., 2021), social media influences purchase intentions through subjective norms (TPB) while TAM emphasizes how external factors shape perceived usefulness and trust in online shopping. Social media plays a multifaceted role in online shopping by enhancing product awareness, building trust through influencer marketing, providing social proof, enabling direct engagement, facilitating targeted advertising, and integrating shopping features as narrated (Zaman & Tasnim, 2021). A study by (Saha et al., 2023) revealed that social media influence plays a significant role in shaping consumer purchase intentions on online shopping platforms such as Daraz. The research indicated that marketers could leverage word-of-mouth influence as an effective strategy to enhance consumer trust and encourage purchases on these platforms. Moreover, social media provides a platform for peer reviews and recommendations which serve as social proof. Similarly, a study by (Ethen et al. 2024) observed that social influence plays a significant role in shaping consumer behavior on Daraz's online

shopping platform. (Jensen et al. 2021) also highlighted that social media serves as a vital tool in consumer decision-making, as people are more inclined to trust and purchase products when they see others recommending or buying them. Empirical studies by (Qalati et al.,2022), affirm the positive impact of social media on purchase intentions, supporting H₇.

H₇: Social media positively influences young consumer's tendency to make online purchases.

Consumers' Purchase Intention

Intention usually means the urge to do or not to do something. Intention refers to the contemplation or decision of a person to perform any activity, as mentioned by ((Le & Ngoc, 2024). Research by ((Venkatesh et al., 2022) highlighted that the intention of purchasing seems to be a plan to buy something in the future. The writers ((Mondal & Hasan, 2024) found that factors such as after-sales support, favorable discount policies, delivery timing, convenient payment options, security, easy return processes, and a variety of promotional pricing strategies significantly impact consumers' willingness to online shopping in Bangladesh. Moreover, purchase intention acts as a dependent variable influenced by multiple internal and external factors, with the product, appropriate pricing, security, and risk identified as the most significant factors shaping consumers' purchase intention, according to (Zaman and Tasnim 2021).

Research GAP:

From the above discussion, it can be concluded that product, price, security, website quality, payment method, risk, etc. are the factors that affect consumers' purchase intention from shopping online. Since much of the literature is not found related to the key factors that help to enhance the tendency of young consumers to make purchases through online shopping in Bangladesh with the mentioned objectives of this research, this paper is an exertion to eradicate the research gap in this related research. Thus, based on the above literature this paper seeks to pinpoint the main factors that enhance the likelihood of young consumers in Bangladesh engaging in online shopping Bangladesh also we have selected two different factors personal hobby and social media that were not included in previous research.

3. Conceptual Framework of the Study

In 1989, Davis proposed the Technology Acceptance Model (TAM) to predict public adoption of new technologies, emphasizing that user intentions, shaped by attitudes, perceived usefulness, and ease of use, drive actual usage (Davis, 1989). Earlier, Ajzen and Fishbein introduced the Theory of Reasoned Action (TRA) in the late 1970s, linking intentions to behavior (Ajzen & Fishbein, 1980). Building on this, Ajzen developed the Theory of Planned Behavior (TPB) in 1988 and 1991, focusing on the factors influencing user intentions and behavioral changes. The TPB explains user intentions and behavior changes by analyzing the factors influencing them (Ajzen, 1988; 1991). Both TAM and TPB have been extensively applied to understand consumer behavior in the context of online shopping. For example, TAM provides insights into how consumers' perceptions of usefulness and ease of use impact their intention to purchase online, while TPB extends this understanding by considering how external factors such as social influence, trust in technology, and perceived control (e.g., ease of access, payment options) can further shape consumer intentions (Ahmed et al., 2021; German Ruiz-Herrera et al., 2023). These models help to explain why some individuals are more likely to engage in online shopping, while others may be deterred by perceived barriers or lack of motivation (Ashaari & Yusoff 2025; Geetha, 2025). In the context of this study, these theoretical models help to analyze the behavior of Bangladeshi youth, identifying key drivers such as attitudes toward convenience, trust in online platforms, and the influence of social norms in shaping their intentions. The hypotheses in the study are rooted in established theoretical frameworks that elucidate consumer behavior including the

Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM). These models provide a robust foundation for understanding the variables influencing online shopping intentions among Bangladeshi youth.

A conceptual framework serves as the foundation for understanding and analyzing the relationships between various factors influencing young consumers' online shopping intentions. Based on the study by Soares et al. (2023), Jalil et al. (2024), Islam et al. (2023), Miah et al. (2022), and Mondal & Hasan (2024) the conceptual framework of this study has identified some key factors like convenience, pricing, product, time-saving, security, personal hobby, and social media that ultimately lead to enhancing the propensity of young consumers' to engage in online shopping. In this study, the framework outlines key theories and concepts that explain how these specific variables impact young consumers' decision-making processes regarding online shopping. By grounding the research in established theories, this framework helps identify the driving forces behind purchase intentions, providing a structured approach to investigate the factors that shape young consumers' behaviors in the context of online shopping in Bangladesh.

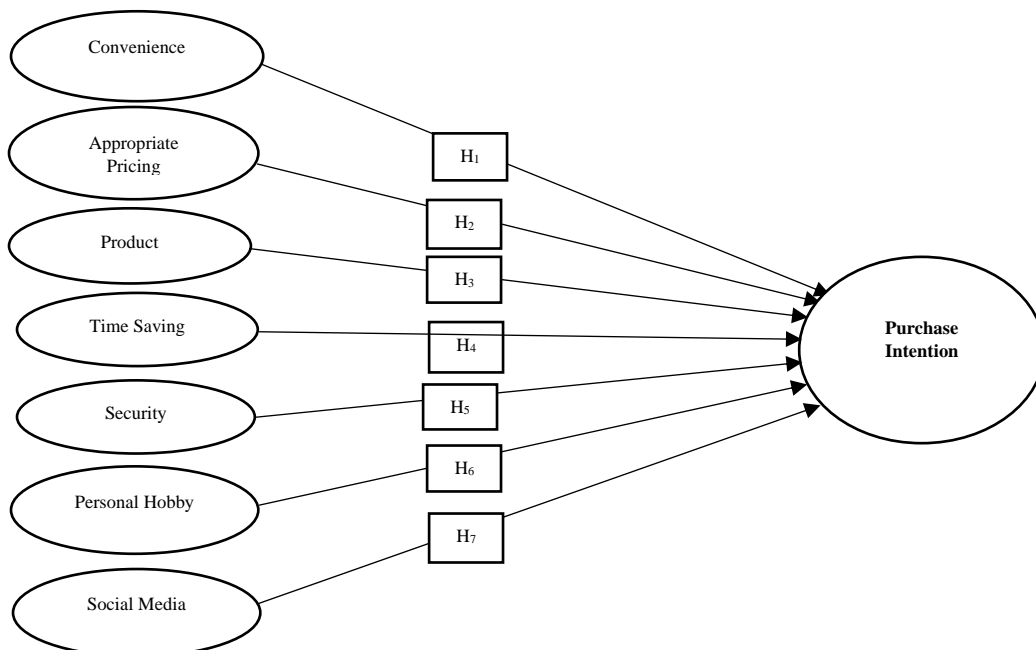


Figure 1: Conceptual Framework and Hypothesized Model (Authors' Own Creation)

4. Methodology

4.1 Types of Research Design

To measure the propensity of young consumers' purchase intention towards online shopping, this research conducted descriptive (quantitative) research, aiming to uncover the main factors that enhance young consumers' purchase intention in Bangladesh.

4.2 Information Needs

The data for this research is mainly primary, gathered from different sources using structured questionnaires, and all the data collected is quantitative. In contrast, we relied on different secondary data sources to create a literature review that offers valuable insights into the mentioned objectives.

4.3 Measurement Instrument

Seven major factors have been developed in this research that influence and enhance young consumers' intention to shop online in Bangladesh. Convenience factors include 24/7 hours shopping privileges and hassle-free and on-time delivery. Price factor includes suitable and

rational price and lower delivery charges. Product variety factor includes branded products, product descriptions & diversity of products. Time-saving factors include taking less time, not wasting time, and less time in selecting and evaluating products. Security factors include feeling safe and secure, protecting one's security, and commendable & trustworthy websites. Personal hobby includes online shopping is interesting, and provides enjoyment love purchasing. Social media factor includes intention to purchase arising from social media advertising, available on social media and purchasing products from social media. All of the above factors help to enhance the propensity of young consumers' purchase intention including intent to continue online shopping, plans to increase, and shopping as a routine part of life.

4.4 Scaling Technique

The research has used a five-point Likert scale to stimulate responses from the respondents. The respondents have marked the points they think are best and described the most logical ones. The respondents were asked to rate their agreement on a five-point Likert scale, from strongly disagree (1) to strongly agree (5).

4.5 Questionnaire Development

Online shopping habits of young consumers are increasing gradually in Bangladesh. A good number of the online shops have been introduced in the recent past. The visibility of different online shops is now more visible through different media advertisements including television, Radio, newspapers, Websites, YouTube, Facebook, etc. People who have a good connection to the internet are more likely to engage either in online shopping or searching for information about their cherished product. A self-structured questionnaire was used to collect primary data, consisting of three sections: demographic information, online shopping data, and factor analysis, which identified seven factors influencing young consumers' purchase intention with 26 related items. A pretest with 30 respondents was conducted prior to finalizing the questionnaire. The pretest conducted with 30 respondents evaluated the clarity and reliability of the questionnaire using a five-point Likert Scale. Reliability analysis showed a Cronbach's Alpha of 0.72, indicating good internal consistency. Based on feedback, minor revisions were made to enhance clarity and ensure the questionnaire's alignment with research objectives.

Table – 3: Cronbach's Alpha

Cronbach's Alpha	Number of Items
0.70	30

Source: Author's Survey

4.6 Sampling Technique and Sample Size

Since non-probability sampling is more cost-effective and less time-consuming for preparing a sampling frame, it was chosen for this study. We opted for convenience sampling from among the different types of non-probability sampling. Although convenience sampling was employed in this study, we recognize its limitations in generalizability. Future studies are encouraged to implement probability-based techniques, such as stratified sampling to address this issue. The sample size consists of about 220 respondents, primarily young people, from the Rajshahi and Kushtia districts in Bangladesh.

4.7 Data Collection

The study conducted from September 15, 2024, to December 15, 2024, involved 220 young respondents from Rajshahi and Kushtia, Bangladesh, who provided data via a self-structured questionnaire with a five-point Likert scale both online and physically.

4.8 Data Analysis

Data were collected from young consumers who had previously made online purchases and were encoded into SPSS (version 21) software for analysis. Descriptive statistics, reliability analysis, and multiple regression analysis were used to interpret the findings.

5. Results:

5.1 Demographic Profile of the Respondents

Demographic profile of the respondent has been shown in the following Table 1. Demographic profile of the respondents shows that most of the respondents are male (85%) and female (15%); among of them mostly are 20-25 years' category (97.3%) and have completed graduation (90.5%). Additionally, this study obtained some basic information about online shopping from the respondents, which is displayed in Table 2.

Table-1: Demographic profile of the respondents

Variables	Categories	Frequency	Percentage
Gender	Male	186	85%
	Female	34	15%
Age	Below 20 years	2	.9%
	20-25 years	214	97.3%
	26-30 years	4	1.8%
Education	SSC (Secondary School Certificate)	2	.9%
	HSC (Higher Secondary Certificate)	7	3.2%
	Graduation	199	90.5%
	Masters/Post-graduation	12	5.5%
Occupation	Students	175	79.5%
	Business man	18	8.2%
	Private Job	16	7.3%
	Public Job	11	5%

Source: Author's Survey

Table-2: Some basic information about online shopping from the respondents

Variables	Categories	Frequency	Percentage
Do you use internet?	Yes	220	100%
Are you familiar with online shopping?	Yes	220	100%
Have you purchased anything from online?	Yes	220	100%
For what do you use the internet most of the time?	Browsing	106	48.2%
	Entertainment	55	25%
	Social networking	57	25.9%
	Emails	2	.9%
Frequency of Purchase?	When needed	206	93.6%
	Once in a month	2	.9%
	Once in a week	2	.9%
	Once in few days	2	.9%
	Once in a year	8	3.6%
Most frequently purchase category?	Electronics	128	58.2%
	Clothing and fashions	59	26.8%
	Books and media	23	10.5%
	Belongings	10	4.5%
From where do you discover for product?	Specific sites for specific product categories	102	46.4%
	Social media	84	38.2%
	Google search	34	15.5%
With whom do you shop online?	Alone	146	66.4%
	With family	15	6.8%
	With friends	53	24.1%
	Others	6	2.7%

What do you like most about online shopping	Convenience	42	19.1%
	Discounts	55	25%
	Save time	69	31.4%
	Choices	26	11.8%
	Product comparison	12	5.5%
	Availability	16	7.3%
What are the payment method you generally use for online purchase?	DBBL mobile banking	36	16.4%
	Bkash	108	49.1%
	Cash on delivery (COD)	64	29.1%
	Credit card	5	2.3%
	Others	7	3.2%
Is shopping online safe?	Depends on store	111	50.5%
	Safe	91	41.4%
	Unsafe	18	8.2%
How satisfied are you with your experience of online shopping?	Highly satisfied	34	15.5%
	Satisfied	127	57.7%
	Neutral	51	23.2%
	Dissatisfied	8	3.6%

Source: Author's Survey

5.2 Reliability Analysis

Cornbach's Alpha is tested for the study of 30 items and the overall reliability for the measure was 0.70 which is matched with the standard value of 0.60 (Kennedy, I. 2022) and it is indicated that an above 0.60 value of reliability an acceptable level of reliability. Therefore, the information was gathered using a reliable questionnaire.

5.3 Hypotheses Testing

A structural model is utilized to test the hypothesis, enabling researchers to evaluate the hypotheses and understand how dependent and independent variables relate to one another. Structural equation modeling is applied to analyze the hypothesized causal connections in young consumers' online shopping intentions.

Dependent Variable: Purchase Intention

Note: H= Hypothesis, Std. Error Standard Error, T= Hypothesis Test Statistic, P=Probability.

The multiple regression analysis model exhibits that the convenience of online shopping has a positive influence on enhancing the propensity of young consumers' purchase intention ($\beta = .194$, $P = .024$). Table 4 also shows that appropriate pricing ($\beta = .162$, $P = .005$), time-saving ($\beta = .121$, $P = .004$), social media ($\beta = .182$, $P = .026$) have a positive impact on enhancing the tendency of young consumers to engage in online shopping, in contrast, product ($\beta = .007$, $P = .926$), security ($\beta = -.045$, $P = .560$), personal hobby ($\beta = .032$, $P = .677$) has a negative impact on enhancing the tendency of young consumers to engage in online shopping

Table- 4: Regression results

Hypothesis	Independent Variable	Unstandardized Coefficients		Standardized Coefficients	T	P	Decision
		Beta	Std. Error	Beta			
	Constant	.913	.629		1.453	.148	
H1	Convenience	.194	.085	.149	2.280	.024	Supported
H2	Appropriate Pricing	.162	.057	.198	2.842	.005	Supported
H3	Product	.007	.080	.006	.093	.926	Rejected
H4	Time Saving	.121	.042	.200	2.886	.004	Supported
H5	Security	-.045	.078	-.041	-.583	.560	Rejected
H6	Personal Hobby	.032	.076	.028	.417	.677	Rejected
H7	Social Media	.182	.081	.148	2.248	.026	Supported

Source: Author's Survey

5.4 Discussion on Findings:

The findings of the study reveal that convenience, appropriate pricing, time-saving, and social media have a direct strong influence on enhancing young consumers' purchase intention towards online shopping. Similar notions have been found in other studies conducted in Indonesia (Dewi et al., 2019). On the other hand, product, security, and personal hobby have a negative impact on enhancing young consumers' purchase intention towards online shopping. Some previous studies have also found similar results (Kamalul Ariffin et al., 2018), (Bhatti & Ur Rehman, 2020). The convenience factor greatly impacts young consumers' likelihood of making online purchases ($\beta = .194, P = .024$). This indicates that online marketers should focus on the things that are very convenient to young consumers about online marketing. Prior study justifies this outcome (Qalati et al., 2021). Appropriate pricing has a positive impact on enhancing young consumers' purchase intention ($\beta = .162, P = .005$). It suggests that online marketers should charge fair prices to attract more young consumers, to their online business. Similarly, time-saving ($\beta = .121, P = .004$) & social media ($\beta = .182, P = .026$) factor has a great impact on enhancing young consumers' purchase intention towards online shopping. This indicates that online marketers should keep an eye on the factors related to online shopping so that it saves time for young consumers' rather than previous and also should focus on social media advertising to reach and engage more consumers. Alternatively, product ($\beta = .007, P = .926$), security ($\beta = -.045, P = .560$), personal hobby ($\beta = .032, P = .677$) has a negative impact on enhancing young consumers' purchase intention towards online shopping. Dissatisfaction with product quality may arise from differences between the product descriptions and the actual items received. Issues like lack of variety, poor product durability, or inability to physically inspect products could also discourage purchases. Young consumers may perceive online transactions as risky due to concerns over data privacy, potential fraud, or lack of secure payment systems. For personal hobby, the negative impact may reflect young consumers' preference for the experiential and social aspects of in-store shopping which online platforms fail to replicate. Understanding these causes through targeted research can help online marketers address these barriers effectively. The importance of security in online transactions is critical for enhancing consumer trust. To address these concerns, this study emphasized some issues: adopting advanced encryption methods, implementing multi-factor authentication, conducting regular security audits, ensuring transparency in security practices and educating consumers about online safety measures to significantly enhance trust in digital platforms. Furthermore, it suggests that online marketers should be very careful about the products they are selling to the consumers, and their security to convert online shopping into their hobby providing quality products, and protecting their security. This study bridges research gaps by connecting findings to prior literature and addressing the unique context of Bangladeshi youth. It explores under-researched factors like personal hobby and social media, offering insights into regional behaviors in non-metropolitan areas. By addressing challenges such as security concerns and product dissatisfaction, the study provides localized solutions, enriching TAM and TPB frameworks with cultural and infrastructural nuances and advancing understanding of online shopping behavior in Bangladesh. The present study is not out of limitations. Some constraints are visible, our sample size was not sufficient (220 respondents only) and it was geographically focused (only Rajshahi and kushtia districts in Bangladesh). The authors lacked sufficient opportunity to compare the factors that truly contribute to enhancing young consumers' interest towards online shopping across different locations. So further research can be carried out with large sample size and to the various locations identifying more factors.

5.5 Recommendations of the Study

High-level growth of online shopping fascinated too many companies to sell products and services online. Marketing managers should understand young consumers' perception of

purchasing products or services online. The study reveals that social media and specific sites for specific product categories websites are the main important media through which business can reach and attract young consumers. This study indicated that young consumers are variety lovers and they mostly purchase online for convenience, also they are cautious about the price of the product and they also like to buy more in discount periods. Surely, online shopping takes less time compared to solid shopping. The study also indicated that ease of ordering, easy payment system, and home delivery are the main factors of liking online shopping. Young consumers are also concerned about their security while shopping online. Overall study indicated that most of the young consumers are satisfied with shopping online. This study offers insights into the factors that truly influence the likelihood of young consumers making online purchases which will help online marketers to design their effective marketing strategy to identify, target, expand, and diversify the markets. As most of young consumers' are concerned about their security while shopping online, so online marketers should focus on how to protect young consumers' security to increase their credibility towards the shop alongside online marketers should focus on other factors like convenience, appropriate pricing, social media etc. to increase young consumers' satisfaction level towards online shopping. Online marketers targeting Bangladeshi youth should focus on trust-building through secure payments, clear return policies, and customer reviews. They should leverage popular social media platforms like Facebook and Instagram for engagement, while offering localized features like Bangla language support, mobile-first designs, and competitive pricing. Simplifying the checkout process, providing fast delivery, and implementing personalized recommendations, along with loyalty programs, will enhance user experience and brand loyalty.

Conclusion

In conclusion, the study highlights the significant factors influencing young consumers' online shopping behaviors, emphasizing the importance of convenience, fair pricing, time-saving, and social media engagement in driving their purchase intentions. These findings are consistent with research conducted in other regions, such as Indonesia, where similar factors were identified as key to enhancing online shopping behavior. On the other hand, concerns regarding product quality, security, and personal hobbies negatively impacted purchase intentions, suggesting that online marketers must focus on building trust by offering secure platforms and high-quality products. This study makes a significant theoretical contribution by extending established frameworks like the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to the context of online shopping among Bangladeshi youth. By integrating key factors such as convenience, pricing, product offerings, time-saving, security, personal hobbies, and social media influence, the study refines and expands these models to better capture the specific drivers of online shopping behavior in a developing market. The research bridges the gap between traditional theories of technology adoption and the evolving dynamics of e-commerce, providing a deeper understanding of how these factors shape consumer intentions and behaviors in a young, tech-savvy population. The study recommends that businesses tailor their marketing strategies to address these concerns, focusing on factors such as ease of ordering, secure payment systems, and home delivery to enhance consumer satisfaction. By leveraging these insights, online marketers can effectively engage young consumers, improving their overall shopping experience and increasing their market share.

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