

The Impact of Consumer Behaviour on Online Shopping in Beijing, China

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Abstract

From the vantage point of online shopping, this study analyses the most critical factors in consumer behaviour and their linkages. The researchers are trying to find out how popular internet shopping is in Beijing, China, and how it affects customer purchase decisions. Online shopping is a new marketing channel that provides customers with extensive product information and tailored services, allowing them to purchase at any time and location, giving enormous convenience to consumers in their everyday lives and education. The buying habits of consumers are, of course, influenced by a wide range of elements such as their culture, social class, link to their "reference group," their family, income, their age, and their gender, all of which play a role in how they spend their money. An investigation of what influences customers' online shopping habits is the goal of this paper. The resulting analysis confirms the underlying research hypothesis that the impact of consumer behaviour in online shopping in the Beijing, China, market is directly dependent on the following determinants: product price, consumer trust, convenience, and product variety.

Keywords:

Online Shopping, Consumer Behaviour, Product Price, Consumer Trust, Product Variety

1. Introduction

1.1 Research Background

The real-time method consumers purchase products or services directly from sellers via the Internet is known as online shopping (Mathew, 2016). According to the China Internet Information Centre's 48th Statistics Report, China's online shopping users reached 812 million in June 2021, an increase of 29.65 million from December 2020, and the proportion of Chinese Internet users who shop online achieved 80.3 per cent. According to available statistics, China's total number of E-consumers has reached 812 million, and the total number of online shopping sites has reached 31.36 million as of 2021. (CNNIC, 2021).

Pricing is one of the 4Ps of the marketing mix, which refers to product, price, place, and promotion. Pricing is the only definite factor that creates money and provides clear signals for the success or failure of products and services. Moreover, promotional prices influence consumers' online purchasing decisions, as promotions offering lower prices will impact sales growth. However, they can also significantly reduce company profits (Svatosova, 2020).

Customers' trust in e-commerce platforms is built on their interactions with other users (Denaputri & Usman, 2020). Online retailers should ensure that their customer's personal information is never used for non-related purposes for secure transactions. It should be included in the company's privacy statement. It would increase consumers' level of privacy and security (Mohamad Sharif & Nur Hayani Izzati Abd Hamid, 2021).

In 1923, Copeland coined the term "convenience goods" to describe those items that consumers commonly purchase and are readily available in retailers. There are numerous advantages to using online shopping as a new form of retailing. One advantage of online shopping is that it is believed to be more convenient than purchasing at a brick-and-mortar store. Online shopping has several convenience features, including less effort, time savings, and the ability to stop at any time of the day (Copeland, 1923).

1.2 Problem Statement

According to the "2021 China Online Retail Market Data Report", as of September 2021, the transaction scale of China's online retail market reached 6,279.1 billion yuan. It is estimated that online retail sales in 2021 will reach 13.64 trillion yuan. From 2015 to 2021, the scale of online retail transactions continued to grow. From 2015 to 2017, the growth rate remained at over 30% (Dai Qing, 2021). With the continuous development of e-commerce and the passage of time, online shopping has replaced traditional shopping as the primary shopping method for citizens. However, further standardization and integration of the online shopping market, some shopping websites will be eliminated. Therefore, it is

of practical significance to study which aspects of online shopping will affect consumers' shopping behaviour and provide corresponding marketing suggestions for online shopping platforms.

1.3 Research Gap

In parallel with the rapid and stable growth of the Internet, the e-commerce environment in China has steadily improved, particularly in the logistics distribution system. The security of online transactions has been consistently enhanced in the country. The old shopping techniques are no longer the only options available to customers, and internet shopping has effectively established itself as a critical buying channel for them. Furthermore, one of the primary reasons for the rapid development of internet purchasing may be traced to environmental variables. More significantly, as compared to conventional buying techniques, internet shopping streamlines the shopping experience and saves consumers time, energy, and money (Zillah & Usman, 2020).

1.4 Research Objectives

- RO1: To identify the relationship between product price to consumer behaviour in online shopping in Beijing, China.
- RO2: To explore the relationship of consumer trust to consumer behaviour in online shopping in Beijing, China.
- RO3: To investigate the relationship of convenience to consumer behaviour in online shopping in Beijing, China.
- RO4: To examine the relationship of product variety to consumer behaviour in online shopping in Beijing, China.

2. Literature Review

2.1 Underpinning Theory

In 1986, Fred Davis introduced the Technology Acceptance Model (TAM), which simulates user acceptance of information technology. Davis adopted the Theory of Reasoning Action (TRA) into TAM. Among effective practitioners and scholars, it has been one of the most successful measures of computer usage (Davis, Bagozzi, & Warshaw, 1989).

TAM explains the problem to assist academics and practitioners in understanding why a specific system could be unsatisfactory. Additionally, TAM helps understand how users of a technology adopt a particular technology. This concept assumes that when people are presented with new technology, many

factors determine how and when they utilize it. Perceived Utility (PU) and Perceived Ease of Use (PEOU) are included.

Gogan (2020) recommended in a study that future research should investigate and build new models that emphasize TAM's strengths while minimizing its flaws. As a result of this shortcoming in TAM, the current study incorporates the perceived cost and risk conceptual framework. Similarly, it is thought that when faced with the perceived risk of shopping online, consumers consider the total cost of buying an item rather than getting the same thing from traditional or brick-and-mortar shopping. That risk and fee have been found to influence the willingness to engage in online shopping in developing countries (Ofori & Appiah-Nimo, 2019).

TAMs have certain disadvantages, despite their widespread use. TAM's predictive potential is minimal, and it has little practical application. TAM was "accused of diverting scholars' attention away from other vital study topics" and of generating an "illusion of progress" in knowledge acquisition (Agarwal, 2019). According to some academics, attempts to widen TAM to account for aspects like the environment and information technology have resulted in a state of bewilderment and perplexity. On the other hand, other researchers suggest that TAM and TAM2 only account for 40% of technical system consumption (Niza Braga & Jacinto, 2022).

2.1.1 Product Price

The Internet has become a global marketplace where consumers can collect and compare information, such as product information and prices. Internet technology and innovative business ideas allow sellers to distinguish buyers and buyers to distinguish sellers (Naz, 2019). On the other hand, product price is part of the marketing mix, a consumer stimulus, a communicator, a bargaining tool, and a competitive weapon. Consumers can use price to compare products and judge relative value and product quality (Brassington & Pettitt, 2000).

Most Chinese consumers prefer to shop online for lower prices and special discounts. Researchers point out that better prices motivate consumers to shop online (Clemes, Gan & Zhang, 2014). China is a long-term-oriented culture, which means Chinese consumers are frugal, trying to save for their future. Consumers can be hesitant to shop because they realize they must pay for other significant expenses with their limited income. Therefore, they are reasonably price-sensitive. Internet marketing reduces suppliers' operating costs, allowing them to sell clothing at lower prices. Therefore, lower prices can encourage consumers to change their shopping venues from brick-and-mortar stores to online stores, giving consumers a sense of saving money.

2.1.2 Past research on Product Price

According to Nagar's results, e-commerce firms should increasingly shift to a multi-category purchase strategy to increase consumer purchasing power (Nagar, 2017). Because of the favourable website visual design, website interactivity, website privacy and security, and the ease of using online shopping websites, Zillah and Usman concluded in their study that website interactivity and online experience influence consumers' attitudes and online shopping behaviour (Zillah & Usman, 2020).

Similarly, other research findings reveal a strong connection between online shopping experience and product price, as evidenced by customers' favourable feedback after purchasing online (Ofori & Appiah-Nimo, 2019). Customers perceive and expect a future rise in product prices after the promotion period, hence price promotions and income projections are positively associated with consumer attitude (Oduh & Onyia, 2012).

Although pricing is essential to most customers, they also evaluate other aspects such as brand image, store location, service, value, and quality. Many consumers regard price as a barometer of quality, similar to the adage "you get what you pay for" (Fadila, Matemba & Maiseli, 2020).

2.1.3 Customer Trust

From the perspective of customers, the factor of consumer trust is regarded as a source of concern on an emotional level. Consumers are focused on their safety requirements and want to ensure they are met before purchasing (Brassington & Pettitt, 2000).

2.1.4 Past research on Customer Trust

Consumers are reluctant to use the Internet because they consider it a new and dangerous purchasing method. Salespeople are seen as a silent source of trust by customers, who rely on their knowledge and experience to make purchases. However, the authors claim that the foundation of consumer trust has been lost in online buying because of the absence of a salesman. They say the customer has no control over the product's quality or data protection once they have provided it. Authors conclude that if high levels of security and privacy are communicated to the consumer, it will positively influence consumer trust and the desire to buy online (Monsuwé, 2004).

2.1.5 Convenience

According to Wenzl's research, 76% of consumers emphasize convenience. Consumers see convenience as a benefit and quality for online shopping. Convenience may include time-saving factor as well as location - as in shop wherever the consumers are (Wenzl, 2022).

2.1.6 Past research on convenience

The term "convenience" refers to the simplicity with which a website's interface, and the accessibility of the entire transaction process. An example would be placing an order, paying, and receiving the products or services. Customers' shopping decisions are influenced by their ability to use shopping websites, which they gain through the online shopping experience (Nabot & Balachandran, 2014).

2.1.7 Product Variety

Consumers are engaged in an "always-on" purchasing experience because of the various digital options at their disposal. 70% of today's shoppers shop while doing other things. As a result, they have grown accustomed to seeing their favourite brands on their most frequent networks. They never have to leave their preferred and trusted platforms during the purchasing process, enhancing convenience. Retailers should focus on the different marketplaces where consumers spend their time, such as Facebook, Instagram, and Alibaba, which can execute an omnichannel approach (Wahda & Asty, 2020).

2.1.8 Past research on Product Variety

Several researchers have argued for a wide variety of products to be marketed online. Any feature of the item or service sold might be considered a product factor (Lian & Lin, 2008). Products purchased online are frequently identical to those purchased at brick-and-mortar retail locations. Several elements influence a customer's decision, such as which company provides more value for their money. Other aspects include the product's customization options and overall value (Keeney, 1999).

2.1.9 Consumer behaviour in Online shopping

As a relatively recent development, internet technology has profoundly affected our day-to-day lives for the better in the last quarter of the 20th century (Mahjudin, 2019). As technology advances, the

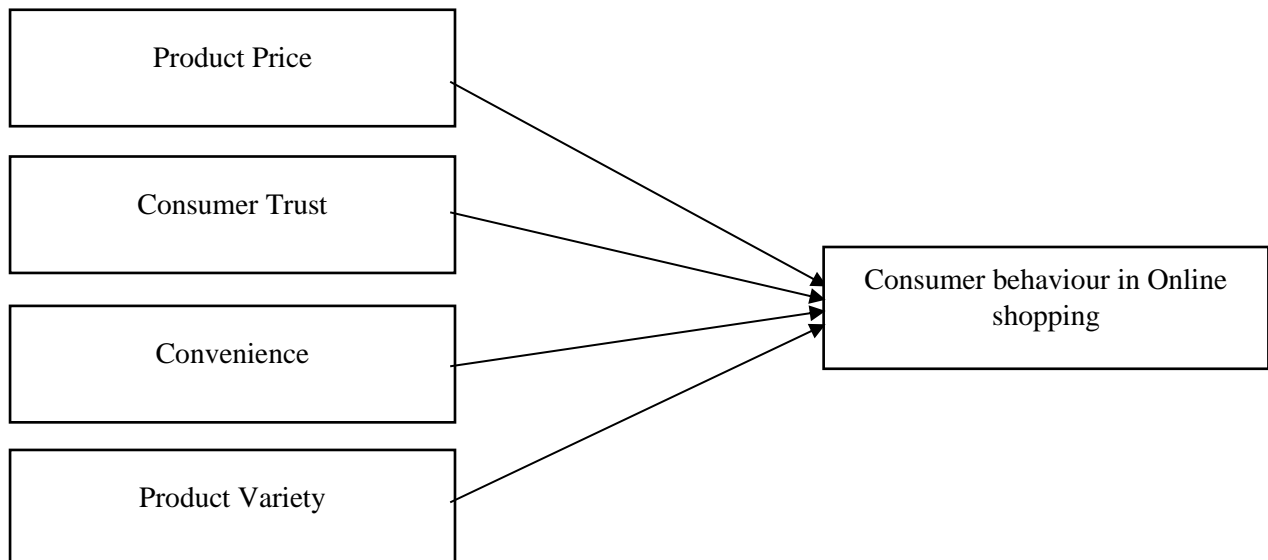
concept of information and communication disposability has evolved. Electronic commerce has emerged due to the increasing number of businesses conducting their business over the Internet. The electronic transaction has occurred due to firms utilizing these information and communication technologies to support their operations.

2.1.10 Past research on Consumer behaviour in Online shopping

Global retail e-commerce revenues were expected to reach \$4.9 trillion in 2021. Internet-ordered goods and services exclude travel and event tickets regardless of payment or delivery method. APAC's expansion (Asia Pacific Region) outpaces more developed markets like the United States, the United Kingdom, Japan, and Europe. About 24.5 per cent of China's retail sales were made online in 2021, down from 24.9 per cent in 2020, according to the country's Ministry of Commerce. However, the percentage of e-commerce retail sales has more than doubled in the last year. As of that year, China was still the world's most populous internet retail market (Statista, 2022).

2.2 Conceptual Framework

Diagram 1: Framework of the Study



3. Research Methodology

A population is collectively made up of persons, instances, or items with certain common traits (Mugenda & Mugenda, 2003). The study's target audience was Beijing customers who made an online purchase choice for any consumer commodity. The individual customer served as the sample unit. For representativeness in sampling (i.e. consumers), quotas on multiple variables such as gender, age, and education level were utilized. Children under the age of 12 were excluded from the study because they struggled with the questionnaire's questions.

Consumers in Beijing were given 200 questionnaires distributed through an online survey. All respondents were enrolled in a diploma, undergraduate, master's, MPhil, PhD, or postgraduate degree programs at the time of the survey.

Furthermore, the surveys were delivered to respondents via the network, and respondents were given adequate time to complete the questionnaires to avoid sampling errors. The questionnaire was written in plain language to limit the potential for ambiguity. We used the procedure of issuing and returning surveys for self-completed questionnaires. This strategy was chosen due to time constraint and resource restriction. Opinions are used to determine how a respondent feels about something.

In contrast, behavioural attributes document what the respondent does, and details demonstrate what the respondent possesses (Mitchell & Rich, 2020). Only closed-ended surveys with lists, categories, ranks, numbers, and rating kinds were utilized to obtain the correct data. The Fishbein model is used to determine respondents' general attitudes, also demands that the questions be put up in such a way that allows for comparing outcomes and collecting the correct data.

Two hundred questionnaires were distributed, with 200 responses completed, returned and ready to be analysed. Descriptive statistics are used to measure the collected data in this quantitative research, and SPSS (Statistics Packages of Social Software) is applied to analyse the data.

4. Results and Discussion

The sampling frame for this study is located in Beijing, China. The impact of online shopping on customer behaviour is the subject of the descriptive study. Furthermore, descriptive statistics are used to measure data in quantitative research. The coding procedure involves converting the original data from the survey findings into digital data. As an analytic tool, SPSS (Statistics Packages of Social Software) is employed. This enables the researcher to ascertain the cause-and-effect link between various factors. The researcher has distributed a total of 216 questionnaires to the targeted respondents for the purpose of this research where the threshold limit that has been determined by the researcher for this research is 85 samples to be collected based on G Power 3.1.9.7. Based on the 216 questionnaires

that have been distributed by the researcher, the researcher has managed to collect 200 samples. Therefore, the response rate that has been achieved by the researcher is 93.02%.

Table 4.1: Respondent's Demographic Profile

Demographic Characteristics	Frequency (n=200)	Percentage (%)
Gender		
Male	95	47.5
Female	105	52.5
Age		
18 to 24	69	34.5
25 to 34	89	44.5
35 to 44	26	13.0
48 and above	16	8.0
Education Level		
Diploma	30	15.0
College	67	33.5
Bachelor's Degree	77	38.5
Master's Degree	22	11.0
Professional Degree	4	2.0
Income Level		
Less than 2000 RMB	13	6.5
2001 – 5000 RMB	64	32
5001 – 10000 RMB	66	33
10001 – 40000 RMB	32	16
More than 40000 RMB	25	12.5
Online Shopping Experience		
Less than one year	43	21.5
1 – 3 years	53	26.5
4 – 6 years	48	24.0
More than six years	56	28.0
Frequency of using online websites		
Very rarely	23	11.5
Rarely	46	23.0
Sometimes	62	31.0

Often	44	22.0
Very often	25	12.5

There are slightly more female respondents at 105 compared to 95 male respondents. It shows that slightly more female respondents are interested in shopping online than male respondents. The outcome has indicated that the respondents' age range between 25 to 34 is the highest in terms of their online shopping activities and engagement leading to this age group responding the most in this research. In terms of education level, 77 of the respondents hold a Bachelor's degree, which is the highest representation of the respondents. The last representative is the professional degree, with only four respondents. Findings indicated that the respondents with a bachelor's degree are the most in this research, who render online shopping on the various online channels available. The respondents' monthly income that responded the most in this research is the monthly income of between 5001 RMB - 10000 RMB with 66 respondents. The monthly income group of the respondents from 5001 RMB - to 10000 RMB has the most representation for this research, indicating that the consumers in this group have been the ones rendering and transacting online shopping activities. The online shopping experience of the consumers who participated in this research is stated the most at more than six years, with 56 respondents. The last group for the online shopping experience is less than one year, with 43 respondents.

Therefore, the findings in this research have determined that most of the respondents are highly experienced in online shopping platforms, which indicates that the representation is highly relevant to this research. The frequency of visiting or using shopping websites or apps a day, "sometimes", is the most at 62 respondents. The following group are "rarely" with 46 respondents, "often" with 44 respondents, "very often" with 25 respondents, and "very rarely" with 23 respondents. Therefore, most respondents are moderate users of the shopping website or app daily.

Table 4.2: Skewness and Kurtosis Results

Variables	Skewness	Kurtosis
Product Price	-0.872	-0.596
Consumer Trust	-0.538	-1.074
Convenience	-0.893	-0.544
Product Variety	-0.861	-0.544
Consumer Behaviour	-0.833	-0.578

The researcher carried out the normality test, which determines the normality of the data distribution for the research. The value for skewness needs to be between -2 and +2, while the value for kurtosis needs to be between -7 and +7 for it to be normally distributed (George & Mallery, 2010). Based on the

outcome illustrated in Table 4.3, it has been identified that each of the variables in this research, product price, consumer trust, convenience, product variety, and consumer behaviour, has all been normally distributed. Therefore, there are no biases or abnormalities in the data collected for this research.

Table 4.3: Kaiser-Meyer-Olkin (KMO) measure of Sampling Adequacy and Bartlett's Test of Sphericity

Variable	Kaiser-Meyer-Olkin	Bartlett's Test of Sphericity		
		Approx. Chi-Square	df	Sig.
Product Price	0.923	1077.647	10	0.000
Consumer Trust	0.906	908.389	10	0.000
Convenience	0.932	1089.325	10	0.000
Product Variety	0.916	977.715	10	0.000
Consumer Behaviour	0.917	1100.840	10	0.000

The validity test is being conducted to determine the extent to which the results would be able to measure what they are supposed to measure. The validity test has been determined based on the value for the KMO, where Chan & Idris (2017) need to exceed the value of 0.6 for it to be acceptable. Based on the values in Table 4.4, each variable is in the fantastic range, which is the highest range for validity in this research.

Table 4.4: Cronbach Alpha

Variables	Total Items	Cronbach Alpha
Product Price	6	0.947
Consumer Trust	6	0.930
Convenience	6	0.949
Product Variety	6	0.938
Consumer Behaviour	6	0.948

The reliability has been conducted to determine the internal consistency of the data for each of the variables in this research. The reliability value is being determined based on the outcome of the Cronbach Alpha, where according to Taber (2017), it needs to exceed the value of 0.7 for it to be accepted. Therefore, the variables of the product price (0.947), consumer trust (0.930), convenience (0.949), product variety (0.938), and consumer behaviour (0.948) have exceeded the value of 0.7, indicating that each is reliable for this research.

Table 4.5: Correlations

		Consumer Behaviour	Product Price	Consumer Trust	Convenience	Product Variety
Consumer Behaviour	Pearson Correlation	1	.903**	.823**	.915**	.911**
	Sig. (2- tailed)		.000	.000	.000	.000
Product Price	Pearson Correlation	.903**	1	.850**	.884**	.860**
	Sig. (2- tailed)	.000		.000	.000	.000
Consumer Trust	Pearson Correlation	.823**	.850**	1	.797**	.843**
	Sig. (2- tailed)	.000	.000		.000	.000
Convenience	Pearson Correlation	.915**	.884**	.797**	1	.936**
	Sig. (2- tailed)	.000	.000	.000		.000
Product Variety	Pearson Correlation	.911**	.860**	.843**	.936**	1
	Sig. (2- tailed)	.000	.000	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient has been referred to in this research to determine the strength and direction of the relationship between the variables. It aligns with the data analysis to determine the positive or negative correlation between product price, consumer trust, convenience, and product variety on consumer behaviour.

Based on the findings for the Pearson correlation coefficient as illustrated in Table 4.5, it has been determined that each of the variables of the product price, consumer trust, convenience, and product variety have a robust positive correlation with consumer behaviour with the values of 0.903, 0.823, 0.915, and 0.911 respectively.

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
.944 ^a	.892	.889	.39695	2.138

a. Predictors: (Constant), Product Variety, Consumer Trust, Product Price, Convenience

b. Dependent Variable: Consumer Behaviour

Table 4.6 has illustrated the results for the model summary in this research, where it has determined that the value of R Square is 0.892, indicating that 89.2% of the variables that are being studied in this research which are product price, consumer trust, convenience, and product variety has been able to explain the consumer behaviour. We determine that the variables studied in this research are highly relevant in their relationship with the dependent variable.

Table 4.7: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	252.481	4	63.120	400.595	.000 ^b
Residual	30.725	195	.158		
Total	283.206	199			

a. Predictors: (Constant), Product Variety, Consumer Trust, Product Price, Convenience

b. Dependent Variable: Consumer Behaviour

The ANOVA table (table 4.7) has generated a Sig. A value of 0.000 indicates that the regression model used in this research to study the relationship between the variables is relevant to the researcher. It is

based on the comparison of the variables simultaneously, which has determined that the relationship between the variables as a whole exists in this research.

Table 4.8: Coefficients

Model	Unstandardized		Standardized		Sig.	Tolerance	VIF
	Coefficients	Std. Error	Coefficients				
(Constant)	.062	.092			.503		
Product Price	.361	.058	.364		.000	.160	6.259
Consumer Trust	.026	.051	.026		.609	.220	4.539
Convenience	.258	.074	.264		.001	.096	10.384
Product Variety	.331	.076	.329		.000	.099	10.146

a. Dependent Variable: Consumer Behaviour

The findings from the coefficients table above (table 4.8) have been referred to as establishing the outcome for the research objectives established in the first chapter to determine the significant relationship between the variables in this research. It was being determined based on the Sig. (p-value) where it is significant when the value is below 0.05. Therefore, the outcome has determined that the variables of product price, convenience, and product variety have a significant relationship with consumer behaviour. However, the variable of consumer trust does not have a significant relationship with consumer behaviour.

4.5 Hypotheses Testing

Table 4.9: Hypotheses Testing Results

H	Hypotheses	Sig.	Results
H1	A significant relationship exists between product price toward a website or app and consumer behaviour in online shopping.	0.000	Supported
H2	There is a significant relationship between consumer trust toward websites or apps and consumer behaviour in online shopping.	0.609	Not Supported
H3	There is a significant relationship between convenience toward websites or apps and consumer behaviour in online shopping.	0.001	Supported

H4	A significant relationship exists between product variety towards websites or apps and consumer behaviour in online shopping.	0.000	Supported
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According to Table 4.9, it has been determined that H1, H3, and H4 have been supported in this research, indicating that there is a significant relationship with consumer behaviour in online shopping. However, H2 has not been funded, suggesting that it does not have a substantial connection with consumer behaviour in online shopping.

5. Conclusion and Implications

The research findings by Zhang, Gu, & Qu (2022) determined that product price impacts consumer behaviour, which supports the outcome of this research. The researcher stated that consumers usually compare the prices of the offered products, influencing their consumer behaviour. Another study by Ordóñez, Entrena & Arriaza (2021) had similar findings to this research. It found that consumers are highly reactive toward product pricing due to its direct impact on consumer behaviour in their study. It led the consumers to be aware of the changes in the prices of the products, whereby it instigates a reaction from the customers towards the products offered.

The findings of this research are not supported by the research carried out by Akhtar, Siddiqi, Islam & Paul (2022). They established that consumer trust is crucial in consumer behaviour as it signifies the relationship between the customers and the company. The research indicated that consumer trust supports consumer behaviour in many ways leading to its further impact in the long term, where it shapes the outcome for the consumers when carrying out their future purchases. The study by Wang, Zhao & Chen (2022) also indicated that consumer trust positively impacts consumer behaviour, allowing for the relationship between the variables to be established as consumer trust enables consumers to act favourably towards a particular platform or website.

This research is supported by Xu, Huang & Li (2019) who indicated that convenience determines consumer behaviour online or while using a mobile application. The researcher suggested that consumers view convenience as a value offered through the online platform. It enhances their daily lives allowing for it to affect their consumer behaviour. The study by Shankar (2021) also supported the outcome of this research. It was determined that convenience drives consumer behaviour in which it fulfils the demands and needs of consumers on a single online platform.

The outcome of this research is also supported by the study of Alanadoly & Salem (2022), which indicated that product variety and consumer behaviour have a significant relationship with one another.

The consumers are provided with many alternatives allowing them to be more satisfied due to the increase bargaining power that the consumers have over the sellers or vendors. Hu, Zhao, Luo, Gupta & He (2021) also supported the findings of this research, which determined that product variety drives consumer behaviour due to the confidence that consumers have in online platforms by allowing fair competition among the various companies to benefit the consumers.

For the managerial implication, this research established that online shopping companies focus on the variables of the product price, convenience, and product variety which are being used to enhance consumer behaviour further. It allows online shopping companies to focus on these variables to develop strategies and policies to incite consumer behaviour towards the offerings of their product further.

In terms of the product price, the online shopping platform could further create a comparison function to allow price-sensitive consumers to compare the products offered, which attracts such consumers to carry out their shopping activities on the online platform. The product price could also be further improved by allowing more competition on their online platform, ultimately benefiting consumers.

In terms of convenience, developing the application and its features allows consumers to gain easier accessibility and usage of the company's online shopping application. The increase in the convenience of online shopping applications creates the urge for consumers to use them more frequently, allowing them to benefit in the long term.

In terms of product variety, it is determined that the increase in the product variety of the different ranges to fulfil the various needs of the consumers is crucial to affect consumer behaviour. Therefore, it is suggested that online shopping platforms should consider including different product varieties to attract more consumers to use their online shopping platform. For the theoretical implication, the findings of this research determined that the variables of the product price, convenience, and product variety have a significant relationship with consumer behaviour.

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