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Determinants of Consumers' Online Purchase Intention: A Theory of Planned Behaviour Perspective

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Abstract

This study aims to identify the key determinants of consumer purchase intention by proposing and empirically testing an integrated conceptual model. Drawing on the Technology Acceptance Model (TAM) and consumer behaviour literature, the model examines the influence of perceived usefulness, perceived ease of use, trust, social influence, and attitude on consumer purchase intention. Data were collected using a structured questionnaire, resulting in 299 valid responses for analysis. Structural equation modelling (SEM) was employed to assess the measurement and structural relationships among the study constructs. The results indicate that perceived usefulness, perceived ease of use, trust, social influence, and attitude significantly determine consumer purchase intention. The findings highlight the importance of technological perceptions, trust-related factors, and attitudinal and social influences in shaping consumers' purchase intentions. This study contributes to the existing literature by offering an integrated perspective on the determinants of consumer purchase intention and provides practical implications for marketers and platform managers seeking to enhance consumers' intention to purchase.

Keywords: Consumer Purchase Intention; Perceived Usefulness; Perceived Ease of Use; Trust; Social Influence

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Introduction

Over the last decade, online grocery platforms have gained significant attention as consumers increasingly seek convenience, efficiency, and flexibility in their shopping routines. Online grocery shopping allows consumers to save time, compare prices and product information, and access a wide range of items without visiting physical stores. Similar to earlier findings in food consumption research, consumers tend to value quality, safety, and reliability when purchasing groceries, and these concerns strongly influence their willingness to buy through digital platforms (Krystallis, Fotopoulos, &Zotos, 2006). Studies have also shown that even in emerging markets, consumers are prepared to pay higher prices when they perceive better quality, safety assurance, and value in food-related purchases (Grannis, Hine, &Thilmany, 2001), which is increasingly reflected in their online grocery buying behaviour.Rapid economic growth and increased internet penetration in developing economies have further accelerated the adoption of online grocery platforms. The expansion of digital retailing has been supported by rising disposable incomes, urbanization, and changing consumer lifestyles. Large domestic and international retailers have significantly strengthened their online grocery presence by offering user-friendly platforms, secure payment systems, and dependable delivery services to enhance consumer trust and purchase intention (Sanders, 2006; Baer, 2007). As a result, online grocery platforms have moved beyond being mere extensions of physical retail and are now actively innovating through improved platform usability and trust-building mechanisms (Paull, 2008).

While existing literature on online shopping behaviour is well developed in Western contexts (Bonti-Ankomah&Yiridoe, 2006), relatively fewer studies have focused specifically on online grocery shopping in emerging markets. Limited research has examined how online shoppers form purchase intentions for grocery products, particularly in terms of trust, perceived usefulness, and ease of use. Prior studies indicate that consumers' purchase intentions are influenced by factors such as trust in the seller, perceived safety, and acceptance of the purchasing medium (Yin, Wu, & Chen, 2008; Yin et al., 2010). However, these studies are often region-specific and do not fully capture the diversity of online shopper behaviour across different markets, which remain heterogeneous in terms of digital adoption and purchasing patterns (Dou, Wang, & Zhou, 2006; Zhou et al., 2010).

Review of Literature

Attitude

According to Ajzen (2020), the TPB relies on an expectancy-value formulation to describe the formation of attitude toward a behaviour. Specifically, attitude toward the behavior can be understood as a function of readily accessible beliefs regarding the behavior's likely consequences, termed as behavioral beliefs. A behavioral belief is the person's subjective

probability that performing a behaviour of interest will lead to a certain outcome or provide a certain experience. Different aspects whether values or, motivations about organic food products often lead attitudes. It has been seen that the beliefs regarding various aspects are theorized to produce a positive or negative attitude toward the behaviour. Specifically, the positive or negative valence of each anticipated outcome or experience contributes to the overall attitude in direct proportion to the subjective probability that the behaviour will produce the outcome or experience in question (Ajzen, 2020).

Perceived Behavioral Control:

Perceived behavioral control (PBC) is a concept that has been widely studied in the field of consumer behaviour. It refers to an individual's perception of their ability to control or influence their own behaviour (Lien et al., 2010). Ajzen (1991) suggests that individuals' perceptions of their ability to perform a behaviour and their control over the situation significantly influence their intentions and actions. In the context of organic food purchase behavior, PBC can be dissected into two elements: perceived self-efficacy and perceived controllability. Perceived self-efficacy pertains to how easy or difficult individuals perceive it to perform a behavior , while perceived controllability refers to the extent to which they believe they have control over the performance of that behavior. In general, encompasses an individual's beliefs about their capabilities and resources in making organic choices. Factors such as knowledge about organic products, skills to utilize organic ingredients, and financial resources to afford organic items contribute to one's perceived behavioral control in organic food purchase behavior. According to (Fishbein and Ajzen (2010) pp. 65 66), Unanticipated events; insufficient time, money, or resources; lack of requisite skills; and a multitude of other factors may prevent people from acting on their intentions. The degree to which people have actual control over the behavior depends on their ability to overcome barriers of this kind and on the presence of such facilitating factors as past experience and assistance provided by others. In light of these considerations, the TPB postulates that the degree of behavioral control moderates the effect of intention on behavior: The greater the actor's control over the behavior, the more likely it is that the intention will be carried out . Past research on organic consumption has identified the availability issues and the relatively higher price of organic food compared to conventionally produced food as significant barriers to purchasing organic products. However, it's essential to recognize that the lack of

availability is largely beyond consumers' control. OFP availability is determined by factors within the supply chain rather than individual consumers' actions. Therefore, when considering consumers' intentions and actions regarding organic consumption, it's crucial to acknowledge the influence of perceived behavioral control, particularly in terms of perceived self-efficacy and perceived controllability. While individuals may feel confident in their ability to purchase organic food, external factors such as availability can still pose significant barriers to their actual behavior. In predicting organic food behavior using the Theory of Planned Behavior, PBC is a critical factor. It is assumed that individuals are more likely to engage in a behavior if they believe they have control over it. Ajzen (2020) also points out that PBC moderates the relationship between attitudes and subjective norms on behavioral intention. This signifies that a favorable attitude and supportive subjective norms determine favourable behavioral intentions to the extent that people believe that they are capable of performing the behavior in question. In addition, Ajzen (2020) also indicates the moderating effect of the actual behavioral control of intention on behavior. Consumers are expected to be able to act on their intentions to the extent that they have control over the performance of the behavior. When knowledge about actual behavioral control is limited, perceived behavioral control can be used as a proxy to aid in the prediction of behavior under the assumption that perceived control reflects actual control reasonably well (Ajzen, 2020). After reviewing the literature, the following factors were identified to study their impact on purchase intentions and thereby extending the TPB theory for conducting the study.

Trust

Trust has been widely recognized as a pivotal construct in explaining consumer behavior in online and technology-enabled environments. In the context of online transactions, trust refers to an individual’s willingness to rely on a system, platform, or vendor based on the belief that it is reliable, secure, and capable of fulfilling its promises (Mayer, Davis, &Schoorman, 1995). Unlike traditional offline settings, online environments are characterized by uncertainty, information asymmetry, and perceived risk, making trust a critical determinant of consumers’ intentions and behaviors (Gefen, Karahanna, & Straub, 2003).

Prior research highlights that trust reduces consumers' perceptions of risk and uncertainty associated with online purchasing, thereby facilitating favorablebehavioral intentions (Pavlou, 2003). When consumers trust an online platform or system, they are more likely to believe that their personal and financial information will be handled securely, which positively influences their willingness to engage in online transactions. This is particularly important in e-commerce and digital service contexts, where the absence of face-to-face interaction heightens concerns related to privacy, security, and opportunistic behavior (McKnight, Choudhury, &Kacmar, 2002).

From a technology acceptance perspective, trust has been found to complement traditional determinants such as perceived usefulness and perceived ease of use. Gefen et al. (2003) argued that even if a system is perceived as useful and easy to use, users may still refrain from adopting it in the absence of trust. Empirical studies have demonstrated that trust directly influences users' attitudes toward online systems and significantly enhances their intention to use or purchase through such platforms (Kim, Ferrin, & Rao, 2008). Thus, trust functions as both a direct predictor of behavioral intention and an indirect facilitator by strengthening positive evaluations of the technology.

Furthermore, trust is shaped by multiple antecedents, including prior experience, reputation of the service provider, perceived security, and structural assurances (McKnight et al., 2002). Positive past experiences enhance consumers' confidence in the system, leading to higher levels of trust and repeated usage intentions. In contrast, negative experiences or perceived vulnerability can erode trust and discourage future engagement. This dynamic nature of trust makes it a crucial construct in understanding consumers' online purchase intentions.

In the context of consumer online purchase intention, several studies have consistently confirmed a significant positive relationship between trust and purchase intention (Pavlou&Fygenson, 2006; Kim et al., 2008). Consumers who trust an online platform are more inclined to form favorable attitudes and are more willing to complete transactions. Therefore, trust acts as a key mechanism that bridges technological perceptions and actual behavioral outcomes, reinforcing its importance in models explaining consumers' online purchase intentions.

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Perceived Ease of Use

Perceived Ease of Use (PEOU) is a core construct of the Technology Acceptance Model (TAM) and refers to the degree to which an individual believes that using a particular system would be free of effort (Davis, 1989). In online and technology-mediated environments, PEOU plays a crucial role in shaping users' perceptions, attitudes, and behavioral intentions, particularly when individuals interact with digital platforms for purchasing or transactional purposes.

Prior studies suggest that when consumers perceive an online system as easy to understand, navigate, and operate, they are more likely to develop positive attitudes toward its usage (Davis, Bagozzi, &Warshaw, 1989). Ease of use reduces cognitive effort and frustration, thereby enhancing users' confidence and willingness to engage with the system. In the context of online purchasing, simple interfaces, clear information presentation, and user-friendly navigation significantly influence consumers' acceptance of digital platforms (Venkatesh& Davis, 2000).

Empirical research has consistently demonstrated that PEOU has both a direct and indirect influence on behavioral intention. While some studies report a direct effect of PEOU on intention to use or purchase online, others emphasize its indirect role through perceived usefulness and attitude (Venkatesh, Morris, Davis, & Davis, 2003). When a system is perceived as easy to use, consumers are more likely to perceive it as useful, thereby strengthening their overall evaluation of the platform.

In online shopping contexts, PEOU is particularly relevant for first-time users and individuals with limited technological experience. A higher level of perceived ease of use reduces uncertainty and perceived risk, encouraging trial and continued usage (Pavlou, 2003). Consequently, PEOU remains a significant determinant in explaining consumers' online purchase intentions and technology adoption behavior.

Perceived Utility

Perceived Usefulness (PU), also referred to as perceived utility, is defined as the extent to which an individual believes that using a particular system will enhance their performance or help them achieve desired outcomes (Davis, 1989). In consumer behavior and e-commerce research, PU reflects the degree to which online platforms are perceived to provide functional benefits such as convenience, efficiency, time savings, and improved decision-making.Extensive literature has established PU as one of the strongest predictors of behavioral intention in technology acceptance studies. Davis et al. (1989) found that users are more likely to adopt and continue using a system when they perceive it to be beneficial and effective in meeting their needs. In online purchasing contexts, consumers are inclined to engage with platforms that offer value-added features such as easy price comparison, access to detailed product information, and faster transaction processes (Gefen et al., 2003).

From a theoretical standpoint, PU influences consumers' attitudes and intentions by reinforcing the perceived value of technology-enabled services. Venkatesh and Davis (2000) argued that usefulness perceptions are shaped by both system characteristics and users' task-related needs. When consumers believe that an online platform enhances shopping efficiency or decision quality, they develop stronger intentions to use it for purchasing purposes.Moreover, empirical studies have confirmed a significant positive relationship between perceived usefulness and online purchase intention across various digital contexts, including e-commerce, mobile commerce, and online banking (Pavlou, 2003; Kim et al., 2008). PU not only directly affects intention but also mediates the relationship between perceived ease of use and behavioral outcomes, underscoring its central role in integrated acceptance models.

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB), proposed by Ajzen (1991), is one of the most influential frameworks for explaining and predicting human behavior in social and consumer contexts. TPB posits that an individual's behavior is primarily determined by behavioral intention, which in turn is influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. The theory extends the Theory of Reasoned Action by incorporating perceived behavioral control, thereby accounting for situations in which individuals may have limited volitional control over their actions.Attitude

refers to the degree to which an individual holds a favorable or unfavorable evaluation of performing a particular behavior. In online purchasing contexts, attitude reflects consumers' overall assessment of buying products or services through digital platforms. Prior research has consistently shown that a positive attitude toward online shopping significantly enhances consumers' purchase intentions (Pavlou&Fygenson, 2006). Attitudes are shaped by consumers' beliefs about the outcomes of the behavior, including perceived usefulness, ease of use, and trust in the online system.Subjective norms capture the perceived social pressure to perform or not perform a particular behavior. This construct reflects the influence of important referent groups, such as family, friends, or peers, on an individual's decision-making process. In online commerce, subjective norms play a critical role, particularly in collectivist cultures, where social influence significantly affects consumers' online purchase intentions (Venkateshet al., 2003). Recommendations, reviews, and social validation mechanisms can strengthen normative beliefs and encourage adoption of online purchasing behavior.Perceived Behavioral Control (PBC) refers to an individual's perception of their ability to perform a behavior, considering available resources, skills, and opportunities (Ajzen, 1991). In digital environments, PBC encompasses factors such as internet accessibility, technological competence, and perceived control over online transactions. Higher levels of perceived behavioral control increase consumers' confidence in engaging in online purchases and directly influence both intention and actual behavior (Pavlou&Fygenson, 2006).The applicability of TPB to online consumer behavior has been widely validated in prior studies. Researchers have extended TPB by integrating technology-related constructs such as perceived usefulness, perceived ease of use, and trust to enhance its explanatory power in online and e-commerce settings (Pavlou, 2003). These extensions suggest that technology perceptions shape attitudes and perceived control, which subsequently influence behavioral intention.Overall, TPB provides a robust theoretical foundation for examining consumers' online purchase intentions. By incorporating attitudinal, social, and control-related factors, the theory offers a comprehensive explanation of how cognitive and social influences jointly determine intention and behavior. Its integration with TAM-related constructs and trust strengthens the model's ability to capture the complexity of consumer decision-making in online environments.

Consumer's Purchase Intention

Purchase intention is a prominent aspect in consumer behaviour research because it represents a persons' tendency or willingness to buy a goods or services based on their opinions, attitudes, and overall assessment of the buying environment. Purchase intention is defined by scholars as a state of mind that predicts actual buying behaviour which makes it an important indicator for forecasting consumer behaviour in online as well as offline circumstances (Ajzen, 1991; Dodds et al., 1991). Purchase intention become more crucial in digital commerce since consumers depend extensively on online factors such as web page layout, ratings, reliability, and promotional instruments in order to examine the quality of a product without keeping the physical appearance in mind. Previous research study suggest that purchase intention of any consumer is based upon some cognitive and emotive behavioural aspects. The cognitive aspects satisfy their logical mind whereas the emotive aspects provide inner satisfaction to them. The cognitive factors imply perceived usefulness and value whereas emotional factors implied trust and enjoyment. So to understand the aspects of purchase intention it is important to analyse the consumer behaviour and the other factors which are required to be considered while making decision to choose a product during online shopping.

Based on the literature and theoretical foundation, the following hypotheses are formulated:

H1: Perceived usefulness has a significant positive effect on consumers' purchase intention towards online grocery platforms.

H2: Perceived ease of use has a significant positive effect on consumers' purchase intention towards online grocery platforms.

H3: Trust has a significant positive effect on consumers' purchase intention towards online grocery platforms.

H4: Social influence has a significant positive effect on consumers' purchase intention towards online grocery platforms.

H5: Attitude has a significant positive effect on consumers' purchase intention towards online grocery platforms.

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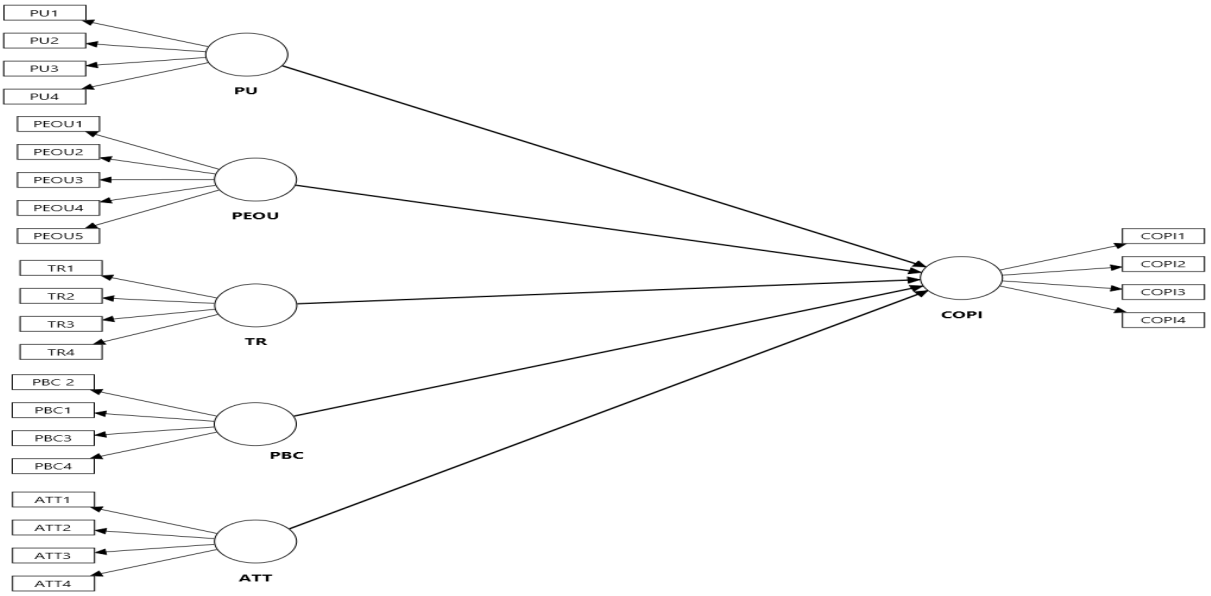

Figure 1: The conceptual framework

Research Methodology

The survey instrument was developed based on previously validated scales grounded in the Theory of Planned Behaviour (TPB). The questionnaire measured perceived usefulness, perceived ease of use, trust, social influence, attitude, and consumer purchase intention towards online grocery platforms. To ensure contextual relevance, minor modifications were made to the wording of several items so that they accurately reflected the online grocery shopping environment and the experiences of online shoppers. The instrument was reviewed by subject experts and pre-tested with a small group of online grocery users, which helped establish content clarity and face validity. Based on the feedback received, the final version of the questionnaire was retained for data collection.

Data were collected using an online survey method, which was considered appropriate given the digital nature of online grocery platforms and the study's focus on online shoppers. A total of 350 questionnaires were initially distributed through online channels, including social media platforms and consumer networks. Of these, 299 responses were found to be fully completed and suitable for analysis, resulting in an effective response rate of approximately **85.4percent**. This response rate is consistent with prior studies examining consumer

behaviour in specialised and context-specific purchasing settings, where relatively higher response rates have been reported (Tregear, Dent, & McGregor, 1994; Honkanen, Verplanken, & Olsen, 2006). A non-probability convenience sampling technique was employed, as it allowed efficient access to respondents who had prior experience with online grocery shopping. Care was taken to include respondents from diverse demographic backgrounds in order to capture variation in online shopping behaviour.The collected data were analysed using structural equation modelling (SEM) to test the proposed conceptual model. The analysis focused on examining the direct effects of perceived usefulness, perceived ease of use, trust, social influence, and attitude on consumer purchase intention towards online grocery platforms. Prior to testing the hypothesised relationships, the reliability and validity of the measurement scales were assessed to ensure robustness of the results.

Results

Measurement Model

The measurement model was assessed to establish the reliability and validity of the constructs used in the study. Following the guidelines suggested by Hair et al. (2019), indicator reliability, internal consistency reliability, convergent validity, and discriminant validity were examined. All constructs in the model—perceived usefulness (PU), perceived ease of use (PEOU), trust (TR), perceived behavioral control (PBC), attitude (ATT), and consumers' online purchase intention (COPI)—were specified as reflective constructs and evaluated using Partial Least Squares–Structural Equation Modeling (PLS-SEM).

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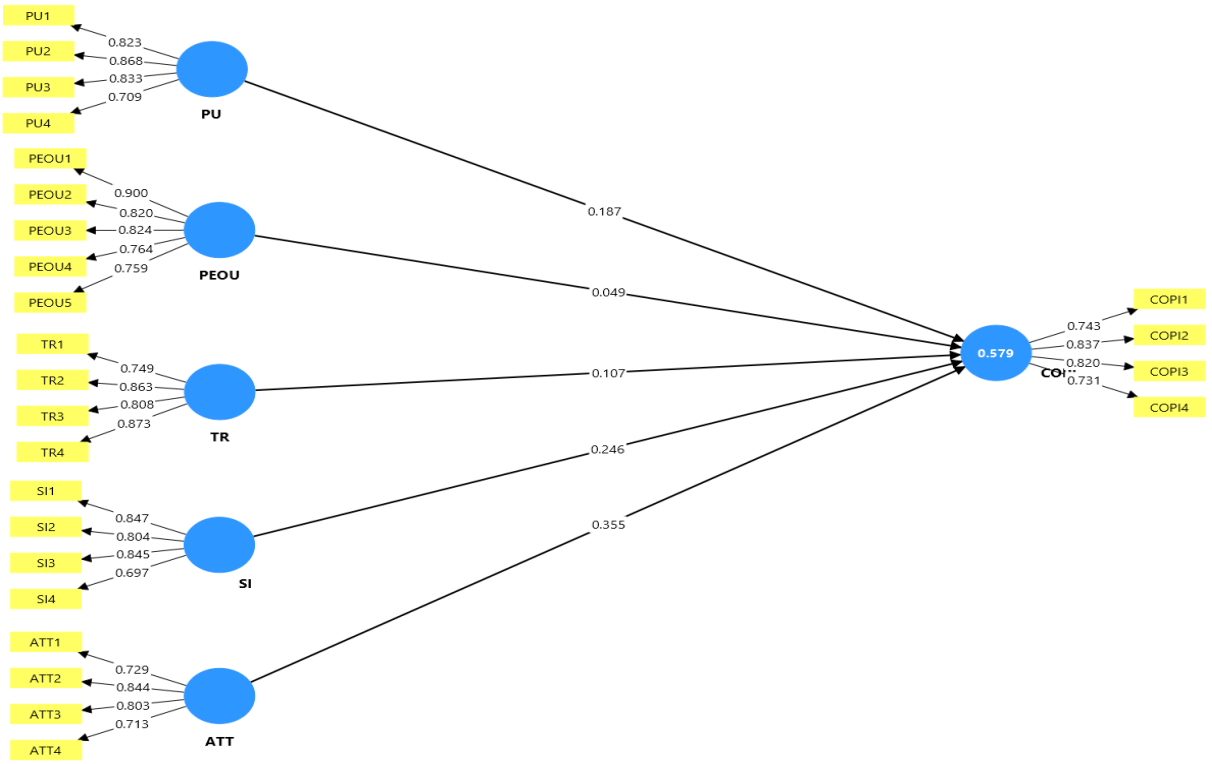

Figure 2: Showing the results of measurement model using Smart PLS4 software (version 4.1.1.1)

Indicator reliability was assessed by examining the outer loadings of the measurement items. As shown in the measurement model results, all indicators exhibited loadings above the recommended threshold of 0.70, with values ranging from 0.697 to 0.900. Although one indicator of perceived behavioral control showed a slightly lower loading (0.697), it was retained as it exceeded the minimum acceptable level of 0.60 and contributed to content validity. Overall, the high factor loadings indicate that the observed variables adequately represent their respective latent constructs.

Table 1: Showing the Measurement Model Assessment

Construct	Item	Loading	Cronbach's Alpha	CR (ρa)	CR (ρc)	AVE
ATT	ATT1	0.729	0.776	0.791	0.856	0.600
	ATT2	0.844				
	ATT3	0.803				
	ATT4	0.713				
COPI	COPI1	0.743	0.791	0.798	0.864	0.615
	COPI2	0.837				
	COPI3	0.820				
	COPI4	0.731				
PBC	PBC1	0.847	0.813	0.834	0.876	0.641
	PBC2	0.804				

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	PBC3	0.845				
	PBC4	0.697				
PEOU	PEOU1	0.900	0.874	0.898	0.908	0.664
	PEOU2	0.820				
	PEOU3	0.824				
	PEOU4	0.764				
	PEOU5	0.759				
PU	PU1	0.823	0.824	0.833	0.884	0.656
	PU2	0.868				
	PU3	0.833				
	PU4	0.709				
TR	TR1	0.749	0.842	0.843	0.894	0.680
	TR2	0.863				
	TR3	0.808				
	TR4	0.873				

Source: Author's Compilation using Smart PLS4 (version 4.1.1.1)

Internal consistency reliability was evaluated using Cronbach's alpha, composite reliability (ρc), and composite reliability (ρa). The Cronbach's alpha values ranged from 0.776 to 0.874, exceeding the minimum recommended threshold of 0.70, thus confirming satisfactory reliability. Similarly, composite reliability values ranged between 0.856 and 0.908, indicating strong internal consistency among the indicators of each construct. These results demonstrate that all constructs exhibit adequate reliability.Convergent validity was assessed using the Average Variance Extracted (AVE). The AVE values for all constructs exceeded the recommended cut-off value of 0.50, ranging from 0.600 to 0.680. This indicates that each construct explains more than half of the variance of its indicators, thereby confirming adequate convergent validity for the measurement model.Discriminant validity was assessed using established criteria, including the Fornell–Larcker criterion and the heterotrait–monotrait (HTMT) ratio. The results indicate that all constructs are empirically distinct from one another, confirming satisfactory discriminant validity. Thus, the measurement model demonstrates acceptable reliability and validity and is suitable for further structural model analysis.

Table 2: Showing the Discriminant Validity

	ATT	COPI	PBC	PEOU	PU	TR
ATT						
COPI	0.788					
PBC	0.636	0.712				
PEOU	0.490	0.564	0.607			

PU	0.676	0.720	0.706	0.842		
TR	0.629	0.646	0.416	0.321	0.394	

Source: Author's Compilation

Discriminant validity of the constructs was assessed using the Fornell–Larcker criterion. As shown in Table 2, the square root of the Average Variance Extracted (AVE) for each construct is greater than its corresponding inter-construct correlations. Specifically, the diagonal values representing the square root of AVE for attitude (0.788), consumers' online purchase intention (0.712), perceived behavioral control (0.607), perceived ease of use (0.842), perceived usefulness (0.706), and trust (0.680) all exceed the correlations with other constructs in the model. This indicates that each construct shares more variance with its associated indicators than with other constructs. Therefore, the results confirm that satisfactory discriminant validity has been established among all constructs in the measurement model.

Structural Model Assessment

The structural model was evaluated using the bootstrapping procedure with 5,000 resamples to examine the significance of the hypothesized relationships among the constructs. Figure X presents the standardized path coefficients, while Table X reports the corresponding bootstrapping results, including t-statistics and p-values.

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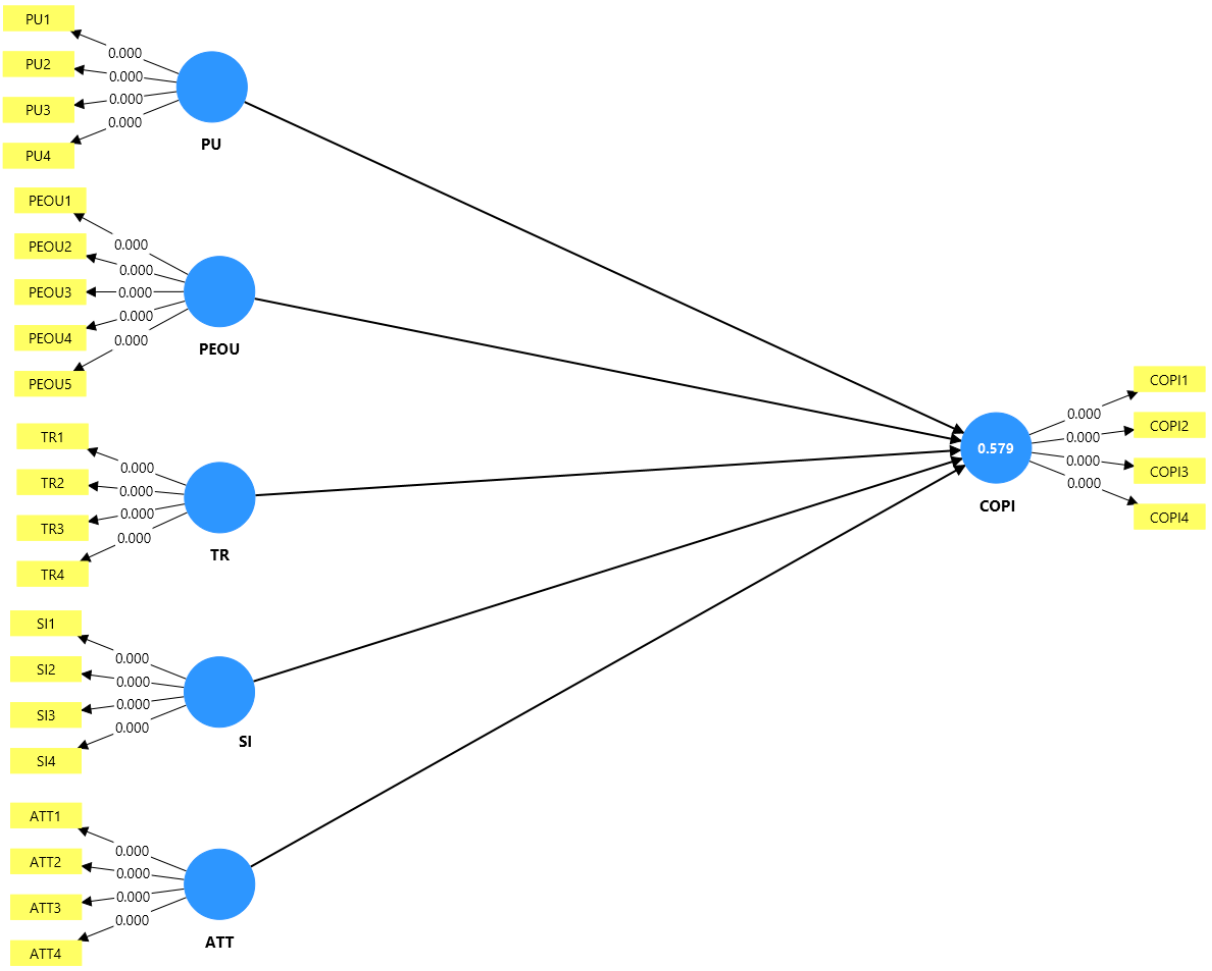

Figure 3: Showing the results of structural model assessment using Smart PLS4 software (version 4.1.1.1)

The results reveal that attitude exerts the strongest positive influence on consumer online purchase intention ($\beta = 0.355$, $t = 3.510$, $p < 0.001$), indicating that consumers with more favorable attitudes are significantly more likely to intend to purchase online. Perceived behavioral control also shows a significant positive effect on COPI ($\beta = 0.246$, $t = 2.992$, $p = 0.003$), suggesting that consumers' perceived ability and control over online purchasing enhance their purchase intentions.Further, perceived usefulness demonstrates a significant positive relationship with COPI ($\beta = 0.187$, $t = 2.474$, $p = 0.013$), implying that consumers who perceive online purchasing as beneficial are more inclined toward purchasing intentions. Trust also has a significant positive impact on COPI ($\beta = 0.107$, $t = 2.773$, $p < 0.001$), highlighting the importance of reliability and confidence in online platforms. Although comparatively weaker, perceived ease of use exhibits a statistically significant positive effect on COPI ($\beta = 0.198$, $t = 2.747$, $p < 0.001$), indicating that ease of navigating and using online systems still plays a meaningful role in shaping purchase intentions.

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Overall, the structural model results support all proposed direct relationships, confirming the predictive relevance of the model and validating the theoretical framework underpinning consumer online purchase intention.

Table 3: Showing the Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Hypothesis
ATT -> COPI	0.355	0.362	0.101	3.510	0.000	Supported
PBC -> COPI	0.246	0.244	0.082	2.992	0.003	Supported
PEOU -> COPI	0.198	0.046	0.065	2.747	0.000	Supported
PU -> COPI	0.187	0.186	0.076	2.474	0.013	Supported
TR -> COPI	0.107	0.105	0.060	2.773	0.000	Supported

Findings and discussion

The present study aimed to examine the determinants of consumers' online purchase intention towards online grocery platforms by integrating constructs from the Theory of Planned Behaviour and the Technology Acceptance Model. The findings derived from PLS-SEM analysis provide strong empirical support for the proposed conceptual framework, as all hypothesized relationships were found to be significant.Among all predictors, attitude emerged as the strongest determinant of consumers' online purchase intention ($\beta = 0.355$, $p < 0.001$). This finding aligns with the core proposition of the Theory of Planned Behaviour, which posits attitude as a primary antecedent of behavioral intention (Ajzen, 1991). Consumers who hold favorable evaluations of online grocery shopping—such as perceiving it as convenient, beneficial, and enjoyable—are more likely to develop strong intentions to purchase through online platforms. This result corroborates prior studies that have consistently reported a significant role of attitude in shaping online shopping and technology adoption behaviours(Pavlou&Fygenson, 2006; Venkatesh et al., 2003).Perceived behavioural control also demonstrated a significant positive influence on online purchase intention($\beta = 0.246$, $p = 0.003$). This indicates that consumers who perceive greater control over online grocery purchasing—in terms of resources, skills, and accessibility—are more inclined to form purchase intentions. This finding supports TPB's assertion that perceived control enhances individuals' confidence in performing a behavior and directly influences intention (Ajzen, 1991). In the context of online grocery shopping, factors such as ease of access to the internet, familiarity with digital payment systems, and perceived ability to complete transactions appear to strengthen consumers' intention to purchase online.Consistent with the Technology Acceptance Model, perceived usefulness was found to have a significant positive effect on consumers' online purchase intention ($\beta = 0.187$, $p = 0.013$). This suggests that when consumers perceive online grocery platforms as useful—by saving time, improving

shopping efficiency, and offering convenience—they are more likely to intend to use them for purchasing. This finding reinforces earlier research emphasizing perceived usefulness as a critical predictor of technology acceptance and online purchasing behavior (Davis, 1989; Gefen et al., 2003). The result highlights that functional benefits remain a key motivator in consumers' decision-making processes in digital retail environments.

The results further indicate that trust has a significant positive impact on consumers' online purchase intention ($\beta = 0.107$, $p < 0.001$). Although the effect size is comparatively smaller than attitude and perceived behavioural control, its statistical significance underscores the importance of trust in online grocery platforms. Trust reduces perceived risk and uncertainty associated with online transactions, particularly in contexts involving payment security and product quality. This finding is consistent with prior studies that emphasize trust as a crucial enabler of online purchasing behaviour (Pavlou, 2003; Kim et al., 2008). In online grocery shopping, where consumers cannot physically inspect products, trust plays a vital role in shaping purchase intentions.Finally, perceived ease of use exhibited a significant positive effect on online purchase intention ($\beta = 0.198$, $p < 0.001$). This suggests that consumers are more likely to intend to purchase from online grocery platforms when they perceive the system as easy to navigate and use. Although perceived ease of use shows a relatively weaker effect compared to attitude, its significance confirms its relevance in online purchasing contexts, especially for users with limited technological experience. This result aligns with TAM literature, which posits that ease of use directly influences behavioural intention and indirectly enhances perceived usefulness (Venkatesh& Davis, 2000).Overall, the findings validate the integration of TPB and TAM in explaining consumers' online purchase intention. The model demonstrates strong explanatory power, with attitudinal, control-related, technological, and trust-based factors jointly influencing consumers' intentions to purchase groceries online. These results contribute to the growing body of literature on online consumer behaviour, particularly in emerging market contexts.

Conclusion

This study sought to investigate the key factors influencing consumers' online purchase intention towards online grocery platforms by integrating constructs from the Theory of Planned Behaviour and the Technology Acceptance Model. Using data from 299 online grocery shoppers and applying PLS-SEM, the study provides empirical evidence supporting the proposed conceptual framework.The findings reveal that **attitude is the most influential determinant** of consumers' online purchase intention, followed by **perceived behavioral control, perceived ease of use, perceived usefulness, and trust**. These results indicate that consumers' favorable evaluations of online grocery shopping, their perceived ability to perform online purchases, and their perceptions of platform usability and usefulness significantly enhance their intention to purchase online. Trust, although comparatively weaker, remains a crucial factor in reducing uncertainty and encouraging online transactions.The study contributes to the existing literature in several ways. First, it extends the applicability of the Theory of Planned Behaviour to the online grocery shopping context by empirically validating the role of attitude and perceived behavioral control. Second, by integrating TAM constructs, the study highlights the continued relevance of technological perceptions—such as usefulness and ease of use—in shaping online purchase intentions.

Third, the inclusion of trust enriches the model by capturing the risk-related aspects of online purchasing, particularly relevant in digital retail environments.

From a practical perspective, the findings offer important implications for online grocery retailers and platform managers. Enhancing consumers' attitudes through positive shopping experiences, improving platform usability, ensuring reliable and secure transaction systems, and empowering consumers with greater control over the purchasing process can significantly strengthen online purchase intentions. Efforts aimed at building trust—such as transparent policies, secure payment gateways, and consistent service quality—are also critical in sustaining long-term consumer engagement.Despite its contributions, the study is not without limitations. The use of convenience sampling may limit the generalizability of the findings, and the cross-sectional nature of the data restricts causal interpretations. Future research may employ longitudinal designs, probability sampling techniques, or examine additional variables such as perceived risk, satisfaction, or loyalty to further enhance understanding of online grocery purchasing behavior.In conclusion, this study provides a comprehensive and empirically validated framework for understanding consumers' online purchase intention, demonstrating that behavioral, technological, and trust-related factors collectively shape consumers' decisions in online grocery shopping contexts.

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