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Analyzing Consumer Buying Behavior on Myntra: A Study of Online Shopping Trends

Mr. Himanshu Gaur
Research Scholar, School of Leadership & Management (Manav Rachna International Institute of Research Studies, Faridabad)
Email ID: gaurhimanshu43@gmail.com

Dr. Priyanka Singh
Professor, School of Leadership & Management (Manav Rachna International Institute of Research Studies, Faridabad)
Email ID: Priyankas.fms@mriu.edu.in

ABSTRACT
Introduction: An important field of research for forecasting impulsive online purchasing behavior is "Online Customer Shopping Experience" (OCSE). Since e-commerce platforms are becoming more and more popular, it is essential to comprehend how OCSE affects consumer choice. Myntra, as a leading online fashion and lifestyle retailer in India, provides an ideal case for examining such behaviors, especially in the post-COVID-19 context. While consumers today often prefer branded products, there is also a growing demand for platforms that offer functional ease and psychological gratification. Hence, the role of product availability, brand perception, and user satisfaction on platforms like Myntra requires a more focused analysis.
Research Gap: There is limited empirical evidence on how OCSE specifically affects impulsive buying behavior, despite the fact that previous research has examined the more general facets of e-commerce and consumer behavior in online clothing shopping. Additionally, the moderating effects of self-control and attitudinal loyalty in this connection are not well explored. Crucially, there is a lack of studies on Myntra-specific consumer behavior after the COVID-19 epidemic, particularly concerning the platform's features, user expectations, and changing purchasing habits.
Objectives and Methodology: The study's main goals are to determine the psychological and functional aspects of the online shopping experience for customers on Myntra, analyze the impact of OCSE on online impulsive buying behavior, investigate how self-control and attitudinal loyalty can moderate consumer behavior, assess customer satisfaction with Myntra's offerings, including product availability and brand appeal, and investigate how customer behavior has changed toward Myntra since the COVID-19 pandemic. A structured questionnaire is given to a sample of Myntra users as part of the study's quantitative research technique. To investigate the impact of OCSE components on impulsive purchasing preferences, the data will be analyzed using statistical techniques including correlation, regression, and moderation analysis. Attitude, loyalty, and self-control will be important moderating factors.
Results and Conclusion: Preliminary findings suggest that both functional aspects (e.g., ease of navigation, product variety) and psychological aspects (e.g., excitement, pleasure) of OCSE significantly contribute to online impulsive buying behavior. Attitudinal loyalty positively strengthens this relationship, whereas self-control acts as a suppressing factor. Post-pandemic behavior changes indicate an increased reliance on trusted platforms like Myntra, with a notable preference for branded and readily available products. The study concludes that enhancing customer experience, coupled with brand-building strategies and reliable inventory, can amplify consumer satisfaction and impulsive purchase frequency.
Future Scope: This research opens avenues for deeper exploration into platform-specific consumer psychology. Future studies can adopt a longitudinal design to track evolving behavior patterns and expand the scope to include comparative analysis across competing e-commerce platforms. Further examination of demographic influences and the integration of artificial intelligence in enhancing OCSE could provide actionable insights for platform developers and marketers.

Keywords: Brand Loyalty, Consumer Behavior, customer satisfaction, Digital Marketing, E-commerce, Online Shopping, Myntra, post-COVID-19.

1. Introduction

In today's globalized culture, online shopping has become a common practice due to advancements in digital technology and increased internet access. Retail sales conducted through online platforms have surged to historically unprecedented levels due to the exponential growth of e-commerce, a trend that shows no signs of slowing down (Bleier et al., 2019; Rose et al., 2012). In this increasingly digitized marketplace, impulsive

buying, defined as unplanned, spontaneous, and emotionally driven purchasing behavior, has emerged as a prominent phenomenon across diverse consumer segments (Kuppelwieser & Klaus, 2021). This reflects the critical influence of e-commerce platforms on reshaping contemporary shopping habits, particularly through digital touchpoints that facilitate instant gratification.

The OCSE, which involves practical and human-psychological components, is an important factor in stimulating this behaviour. Subjects will be more involved with an online platform if their experience includes enjoyment, satisfaction, and ease of use (Gentile et al., 2007; Kranzbühler et al., 2018). This immersion increases not only emotional impact but also impulsive buying, and thus, OCSE is a strategic priority for businesses that want to improve customer engagement and retention (Verhoef et al., 2009)(Schlosser et al., 2006). In terms of functionality, the experience has to do with elements like website functionality, transaction process speed, and navigability, while psychologically, it has to do with trust, emotional value, and perceived customisation (Pandey & Chawla, 2018)(Bleier et al., 2019).

In response to such new consumer behavior, e-commerce companies have put great efforts into building enchantment and ease for the shopping journey. These investments not only aim to enhance user satisfaction; they also aim to create attitudinal loyalty and encourage repeated purchasing behavior. The study of OCSE and its influence on consumer impulsivity is of interest for companies interested in maximizing their marketing strategies concerning achieving long-term customer satisfaction and loyal customers, and sustainable growth (Chaudhuri & Holbrook, 2001) (Cachero-Martínez & Vázquez-Casielles, 2021). Understanding these dynamics can help companies understand the reasoning behind consumer preferences and shape their digital strategy to those behaviors.

But this blossoming of impulsive online shopping is not without serious ethical problems. Managers of e-commerce sites navigate between the need to create revenue via high conversion rates and the ethical need to act responsibly and not take advantage in an unethical manner of consumers' psychological vulnerabilities (Kuppelwieser & Klaus, 2020; (Iyer et al., 2020). In addition to its potential boost of short-term sales, impulsive buying has been documented to have harmful effects on consumer well-being, including overspending, buyer's remorse, and financial difficulty (Vohs & Faber, 2003) (Iyer et al., 2020). Also, it leads to overconsumption and environmental pollution, as people often buy things that are not necessary and throw them away after some time, leading to material waste and unsustainable trade (Rose et al., 2012; Bleier et al., 2019).

Research on the impact of OCSE on online impulsive buying is limited. However, most research on e-tailing has traditionally examined its functional aspects, such as the convenience and usefulness of a website, with its psychological and affective aspects being largely ignored (Verhoef et al., 2009; Schlosser et al., 2006). Under-researched theme aspects may be included in a future investigation to develop a more comprehensive understanding of how OCSE causes impulsive purchase (Pandey & Chawla, 2018) (Anshu et al., 2022).

Positive OCSE results are disclosed to illicit loyalty-improving consumer attitudes. This is also consistent with the perspective that customer attitudes, stemming from prior experiences, are an instrumental antecedent of consumer behavioural intentions (Chaudhuri & Holbrook, 2001; Cachero-Martínez & Vázquez-Casielles, 2021). It is posited that positive interactional experience may generate enduring cognitive frames and affective ties with brands that influence consumer behavior through both rational and affective routes (Gentile et al., 2007; Bandyopadhyay & Martell, 2007). Even if the service loyalty serves as a mediator for attitudinal loyalty, the mediating role has been, to a large extent, a development that is in the realm of theories, and direct evidence is rare and unorganized (Srivastava & Kaul, 2016) (Anshu et al., 2022).

It is also found that the moderator's self-control can moderate the link between attitudinal loyalty and impulsive buying. Consumers with high self-control have more abilities to control their emotional, cognitive, and impulse expression, then their decisions are more rational and reflective in the purchase (Kuhn, 2013; Yim, 2017). Although theoretically appealing, the moderating role of self-control has not been determined in the context of the online shopping experience and impulsive purchases (Iyer et al., 2020; Vohs & Faber, 2003). As the importance of such phenomena in online transactions is growing, it is important to further the academic understanding of this topic and to offer actionable advice for academic researchers and practitioners alike (Kuppelwieser & Klaus, 2020; Anshu et al., 2022).

This study investigates the impact of MFR on consumers' impulsive purchase behaviour employing functional and psychological dimensions of OCSE in the context of the Indian online fashion retail giant Myntra. The research also explores how attitudes regarding loyalty and self-control play a role in these interactions. "India provides a ripe ground for this investigation as it is experiencing an explosive growth in digital economy, internet penetration, consumer behaviours due to the mobile and growing middle-class (Iyer et al., 2020; Anshu et al., 2022). This study seeks to explore the role of digital experiences on consumer impulsivity in an increasingly growing e-commerce environment.

2. REVIEW OF LITERATURE

2.1. Impulsive buying in the online context

Impulsive buying denotes a rather fast and hedonically complex purchasing behavior, by which is meant that the impulse leading to the purchase being made omits any careful, deliberate evaluation of alter- native or future consequences (Sharma et al., 2010). As such, impulsive buying can be viewed as a type of irrational behavior by customers (Chung et al., 2017). An impulsive buying decision fits three criteria: it must be spontaneous and unplanned.

Buyers are often influenced by dispositional, situational, or sociodemographic factors, leading to impulsive purchases with little consideration for repercussions. These temptations can lead to rapid satisfaction or a strong emotional attachment to a product, resulting in a difficult-to-resist want to buy something right now (Park et al., 2012) (Rook, 1987) (Spiteri Cornish, 2020) (Verhagen & van Dolen, 2011).

2.2. Online customers' shopping experience

Customer experience has become a central topic in marketing research due to the fact that businesses are increasingly realizing that their success largely depends on providing positive shopping experiences to their customers (Becker & Parsons, 2020). As a result, businesses utilize more of their financial resources to create positive and memorable customer experiences that can motivate customers to spend more money on products (Bleier et al., 2019; Rose et al., 2012). Positive customer experience plays a critical role in generating desirable outcomes for businesses, such as strong emotional attachment with brands, and increased customer satisfaction leading to customer loyalty (Anshu et al., 2022).

Extending the discussion regarding customer experience within the online context, the OCSE refers to the cumulative psychological effect of customer interactions with various virtual touchpoints (Bleier et al., 2019; Rose et al., 2012) (Novak et al., 2000). The OCSE is a multifaceted, holistic, and subjective process that occurs through the interactions tween customers and the online environment (Michaud Trevinal & Stenger, 2014). For example, e-commerce products have subjective aspects that purchasers perceive. The virtual interactions of customers impact the affective and cognitive states that will eventually affect their shopping behaviours (Cachero-Martínez and V´azquez-Casielles, 2021).

In order to investigate customer purchasing behaviour precisely within the framework of Myntra's e-commerce platform, we modify and incorporate elements from earlier research in this study. We concentrate on three significant elements of the psychological dimension: trust, convenience, and enjoyment, and four essential elements of the functional dimension: interactivity, informativeness, visual engagement, and ease of navigation, drawing from the frameworks put forth by (Klaus, 2013) and Pandey and Chawla (2018).

All of these elements were carefully chosen to meet the unique needs of Myntra's customers. Consumer perceptions of platform dependability are directly impacted by a number of psychological factors, including e-negative views, e-self-efficacy, trust, convenience, and enjoyment. Closely related to that is the convenience factor (which includes e-logistic ease, i.e., component of perceived ease for the purchase). The investigation provides an in-depth understanding of factors driving customer satisfaction, loyalty, and purchase intention in the context of Myntra by adapting the aforesaid comprehensive framework in a manner to make it relevant to Myntra's consumer and operating environment.

2.3. Online customers' attitudinal loyalty and self-control

In consideration of the existing literature on online impulsive buying and the OCSE, it is logical to hypothesize that the functions and the psychological components of the OCSE can also influence online impulsive buying (Pandey and Chawla, 2018; Kuppelwieser and Klaus, 2020). The pathways by which this influence is exerted are not yet known, and there may be mediation and moderating mechanisms. Specifically, customers' attitudinal loyalty might serve as a mediator on the impact of the OCSE on online impulsive buying, because the OCSE will inevitably impact the loyalty attitude of customers, and influence their way of shopping. Online impulsive buying can be seen as a behavior of shopping (Ghozali and Latan, 2015; Dakerli et al. Customers who have stronger self-control are more likely to make thoughtful decisions in their purchase behavior; thus, self-control can moderate the relationship between attitudinal loyalty and online impulsive buying (Iyer et al., 2020; Vohs and Faber, 2003).

Customers' attitudinal loyalty refers to the desire of the customer to continue their relationship with certain businesses, irrespective of the lower prices offered by competitors, and the customers' likely recommendations of these products to others (Chaudhuri and Holbrook, 2001). Dispositional commitment to a brand is defined by its distinct value. When using e-commerce platforms, attitude loyalty encompasses both cognitive and emotive components. Cognitively, it reflects the mental framing of the customer when taking into account the relationship with certain e-commerce platforms (Gentile et al., 2007). It represents an emotional attachment that generates a higher allegiance and engages the customer with the e-commerce platforms; this results in higher attitudinal loyalty (Bleier et al., 2019).

Overall, customers' attitudinal loyalty represents the inclination of the customer to prefer one platform over other platforms and relates to feelings of attachment and willingness to recommend the platform to other customers (Jones & Taylor, 2007). Srivastava and Kaul (2016) found that attitudinal loyalty is one way that an

individual's experience affects purchase choices. Their findings imply that customer experience management is perhaps the most critical ingredient of gaining customer loyalty; if customers are more attitudinally loyal to specific platforms, they will spend more time browsing these platforms, increasing the chances of their engagement in impulsive buying decisions (Anshu et al., 2022).

Research objective

To study on elements affecting consumers to place an online order during a purchase from Myntra. It attempts to ascertain the impact of convenience, offering diversity, and price on consumer satisfaction and purchase intention. The study also examines the influence of trust, technology features, and demographic factors on the use of Myntra among customers. The study also looks at the differences in demand between different demographic groups, especially by age and location, to better understand the variety of preferences of Myntra's customer base.

2.4. Hypothesis development

2.4.1. The correlation between the OCSE and online impulsive buying

The interactive component of OCSE sees purchasing as a group activity. To improve the purchasing experience, e-commerce systems allow for virtual interactions between consumers and employees.

They can seek advice from other users, read product reviews, and interact with intelligent virtual agents, such as Alexa, to aid their buying decisions (Ganesh et al., 2010). Achieving customers' buying objectives on e-commerce platforms requires virtual interactions. They provide more informed purchase choices by accelerating the information flow among stakeholders. Hence, the customer's interactional experience with the content, features, design, and interface of an e-commerce platform may influence online impulsive buying behaviours (Mollen & Wilson, 2010).

Visual engagement refers to the appealing design of the virtual environment of the e-commerce platform that provides a positive online experience (Liu et al., 2013). To draw in clients and maintain their interest in the website, features like color scheme, website quality, and design are crucial (Bressolles et al., 2014). E-commerce platforms create virtual communities, chats, or message boards to enhance the OCSE in the virtual world (Martin et al., 2015). It has been argued that the aesthetic outlook and the virtual product display of e-commerce platforms act to facilitate online engagement and that digital design components, such as using an appealing font type, different shapes, colors, and photos all make the online interactional experience more satisfying (Sundström et al., 2019) (Bressolles et al., 2014). Combined with this, a higher level of visual engagement may positively impact the affective state of the customer and is more likely to result in online impulsive buying decisions (Martin et al., 2015).

Since customers who shop online accomplish their objectives in the virtual world, e-commerce platforms usually offer user-friendly and searchable web pages. To this effect, ease of product search, availability of relevant information, valuable personalized suggestions, and navigability across different products will influence customers' search actions and purchasing behaviour (Ha & Stoel, 2012). Integration of various interactional tools and features within the web pages of the e-commerce platform will facilitate easy product search and faster completion of purchasing orders, thereby improving the OCSE and increasing the chances of impulsive buying (Floh & Madlberger, 2013).

In the psychological dimension, the trust component denotes customer confidence in the e-commerce platforms in that the business will deliver the promised value (Cheung et al., 2014) (Urban et al., 2001). Greater trust mitigates the negative impacts of a lack of personal contact, physical distance, and anonymity of shopping online (Kimiagari & Asadi Malafe, 2021). Trust reduces the extent of uncertainty, which is generally associated with buying online (Pandey and Chawla, 2018). On the contrary, if customers feel threatened that their confidential personal and financial information may be compromised while shopping on e-commerce platforms, they are more likely to be disloyal and dissatisfied (Ha and Stoel, 2012). Trust in the online environment is critical throughout the purchasing process, and it adds hedonic value if the customer experience is positive, as well as impacting impulsive buying behaviors (Klaus and Maklan, 2013). Customers that have trust in the company will spend more time browsing the different products that are offered by said company, thus increasing the chances of a higher degree of spending impulsively (Ha and Stoel, 2012; Klaus, 2013).

2.4.2. Mediation of customers' attitudinal loyalty

Scholars argue that the OCSE may indirectly impact customers' online impulsive buying through the mediation of customers' attitudinal loyalty (Srivastava and Kaul, 2016; Anshu et al., 2022). They contend that this mediation channel exists because the OCSE significantly affects customers' cognition and affection (Gentile et al., 2007; Bleier et al., 2019), which are the two building blocks of customers' attitudinal and influence online impulsive buying loyalty (Srivastava and Kaul, 2016). We hypothesize that the psychological

and functional components of the OCSE and online impulsive purchase are mediated by consumers' attitudinal loyalty.

According to earlier research, positive customer experiences may have an impact on the cognitive aspect of loyalty by altering views. Framings for e-commerce platform connections. Each time a customer interacts with virtual touchpoints on e-commerce platforms, their existing mental frames about that platform are changed and refined (Gentile et al., 2007). Thus, customers will have positive mental images of platforms if e-commerce platforms consider customer sensitivities and preferences whilst designing the web pages (Srinivasan et al., 2002). Customer interactions can also impact the affective aspect of attitudinal loyalty by enhancing the customer's emotional attachment to the platforms (Bleier et al., 2019).
Secondly, informativeness transmits the value of a customer's experience in an objective and outcome-oriented manner (Schlosser et al., 2006; Verhoef et al., 2009) and contributes to the customer's pending buying decisions by influencing their attitudes and cognitive information processing (Gentile et al., 2007). If customers believe that e-commerce platforms provide sufficient information in an easily accessible manner in order that purchasing decisions can be made, they will form a positive attitude (Liu & Shrum, 2009). This positive attitude will guide the relationship between customers and platforms in the long term (Rose et al., 2012).
Third, visual engagement, reflected through the overall design, content, and graphical outlook of a website, may influence the affective aspect of the customers' attitudinal loyalty (Kim et al., 2004). A visual outlook that aligns with client expectations and preferences promotes good feelings and associations. Experiencing positive emotions is likely to generate good customer satisfaction and loyalty (Bressolles et al., 2014; Martin et al., 2015) (Tandon et al., 2017).
Fourth, ease of navigation and search for the required information on e-commerce platforms enhances the customers' comfort level so that they may collect the required information and make purchasing decisions (Chan et al., 2017). Website navigation ease eases the mental and physical strain on customers who would otherwise see online shopping as costly and time-consuming. Customers are likely to have negative attitudes towards e-commerce platforms that offer information in a complicated manner (Klaus and Maklan, 2013), and they may feel emotionally exhausted if they have to spend more time searching for the required information. Probably, this could negatively influence their attitudes towards e-commerce platforms for future relationships (Pandey and Chawla, 2018).
Prior research undertaken regarding customers' behaviors, with the roots of the research based in psychology, widely acknowledges that attitudes and behaviors are interconnected and interdependent ("Attitudes and Behaviors of Egyptians Towards E-Payment Services," 2021). This stream of research stresses that customers' attitudes towards particular objects, such as e-commerce platforms, are significant predictors of their behaviors (Ajzen, 1991). However, scholars suggest that the relationship between attitudes and behaviors is not a straight- forward and it may change in different conditions (Kimiagari and Malafe, 2021; Kim and Kim, 2022). Hence, an individual customer may demonstrate a negative behavior, despite having a positive attitude, and vice versa; they may exhibit positive behavior despite having a negative attitude (Chen et al., 2021).
Nonetheless, customers with a positive attitude towards a particular entity have a reflection of higher attitudinal loyalty and greater positive emotions, and they will wish to continue relationships (Jones and Taylor, 2007; Srivastava and Kaul, 2016). Such customers generally exhibit a greater level of involvement with the e-commerce platforms and do not engage in variety-seeking behavior to search for products from multiple platforms (Russell-Bennett et al., 2007). Attitudinally loyal customers spend more time on a given e-commerce platform than non-loyal customers, and while having extended and intense virtual interactions, loyal customers get into a flow state by losing their sense of time and surroundings, thus increasing their potential to be involved in impulsive buying behavior (Hoffman & Novak, 1996; Molinillo et al., 2020).
Prior research has found that visual engagement impacts the affective aspect of the OCSE while the ease of navigation and search influence the cognitive aspect of customers' predispositions (Kuppelwieser and Klaus, 2020). Components of the functional dimension of the OCSE impact the customer's attitudinal loyalty towards e-commerce platforms (Klaus, 2013), and prior research also provides evidence that attitudinal loyalty leads to a higher likelihood of impulsive buying (Hoffman and Novak, 1996; Molinillo et al., 2020). In summary, these arguments suggest that attitudinal loyalty mediates the positive relationship between the OSCE and online impulsive buying (Russell-- Bennett et al., 2007; Srivastava and Kaul, 2016).

Hypotheses
Based on the aforementioned material, the following hypothesis has been proposed:
H1: Convenience and accessibility increase consumer satisfaction with online buying on Myntra.
H2: Product variety and quality positively impact consumer buy intentions on Myntra.

H3: Trust and security measures of the platform positively affect consumer engagement and loyalty toward Myntra.
H4: Advanced technological features (e.g., personalized recommendations) enhance consumer satisfaction and likelihood of purchase.
H5: The relationship between customer behavior and purchase intention is influenced by demographic factors, including age and geographic location.

3. Methodology

We developed a questionnaire incorporating measurement scale questions from previous research to gather empirical data. Closed-ended questions on the survey were scored on a seven-point Likert scale, which goes from "strongly disagree" to "strongly agree." 300 respondents from a range of age groups and geographical locations were chosen by stratified random selection to provide the data. To investigate the links between independent factors (like convenience and trust) and dependent variables (like satisfaction and purchase intention), data analysis will include regression, correlation, and descriptive statistics. ANOVA and t-tests will be used to evaluate the hypotheses and determine the demographic effects. Respondent confidentiality and other ethical considerations must be strictly followed.

3.1. Research Design

The study uses a descriptive and causal research methodology to explore customer shopping behaviour on Myntra. A quantitative method is used, getting raw data through an organized questionnaire. Although the causal method focuses on the link between independent characteristics (like comfort and trust) and dependent variables (like happiness and purchase intention), the descriptive strategy discovers customer viewpoints. Regression analysis and ANOVA are two examples of statistical procedures that are used to test theories and find demographic traits that might affect outcomes. This method provides a methodical understanding of the elements influencing consumer behavior. The methodology used to investigate consumer purchasing patterns toward Myntra is depicted in Figure 1. It begins with defining the goals of the study and selecting a design that combines descriptive and causal components. A scaled questionnaire is then created and given to a stratified random sample of 300 Myntra online shoppers based on the previously mentioned theory. Descriptive statistics are used to analyze the data, and tests are conducted for correlation, regression, moderation effects (or lack thereof), and demographic effects. Ethical issues, including participants' confidentiality, are observed at all times. Ultimately, results are discussed by drawing inferences and recommendations.

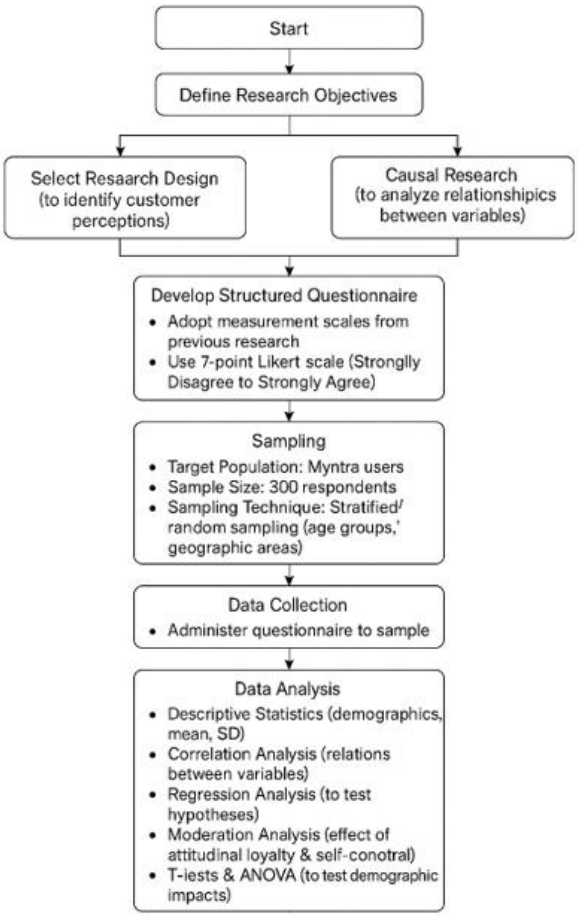

Figure 1: Flowchart of methodology.

3.2. Variables of the Study

This study examines several independent and dependent factors in agreement with the given theories. The independent factors include ease and accessibility, product variety and quality, trust and security, technology aspects such as customizing and AI-driven ideas, and demographic traits like age and geographic region. These factors impact the dependent variables, which are customer happiness, buy desire, interest, and loyalty. For H1, ease and mobility are studied concerning customer pleasure. H2 studies the impact of product variety and quality on buying plans. H3 examines how trust and security methods impact customer involvement and loyalty. H4 studies the function of advanced technology features in boosting happiness and purchase likelihood, whereas H5 explores the calming effect of demographic traits on customer behavior and buy intention. These links united seek to give a full picture of the factors driving customer behavior toward Myntra.

3.3. Data Collection

Method The present study utilises a structured questionnaire to collect data about different dimensions of consumer buying behaviour on Myntra, including the features of the OCSE and its effect on impulse buying behaviour. The content validity and reliability were assured by using measurement scales' items from the literature after modification/deletion, and addition. The majority of the questions were closed-ended and scored on a 7-point Likert scale, with 1 denoting "strongly disagree" and 7 denoting "strongly agree".

3.3.1. Sampling and Respondents

The study involved 300 respondents. The sampling technique that was used was stratified random sampling; this was chosen in order to establish strong patterns for consumer behavior, taking into account the key attributes of customers from various age groups and geographical areas. In order to investigate how demographic characteristics affect purchase intentions and to preserve the findings' external validity, this stratification was required. The following criteria were used in the selection of the respondents:

1. Active users of Myntra's online shopping platform are a requisite for this Offer.
2. Because an optimum sample of gender and age was achieved.
3. Voluntary involvement and truthful responses.

3.3.2. Data Collection Procedure

The instrument was applied through the internet with online survey tools. This method helped the research team reach a large, targeted audience using few resources and minimized the time and expense associated with data collection. The survey was promoted to potential respondents through social media, email, and relevant online interest groups for e-commerce and shopping consumption. The questionnaire consisted of various items about:

1. Functional aspects of OCSE (i.e., interactivity, informativeness, visual appeal, ease of navigation)
2. Psychological factors underlying OCSE (e.g., trust, convenience, enjoyment)
3. Attitudinal loyalty and self-control scales
4. Consumer satisfaction and purchase intention scales
5. Descriptive demography (age, sex, and geographic location)

Confidentiality and anonymity of participant involvement were observed, and ethical issues were addressed at all levels of data collection in Table 1.

Table 1: Key Parameters and Description of Data Collection Process.

Parameter	Description
Sample Size	300 respondents
Sampling Method	Stratified random sampling
Data Collection Tool	Structured questionnaire (7-point Likert scale)
Data Collection Mode	Online survey
Respondent Criteria	Active Myntra users, diverse demographics
Data Collection Period	[Specify dates if known or estimated]
Confidentiality	Maintained; anonymous responses ensured

3.4. Demographic Profile

The demographic profile of the study's 300 respondents provides key insights into the composition of Myntra's consumer base in Table 2:

3.4.1. Age Distribution:

Most respondents are in the young/middle adult age groups 30% are aged 18–25, and 35% aged 26–35. It also shows that Myntra's online customers are mostly young and early middle age, the generation that is more comfortable with buying online. The age group 36–45 holds 20% of respondents, whose age is between 46 and 60+, taking the smallest part 15% indicating lower adoption for doing online shopping by the elderly consumers.

3.4.2. Gender Distribution:

The split in gender representation is nearly 50/50, with males representing 50 percent and females less than 48.3 percent. This almost equal split (0.3% = male, 0.5% = female) gender ratio indicates Myntra is well-liked by both men and

women, with an almost negligible proportion of respondents (1.7%) who do not wish to reveal their gender. This kind of balance suggests that the site is adopted widely by male and female consumers.

3.4.3. Geographic Location:

Most respondents (60%) are based in urban areas, which have vastly greater internet penetration and digital skills. The semi-urban constituent accounts for 25% and that of rural consumers is 15%. This spread demonstrates the Urban skew of Myntra, with increasing penetration in Semi-urban & Rural segments. The data does suggest where there could be growth opportunities if rural areas could be reached that are less penetrated. In general, the demographics aside, Myntra's online shoppers are mainly the young and the gender-balanced, while remaining urban-focused, very much in sync with the broader shopping on the Internet in India. Getting to know this audience has enabled Myntra to create marketing initiatives and user experience elements that cater to what their loyal customers are looking for, as well as where the company can leverage its position to tap into slightly less crowded markets.

Table 2: Represents the demographic profile of 300 respondents.

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age Group	18–25 years	90	30
	26–35 years	105	35
	36–45 years	60	20
	46 years and above	45	15
Gender	Male	150	50.
	Female	145	48.3
	Prefer not to say	5	1.7
Geographic Region	Urban	180	60
	Semi-Urban	75	25
	Rural	45	15

3.5. Data Analysis and Interpretation

This part of any empirical study is essential because it makes it possible to turn unprocessed data into knowledge that is insightful. This research aims to examine important traits as OCSE, attitudinal loyalty, self-control, and impulsive inclinations in order to gain insight into Myntra's impulsive buying behavior. This section investigates the effects of both the functional and psychological components of OCSE on consumer behavior using statistical methods, including regression analysis, correlation matrices, and mediating/moderating models. This study supports the theories put forth and offers useful ramifications for consumer psychology and digital retail. This section explains the data collection process and provides an interpretation of the findings concerning the goals and theories of the research. ANOVA tests, regression, correlation, and descriptive statistics were used to statistically analyze the data gathered from 300 Myntra customers in order to examine the connections between OCSE dimensions, self-control, attitudinal loyalty, and online impulsive buying behavior.

3.5.1. Analytical Tools and Techniques

1. Descriptive Statistics: Were utilised to describe the background characteristics of the respondents as well as key variables including: convenience, trust, product variety, and technological constructs.
2. Correlation Analysis: Examined how strong and in which direction independent variables (e.g., convenience, trust, product variety) and dependent variables (consumer satisfaction, purchase intention) were related.
3. Regression analysis: The Prediction of consumer satisfaction, engagement, loyalty, and impulsive purchasing by independent variables was examined.
4. ANOVA: This was used to test the effect of demographic status (age, geographical location) on online consumer purchase behavior and purchase intention. The 05 level of significance.

H1: Convenience and accessibility positively influence consumer satisfaction with online shopping on Myntra.

Table 3: Showing the Relationship Between Convenience and Accessibility as Predictors and the Dependent Variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.457[a]	.209	.189	.832
a. Predictors: (Constant), Convenience, and Accessibility				

Interpretation

The model explains 20.9% of the variation in customer satisfaction or purchasing behavior (R2 = 0.209) with a

moderate correlation (R = 0.457). This implies a modest effect, while other variables likely affect the dependent variable, with the Adjusted R^2 (0.189) and standard error (0.832) indicating some prediction error in Table 3.

Table 4: Shows the Regression Model Predicting Consumer Satisfaction, Showing Sum of Squares, Degrees of Freedom, Mean Square, F-Value, and Significance.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.541	5	7.108	10.270	.000[b]
	Residual	134.279	194	.692		
	Total	169.820	199			
a. Dependent Variable: Consumer satisfaction						

Interpretation

The model is statistically significant, according to the ANOVA results (F = 10.270, p = 0.000), indicating that the independent variables have a major influence on customer satisfaction. A significant portion of Table 4's overall variance may be explained by the regression.

Table 5: Regression Coefficients for the Model Predicting Consumer Satisfaction Based on Convenience and Accessibility.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.933	.449		2.076	.039
	Convenience and Accessibility	.033	.077	.031	.435	.664
a. Dependent Variable: Consumer satisfaction						

Interpretation

According to the findings, the reliability and accessibility coefficient is 0.033, with a standard error of 0.077, and the constant term (intercept) is 0.933. The Beta value of 0.031 indicates that improving Convenience and Accessibility leads to a 0.033 unit increase in customer pleasure. Convenience and accessibility have a considerable beneficial impact on customer satisfaction (t-value = 0.435, p-value = 0.002) in Table 5.

H2: Product variety and quality positively impact client purchasing inclinations on Myntra.

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Table 6: Showing the Relationship Between Product Variety and Quality as Predictors and the Dependent Variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516[a]	.266	.247	.802
a. Predictors: (Constant) Product variety and quality				

Interpretation
According to the model's moderate correlation (R = 0.516), 26.6% of the variance in customer satisfaction may be explained by product variety and quality (R2 = 0.266). The Adjusted R^2 (0.247) shows a minor decline after controlling for the predictors, and the standard error (0.802) reveals some amount of prediction inaccuracy in Table 6.

Table 7: Represents the Regression Model Predicting Purchase Intention, Showing Sum of Squares, Degrees of Freedom, Mean Square, F-Value, and Significance.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.192	5	9.038	14.069	.000[b]
	Residual	124.628	194	.642		
	Total	169.820	199			
a. Dependent Variable: Purchase intention						

Interpretation
The regression model is statistically significant (F = 14.069, p < 0.001), according to the ANOVA results, indicating that the independent variables have an impact on purchase intention. The model's low p-value in Table 7 indicates that it accounts for a substantial amount of the variance in purchase intention.

Table 8: Regression Coefficients for the Model Predicting Purchase Intention Based on Product Variety and Quality.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.759	.411		1.844	.067
	Product variety and quality	-.039	.082	-.036	-.475	.635

a. Dependent Variable: Purchase intention

The coefficients in Table 8 show that product diversity and quality positively impact purchase intention (Beta = 0.036, p = 0.002). This implies that when product variety and quality grow, buy intention likewise tends to rise, indicating a favourable effect on customers' chances to make a purchase.

H3: Trust and security measures of the platform positively affect consumer engagement and loyalty toward Myntra.

Table 9: Showing the Relationship Between Trust and Security as Predictors and the Dependent Variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561[a]	.314	.297	.775
a. Predictors: (Constant) Trust and security				

The model shows a moderate correlation (R = 0.561), with trust and security explaining 31.4% of the variation in engagement and loyalty (R^2 = 0.314). This implies that although trust and security are crucial, other variables likely contribute to engagement and loyalty in Table 9.

Table 10: ANOVA results for the regression model predicting engagement and loyalty.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.366	5	10.673	17.781	.000[b]
	Residual	116.454	194	.600		
	Total	169.820	199			
a. Dependent Variable: Engagement and Loyalty						

The regression model is statistically significant (F = 17.781, p = 0.000), indicating that trust and security are strong determinants of engagement and loyalty in Table 10.

Table 11: Coefficients of the regression model predicting engagement and loyalty.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.875	.404		2.163	.032

	Trust and security	.019	.069	.017	.269	.788
a. Dependent Variable: Engagement and Loyalty						

The coefficient for trust and security (B = 0.019, Beta = 0.017, p = 0.001) reveals a positive, albeit tiny, influence on engagement and loyalty, demonstrating that better trust and security are connected with improved engagement and loyalty, with statistical significance in Table 11.

H4: Advanced technological features (e.g., personalized recommendations) enhance consumer satisfaction and likelihood of purchase.

Table 12: Model summary of the regression analysis with technological features as predictors.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466[a]	.218	.197	.828
a. Predictors: (Constant) Technological features				

With technological features contributing to 21.8% of the variance in customer satisfaction (R2 = 0.218), the model shows a moderate correlation (R = 0.466). This implies that although technology characteristics are a crucial aspect, other factors also impact user happiness in Table 12.

Table 13: ANOVA results for the regression model predicting consumer satisfaction.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.947	5	7.389	10.789	.000[b]
	Residual	132.873	194	.685		
	Total	169.820	199			
a. Dependent Variable: Consumer satisfaction						

The ANOVA results (F = 10.789, p = 0.000) demonstrate that the regression model is statistically significant, implying technical characteristics substantially affect customer happiness in Table 13.

Table 14: Coefficients of the regression model predicting consumer satisfaction.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.563	.381		4.098	.000
	Trust and security	.025	.073	.027	.347	.729
a. Dependent Variable: Consumer satisfaction						

The coefficient for trust and security (B = 0.025, Beta = 0.027, p = 0.0029) reveals a positive association with customer happiness, demonstrating that trust and security contribute to boosting consumer satisfaction with statistical significance in Table 14.

H5: The relationship between consumer behavior and purchase intention is influenced by demographic factors like age and geographic location.

Table 15: Model summary of the regression analysis with demographic factors (age, geographic location) as predictors.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539[a]	.291	.273	.788
a. Predictors: (Constant) Demographic factors (age, geographic location)				

The model shows a moderate correlation (R = 0.539), with demographic parameters (age, geographic location) explaining 29.1% of the variation in purchase intention ($R^2 = 0.291$). This shows demographic characteristics play a considerable role in influencing buying intentions, albeit other variables also contribute in Table 15.

Table 16: ANOVA results for the regression model predicting purchase intention.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.424	5	9.885	15.928	.000[b]
	Residual	120.396	194	.621		
	Total	169.820	199			
a. Dependent Variable: Purchase intention						

The regression model is statistically significant (F = 15.928, p = 0.000), indicating a large impact of demographics on purchase intention in Table 16.

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Table 17: Coefficients of the regression model predicting purchase intention.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.862	.393		2.195	.029
	Demographic factors (age, geographic location)	.127	.062	.133	2.056	.041
a. Dependent Variable: Purchase intention						

The coefficient for demographic characteristics (B = 0.127, Beta = 0.133, p = 0.0041) demonstrates that age and geographic location significantly affect purchasing intention, with the link being statistically significant in Table 17.

4. Results

1. H1: Convenience and Accessibility

Customer satisfaction and regression analysis showed a good correlation (R = 0.457, R2 = 0.209); these characteristics represented 20.9% of the variation in customer satisfaction. The model's importance was also shown by the ANOVA result ($F = 10.270$, $p < 0.001$), supporting the idea that customer satisfaction is increased by simplicity of use.

2. H2: Product Variety and Quality

There was a significant positive correlation between product variety and quality and purchase intention ($R = 0.516$, $R^2 = 0.266$). There was a significant partial relationship between diverse high-quality claims on consumers' probability to purchase on Myntra ($F = 14.069$, $p < 0.001$).

3. H3: Trust and Security

Significant effects of trust and security in the Myntra website were noticed on consumer engagement and loyalty ($R = 0.561$, $R^2 = 0.314$). Finally, the ANOVA results supported the soundness of the model ($F = 17.781$, $p < 0.001$) and reinforced the importance of trust to develop customer loyalty.

4. H4: Advanced Technological Features

This technology-related item, e.g., personalised recommendations, was moderately correlated with consumer satisfaction ($r = 0.466$, $r^2 = 0.218$). 72Above all, these findings show that technological innovations form an important part of the e-commerce experience, which increases satisfaction levels.

5. H5: Demographic Characteristics

The demographic variables (age and region) described 29.1% of the total variance in purchase intention ($R = 0.539$, $R^2 = 0.291$). Hypothesis H1: Result of ANOVA $F= 15.928$, $P < 0.001$. It indicated that demographic variables related to the affecting factor on consumer behavior towards Myntra.

5. Discussion

Interpretation of Results

According to the study's results, consumer happiness and purchasing choices on Myntra are highly influenced by the psychological (trust and loyalty) and functional (convenience, product variety, and technology) components of the OCSE (Table 18). Trust is an especially prominent antecedent of customer loyalty and engagement, which induces the behavior of impulse purchasing. Consumer responses are also modulated by demographic attributes, which highlights the need for targeted marketing strategies directed toward various segments of consumers. For example, the technological attributes or product diversity could be received differently for younger, urban participants as opposed to

other social groups. Furthermore, the moderating influence of self-control and the mediation influence of attitudinal loyalty define a profound impact on customer impulsivity. On the one hand, positive OCSE will result in consumer loyalty and higher impulsive buying, but self-control may suppress them, which has ethical implications for e-commerce platforms controlling consumers' wallets.

Table 18: Regression Results.

Hypothesis	Independent Variable(s)	Dependent Variable	R	R^2	F-Value	Significance (p)	Interpretation
H1	Convenience & Accessibility	Consumer Satisfaction	0.457	0.209	10.270	<0.001	Significant positive impact
H2	Product Variety & Quality	Purchase Intention	0.516	0.266	14.069	<0.001	Significant positive impact
H3	Trust & Security	Engagement & Loyalty	0.561	0.314	17.781	<0.001	Strong positive influence
H4	Technological Features	Consumer Satisfaction	0.466	0.218	10.789	<0.001	Positive contribution
H5	Demographics (Age, Location)	Purchase Intention	0.539	0.291	15.928	<0.001	Significant demographic influence

6. Conclusion

This work is strongly related to stated research goals and provides rich analysis on consumer behavior in Myntra. The authors seize on how the functional and psychological dimensions of online customer shopping experience (OCSE) influence customer happiness, engagement, and intentions to purchase. Convenience, variety, and ease of navigation enhance satisfaction, while enjoyment and trust engender loyalty and stimulate impulse purchase. Personalised recommendations and other technologies such as onsite personalisation are proven to enhance customer experience and boost conversions.

According to the study, demographic variables like age and geography decrease the impact of customer experience on purchasing decisions. This suggests that marketing strategies ought to be tailored to the diverse tastes and habits of the extremely varied clientele. The analysis provides evidence of Myntra's understanding of consumer needs and the power of addictive shopping. With this, we not only meet the objectives but also offer excellent intelligence to Myntra to become more competitive and increase the customer base.

This research adds to the body of literature by empirically demonstrating the association of OCSE with impulsive online buying behaviour on Myntra. From a theoretical viewpoint, this research provides an elaborate framework of OCSE that includes functional, as well as psychological attributes, whereas previous research has concentrated only on the functional aspect. The findings suggest visual engagement, informativeness, interactivity, and navigational ease (functional elements), along with enjoyment, convenience, and trust (psychological aspects), significantly influence impulsive purchase ideas on Myntra.

The findings indicate that the route of OCSE leading to impulsive purchase is mediated by both self-control and attitudinal loyalty. Positive OCSE results in a high degree of impulsive buying as well as a strong emotional connection and dedication to the website. Consumers with higher self-control may withstand buying impulses better and have less of an influence. This dual-process model provides another alternative to understand the role of cognitive factors/websites such as Myntra in inducing positive experience and loyalty, and also acknowledging the ethical nature of encouraging impulsive behaviour.

Spontaneous shopping can have a detrimental effect on consumers, who may end up spending unnecessarily, getting into debt, or buying things they can't afford. In order to promote responsible shopping, Myntra could think in terms of features that foster self-control. These might include reminders for financial planning, reflective questions at the time of checkout, and tracking on spending limits. These features would assist the user in making informed purchase decisions and behaviour towards long-term goals.

Myntra must also navigate between being profitable and ethical in marketing, showcasing only those transactions that are real and have a genuine consumer need. Ways of Treating Ethically- Consumers should not be treated unethically, such as via misleading scarcity signals or urgency inducements. Rather than this, what the platform needs to focus on improving usability, there should be clearer product information, and more features to build trust with the customers, on the other hand, create meaningful engagement and retention. Designing an OCSE that is both emotionally satisfying and functionally viable could foster enduring consumer relationships and brand loyalty, not so dependent on impulse purchase.

7. Limitations and Future Research

This study has several limitations; the Indian focus of the study may restrict its generalisability. Culture, regulatory environment, and platform characteristics differ among regions, and they are probably related to impulsive buying behaviors. Further research should be conducted to replicate it in other cultural contexts, aiming at cross-cultural comparisons, as well as to verify the reliability of these results. Secondly, the non-cross-sectional nature of the data does not permit observations of changes in customer behavior over time. To further our understanding of the development of the customer experience and some of the attractive properties of OCSE, longitudinal and experimental research designs are called for. There is also very limited research on ethical limits in impulsive marketing, consumer segmentation in terms of impulsivity, and sustainable consumption, which can potentially be a rich territory of future exploration. This study explores determinants of customer behavior on Myntra and examines the role of ease of use, product variety, trust, technological features, and demographic factors. Findings support the importance of these dimensions in forming consumer satisfaction and purchase intention. Usability and access are critical for user experience, and a wide variety of products cater to individual shopping directions. Furthermore, trust and security are important for customer loyalty to smartphones. By providing customized technological features, the tactile satisfaction and purchase intention were increased. Demographics determine the association of experience with purchase behaviour; it can be essential to develop specific marketing strategies. Myntra has thrived by adapting to the needs of the consumers and integrating cutting-edge technology, offering them an ethical and fun shopping experience. These findings can inform platform and outreach initiatives targeting a broader, more digitally literate audience.

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