

RESEARCH ARTICLE

DOI: <https://doi.org/10.26524/jms.15.18>

Factors affecting students on dual process recommender system on purchase intention in online shopping environment

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Abstract

This study aims to examine the extent to which the dual process recommender system influences online purchase intentions in online shopping environment. Online shopping has risen dramatically in Malaysia, greatly adding to its popularity. This study investigates the characteristics that influence purchase intention pleasure among students at the University Malaysia Kelantan. The investigations will give characteristics influencing student purchasing intention as well as components driving consumer happiness while shopping online. Perception of use, perceived ease of use, lifestyle compatibility, belief and advantages will be used as independent factors in this study to link to the dependent variable, behavioral purchase intention. The descriptive approach was used in this study, with 100 students from the UMK City Campus responding via an adapted questionnaire with Likert-scale on Google Form. This study is limited to students from the Entrepreneurship and Business Faculty. The outcomes of the investigation were substantial and validated the theory. This study's limitations and recommendations will assist future researchers in better understanding the factors that impact UMK City Campus students' online purchasing pleasure.

Keywords: Online Purchase Intention, Risk Avoidance, Social Proof.**Author Affiliation:** ^a Department of Management, M.S. Ramaiah Institute of Management, Bangalore, India.**Corresponding Author:** Kiran Kumar Thoti. Department of Management, M.S. Ramaiah Institute of Management, Bangalore, India.**Email:** kiran.kt@msrim.org**How to cite this article:** Kiran Kumar Thoti, Factors affecting students on dual process recommender system on purchase intention in online shopping environment, Journal of Management and Science, 15(2) 2025 43-48. Retrieved from <https://jmseleyon.com/index.php/jms/article/view/852>**Received:** 7 December 2024 **Revised:** 31 January 2025 **Accepted:** 13 April 2025 **Published:** 30 June 2025

1. INTRODUCTION

The purpose of this study is to identify the factors that influence the intention to buy on online platforms among university students in Hyderabad. The introduction of online platforms and the expansion of e-commerce have revolutionized the way people shop and conduct commercial operations worldwide. University students have also had a significant influence from this paradigm shift because they have used internet shopping as an easy and quick approach to fulfill their shopping demands. For both researchers and marketers, it is important to study the variables that influence the purchase intention of students in the online market in the university environment in Hyderabad. Consumer behavior has changed fundamentally because of the rise of online platforms, especially among college students. Tech-savvy people are increasingly choosing to buy things online because of the convenience of e-commerce platforms, the wide range of products available, affordable prices and time-saving features.

Additionally, while conventional brick-and-mortar retailers face constraints and restrictions due to the COVID-19 pandemic, shopping on the Internet has become more popular. For several reasons, it is important to understand the elements that affect the purchase intention of students in the online market. First, students are a different group of users with specific preferences, motives, and concerns. Several variables, including trust, risk perception, website usability, social influence, and product knowledge, have an impact on consumer purchase decisions. Firms will be able to adjust their marketing tactics because of examining these aspects in the unique context of students, which will provide firms with invaluable insight into their decision-making process. The increasing popularity and convenience of online platforms have revolutionized the way students engage in shopping activities. However, there is an absence of comprehensive understanding in term of element that influence students' purchase intention on these

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platforms. As students represent a significant consumer segment with distinct characteristics and preferences, it is crucial to investigate the specific factors that shape their purchase intentions in the online context. By examining these factors, their interrelationships, and their relative importance, researchers and marketers can gain valuable insights to develop effective strategies that enhance students' online shopping experiences, promote customer satisfaction, and drive purchase behavioural. Therefore, the present study aims to explore and identify the key factors that influence purchase intention on online platforms among students, thereby filling the existing research gap and contributing to the advancement of knowledge in this area.

2. LITERATURE REVIEW

The researcher investigates the independent and dependent variables. The independent factors of perception of use, perception of ease of use, lifestyle compatibility, belief, and advantages influence behavioural intentions. Furthermore, in this chapter, the researcher will elaborate on the independent factors and dependent variables based on the researcher's framework, which is behavioural intentions to utilise an online shopping platform among students. Thoti, K. K., (2019), By "digital marketing," we mean the promotion of a company's operations using digital channels, such as the internet, websites, and bulk text messages. Finding out how to rank the website higher in internet search tools like Google, MSN, Yahoo!, etc., and increase the number of online viewers was the basis of this research. The reach of digital marketing has expanded across all types of businesses, including sole proprietorships, large corporations, educational institutions, financial institutions, manufacturing facilities, and more. Due to its rapid client reach and low cost, digital marketing is favored by many businesses. Businesses and regular people alike have taken notice of the rise of social media as a phenomenon in the online world of communication. Thoti, K.K (2016), Companies have a significant impact on workers' approaches to work-life balance. To assist its workers, find a better work-life balance, some organizations have started new programs and initiatives. The sources of work-life conflict include beliefs and standards inside the company. The organization's central power structure is intact. Organizations establish and perpetuate prevailing ideologies by their structure, practices, symbols, and speech. Organizational norms and power are products of the prevailing ideology. Since most people at the very top of a company are men, it's reasonable to assume that they haven't dealt with the direct or indirect consequences of work-family conflict in their own lives. Employees develop a sense of belonging and identification with their employer when they work for a company. As workers develop a stronger sense of belonging to the company, they begin to internalize

its values, rules, and interests. Interactions between workers and the company, whether they be with other employees, management, customers, or outside parties, may either strengthen or weaken the employee's sense of belonging to the firm. Using a convincing sampling technique, the study was carried out at the Electronics Corporation of India limited (ECIL) company with a sample size of 100. Uthamaputran, S. et al (2022), The major purpose of the research was to investigate how young people in Malaysia choose between several service-based business opportunities. The people of Kelantan, a state in Malaysia, who took part in the research were between the ages of 20 and 30. Finding out what kinds of service-related careers are appealing to young people in Kelantan and providing them with a range of options is the main objective of this study. This research looked at four distinct industries: HI Hospitality (fast food and restaurants), TI Textile Industries, BC Beauty Clinics, and SB Sustainability. We rated the kids using a Likert scale to get their data. Data variables were evaluated using the Smart PLS-SEM model. Based on the results of this research, the most essential independent factors for the economy's stable development are hotels, textiles, and beauty salons.

DEPENDENT VARIABLE: BEHAVIOURAL INTENTIONS TO USE AN ONLINE PLATFORM

Behavioral intention is a consumer's intention to carry out an action in the future. Said that consumer's behavioural desire to purchase new items is influenced by the seller's reputation and the consumer's confidence level. This is because customer behavioural is predictable given their goals. claimed that a person's desire to carry out an action is a component of their future behavioural. Behavioural intention relates to actual behavioural. They also noted that online consumers' conduct strongly depends on the availability of information, the website's attractiveness, and the simplicity of performing online transactions.

RELATIONSHIP BETWEEN PERCEPTION OF USE AND BEHAVIOURAL INTENTIONS TO USE AN ONLINE PLATFORM

Study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. A Commerce Net/Nielson Media Research Survey found out that 73% consumers used the Net to window shop, 53% used the Net to make buying decision, but just 15% bought online, Benedict et al (2001). Therefore, students' perception of the use of online platforms is very encouraging because it makes it easier for students to make any purchase, including purchases from abroad.

3. RESEARCH OBJECTIVES

The purpose of this research objective is to understand factors affecting students on dual process recommender system on purchase intention in online shopping environment. The dependent variable is behavioural purchase intentions to use an online platform among students.

The objective is:

- To determine the relationship between perception of use and behavioural purchase intention to use an online platform among students.
- To determine the relationship between perceived ease of use and behavioural purchase intention to use an online platform among students.
- To determine the relationship between lifestyle compatibility and behavioural purchase intention to use an online platform among students.
- To determine the relationship between beliefs and behavioural purchase intention to use an online platform among students.
- To determine the relationship between advantages and behavioural purchase intention to use an online platform among students.

4. RESEARCH PROBLEM STATEMENT

The growing popularity and ease of online shopping platforms has transformed the way students shop. There is, however, a dearth of thorough understanding of the elements that impact students' buying intentions on these platforms. Because students are an important customer sector with different features and interests, it is critical to explore the individual elements that impact their online purchasing intentions. Researchers and marketers may obtain significant insights into developing successful methods that improve students' online shopping experiences, boost customer happiness, and drive buy behavior by investigating these elements, their interrelationships, and their relative importance. As a result, the current study seeks to investigate and identify the major elements that impact purchase intention on online platforms among students, therefore filling a research vacuum and adding to the growth of knowledge in this field.

5. CONCEPTUAL FRAMEWORK

The hypothesis of a research investigation is held or supported by the conceptual framework. The conceptual framework includes an explanation of why the research issue is being examined. The link between independent factors (perception of use, perceived ease of use, lifestyle compatibility, belief, and benefits) and dependent variables (behavioural purchase intention) is depicted below. The study's goal was to see if independent variables could impact dependent variables.

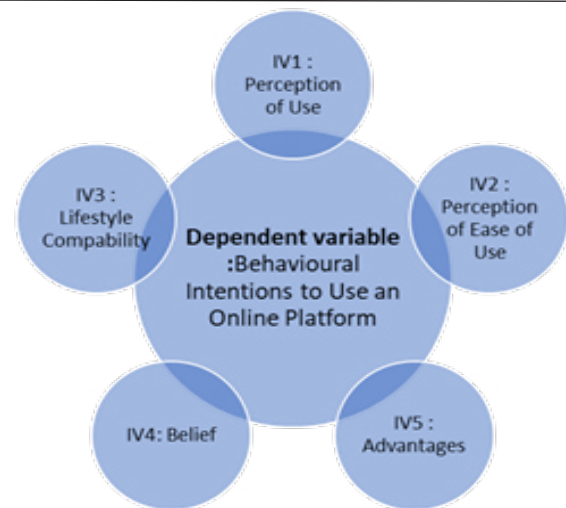


Figure 1: Conceptual framework of behavioural intention to Use an Online Platform

6. RESEARCH METHOD

The goal of this study is to learn how researchers combine different research components using a framework of strategies and methodologies to recommender systems that quickly become effective tools of information filtering given the prevalence of increasing internet access, personalization trends, and changing e-shopper behavioural. The study used quantitative research as it was more objective provide and understands the correlation between the independent variable, which is your perception of use, perception ease of use, lifestyle compatibility, belief, and advantages and dependent variable which is behavioural purchase intentions. Then, we can know the factors that influence students purchase intention. Notably, online merchants launched online decision aids to assist consumers in their search for product information and evaluate alternatives to assist consumers in making purchasing selections from the wide product and service options available. Online purchase intention refers to a customer's willingness to purchase a product or service online. It is a dependent variable that is influenced by both external and internal influences. It is a significant marketing statistic since it can be used to design marketing activities and construct an integrated map of how to proceed with an advertising campaign (MBA Skool Team, updated August 09, 2021).

6.1 METHODS AND SOURCES

The questionnaire is the tool to collect information needed in this study. Questionnaires are one of the instruments used in a series of questions for the purpose of gathering and collecting information and feedback from respondents which is students and can also be done as a written interview. Therefore, this set of structured questions used for data collection can be done related to the study to get direct and

accurate answers from respondents which can certainly save time and effort and can avoid bias when asking questions through personal interviews. For our responder observations, we employ a five-point scale ranging from "strongly disagree, disagree, neutral, agree, and strongly agree" to "strongly agree."

6.2 DATA COLLECTION

The data collection method that the researcher uses is a questionnaire. The questionnaire is the lowest cost incurred as there is no personal interview and no travel cost involved. Because we are more focused on long-distance data collection to make a questionnaire in the form of Google form as a method of data collection of our survey. Therefore, a link Google form in the form of a questionnaire will be distributed to students and they voluntarily answer the questionnaire. We proceed this data collection in about a week to complete our respondent among students at university.

6.3 SAMPLING

In the sample size, 100 is assumed to be the population for the sample size in this study. An average of 100 people responded will enough to statistically represent approximately undergraduates.

7. ANALYSIS

The principal findings of the current study are given in the results part of a research paper, whereas the discussion section discusses the findings and explains their importance to the reader. The Results and Discussion portion of a research report is vital because

it provides a complete examination and interpretation of the study's findings. While the Discussion section builds on, contextualizes, and critically evaluates the Results section's findings, it also gives readers a better grasp of the study's contributions and broader implications.

Preliminary Analysis (Descriptive analysis)

In this part, a descriptive data analysis is performed on respondent demographics such as age, gender, faculty, programmer, and frequency of online gaming. This section's details will be presented in the table below.

- The represented age from 19 to 21 years old and the frequency is 13 and indicate 13.0%. second, it represented age from 22 to 24 years old and the frequency is 76 and the percentage is 76.0%. Third, it represented age 25 to 27 years old, and the frequency is 9 with 9.0%.
- The distribution of respondent by gender. First, it represented gender for male and indicate 39 frequencies with 39.0% meanwhile second represented female 61 people with 61.0%.
- The distribution of respondent by frequency using an online platform. First is represented for daily with 17 frequency and 17.0%. next, it represented for weekly with 56 frequencies with 56.0%. Third, it represented for monthly with 14 frequencies with 14.0% and last it's represented for yearly with 13 frequencies with 13.0%

One of the most fundamental kinds of quantitative analysis is bivariate analysis. It entails the investigation

Table 1: Correlation

		Correlations					
		MEAN_DV	MEAN_IV	MEAN_IV2	MEAN_IV3	MEAN_IV4	MEAN_IV5
MEAN_DV	Pearson Correlation	1	.822**	.822**	.782**	.678**	.612**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	100	99	99	100	98	100
MEAN_IV	Pearson Correlation	.822**	1	1.000**	.795**	.654**	.642**
	Sig. (2-tailed)	<.001		.000	<.001	<.001	<.001
	N	99	99	99	99	97	99
MEAN_IV2	Pearson Correlation	.822**	1.000**	1	.795**	.654**	.642**
	Sig. (2-tailed)	<.001	.000		<.001	<.001	<.001
	N	99	99	99	99	97	99
MEAN_IV3	Pearson Correlation	.782**	.795**	.795**	1	.717**	.697**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	100	99	99	100	98	100
MEAN_IV4	Pearson Correlation	.678**	.654**	.654**	.717**	1	.718**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	98	97	97	98	98	98
MEAN_IV5	Pearson Correlation	.612**	.642**	.642**	.697**	.718**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	100	99	99	100	98	100

8. HYPOTHESIS SUMMARY

Table 2: The Study of Key Finding

Research Question	Hypothesis Result	Findings
What is the relationship between perception of use and purchase intention in online shopping environment?	P=0.01 (p 0.01) r=0.301	There is moderate positive an correlation between perception of use and purchase intention in an online shopping environment
What is the relationship between perceived ease of use and purchase intention in online shopping environment?	P=0.01 (p 0.01) r=0.095	There is moderate positive an correlation between perceived ease of use and purchase intention in online shopping environment
What is the relationship between lifestyle compatibility and purchase intention in online shopping environment?	P=0.01 (p 0.01) r=0.113	There is moderate positive an correlation between lifestyle compatibility and purchase intention in online shopping environment
What is the relationship between belief and purchase intention in an online shopping environment?	P=0.01 (p 0.01) r=0.134	There is moderate positive an correlation between belief and purchase intention in online shopping environment
What is the relationship between advantages and purchase intention in online shopping environment?	P=0.01 (p 0.01) r=0.073	There is moderate positive an correlation between advantages and purchase intention in online shopping environment

of two variables to discover their empirical relationship. Bivariate analysis can be effective in testing simple association hypotheses. Bivariate analysis is also known as correlation analysis.

To study correlation, Pearson correlation is one of the aspects to be used to make a correlation report. Table 1 shows independent variables are MEAN_IV (Perception of ease), MEAN_IV2 (perception ease of use), MEAN_IV3 (lifestyle compatibility), MEAN_IV4 (Belief). MEAN_IV5 (Advantages) and dependent variable are MEAN_DV (Behavioural intention to using online platform). Through the correlation data obtained, MEAN_IV, MEAN_IV2, MEAN_IV3, MEAN_IV4 and MEAN_IV5 have a strong positive relationship between MEAN_DV because the Pearson Correlation (r) value is greater than 0.50. Pearson Correlation (r) values for MEAN_IV, MEAN_IV2, MEAN_IV3, MEAN_IV4 and MEAN_IV5 are 0.822, 0.822, 0.782, 0.678 and 0.612. There are strong positive relationships between these five independent variables with one dependent variable. That means that perception of ease and perception ease of use (MEAN_IV, MEAN_IV2) will affect behavioural intention to using online platform (MEAN_DV) which causes it to change in the same direction.

9. CONCLUSIONS AND RECOMMENDATION

The goal of this study was to determine the relationship between product satisfaction and product detail, brand, and price among university students. Personal or reference recommendations rely on customer satisfaction with internet transactions. Because of the ease with which people may now access the Internet, people use online platforms for a

variety of objectives. The study applies descriptive methodologies using online survey research. The researcher has described the details of the data analysis as well as the findings for the subtopic. The findings of the data analysis, which were taken from the questionnaire replies, were carried out by the researcher. The pilot test was conducted to gather preliminary research data. Following that, frequency analysis was employed to describe the demographic characteristics of the respondents. Cronbach's Alpha was used to assess the reliability and validity of the test. Spearman In this study, coefficient correlation was utilized to determine the link between independent and dependent variables, and all five hypotheses were accepted collectively. First, further study is needed to explore the behavioral buy intention to use an online platform by looking at other elements such as perception of usage, perceived ease of use, lifestyle suitability, belief, and information benefits that impact purchase intention. In-person interviews and open-ended surveys can assist future studies understand more about what drives customers' perceptions of online purchase intention rather than relying just on one method. Using many estimating processes can yield more comprehensive findings than a single strategy. Finally, companies are progressively adding online purchase satisfaction features such as consumer feedback on items, services, logistics, and so on. As a backup component of sales: These companies employ critical data to develop logical and effective marketing plans that better match client desires and give more advantages and profits. Because of this, the results of online verification are critical.

Acknowledgement

Nil

Funding

No funding was received to carry out this study.

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