

## Factors Affecting Consumers' Purchase Intention towards Online Shopping Platform Daraz: A Study on Kushtia Region

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**Abstract:** The main objective of this empirical research is to investigate factors that influence customer buying intention towards daraz online shopping platform, focused on kushtia region in Bangladesh. Nowadays, online shopping is becoming more acceptable among 21st-century customers. Several factors influence consumers' purchasing decisions while shopping online. This study has investigated the effects of perceived trust, website design, perceived risk, customers review and ratings and social influences on customers' purchase intention towards online shopping platform Daraz in the Kushtia region of Bangladesh. The survey was executed using a structured questionnaire, with data collected from 125 respondents via the convenience sample approach. The Statistical Package for the Social Sciences (SPSS) was used to analyze the data. According to the study's findings, perceived trust, website design, customer reviews and ratings, and social factors all have a substantial impact on customers' purchase intentions, whereas perceived risk has no discernible impact on customers' purchase intention towards online shopping platform Daraz. This studies have implications for Daraz decision makers as well as new online entrepreneurs better understand the intentions of their consumer properly in the context of e-commerce platform and design an effective business strategy to enhance the growth of emerging online entrepreneurs to become more effective and more loyal in the fiercely competitive online marketplace.

**Keywords:** *Online Shopping, Daraz, Website Design, Social Influence, Customers Review and Rating*

**Introduction:** The advent of the internet fundamentally altered how businesses are conducted worldwide [1]. There are numerous ways that customers can contact businesses in modern times. E-commerce is among the options that are open to them [2]. E-commerce is a virtual marketplace that connects buyers and sellers to exchange products, services, information and even ideas [3]. Furthermore, the process of engaging in purchases of goods or services using the internet is referred to as Internet shopping behavior [4]. The advent of online shopping has revolutionized consumer behavior worldwide and has become an integral aspect of contemporary living [5]. People now have access to a wider variety of products and shops because to the growth of online commerce [6]. In addition, it greatly facilitates decision-making by increasing the customers' access to information [2].

Unlike any physical store, they are able to quickly gather and evaluate large amounts of data without being bothered by salespeople [7]. Bangladesh, being a developing nation, offers numerous opportunities for growth in various areas, with e-commerce being one of them [8]. The ICT Ministry of Bangladesh has been gradually implementing various measures to increase the popularity of the e-commerce sector, such as adding payment platform choices [9]. Furthermore, the advent of the internet has altered many Bangladeshi people's perspectives on life and made the globe seem like a little, interconnected village [10]. It set out new business open doors with new strategic policies in recent competitive situation [11]. With a population of over 169.21 million, the country offers a vast market for for e-commerce sites [5]. Daraz has become one of the most prominent companies in the online retail sector in Bangladesh, out of all the platforms available [12]. Daraz was founded in 2012 and has since quickly grown its business, providing customers with the ability to access a variety of goods and services via its online marketplace [13]. This platform offers customers the ease of shopping online, allowing them to buy goods and services without having to leave their homes and with minimal effort and offering a hassle-free shopping experience [14].

Daraz's dominance in the Bangladeshi industry was reinforced in 2018 when it became owned by Alibaba Group, one of the biggest e-commerce companies globally [15]. Customers can purchase a vast array of goods and services from Daraz, such as food, electronics, clothing, appliances for home use, and numerous other items [12]. The success of every business is heavily dependent on understanding the behavior of its customers, and this is especially true for Daraz e-commerce [7]. Daraz is always concerned with fulfilling the needs and desires of its consumers [5]. Daraz employs a variety of strategies to enhance their online services and brand. To enhance their offerings and boost revenue, companies must comprehend the elements influencing consumers' propensity to make shopping from Daraz online platform. [15]. The findings of the existing literature review indicated that a number of published studies have already been written about online purchasing behavior in relation to Daraz Bangladesh. Unfortunately, not enough research has been carried out on the key factors that drive consumers particularly online shopping platform in the light of Daraz in Bangladesh. Furthermore, the Kushtia region is an ideal location for this research as it has a significant number of internet users, and a considerable portion of the population relies on e-commerce platforms to fulfill their desires when shopping.

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## Research Objectives

- To identify the key factors that influence consumers' purchase intentions towards online shopping platforms in Bangladesh, with a specific focus on the Daraz platform in the Kushtia region.
- To provide insights and recommendations for Daraz in Bangladesh in creation of marketing plans and positions their market offer that effectively address the demands and preferences of customers in the Kushtia area.

**Literature Review:** The rise of e-commerce has significantly transformed consumer shopping behavior. With platforms like Daraz gaining popularity in South Asia, understanding the factors influencing purchase intentions becomes critical. This review synthesizes existing literature on consumer behavior in online shopping, focusing on key factors that impact purchase intention.

**Online Shopping Behavior of Consumer:** Online shopping is a rapidly growing trend worldwide, particularly in the age of the internet and mobile devices [16]. With its ease of use, accessibility, and large selection of goods from several sellers, it has completely changed the way that customers purchase [17]. According to Lin & Shen [18], the act of purchasing a product by a customer to fulfill a need or want and consider the product's effect on the surroundings or the user is known as consumer buying behavior. Consumer behavior varies from person to person. Personal, demographic, and psychological characteristics are some of the many contributing aspects, as identified by Van et al. [19]. Research by Okofu et al., [20] observed that customers save time by searching the internet for products that are within their budget. When purchasing online, a customer searches multiple websites for the particular item they require followed by Abu-Al et al., [10].

**Daraz Online Shopping:** One of the most well-known e-commerce sites in Bangladesh is Daraz, which provides customers with a large selection of goods [12]. It has been growing swiftly and taking over the top spot in this industry. The workforce at Daraz Bangladesh is young, vibrant, dynamic and enterprising individuals. They want to share their innovative web concepts with the Bangladeshi market, which is developing rapidly [13]. At the moment, Daraz is concentrated on expanding its business operations in Bangladesh. Bangladesh is an emerging economy with incredible growth potential [12]. The writers Hossain, Islam & Rahman [21] states that, with a 23.4% market share in 2021, Daraz was the most widely used e-commerce platform in Bangladesh. Products from a variety of categories are available on Daraz, including technology, apparel, home and living, medical and cosmetics, and more. Daraz's emphasis on offering a large selection of goods at affordable costs is one of its defining characteristics, as noted by Hasan & Ahmed [15]. Another important aspect of Daraz is its focus on customer service and support. The marketplace collaborates with numerous domestic and foreign vendors to provide a wide range of goods in numerous categories. This has helped in drawing in a sizable consumer base that seeks price and convenience from their internet buying, as observed by Zhou et al., [22].

**Perceived Trust:** Perceived trust is considered to be the most crucial factor in influencing consumer behavior and purchase intention towards online shopping platforms like Daraz [23]. Previous research by Surjono [24] has shown that consumers who trust an online shopping platform are more likely to make purchases from it. Additionally, trust has been demonstrated to directly impact consumer retention and service loyalty, followed by Vongurai [25]. According to Sudrajat et al., [26] found that trust in the platform is the most significant factor affecting intention to buy on Daraz. In addition, Tran & Nguyen [27] also found that perceived trust positively influenced purchase intention towards online shopping platforms. Therefore, this key factors have been put out by the investigators in this study's framework.

**Website Design:** Website design is considered to a vital component in influencing and managing consumer behavior and purchase intention towards online shopping platforms like Daraz [28]. Study by Wang et al., [29] found that website design significantly influences consumers' purchase intention towards Daraz in Bangladesh. According to the authors Bazhan, Shafiei & Borumandnia [30], crucial elements of website design that might influence user behavior include aspects like user friendliness, smooth operating function, and attractiveness.

The writers Hossain et al., [21] investigated the outcomes of website design on consumer trust and loyalty towards e-commerce platforms and found that website design significantly affects consumer trust and loyalty. The study suggests that a well-designed website that is easy to use and visually appealing can help build trust and loyalty among consumers. Another study by Lin & Shen [18] explored that during online shopping there are some factors that greatly affect consumers' purchase intention those are convenience, security, attractive website features and time saving qualities. A well-designed website that is user-friendly, visually appealing, and easy to navigate can help enhance customer satisfaction, loyalty, and trust in the e-commerce platform, as stated by Wang et al., [31].

**Perceived Risk:** Perceived risk is a major obstacle that can prevent consumers from engaging in online shopping, which is also relevant to Daraz's platform, as consumers may have concerns about product quality, privacy and security issues, and uncertainty about the reliability of the platform and product quality, as highlighted by Tran & Nguyen [27]. According to the study of Zhang et al., [32] that perceived risk adversely influences consumers' purchase intention towards Daraz. They also pointed out that consumers who perceive high levels of risk associated with online shopping are less likely to make purchases from a platform. The writers Han et al., [33] examined the consequences of perceived risk on consumers' decision to make online purchases. They found that perceived risk negatively influenced online purchase intentions, emphasizing the need for online retailers to alleviate consumers' concerns to encourage trust and engagement. Additionally, research by Gulfranz et al., [34], customers' perceptions of risk have a big impact on their decision to shop online. The authors also showed that perceived usefulness, risk, simplicity of use has a major impact on consumers' desire to make an online purchase in which risk has an unfavorable effect and perceived value and simplicity of use have a favorable impact.

**Customer Review and Rating:** Customer reviews and ratings play a noticeable role in online shopping platforms' success, considering that they serve as prospective clients' main information source [35]. The purchasing intentions of customers towards online shopping platforms are significantly influenced by customer evaluations and ratings, as described by Phetnoi et al., [36]. According to the study by Zhang, Hassan & Migin [37], if a product has a better rating and more good evaluations, customers are more inclined to believe in it and buy it. Furthermore, the study found that the number of reviews and ratings also played a role, as buyers are inclined to buy goods with a higher number of ratings and reviews, as reported by HA et al., [38]. The study by Li, Zhu & Yu [39] measured the effect of online customer feedback on consumer decision-making in the light of online shopping platforms. They concluded that positive comments and reviews had a significant positive effect on purchase intentions, while negative reviews had a correspondingly negative impact. Similarly, a study by Hong, Choi & Joung [40] focused specifically on Daraz, a popular online shopping platform in Pakistan. The study found that customer reviews and ratings significantly influenced the decisions made by consumers.

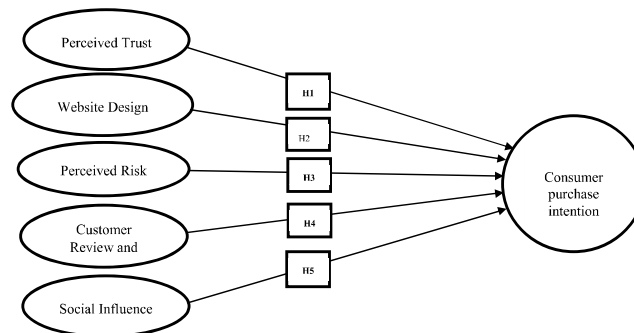
**Social Influence:** The ways that people are impacted by the ideas, emotions, or actions of others are referred to as social influence, as defined by Sultana, Begum & Khan [12]. Social influence affects behavioral intention of customers as it plays a vital role in shaping opinions, attitudes, and actions across various contexts, as highlighted by Ikailani et al., [41]. A study conducted by Lee et al., [42] demonstrated that social influence significantly impacted consumer purchase intention towards online shopping platforms like Daraz. The study mentioned that social influence can be a powerful tool for marketers to increase consumer trust and purchase intention towards online shopping platforms. The study also highlights the necessity of social media and word-of-mouth in influencing consumer behavior towards online shopping platforms.

Similarly, a study by Kumar et al., [43] noticed that social influence can significantly impact consumer behavior towards Daraz. According to the study, social influence can be a crucial factor in consumer decision-making, as consumers are more likely to trust and make a purchase if they see that others have made a purchase or recommend a product. Additionally, social influence from family, friends, and social media can significantly impact consumer behavior towards online shopping platforms, as mentioned by Chetioui et al., [44]. Thus, the researchers have posited the above factor to conduct this study.

**Consumer Purchase Intention:** The desire of a consumer to purchase a specific good or service is known as purchase intention [45]. Purchase intention is a dependent variable that is influenced by several types of internal and external variables. Measuring purchase intentions is useful in developing and designing effective marketing communication strategies [46]. The research operated by Abir et al., [47] found that consumers' purchase intentions towards Daraz in Bangladesh are influenced by perceived usefulness, perceived simplicity of use, credibility, and website design. The study also highlighted the importance of customer service and product quality as factors affecting consumers decision-making process. Furthermore, research by Khan & Bhuiyan [48] discovered that after-sale support, good discounts policy, timing of delivery, easy payment options, security, hassle-free return policies and various types of promotional pricing are the elements that significantly influenced the desires of consumers to use Daraz in Bangladesh.

**Research Gap:** Previous studies have applied the Technology Acceptance Model (TAM) to examine consumer behavior in e-commerce settings such as online shopping platforms, there is still a need to identify additional factors that may impact consumer behavior towards such platforms in specific regions such as Kushtia in Bangladesh. While the TAM model has been useful in highlighting key factors that influence consumer behavior in e-commerce, it may not capture the unique characteristics of consumers in Kushtia, Bangladesh. Therefore, this study seeks to extend the TAM model by including additional factors such as perceived trust, website design, perceived risk, customer review and rating, and social influence in order to more fully understand how consumers in Kushtia make purchasing decisions when using the online shopping platform Daraz.

**Theoretical Framework of the Study:** Numerous prior investigations have been carried out to comprehend the elements influencing customers' willingness to make a buy on the internet marketplace Daraz. The literature suggests that multiple factors influence consumers purchase intentions towards online shopping platforms like Daraz, including perceived utility, perceived simplicity of use, trust, security and privacy, social impact, product quality, customer service, website design, perceived usefulness, convenience, customer reviews and ratings, delivery methods and brand loyalty. Based on the study by Vongurai [25], Hossain et al., [21], Han et al., [33], Hong, Choi & Joung [40] and Kumar et al., [43] the following theoretical framework is developed for this study.



**Fig. 1:** Conceptual Framework and Hypothesized Model.

## Hypotheses Development

Based on the model mentioned above, we propose that the dependent and independent variables may have the following relationship.

**H1:** Perceived trust has a notable impact on consumer's propensity to buy on consumers' purchase intention towards online shopping platform Daraz.

**H2:** Website design positively influence on consumers purchase intention towards online shopping platform Daraz.

**H3:** Perceived risk positively influence on consumers purchase intention towards online shopping platform Daraz.

**H4:** Customer review and ratings significantly influence on consumers purchase intention towards online shopping platform Daraz.

**H5:** Social influence have a significant effect on consumers purchase intention towards online shopping platform Daraz.

## Methodology of the Study

**Research Approach:** The study employs a quantitative research approach on measuring and analyzing numerical data to identify patterns and relationships with regard to factors affecting consumer purchase intentions towards the Daraz online shopping platform.

**Research Paradigm:** A research paradigm is a framework that guides how research is conducted, influencing the methodologies, techniques, and interpretations used in a study [49]. It encompasses the underlying beliefs and assumptions about the nature of knowledge, reality, and how we come to understand the world [50]. The research has adopted an epistemological stance. This presumption addresses subjective data gathered from field surveys. This study is grounded in a positivist research framework and survey methodology, in line with the epistemological perspective.

**Sampling Method, Data Collection and Sample Size:** Convenience sampling method has been employed for this study as this sampling technique is easy to conduct and inexpensive. The participants in this study were all of the online shoppers in the Kushtia region, including different age groups, genders and categories of occupations, who have purchased products from Daraz.

Cochran's sample size determination formula was used in this study for sample size calculation since it allows the researchers to calculate an ideal sample size from a finite population given a desired level of precision, desired confidence level and the estimated proportion of the attribute present in the population [51]. The sample size was determined by the following Cochran's (1963) sample size determination formula, developed to calculate a proportional representative sample as follows:

$$n_0 = \frac{z^2 pq}{e^2}$$

Where  $z$  is the selected critical value of the desired confidence level (95% confidence);  $p$  is the estimated proportion (.5) of an attribute present in the population,  $q$  is  $1-p$  and  $e$  is the desired level of precision (10%). Based on this formula, 96.04 respondents were considered satisfactory to conduct the study. In order to increase the validity and more reliability of the data, the investigator gathered information from an additional number of individuals, resulting the total sample size to 150, from various Kushtia localities. Among them, 146 respondents were willing to respond to the survey. Out of 146 respondents, 12 respondents did not use Daraz online shopping. Since this study was conducted basically for factors affecting consumer's purchase intention towards online shopping platform Daraz, data were not collected from those 12 respondents, and 9 respondents did not complete the survey questionnaire. Therefore, 125 respondents responded to the survey, and the final sample size is 125, which satisfies the minimum sample size of 96.04 respondents as calculated in the above-mentioned sample size calculation.

**Sources of Data and Questionnaire Development:** Both primary as well as secondary information were employed in this investigation. To collect primary data a self-structured questionnaire was used. The questionnaire was divided into three portions. In first portion includes demographic profile of the respondents.

In second portion some elementary data about online shopping was used and in third portion was factor analysis where we have identified five factors that actually helps to influence the propensity of consumers' purchase intention towards Daraz online shopping and under six factors 18 items have developed. Additionally, various journals, books, and relevant publications, have been utilized to gather secondary data for this study.

**Pre-test Pilot Survey:** In order to ensure that the questionnaire was clear and relevant, a small sample of customers have been pretested [52]. In order to develop a useful questionnaire, a pilot survey was performed by evaluating 10 samples, and an initial questionnaire of 22 items was created. The researchers picked samples from the Kushtia region for the pilot study, taking into account customers who had previously used or are presently utilizing Daraz online shopping.

Feedback from the pretest was used to modify the questionnaire to improve its validity and reliability. A pilot survey was carried out with these 10 respondents to determine how they comprehend, engage, and express their opinions. After preliminary

examination and recommendation from experienced people involved in this study, as well as a comprehensive evaluation of secondary sources the questionnaire was finalized for use with 18 items.

**Scaling Technique:** For this study Likert Scale (Non-comparative Scaling Technique) has been used with five response categories (1- Strongly agree, 2- Agree, 3- Neither agree or disagree, 4- Disagree, 5- Strongly disagree) that indicated the degree of agreement or disagreement with each of a series of statements.

**Data Analysis Technique:** The study’s reliability, validity, correlation, and KMO analysis have been conducted with the help of SPSS (version 21). Furthermore, multiple regression analysis and ANOVA have been applied to test the proposed hypothesis for the study with the help of SPSS (version 21). Multiple regression analysis allows researchers to examine the connection between one dependent variable and several independent variables [53].

Besides, ANOVA assists in the right design of experiments and the appropriate analysis of the data it produces in a correct way [54]. With the help of ANOVA analysis, the researcher can compare variation among the means of the groups with the variation within groups [55]. For this reason, the researcher performed multiple regression and ANOVA analysis in this study.

**Findings and Discussions of the Study:**

**Demographic Profile of the Respondents:** The demographic profile highlights a balanced representation across key variables, giving a well-rounded view of the respondents’ backgrounds. It also gives an overview of their age, gender, educational background, income levels, and professional roles.

**Table 1.** Demographic Profile of the Respondents

Variables	Categories	Frequency	Percentage
Gender	Male	52	41.6%
	Female	73	58.4%
Marital Status	Married	28	22.4%
	Unmarried	97	77.6%
Age	15-20 years	34	27.2%
	21-25	17	13.6 %
	26-30	15	12 %
	31-35	51	40.8%
Education Level	36-40 and above	8	6.4 %
	S.S.C	16	12.8%
	H.S.C	18	14.4%
	Graduation	45	36%
	Masters	18	14.4%
Occupation	Others	28	22.4%
	Student	81	64.8%
	Business	14	11.2%
	Private Job	4	3.2%
Income Level	Govt. Job	10	8%
	Others	16	12.8%
	Below 10,000	24	19.2%
	10,000 to 20,000	38	30.4%
	20,000 to 30,000	51	40.8%
	30,000 to 40,000 and Above	12	9.6%

**Source:** Researcher’s own collection and through the use of Excel Sheet-2016

Table 1 displays the demographic information of the respondents. It shows that the majority of participants are female (58.4%) and male (41.6%). Most respondents fall in the age groups of 31-35 years (40.8%) and 15-20 years (27.2%) and have completed graduation (36%). Among the 125 respondents, 24 have an income below 10,000, 38 have an income of 10,000-20,000 (30.4%), 51 have an income of 20,000-30,000, and 12 have an income of 30,000-40,000 or above. Additionally, 81 respondents are students, 14 are businessmen, 4 have private jobs, 10 have government jobs, and 16 fall into other categories.

**From Elementary Data:** This study has also collected some basic information from the respondents about their purchase intentions towards the Daraz online shopping platform, as shown in Table 2.

**Table 2.** Basic Information about Customer Buying Attitude of the Respondents

	Categories	Frequency	Percent-age(%)
Are you familiar with online shopping?	Yes	125	100%
	No	--	--
Have you purchased anything on Daraz	Yes	125	100%
	No	--	--
What do you like most about Daraz	Convenience	23	18.4%
	Discounts	57	45.6%
	Superior selection/availability	45	36%
Most frequently purchase category	Electronics	40	32%
	Clothing and fashions	24	19.2%
	Cosmetics	15	12%
	Home decoration	20	16%
	Others	26	20.8%
How satisfied are you with your experience on Daraz shopping	Highly satisfied	21	16.8%
	Satisfied	61	48.8%
	Neither satisfied nor dissatisfied	23	18.8%
	Dissatisfied	8	6.4%
	Highly dissatisfied	12	9.6%

**Source:** Researcher's own collection and through the use of Excel Sheet-2016.

Table 2 presents the respondents' basic information regarding the Daraz online shopping platform. The data indicates that all respondents (100%) were aware of online shopping and had made purchases from Daraz. Among them, 45.6% identified discounts as the feature they liked most about Daraz. In terms of product categories, 32% of respondents purchased electronics, 19.2% bought clothing and fashion items, 12% purchased cosmetics, 16% bought home decoration items, and 20.8% chose other products. Regarding satisfaction levels, out of the 125 respondents, 61 were satisfied, while 8 were dissatisfied.

**Reliability Analysis:** The Cronbach's Alpha value of 0.851, as presented in Table 3, suggests a relatively good level of internal consistency reliability for the 18-item questionnaire. This value exceeds the commonly accepted threshold of 0.70 and suggests that the set of items used in the analysis demonstrates a high degree of internal consistency [56].

**Table 3.** Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	No. of Items
0.851	18

**Multiple Regression Analysis:**

**Model Summary and Goodness-of-Fit:** The model summary shown in the following Table 4 provides an overview of the statistical performance and goodness-of-fit measures for a regression analysis.

**R:** The multiple correlation coefficient, symbolized by R, quantifies the direction and intensity of the linear link between the total set of independent variables and the dependent variable. In this case, the value of 0.755 indicates a strong positive correlation.

**R Square:** The value of the coefficient of determination, also referred to as R Square, is the fraction of the variation in the dependent variable that can be explained by the independent variables in the regression model. The R Square score of 0.570 indicates that approximately 57% of the variability in the dependent variable can be accounted for by the independent variables in the model.

**Adjusted R-squared:** The adjusted R-squared value 0.552 suggested that, if more independent variables will add to the regression model then 552% variance in the dependent variables can be explained by independent variable.

**Table 4.** Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.755 <sup>a</sup>	0.570	0.552	0.80981
a. Predictors: (Constant), Social Influence, Customer Review and Ratings, Perceived Risk, Website Design, Perceived Trust				



**ANOVA Analysis:** The ANOVA (Analysis of Variance) shown in following Table 5 provides information about the statistical significance of the regression model. In this regard, the ANOVA result shows that the p value is 0.000 which is less than 0.05, hence it indicates that there is a significant relationship between independent variable and independent variables.

**Table 5.** ANOVA Analysis

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.485	5	20.697	31.560	0.000 <sup>b</sup>
	Residual	78.039	119	.656		
	Total	181.524	124			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Social Influence, Customer Review and Ratings, Perceived Risk, Website Design, Perceived Trust						

**KMO (KAISER-MEYER-OLKIN) and Bartlett's Test:** Measure of sample adequacy test was applied on factors of consumer's purchase intention to test whether the sample was adequate to consider the data. The KMO measure ranges from 0 to 1, with values closer to 1 indicating better suitability for factor analysis. A value above 0.6 is generally considered acceptable, while values above 0.8 are considered good. In this case, the KMO measure is 0.769, indicating a relatively good level of sampling adequacy. This indicates that the data set has a sufficient degree of inter-correlation among the variables. Bartlett's test indicates the significance level is 0.000, which is less than the conventional threshold of 0.05 suggests that there are significant relationships among the variables, supporting the use of factor analysis on the researcher's data [57].

**Table 6.** KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.769
Bartlett's Test of Sphericity	Approx. Chi-Square	2103.186
	Df	153
	Sig.	0.000

**Hypothesis Testing:** In hypothesis testing, a structural model is used to help researchers making decisions about the offered hypotheses. It also assists in understanding the link between the dependent and independent variables. Several proposed causal relationships are tested using structural equation modeling among the five antecedents including perceived trust, website design, perceived risk, customer review and ratings, and social influence of consumers' purchase intention of online shopping platform Daraz and the outcome variable purchase intention.

**Table 7.** Co-efficient Statistics

Hypothesis	Independent Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.(P)	Decision
		B	Std. Error	Beta			
	(Constant)	.302	.432		.700	.485	
H1	Perceived trust	0.421	0.070	0.440	6.049	0.00	Accepted
H2	Website design	-0.463	0.200	-0.144	-2.312	0.02	Accepted
H3	Perceived risk	-0.015	0.073	-0.013	-0.204	0.83	Rejected
H4	Customer review and rating	0.460	0.083	0.410	5.535	0.00	Accepted
H5	Social influence	0.240	0.114	0.131	2.109	0.03	Accepted

**Dependent Variable:** Purchase Intention

[Note: H= Hypothesis, Std. Error= Standard Error, T= Hypothesis Test Statistic, P=Probability (Sig.)]

**Discussion on Findings:** The findings from this study provide a comprehensive understanding of how perceived trust, website design, perceived risk, customer review and ratings, social influence on consumers' purchase intention towards online shopping platform Daraz. The multiple regression analysis model illustrates that perceived trust ( $\beta = 0.44$ ,  $P = 0.00 < 0.05$ ), website design ( $\beta = -0.141$ ,  $P = 0.02 < 0.05$ ), customer review and ratings ( $\beta = 0.410$ ,  $P = 0.00 < 0.05$ ), social influence ( $\beta = 0.131$ ,  $P = 0.03 < 0.05$ ), have positive impact and significant relationship on consumers' purchase intention towards online shopping platform Daraz. On the other hand, perceived risk ( $\beta = -.013$ ,  $P = 0.839 > 0.05$ ) has negative impact on buying intentions in the light of Daraz shopping platform because the p-value of the variables exceed 0.05. Furthermore, the findings of the study reveal that the

hypotheses H1, H2, H4, and H5 are accepted. This indicates when consumers perceive Daraz as trustworthy, they are more likely to have the intention to make a purchase on the platform. Well-design website by focusing on features that enhance the user experience such as ease of navigation, visually appealing design, and mobile responsiveness. As customer reviews and ratings increase user confidence, consumers are more likely to have a positive intention to purchase from the Daraz platform. Conversely, the hypothesis H3 (perceived risk) is rejected, suggesting that consumers perceived risk of shopping on the platform does not seem to affect their intention to purchase from Daraz. By addressing potential perceived risks, Daraz can enhance customer trust and confidence in their platform, which may ultimately lead to increased purchase intention.

**Recommendations:** In the context of Daraz online shopping platform, several factors can significantly influence consumers' purchase intention. Some specific suggestions for Daraz based on the findings from this study are as follows.

- Since perceived trust was found to significantly affect consumers' purchase intention, it is essential for Daraz to focus on building trust among its customers. This can be achieved by implementing measures such as providing authentic products, secure payment gateways, offering reliable delivery services, ensuring transparent and reliable communication, and providing guarantees for product quality and customer satisfaction.
- As website quality was determined to have a favorable influence on purchase intention, Daraz should invest in improving its website design, user interface, mobile responsiveness and overall user experience. The website should be easy to navigate, visually appealing, and offer a seamless and secure shopping experience.
- Since customer reviews and ratings were found to influence purchase intention, Daraz should encourage and promote customer feedback on its platform. This can be done by encouraging satisfied customers to leave positive reviews, implementing a robust review system, prominently displaying customer ratings and reviews, and addressing any negative feedback promptly and effectively.
- Social influence was identified as a significant factor affecting purchase intention. By leveraging social media influencers or running ideal social media campaigns to enhance and promote their market offering in terms of products and services, Daraz can increase their social influence and ultimately lead to increased purchase intention towards the platform. Also Daraz should implementing social proof mechanisms such as displaying the number of customers who have purchased a particular product, showcasing positive testimonials, and integrating social media sharing options. Collaborations with influencers or online personalities in the Kushtia region could also be explored to enhance social influence.
- It is also important for Daraz to address and mitigate any potential risks associated with online shopping. This can be achieved through measures such as implementing secure payment options, providing clear and detailed product descriptions, offering reliable return and refund policies, and ensuring efficient customer support.

**Conclusion and Future Research Directions:** Every business activity is intended to satisfy the requirements and desires of a customer, so knowing customers is the most critical variable in determining whether an e-commerce organization succeeds or fails. This empirical study is investigated to know the factors that effect on consumers buying intentions in prospects of Daraz online shopping. After the analysis of statistical data and findings arrived, it can be concluded that among the five factors perceived trust, website design, customer review and ratings, social influence plays a significant role in consumers purchase intension towards Daraz in the Kushtia region of Bangladesh. These factors may contribute to building confidence, providing positive user experiences, and influencing customers through social recommendations. This study made an effort to offer some theoretical insights. The outcomes of this research provide support for the TAM Model in consumer buying intentions, but it may not capture the unique characteristics of consumers in all circumstances. This study will contribute to extending the TAM model by incorporating additional factors such as perceived trust, website design, perceived risk, customer review and rathing, and social influence in order to more fully understand how consumers make purchasing decisions when using the online shopping platform Daraz. Overall, this study provides valuable insights into the factors influencing consumers' purchase intention towards the Daraz platform in prospect of Kushtia region in Bangladesh, contributing to the understanding of consumer behavior with regard to online shopping and offering implications for businesses and marketers aiming to enhance customer engagement, user experience, analyze competitors and drive sales on the platform. However, the study had certain drawbacks. This study has a limited sample size and focuses on a specific group that is geographically concentrated. The study may focus on a limited set of variables, but some other variables may affect consumers' purchase intentions. Future research could expand the study area, increase the sample size, use multiple data collection methods, investigate other e-commerce platforms, and consider cultural factors to provide a more comprehensive understanding of consumers' purchase intentions towards e-commerce platforms.

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