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FACTORS INFLUENCING CONSUMER INTENTION IN THE ONLINE PURCHASE OF GOLD ORNAMENTS

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Abstract

The study will be conducted to find out the factors influencing consumer intention to buy gold ornaments online. Quantitative research is used, primary data were collected through a structured questionnaire and circulated using Google Forms. The instrument was developed to include relevant factors that drive consumers to think about value, convenience, trust and risk. We shared the survey link on Facebook, LinkedIn, Instagram and other sites to reach as many people as possible and anyone could take the survey.

Out of these, seven of the 257 responses were thrown out because they were inadequate or unusable. Thus, the actual sample size became 250 human beings. The researcher selected a non-probability sampling approach which is convenience sampling. The primary objective of the survey was to know about its demographic and factors that determines the attitude and behaviour of consumers towards online purchase of gold jewellery. Data analysis has been conducted to identify key drivers and perceived values, convenience, trust and perceived risk that are factors that significant influences purchase intention. Further, with multiple regression analysis, it is proved that the trust, value and convenience are significantly predictor for intention to purchase gold ornaments online i.e.

This holds key operational lessons for marketers and e-commerce merchants operating in digital gold jewelry segment. Understanding the weight of these psychological and contextual factors enables firms to craft more effective marketing strategies—such as enhancing perceived trustworthiness, improving user convenience, and communicating value clearly—to better engage and retain customers in an increasingly competitive online environment.

Keywords: *Purchase Intention, Trust, Value, Convenience, Risk, Consumer Behaviour, Buying Behaviour*

1.0 Introduction

Consumer spending behaviour has majorly transformed over the last few years with the rise of online shopping for a wide range of product segments, including high-value products like gold.

At no time in the history of the world have there been so many products available to any individual due to the power of the whole world wide web. They can check out pricing, compare with other options, shop from the comfort of their own home. As a result, the transition from brick-and-mortar to digital consumption fueled an increased interest in understanding the hidden psychology and environmental factors that can influence consumer behaviors online.

With respect to the key constructs derived from previous studies are ease of use, risk, trust and value perceived. These factors are crucial to drive consumers towards online shopping (Jin & Park, 2020). We know a lot about how these things work in general but there haven't been as many studies on how this works in the very small (but interesting due to its real world value) market of buying gold online. But there has been a ton of research in the overall e-commerce world on how they work. Since gold is very valuable and also very emotionally charged, individuals might behave differently when they purchase it over the internet than the literature indicates.

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This study will fill the gap by investigating the most influential drivers that cause customers to buy gold online. Researchers will have a better understanding of customers' behavior in intricate online transactions and how businesses can build trust, create perceived value, and mitigate perceived risk within the online gold market.

1.1 Statement of the Problem

E-commerce is growing at an accelerated pace which has greatly changed the habits of consumers and people who used to buy gold in the past. Even though the Internet increasingly begins to serve as a platform for the trade of precious items, we still don't have any good grasp on what makes people choose to buy things from within this small market. This lack of information has implications for companies endeavoring to meet customers' changing requirements in the digital gold market. While previous research has provided insight into underlying determinants of online consumer behavior, including perceived trust, risk, value, and convenience, most of research has been largely focused on broad categories of retail. How far these constructs are translatable to the domain of gold purchasing, which carries greater financial and emotional risk, remains to be fully explored. The uniqueness of gold as both a luxury good and investment vehicle adds further nuance to consumer choice, thus requiring the closer analysis of how these ingrained variables operate within this specific industry.
This study has tried to find out the main factors in consumer decision-making to buy gold via electronic commerce. It also explores different perspectives on these goals, consumer reservations and so on in order to guide integrated marketing strategies for the future. By so doing, trust among consumers will be enhanced through understanding their needs and also promoting long-term company development. Ultimately, the study contributes to an enhanced academic comprehension of consumer behavior with the digital commerce while delivering practical value to industry stakeholders engaged in the online gold market.

1.2 Research Objectives

1. To identify and analyse the key factors that influence consumer purchase intentions in the context of buying gold through online platforms.
2. To evaluate the role of perceived trust in shaping consumer willingness to purchase gold via digital channels.
3. To investigate the relationship between perceived risk and consumers' decision-making processes when considering online gold purchases.
4. To assess how perceived value contributes to the formation of purchase intentions in the online gold market.
5. To explore the extent to which perceived convenience affects consumer preferences and behaviours in the context of online gold transactions.

1.3 Review of Literature

Traditionally, trust has been recognized as an essential element in consumer behavior construction in digital environments. Gefen (2000) highlighted trust as a central factor that determines users' willingness to engage in electronic transactions. Building on this view, Kim and Park (2013) claimed that perceived trust greatly enhances consumers' readiness to make transactions on e-commerce sites, especially where the environment is considered reliable and secure. Alongside, Kim and Kim (2020) clarified about the useful tools presupposed for trust-building — secure payment gateway at first instance to transact over some monetary interests as situate on the side of businesses establishing their authenticity; openness in communication serves best all what customers lookout from a business point of view to be placed amongst one priority consideration while purchasing online. Yet, despite all the benefits that online shopping offers, people are often hesitant to shop online — especially in categories where products are costly or emotionally charged. Dowling and Staelin (1994) can be cited in highlighting that products with significant inherent or symbolic value, like gold, have higher

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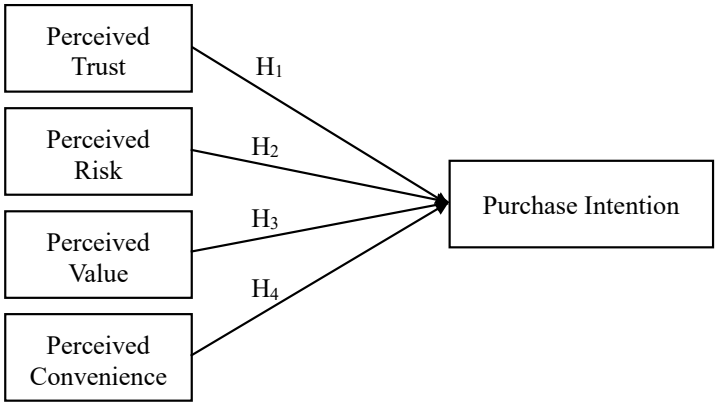
perceived risk when it comes to consumer purchase behavior; Lee & Turban's (2001) work emphasized the essential nature of mitigating risk perception in terms of e-commerce. In order to reduce risk perception and strengthen consumer trust in online gold transactions, Lee & Lee (2021) provided complete product information, available return policies and showed customer reviews.
Perceived value The viewpoint of online commerce has another vital predictor of purchase intention. It is summarized as a trade off of what have customer forwent and rewarded instead (Sweeney & Soutar 2001). Specifically, Chen and Chang (2003) argue that purchase intentions would be significantly influenced by perceived value. Going back to gold, the assessment of utility is used when it exceeds the value that can be learned from a product price. This includes taking into account factors like purity, brand heritage, price transparency, and investment standing (Li & Zhang, 2019). This aspect was also aided by Hsiao and Chen (2018), who found that once consumers think their benefits (or economic utilities) are higher, then the possibility of positive purchasing behaviour increases. Convenience also remains the major factors that impacts how online shopping platforms are received. Liu et al. Ashworth et al. (2016) recognised convenience as a major factor in the attraction of digital retail, noting greater ease of navigation and checkout as typical attributes, alongside the flexibility allowed for delivery options. For example, Wang and Sun (2020) explored that consumers are interested to pay for simple-to-use interfaces and time-saving functions. In addition, Cho and Workman (2016), as well as Ha et al. 2019) stressed the effect of convenience in increasing customer satisfaction & loyalty context within e-commerce areas. In the end purchase intention itself is a powerful predictor of actual purchasing behavior, especially in online settings. The theory of planned behavior by Ajzen (1991) states that intention is a crucial antecedent to the behavior and has been refined in e-commerce context. Hair et al. Previous research concluded that trust, risk, value and convenience are the major factors to build up intention of purchase in e-retailing related domain (Yang et al. 2019). For instance, Jin & Park (2020) found that perceived trust, risk and value significantly affect consumer intention in social media shopping platforms; re- highlighting the relevant nature of these constructs in online consumer behavior till today.

Figure 1 ***Conceptual Framework***



2.0 Conceptual Framework

2.1 Perceived Trust and Purchase Intention

The research based on Lee and Turban (2001) framework establishes that trust perception functions as a fundamental element which influences consumer purchase intentions within e-commerce platforms for expensive items like gold. According to Lee and Turban trust consists of multiple aspects which include website credibility and seller name recognition and transaction security. The platform's trust foundation emerges from the combination of these elements. Research studies demonstrate that trust functions as an essential market behavior factor when analyzing consumer actions. The research elevates consumers in online develop positive purchase intentions because of trust. The research

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conducted by Kim and Moon (1998) and Gefen (2000) demonstrates that consumer trust perceptions directly influence their purchasing decisions. The high value nature of gold purchases requires strong trust because authenticity and value addition and quality and financial risks are involved. Trust in these situations becomes stronger through intangible elements that include visible brand communication and secure information systems and clear seller details. The research predicts that trust perception will significantly enhance gold Internet purchase intentions among consumers. E-commerce vendors should enhance gold online purchasing intentions through improved trust factors which include payment security and seller reputation**.**

H1: Perceived trust has a significant positive relationship with consumer purchase intention toward gold on online platforms.

2.2 Perceived Risk and Purchase Intention

The connection between perceived risk and consumer intention of purchase in online gold selling can be summarised by major consumer behaviour theories. Bauer (1960) and Cox (1967) conducted research on consumer decisions that focused on perceived risk rather than brand trust. The five dimensions of this model—financial, performance/functional, social, temporal, and psychological risk—have an impact on how a buyer might assess a purchase. Our framework states that because there is no physical contact with the seller and no tangible goods, e-commerce is frequently associated with higher perceived risks. According to Featherman and Pavlou (2003), online environments can exacerbate a sense of risk, particularly when it comes to physically valuable resources like gold. The buyer wants to be certain that the transaction is safe, the seller is trustworthy, and the product is authentic. According to Chiu et al. Risk issues have become even more material in 2014. Trust and verification is a larger issue when dealing with high cost luxury or investment goods. As a result, with exposure to threat can prevent consumers from purchasing in the internet for high worth sales . Laroche et al. According to (2005), Increased perceived risk reduces purchase intention and consumers behave more diligently in uncertain situations. Similarly, people also keep away from options that they perceive as risky unless provided enough evidence that the option is safe (Dowling & Staelin, 1994 in Makhija et al. According to these evidences, this study hypothesize that the risk of online transaction in purchasing effect on an intention to purchase gold online negatively. These risks are related to the characteristics of products, how safe transaction procedures and the credibility of that particular vendor forces pointing to be very much trust in this segment.

- **H2**: Perceived risk is negatively related with consumer purchase intention toward gold on online platforms.

2.3 Perceived Value and Purchase Intention

Some well-known models and concepts from consumer behaviour and e-commerce that could be used to associate between perceived value of consumers toward their intention in purchase intention online gold trading. Mehrabian and Russell (1974) proposed a S-O-R model in which consumer behavior originates from a stimulus that is processed internally through socio-psychological factors. Perceived value in this model can be identified as a key internal evaluator state for the consumer, which results from benefits received relative to those costs (Zeithaml, 1988). It is one of the significant predictors of value in e-stores that makes intentionality to be purchased. Consumers generally seek emotional, financial or functional value in a product (Sweeney and Soutar, 2001). Now with the legend, people try to guess how much gold to buy and they always keep only one ratio in mind: Investment this is equally important when buying gold; When purchasing gold along with comparing prices and quality of the good in general terms such as long-term investments, authenticity or what it means.

It is a highly volatile commodity and financial asset, so the consumer must evaluate its value. Perceived value of the offering is a critical predictor in digital markets because consumers rely on mediated cues (i.e., descriptions, certifications, reviews) for product evaluations since they cannot

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physically inspect the product. That said, there is a strong case to be made that the more customers want to transact in gold on online platforms, the better it likely appears as value.

- **H3**: Perceived value has a positive influence on consumer purchase intention toward gold on online platform

2.4 Perceived Convenience and Purchase Intention

Perceived convenience significantly influences consumer behaviour in the context of online shopping, so customers' interes to buy gold products via e-commerce are expected to be positively affected by perceived convenience. This study extends the findings of Kim and Park (2017) where convenience was the unavoidable factor related with purchasing offline clothes by integrating perspectives from Technology Acceptance Model (TAM) as well as Theory of Planned Behavior. According to the Technology Acceptance Model (Davis 1989), perceived ease of use is an influential factor in explaining users attitudes and behavioural intentions towards adopting online technologies. Furthermore, the TPB paradigm suggested by Ajzen (1991) discloses how subjective norms and perceived behavioural control act as antecedents of convenience to influence purchase intentions. As per supported by past online consumer behaviour literature it is accordingly predicted that high perceived ease of purchasing gold through the internet can lead to more stronger intention.

- **H_4:** Perceived convenience positively impacts purchase intention towards gold online.

3.0 Research Methodology

Using a quantitative research methodology, this study used primary data gathered from respondents via a Google Forms questionnaire. The purpose is to gather data on the variables influencing consumers' intentions to buy. No preset criteria is used to select responders, and the survey was done on social media platforms like Facebook, Instagram, and LinkedIn. Out of the 257 responses submitted, seven were deemed incomplete and eliminated from the study. The 250 respondents that comprised the final sample size were chosen using a non-probability selection method known as convenience sampling. This strategy was selected because it was effective in gathering preliminary data on the study problem and it was easy to reach potential participants. The data were analysed using statistical techniques such as factor analysis to identify underlying factors influencing purchase intention.

4.0 results and discussion

The respondents distribution is presented in Table 1.

Table 1 ***Profile of the Respondents***

Variables	Frequency	Percentage
Gender		
Male	137	54.8
Female	113	45.2
Age		
26-30 years	71	28.4
31-35 years	24	9.6
36-40 years	84	33.6
40 years and above	71	28.4
Occupation		
Employed	161	64.4
Self-employed	36	14.4
Professional	53	21.2
Education		
Graduate	66	26.4

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Post-graduate	184	73.6
Annual Income		
₹25,001 to ₹30,000	42	16.8
₹30,001 to ₹35,000	36	14.4
₹35,001 to ₹40,000	18	7.2
More than ₹40,001	154	61.6

Source: Primary data

The study involved 250 participants, and the descriptive statistics revealed that there were no missing values for any of the variables: gender, age, occupation, education, or yearly income. When it came to gender distribution, 45.2% identified as female, while 54.8% identified as male. The age group with the highest representation was between 36 and 40 years old, making up 33.6% of the participants, followed closely by those aged 26 to 30 at 28.4%. In terms of occupation, a significant majority (64.4%) were employed, with professionals accounting for 21.2% and self-employed individuals at 14.4%. Regarding education, a notable 73.6% of participants held a post-graduate degree, compared to 26.4% who had a graduate degree. Lastly, 61.6% of participants reported an annual income exceeding ₹40,001, while a smaller percentage fell into the lower income brackets. These findings provide a solid foundation for further research into consumer intentions regarding online gold ornament purchases and offer valuable insights into the collective demographic profile of the sample.

4.1 Factor Analysis

Table 2 ***Result of KMO and Bartlett's Test***

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.710
Bartlett's Test of Sphericity	Approx. Chi-Square	3747.194
	df	190
	Sig.	<0.001

The Kaiser-Meyer-Olkin (KMO) sample adequacy and Bartlett's Test of Sphericity were employed to test if the dataset was suitable for factor analysis. The KMO value of 0.710, which is within the acceptable range, indicates a moderate degree of common variance among the variables. According to standard guidelines, a KMO value greater than 0.5 indicates that there are enough intercorrelations between the data items to support factor analysis. Additionally, Bartlett's Test of Sphericity was used to calculate a test statistic of roughly 3747.194 on 190 degrees of freedom, with a corresponding p-value of less than 0.001. This highly significant result, which shows that the correlation matrix is not an identity matrix, establishes the reality that there are significant correlations among the variables. Collectively, these results support the use of exploratory factor analysis to further investigate the data's underlying structure.

In conclusion, the KMO measure and Bartlett's Test both indicate that the dataset is suitable for factor analysis due to the significant correlation and sufficient common variance between the variables.

Table 3 ***Result of Communalities***

Variables	Initial	Extraction
I feel that purchasing gold from online platforms provides me with benefits that justify the cost **(V1)**	1.000	.563
I am likely to purchase gold from online platforms shortly **(V2)**	1.000	.815
I believe that online platforms selling gold are trustworthy **(V3)**	1.000	.764
I consider the quality of gold products offered by online platforms to be satisfactory for the price **(V4)**	1.000	.790
The authenticity of gold products offered by online platforms **(V5)**	1.000	.680

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I am concerned about the security of my financial information when making a gold purchase online **(V6)**	1.000	.675
I value the flexibility of shopping for gold products online at any time **(V7)**	1.000	.832
I feel uncertain about the reliability of online platforms in delivering gold products as advertised **(V8)**	1.000	.689
I find it convenient to browse and compare gold products online **(V9)**	1.000	.666
I fear experiencing difficulties in returning or exchanging gold products purchased online **(V10)**	1.000	.661
I find the online shopping experience for gold online convenient and hassle-free **(V11)**	1.000	.795
I perceive the prices of gold products on online to be reasonable compared to other purchasing options **(V12)**	1.000	.826
I am actively considering buying gold from online platforms for my future investment needs **(V13)**	1.000	.664
I worry about receiving counterfeit gold when purchasing online **(V14)**	1.000	.649
Given the opportunity, I would consider buying gold from online platforms **(V15)**	1.000	.720
I believe online platforms would satisfactorily handle any issues or concerns related to my gold purchase **(V16)**	1.000	.560
I appreciate the ease of purchasing and completing transactions when buying gold online **(V17)**	1.000	.589
I feel confident about the security measures taken by online platforms when purchasing gold **(V18)**	1.000	.767
I intend to purchase gold from online platforms within the next few months **(V19)**	1.000	.844
Purchasing gold from online platforms offers good value for the money **(V20)**	1.000	.699

Extraction Method: Principal Component Analysis.

Every variable in the communality is initially assumed to share 100% variation, according to the communality's results. As a result, each item has a value of 1.00 at first, meaning that each item shares 100% of the variance. The extraction value ranges from 0560 to 0.844, indicating that the item's variance share after extraction is at least 56.0% and at most 84.4% on average.

Table 4 ***Result of Total Variance Explained***

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*	*Total*	*% of Variance*	*Cumulative %*
1	7.320	36.599	36.599	7.320	36.599	36.599	4.028	20.141	20.141
2	2.483	12.415	49.014	2.483	12.415	49.014	2.661	13.304	33.445
3	1.850	9.251	58.265	1.850	9.251	58.265	2.571	12.856	46.300
4	1.433	7.167	65.432	1.433	7.167	65.432	2.524	12.618	58.919
5	1.161	5.807	71.239	1.161	5.807	71.239	2.464	12.320	71.239
6	.965	4.823	76.062						
7	.874	4.371	80.433						
8	.697	3.485	83.918						
9	.567	2.836	86.754						
10	.485	2.423	89.177						
11	.453	2.266	91.443						
12	.416	2.079	93.523						
13	.334	1.669	95.191						
14	.259	1.296	96.487						
15	.197	.984	97.471						
16	.173	.866	98.337						
17	.127	.635	98.972						
18	.092	.458	99.431						
19	.068	.340	99.771						
20	.046	.229	100.000						

Extraction Method: Principal Component Analysis.

Table 4 shows the cumulative variance explained also the variation explained by each extracted element. 36.599% of the variance is explained by factor I, which has a sum of squared loadings of 7.320. With a sum of squared loadings of 2.483, Factor II accounts for an extra 12.415% of the variation. When combined, these two variables account for 49.014% of the variance. With a sum of squared loadings of 1.850 and a contribution of 9.251% to the variance, Factor III accounts for

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58.265% of the total variance explained. Similarly, with sums of squared loadings of 1.433 and 1.161, Factors IV and V account for 7.167% and 5.807% of the variance, respectively. These five variables together explain 71.239% of the data's providing a detailed understanding of the underlying structure of the variables related to purchase intention of the consumer.

Figure 1 ***Scree Plot***

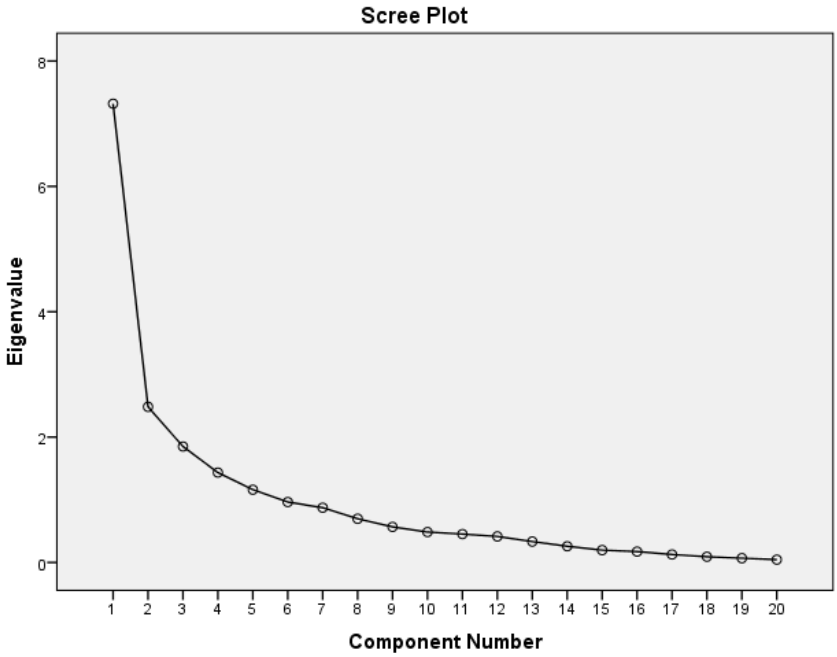

Table 5 ***Result of Rotated Components***

Factors	Components	Variables	Rotated Loading	% of Variance	Eigen Value
I	Purchase Intention	V2	.850	36.599	7.320
		V19	.842		
		V13	.760		
		V15	.719		
		V5	.541		
II	Perceived Value	V12	.859	12.415	2.483
		V4	.748		
		V20	.620		
		V1	.563		
III	Perceived Convenience	V9	.798	9.251	1.850
		V7	.722		
		V11	.696		
		V17	.550		
IV	Perceived Risk	V6	.811	7.167	1.433
		V10	.785		
		V8	.735		
		V14	.696		
V	Perceive Trust	V18	.846	5.807	1.161
		V3	.720		
		V16	.595		

Extraction Method: Principal Component Analysis.

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Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.
Five factors in total were obtained by component analysis to establish the fundamental structure of the consumer buying behavior variables. V2, V19, V13, V15, and V5 are some of the variables included in Factor I, purchase intention, and accounting for 36.599% of the variance. Variables V12, V4, V20, and V1 form Factor II, perceived value, and accounting for 12.415% of the variance. V9, V7, V11, and V17 form factor III, perceived convenience, and accounting for 9.251% of the variance. V6, V10, V8, and V14 are all elements of factor IV, perceived risk, and accounting for 7.167% of the variance. Variables V18, V3, and V16 form Factor V, or perceived trust, and accounting for 5.807% of the variance. Information on various aspects of consumer behaviour. Every factor has its own group of related variables and explains how it helps in the overall results.

4.2 Multiple Regression Analysis

Table 6 ***Multiple Linear Regression Analysis of Factors Influencing Consumers" Purchase Intention***

Model	Unstandardised Coefficients		Standardised Coefficients	t-value	p-value	Model Summary			ANOVA	
	B	*Std. Error*	*Beta*			*R-Squared*	*Adjusted R-Squared*	*Durbin-Watson*	*F-Statistics*	*p-value*
(Constant)	-.636	1.186		-.536	.592	0.531	0.523	1.1998	69.275	0.001
Trust	.635	.092	.354	6.903	.000					
Risk	.025	.059	.019	.425	.671					
Value	.532	.070	.397	7.638	.000					
Convenience	.218	.080	.146	2.727	.007					

To investigate how trust, risk, value, convenience, and the dependent variable relate to one another, a multiple regression analysis was performed. Table 6 presents the findings.
The equation predicting the dependent variable (DV), as determined by the multiple regression analysis, can be expressed as follows: -0.636 + 0.635 (Trust) + 0.025 (Risk) + 0.532 (Value) + 0.218 (Convenience) = Purchase Intention It has resolved that there is a statistically significant correlation between the dependent variable and each of the independent variables—Convenience, Value, Risk, and Trust. Specifically:
• Trust: Each unit increase in the Trust variable, a 0.635 unit increase in the dependent variable is anticipated. H1 is not approved.
• Risk: Although it is not statistically significant (p =.671), the coefficient for Risk is 0.025, suggesting a very slight positive connection with the dependent variable. H2 is approved.
• Value: The dependent variable is expected to grow by 0.532 units for every unit increase in the Value variable. H3 is not accepted.
• Convenience: Likewise, there is a predicted increase of 0.218 units in the dependant variable for increase of every unit in the Convenience variable. The H4 is therefore disregarded.
Thereby to the ANOVA results, the overall model seems to be significant (F(4, 250) = 69.275, p <.001), and it accounts for roughly 59.2% of deviation in dependent variable (R-squared =.592). Even after controlling for the number of predictors, the model's explanatory power appears to be strong, as indicated by the adjusted R-squared value of 0.523.
The residuals show no discernible autocorrelation, according to the Durbin-Watson statistic (1.1998). Overall, the findings indicate that while risk does not have a statistically significant effect, trust, value, and convenience are significant predictors of the dependent variable.

5.0 Suggestions And Implication

The results explains how important consumer intention is in respect to online shopping behavior in the gold ornament market. Marketers and business strategists can be benefitted from these insights by

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honing in on key psychological and experiential factors like perceived value, convenience, trust, and risk perception. By aligning their promotional strategies and communication efforts with these elements, they can boost campaign effectiveness and create a stronger connection with consumers.

First off, enhancing the overall online shopping experience is critical for building customer satisfaction and loyalty over the long haul. Companies should focus on making their websites user-friendly, ensuring that navigation is smooth and visually appealing. It's also vital to provide clear and comprehensive product information, including high-quality images, detailed specs, and guarantees of authenticity. By providing more after-purchase support, such as customer service and response to complaints on time, can enhance the overall brand experience further and help in bringing consumers back.

Secondly, companies have to take on the effort to moat their entrance as risks are perceived too high for consumers dealing with expensive goods online like gold. These include offering secure and reliable payment options, maintaining clear price transparency, specifying shipping arrangements and costs, or providing easy return or exchange processes. This promotes consumer loyalty, security-consciousness and so forth but it also instills trust.

Third: The volatile desires and preferences of the consumer can guide product development and diversification.

Companies could offer exclusive designs, personalized or bespoke products and services (such as virtual try-ons and investment), to meet the evolving demands of customers. These sorts of offerings can help brands keep up and remain versatile to market fluctuations.

Finally, in our fiercely competitive online world differentiation is key. Businesses are much more likely to differentiate themselves when they people understand exactly what sets them apart, whether its amazing customer care, top-tier products or a unique brand story. Focusing on these features is necessary not only to attract more clients, but also to create a loyal and stable customer crew.

6.0 Conclusion

This study throws light on the important factors that influence consumers' decisions to buy gold ornaments online. They use factor analysis to find out that consumers choices are mostly influenced by perceived value, convenience, trust, and risk in digital marketplace. These insights are helpful for marketers… and companies in general who wish to better understand consumer behavior in this space. By using this information in a structured way, businesses can improve their marketing efforts, position their products more effectively and overcome skepticism to gain new customers — or keep existing ones coming back. In addition to this practical input, we believe that this study helps enrich the general debate around consumer behavior by emphasizing the specific situational and psychological mechanisms that impact consumers' online purchase intentions in a crowded online retail environment. Future research could be done on the derived findings by examining the variables and the ways in which these factors interact among various cultural and consumer group. This research provides an insightful information for the companies to meet the demand of their clients.

6.1 Limitations and Scope for Future Research

It should be mentioned that there are several limitations in this study even though it makes informative input on the factors determining customer buying intention as far as online gold ornament purchasing is concerned. Even though it is practical and convenient, convenience sampling restricts the generalizability of the findings to a wider population. This can be overcome in future research using probabilistic sampling methods to enhance the robustness and representativeness of the results.

In addition, respondent bias—such as a tendency towards responses socially deemed desirable—can be created by relying too greatly on self-reported information obtained through web-based questionnaires. This is significant for subsequent research with the potential to build on this limitation by using mixed methods, qualitative interviews, focus groups, or observational techniques to provide a more nuanced and holistic picture of consumer behaviour. This dissertation considered consumer

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intention with one product category and one purchasing experience. Future research can evaluate intention with varying industries, products, or demographics, even studying how these motivational factors vary by age, gender, socioeconomic status, or comfort with technology. Such drilled-down results would be beneficial for niche market segmentation and positioning most appropriate for the audience. Moreover, since online shopping and technology are always evolving, it would benefit the future research plan to incorporate longitudinal studies to understand how attitudes and online behaviours may vary over time to gain consumer decision-making insights into more fluid markets which could, in turn, provide more agile recommendations for companies. Therefore, some of these limitations could be mitigated and a new research avenue explored to provide an even more holistic and situationally aware understanding of online consumer behaviour that could benefit marketing theory as well as the practical application of digital merchandising strategies.

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