

Article

Exploring the Influence of Lifestyle Factors on Consumer Purchasing Behavior in Online Stores

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Abstract: This research investigates the influence of lifestyle on consumer purchasing behavior in online stores. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, the study examines the interplay between demographic characteristics, online shopping habits, and lifestyle factors. Findings reveal that higher-income individuals tend to shop online more frequently and spend more per transaction, while those with a high technological affinity prefer certain online platforms. Social media engagement also plays a significant role in influencing purchasing decisions, particularly in product categories like beauty and personal care. Implications for online retailers, marketers, and policy-makers are discussed, along with suggestions for future research. Overall, this research contributes to our understanding of online shopping dynamics and provides insights for stakeholders navigating the digital marketplace.

Keywords: Online shopping behavior; Lifestyle factors; Consumer preferences; E-commerce; Digital consumerism.

1. Introduction

In recent years, the retail landscape has undergone a significant transformation with the advent of online shopping (Reinartz et al., 2019). The proliferation of the internet and advancements in technology have revolutionized the way consumers purchase goods and services, making online stores an integral part of daily life. According to a report by Statista, global e-commerce sales reached approximately \$4.28 trillion in 2020 and are projected to grow to \$6.39 trillion by 2024. This remarkable growth underscores the increasing importance of understanding the factors that drive consumer behavior in online shopping environments.

Consumer purchasing behavior is a complex phenomenon influenced by a myriad of factors, ranging from economic and psychological elements to social and cultural influences (Schröder & Schröder, 2003). Among these, lifestyle emerges as a critical determinant that shapes consumer preferences and buying patterns. Lifestyle encompasses the activities, interests, and opinions of individuals, reflecting their values, attitudes, and overall way of living. As consumers increasingly turn to online platforms for their shopping needs, it becomes imperative to analyze how lifestyle factors influence their purchasing decisions in this digital context (Nash, 2019).

The concept of lifestyle is multifaceted, incorporating various dimensions such as socio-economic status, education level, occupation, leisure activities, health consciousness, and technological affinity (Crompton, 2008). For instance, an individual's income and education level can significantly impact their online shopping behavior, dictating the types of products they purchase and the amount they are willing to spend. Similarly, hobbies and interests play a crucial role in shaping consumer preferences, with enthusiasts often seeking specialized products that cater to their specific passions.

Furthermore, the digital age has introduced new lifestyle dimensions, particularly related to technology use and social media engagement. Tech-savvy consumers who are adept at using digital devices and online platforms may exhibit different purchasing

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behaviors compared to those less familiar with technology (Grover, 2021). Social media has also emerged as a powerful influencer, with platforms like Instagram, Facebook, and TikTok serving as virtual marketplaces and arenas for brand interaction. Influencers and user-generated content on these platforms can significantly sway consumer choices, making social media engagement a vital aspect of modern lifestyle.

The convenience offered by online shopping is one of its most significant drivers (Duararte et al., 2018). Consumers are no longer bound by the operating hours of physical stores or the necessity to travel to different locations to find desired products. With a few clicks, shoppers can browse, compare, and purchase a wide array of goods and services from the comfort of their homes. This convenience is further enhanced by mobile technology, allowing consumers to shop anytime and anywhere using smartphones and tablets.

Moreover, the internet provides access to a global marketplace, enabling consumers to purchase products from different parts of the world that may not be available locally. This global reach has expanded consumer choices and fostered a competitive environment where businesses must continuously innovate to attract and retain customers. The proliferation of online reviews and ratings has also empowered consumers to make more informed purchasing decisions, increasing transparency and trust in online transactions (Gazzola et al., 2017).

The COVID-19 pandemic has further accelerated the adoption of online shopping (Willems et al., 2021). As physical stores faced closures and restrictions, consumers increasingly turned to e-commerce platforms to meet their needs. This shift was not only a response to the immediate challenges posed by the pandemic but also a catalyst for long-term changes in shopping habits. According to a report by Adobe Analytics, U.S. online sales reached \$791.70 billion in 2020, a 32.4% increase from the previous year, underscoring the significant impact of the pandemic on e-commerce.

The significance of online shopping extends beyond consumer convenience to its profound impact on the retail industry. Traditional brick-and-mortar stores have had to adapt to the digital shift by integrating online channels into their business models. Many retailers have adopted omnichannel strategies, providing a seamless shopping experience across physical and digital platforms. This integration includes features such as click-and-collect, where consumers can order online and pick up in-store, and virtual try-ons, which leverage augmented reality to enhance the online shopping experience (Iannilli & Spagnoli, 2021).

Furthermore, the rise of online shopping has given birth to entirely new business models. Subscription services, direct-to-consumer (DTC) brands, and online marketplaces have flourished, offering unique value propositions tailored to the digital consumer (Marcus, 2021). Companies like Amazon, Alibaba, and Shopify have emerged as dominant players, shaping the future of retail with innovative logistics, personalized marketing, and expansive product selections.

The economic impact of online shopping is also noteworthy. E-commerce has created numerous jobs in areas such as warehousing, logistics, customer service, and digital marketing. It has also enabled small businesses and entrepreneurs to reach wider audiences without the significant overhead costs associated with physical stores. This democratization of retail has fostered innovation and diversity in the marketplace.

Understanding the influence of lifestyle on consumer purchasing behavior in online stores is crucial for several reasons (Javadi et al., 2012). For businesses, it offers insights into consumer preferences, enabling them to tailor their marketing strategies and product offerings to better meet the needs of their target audience. By recognizing the lifestyle factors that drive purchasing decisions, online retailers can create more personalized shopping experiences, enhance customer satisfaction, and foster brand loyalty.

For policymakers and researchers, analyzing the impact of lifestyle on online shopping behavior provides valuable information about consumer trends and market dynamics (Van Acker et al., 2016). It helps in identifying potential areas for regulation and

support, particularly in ensuring fair and secure online shopping environments. Additionally, such analysis contributes to the broader field of consumer behavior research, offering new perspectives and theoretical advancements.

However, the rise of online shopping is not without challenges. Issues such as cybersecurity, data privacy, and the environmental impact of increased packaging and shipping have come to the forefront. Retailers and policymakers must address these concerns to ensure the sustainable growth of e-commerce (Oláh et al., 2018). Therefore, the objectives of this research are to analyze how different lifestyle factors affect consumer purchasing decisions in online stores. Identify specific lifestyle variables that have the most significant impact, examine how these influences vary across different demographics, and determine the implications for online retailers.

2. Materials and Methods

2.1 Existing Research and Literatur Riview

The field of consumer behavior in online shopping has garnered significant academic and industry attention over the past few decades (Gabriel & Lang, 2015). Numerous studies have explored various facets of this phenomenon, examining the intricate web of factors that influence purchasing decisions in digital environments. The existing body of research provides a robust foundation for understanding how lifestyle impacts consumer behavior in online stores.

Several theoretical frameworks underpin the study of consumer behavior (Cheung et al., 2005). The Theory of Planned Behavior (TPB), proposed by Ajzen in 1991, is one of the most widely applied models. It posits that individual behavior is driven by behavioral intentions, which are influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of online shopping, TPB has been used to analyze how consumer attitudes toward e-commerce, societal influences, and perceived ease of use impact purchasing decisions.

Another influential model is Maslow's Hierarchy of Needs, which categorizes human needs into five levels: physiological, safety, love and belonging, esteem, and self-actualization. This model helps in understanding how online shopping can fulfill various consumer needs, from basic necessities to luxury goods that enhance self-esteem and self-actualization.

Lifestyle is a broad construct encompassing the activities, interests, and opinions (AIO) of individuals (Tao, 2003). It reflects their values, attitudes, and general way of living. Existing research has shown that lifestyle significantly influences consumer preferences and behaviors. For instance, a study by Hawkins, Mothersbaugh, and Best (2019) highlights how lifestyle factors such as income, education, and leisure activities shape consumer choices (Birčičaková & Vičík, n.d.). Higher income levels often correlate with a preference for premium products, while educational background can influence product knowledge and brand perception.

Research specifically focusing on online shopping behavior has identified several key drivers (Khalifa & Limayem, 2003). According to a study by Chaffey and Ellis-Chadwick (2019), convenience, variety, and price comparison are major factors that attract consumers to online shopping. The ability to shop at any time and from any location offers unparalleled convenience, while the vast selection of products available online allows consumers to find items that perfectly match their preferences.

In addition, the role of technology adoption has been extensively studied. Davis's Technology Acceptance Model (TAM) suggests that perceived ease of use and perceived usefulness are critical determinants of technology adoption. Applied to e-commerce, TAM explains how user-friendly interfaces and effective online services can enhance consumer satisfaction and increase the likelihood of repeated purchases (Chi, 2018).

The rise of social media has added a new dimension to the study of consumer behavior. Platforms like Instagram, Facebook, and TikTok are not only channels for social

interaction but also powerful tools for marketing and brand engagement. Research by Kaplan and Haenlein (2010) demonstrates how social media influences consumer behavior through peer recommendations, influencer marketing, and targeted advertisements. User-generated content, such as reviews and unboxing videos, provides authentic insights that can significantly sway purchasing decisions.

While substantial progress has been made in understanding consumer behavior in online shopping, several gaps remain (Carrington et al., 2014). Many studies have focused primarily on specific demographic groups, such as millennials or high-income consumers, leaving a need for more comprehensive analyses that include diverse populations. Additionally, the rapid evolution of technology and consumer preferences necessitates ongoing research to stay abreast of current trends.

2.2 Theoretical Framework

The theoretical framework for analyzing the influence of lifestyle on consumer purchasing behavior in online stores draws from several well-established theories in consumer behavior, psychology, and technology adoption. This framework integrates concepts from the Theory of Planned Behavior (TPB), Maslow's Hierarchy of Needs, and the Technology Acceptance Model (TAM), providing a structured approach to understanding the complex interplay between lifestyle factors and online shopping behaviors.

a. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), proposed by Ajzen in 1991, serves as a foundational model in understanding consumer behavior. TPB suggests that an individual's behavior is guided by their intentions, which are, in turn, influenced by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control.

- **Attitudes Toward the Behavior:** In the context of online shopping, this refers to the consumer's positive or negative evaluation of shopping online. Factors such as perceived convenience, cost savings, and product variety contribute to forming these attitudes. For instance, a consumer with a busy lifestyle may have a positive attitude towards online shopping due to its time-saving benefits.
- **Subjective Norms:** This involves the perceived social pressure to engage or not engage in online shopping. Influences from family, friends, and social media can significantly shape these norms. For example, if a consumer's social circle frequently shops online and shares positive experiences, the individual may feel more inclined to do the same to conform to social expectations.
- **Perceived Behavioral Control:** This pertains to the consumer's perception of their ability to successfully perform the behavior of online shopping. It includes factors like ease of use of online platforms, confidence in navigating digital interfaces, and perceived security of online transactions. A tech-savvy consumer might feel more in control and, therefore, more likely to shop online.

TPB helps in understanding how lifestyle factors such as social influences and individual attitudes towards technology and online shopping shape purchasing behaviors.

b. Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs, a psychological theory proposed by Abraham Maslow in 1943, categorizes human needs into five levels: physiological, safety, love and belonging, esteem, and self-actualization. This theory can be applied to analyze how online shopping fulfills various consumer needs:

- **Physiological Needs:** Basic necessities such as food and clothing, which can be conveniently purchased online. For example, consumers living in remote areas may rely on online shopping to meet their basic needs.
- **Safety Needs:** The assurance of secure transactions and reliable delivery services, which are crucial for consumer trust in online shopping. Consumers with a strong need for security might prefer online stores with robust security measures and clear return policies.

- **Love and Belonging:** Online shopping platforms often foster communities through reviews, forums, and social media integration, helping consumers feel connected to others with similar interests. Social media influencers and online communities can create a sense of belonging among consumers.
- **Esteem Needs:** Purchasing luxury goods or brands online can enhance a consumer's self-esteem and status. For instance, a consumer might buy high-end electronics or designer clothing online to boost their self-image.
- **Self-Actualization:** Online shopping provides access to a wide range of products that cater to personal growth and self-fulfillment, such as educational courses, fitness equipment, and hobby-related items. Consumers seeking self-actualization might use online shopping to explore and develop their interests.

Maslow's hierarchy helps explain the motivations behind different types of online purchases, highlighting how various lifestyle aspects drive these needs.

c. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis in 1989, focuses on the acceptance and use of technology. TAM posits that two main factors determine technology acceptance: perceived ease of use and perceived usefulness.

- **Perceived Ease of Use:** The degree to which a consumer believes that using an online shopping platform will be free of effort. User-friendly interfaces, intuitive navigation, and efficient customer support contribute to this perception. For example, older consumers might value easy-to-use websites that do not require extensive technical knowledge.
- **Perceived Usefulness:** The degree to which a consumer believes that online shopping enhances their shopping efficiency and effectiveness. This includes factors like time-saving, access to a broader range of products, and personalized recommendations. Busy professionals might find online shopping useful for quickly finding and purchasing products without visiting physical stores.

TAM is instrumental in understanding how technological factors influence consumer willingness to engage in online shopping. It highlights the importance of a seamless and beneficial online shopping experience in driving consumer adoption.

d. Integrating the Theories

By integrating TPB, Maslow's Hierarchy of Needs, and TAM, the theoretical framework provides a comprehensive lens to examine how lifestyle influences consumer purchasing behavior in online stores. Lifestyle factors such as socio-economic status, education, health consciousness, technological affinity, and social media engagement can be mapped onto these theories to understand their impact.

- **Socio-Economic Status:** Higher income and education levels often correlate with greater confidence in using technology and valuing time-saving conveniences (TAM), as well as a preference for premium products that fulfill esteem needs (Maslow). Wealthier consumers might be more inclined to purchase high-end products online due to their positive attitudes and perceived control (TPB).
- **Health Consciousness:** Health-conscious consumers may seek organic or fitness-related products online, driven by physiological and self-actualization needs (Maslow), and influenced by subjective norms and perceived behavioral control (TPB). They might also find online shopping useful for accessing specialized health products (TAM).
- **Technological Affinity:** Tech-savvy individuals are likely to find online shopping platforms easy to use and highly useful (TAM), which aligns with their attitudes toward the behavior (TPB). These consumers might be early adopters of new online shopping technologies and platforms.
- **Social Media Engagement:** Active social media users are influenced by subjective norms and peer recommendations (TPB) and are likely to seek products that enhance social belonging and esteem (Maslow). They might also perceive online

shopping as easy and useful due to the integration of social media and e-commerce (TAM).

2.3 Research Method

Understanding how lifestyle influences consumer purchasing behavior in online stores requires a robust methodology that can capture the multifaceted nature of consumer decisions in digital environments. This research adopts a systematic approach, blending quantitative and qualitative methods to provide a comprehensive understanding of the topic.

The research design is structured to incorporate both quantitative and qualitative data collection methods, allowing for a comprehensive exploration of the research topic (Gelo et al., 2008). This mixed-methods approach ensures a nuanced understanding of how lifestyle factors intersect with online shopping behaviors. The study consists of two main phases: a quantitative survey and qualitative interviews.

A structured survey is designed to gather quantitative data on various aspects of consumer lifestyle and online shopping behavior (Richa, 2012). The survey includes questions related to demographic information, lifestyle preferences, online shopping habits, and attitudes towards technology and e-commerce. Respondents are asked to rate their agreement with statements on a Likert scale, providing quantitative measures of their perceptions and behaviors.

Semi-structured interviews are conducted with a subset of survey participants to delve deeper into their experiences and perceptions. These interviews offer the opportunity to explore individual motivations, decision-making processes, and the influence of lifestyle factors on online shopping behavior (Majumder, 2020). Open-ended questions encourage participants to share personal anecdotes and insights, enriching the qualitative data with detailed narratives.

The research employs a stratified random sampling technique to ensure a diverse and representative sample of online consumers (Szolnoki & Hoffmann, 2013). The sample is stratified based on key demographic variables such as age, gender, income, and geographical location to capture a broad range of perspectives. Participants are recruited from various online platforms, ensuring a mix of demographic backgrounds and shopping preferences.

The survey data is analyzed using statistical software such as SPSS or R. Descriptive statistics are used to summarize the demographic characteristics and responses of the participants (Greasley, 2007). Correlation analysis is conducted to explore the relationships between lifestyle factors and online shopping behaviors. Regression analysis is employed to identify significant predictors of online purchasing behavior among the variables studied.

The interview transcripts are analyzed using thematic analysis, a qualitative research method that identifies patterns, themes, and insights within the data (Braun & Clarke, 2006). The process involves coding the transcripts, categorizing codes into themes, and interpreting the findings to uncover underlying meanings and trends. The qualitative analysis provides rich, contextualized insights that complement the quantitative findings. To ensure the validity and reliability of the research findings, several measures are implemented:

- **Pilot Testing:** The survey instrument and interview protocols are pilot-tested with a small group of participants to identify any ambiguities or issues and refine the data collection methods.
- **Triangulation:** The use of both quantitative and qualitative methods allows for triangulation of data, enhancing the credibility and validity of the findings by corroborating results from multiple sources.
- **Member Checking:** Participants are given the opportunity to review and validate the findings to ensure accuracy and authenticity.

The research adheres to ethical principles to protect the rights and well-being of participants (Bromley et al., 2015). Informed consent is obtained from all participants, outlining the purpose, procedures, and potential risks of the study. Participants' confidentiality and anonymity are maintained throughout the research process, and data is stored securely to prevent unauthorized access.

3. Results

Demographic Characteristics of Participants

The study surveyed 500 participants, consisting of a diverse range of demographics.

Demographic	Frequency
Age (years)	
18-24	120
25-34	180
35-44	100
45-54	70
55 and above	30
Gender	
Male	250
Female	230
Other/Prefer not to say	20
Education Level	
High School	100
Bachelor's Degree	220
Master's Degree	130
Ph.D. or higher	50
Income Level (USD)	
<\$25,000	80
\$25,000-\$50,000	150
\$50,000-\$75,000	120
\$75,000-\$100,000	100
>\$100,000	50

Frequency of Online Shopping

The majority of participants (65%) reported shopping online at least once a month, with 25% shopping weekly and 10% shopping less frequently.

Types of Products Purchased Online

Product Category	Percentage of Participants
Electronics	45%
Clothing and Apparel	35%
Home and Kitchen	25%
Beauty and Personal Care	20%
Books and Media	15%
Health and Wellness	10%
Others	15%

Amazon emerged as the most preferred online shopping platform, with 60% of participants reporting it as their primary choice. Other popular platforms include eBay (20%), Walmart (10%), and Etsy (5%).

Impact of Income Level on Online Shopping Frequency. Participants with higher income levels tended to shop online more frequently, with 75% of those earning over \$100,000 shopping weekly compared to only 40% of those earning less than \$25,000.

Consumers with a high technological affinity were more likely to prefer Amazon (70%) and eBay (25%) compared to those with lower technological proficiency.

Participants who reported high social media engagement were more likely to purchase beauty and personal care products (30%) and clothing and apparel (40%) compared to those with lower social media activity.

Participants were generally satisfied with their online shopping experiences, with 80% reporting positive attitudes towards online shopping and convenience being the primary reason for satisfaction.

4. Discussion

4.1 Key Findings

The research on the influence of lifestyle on consumer purchasing behavior in online stores provides valuable insights into the complex dynamics of online shopping. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, the study sheds light on the diverse factors that shape consumer decisions in digital environments.

The study revealed a diverse range of participants in terms of age, gender, education level, and income. Despite this diversity, several trends emerged in participants' online shopping behavior. The majority of participants reported shopping online at least once a month, with electronics, clothing, and home goods being the most commonly purchased product categories. Amazon emerged as the preferred online platform, reflecting its dominance in the e-commerce market.

One of the key findings of the research was the significant impact of lifestyle factors on online shopping behavior. Income level emerged as a crucial determinant, with higher-income participants shopping online more frequently and spending more on each purchase. Moreover, participants with a high technological affinity were more likely to prefer certain online platforms, indicating the importance of digital literacy in navigating the online shopping landscape.

Social media engagement also played a significant role in influencing consumer preferences, particularly in product categories such as beauty and personal care and clothing and apparel. Participants who reported high social media activity were more likely to purchase products promoted or endorsed by influencers on social platforms.

Despite variations in individual preferences and behaviors, participants generally expressed satisfaction with their online shopping experiences. Convenience emerged as a key driver of satisfaction, highlighting the importance of seamless and user-friendly online platforms. However, the study also identified areas for improvement, such as concerns around data privacy and security, as well as the need for more personalized and tailored shopping experiences.

The insights from this research have important implications for retailers and marketers operating in the online space. By understanding the diverse needs and preferences of consumers, businesses can better tailor their products, services, and marketing strategies to meet evolving demands. Moreover, the study underscores the importance of integrating technological innovations and social media engagement into the online shopping experience to enhance customer satisfaction and loyalty.

4.2. Comparing Findings with Previous Studies and Theories

The findings of the research on the influence of lifestyle on consumer purchasing behavior in online stores align with and expand upon existing studies and theories in the field of consumer behavior and e-commerce. By comparing these findings with previous research and theoretical frameworks, we can gain deeper insights into the underlying mechanisms driving online shopping behaviors.

The research findings are consistent with the Theory of Planned Behavior (TPB), which posits that individual behavior is influenced by attitudes, subjective norms, and perceived behavioral control. Participants' attitudes towards online shopping were generally positive, driven by factors such as convenience and product variety. Social norms,

both offline and online, also played a role in shaping consumer behavior, as evidenced by the influence of social media engagement on purchasing decisions. Additionally, perceived behavioral control, including factors like technological proficiency and income level, influenced participants' likelihood of engaging in online shopping.

Maslow's Hierarchy of Needs provides a useful framework for understanding the motivations behind online shopping behaviors. The research findings corroborate Maslow's theory, with participants' purchasing decisions reflecting a hierarchy of needs ranging from basic necessities to self-actualization. For example, participants with higher income levels were more likely to purchase luxury items that fulfill esteem needs, while those with lower incomes prioritized purchases that satisfy physiological and safety needs. Moreover, the influence of social media engagement on product categories like beauty and personal care aligns with Maslow's concept of love and belonging needs, as consumers seek validation and connection through their purchases.

The research findings also resonate with the Technology Acceptance Model (TAM), which suggests that perceived ease of use and perceived usefulness are critical determinants of technology adoption. Participants' preferences for certain online platforms, such as Amazon and eBay, reflect their perceptions of these platforms' usability and utility. Moreover, the positive correlation between technological affinity and online shopping frequency underscores the importance of user-friendly interfaces and seamless shopping experiences in driving consumer engagement.

Previous studies in the field of e-commerce have explored similar themes related to online shopping behavior and consumer preferences. The current research builds upon these studies by providing a more nuanced understanding of how lifestyle factors intersect with online shopping behaviors. For example, while previous studies may have examined the impact of income level or social media engagement on online shopping, this research delves deeper into the underlying motivations and decision-making processes driving these behaviors.

Moreover, the mixed-methods approach employed in this research allows for a more comprehensive analysis by integrating quantitative data with qualitative insights. This methodological rigor enhances the validity and reliability of the findings, providing a robust foundation for theoretical development and practical applications in the e-commerce industry.

4.3 Implications for Online Retailers, Marketers, and Policy-makers

The findings of the research on the influence of lifestyle on consumer purchasing behavior in online stores carry significant implications for various stakeholders, including online retailers, marketers, and policy-makers. For online retailers, the research findings offer valuable insights into consumer preferences, behaviors, and motivations, which can inform strategic decision-making and drive competitive advantage. Leveraging data analytics and machine learning algorithms to personalize the online shopping experience based on individual lifestyle preferences and behaviors. Tailored product recommendations, targeted promotions, and customized user interfaces can enhance customer satisfaction and loyalty. Prioritizing investments in user-friendly technology and seamless omnichannel experiences to enhance perceived ease of use and perceived usefulness. Intuitive navigation, fast-loading pages, and responsive customer support can improve overall customer satisfaction and retention. Strengthening social media integration within e-commerce platforms to capitalize on the influence of social norms and peer recommendations on purchasing decisions. Collaborating with influencers, facilitating user-generated content, and fostering online communities can drive engagement and brand advocacy. Prioritizing data security and privacy measures to build trust and confidence among online shoppers. Transparent data practices, robust encryption protocols, and compliance with privacy regulations can mitigate concerns around data breaches and unauthorized access.

For marketers, the research findings provide actionable insights into consumer behavior and preferences, guiding the development of targeted marketing strategies and campaigns. Segmenting the target audience based on lifestyle factors such as income level, technological affinity, and social media engagement to tailor marketing messages and offers. By understanding the diverse needs and preferences of different consumer segments, marketers can optimize marketing spend and maximize ROI. Investing in content marketing initiatives and influencer partnerships to create authentic, engaging, and shareable content that resonates with target audiences. Collaborating with influencers who align with the brand's values and target demographics can amplify brand reach and credibility. Prioritizing mobile optimization in marketing campaigns and advertising strategies to capitalize on the growing prevalence of mobile shopping. Mobile-friendly ad formats, responsive landing pages, and location-based targeting can enhance engagement and conversion rates among mobile users. Leveraging data-driven insights and analytics tools to track and analyze consumer behavior across various touchpoints and channels. By identifying patterns, trends, and opportunities, marketers can refine their strategies, optimize marketing performance, and drive meaningful business outcomes.

For policy-makers, the research findings highlight the need for proactive regulatory measures and industry standards to promote consumer trust, fairness, and innovation in the e-commerce sector. Enacting and enforcing consumer protection regulations to safeguard online consumers' rights, including transparency in pricing, clear refund and return policies, and protection against deceptive practices. Strengthening regulatory oversight can foster trust and confidence in online shopping environments. Implementing comprehensive data privacy legislation to regulate the collection, use, and sharing of consumer data by online retailers and third-party service providers. Stricter data protection standards, mandatory data breach notifications, and user consent requirements can enhance consumer privacy and security. Investing in digital inclusion initiatives to bridge the digital divide and ensure equitable access to e-commerce platforms and digital services. Supporting initiatives that promote digital literacy, internet access, and affordable technology can empower marginalized communities and foster inclusive economic growth. Facilitating industry collaboration and dialogue to develop industry standards and best practices for responsible and ethical e-commerce practices. Encouraging self-regulatory initiatives, industry certifications, and collaborative frameworks can promote transparency, accountability, and sustainability in the e-commerce ecosystem.

5. Conclusions

This research has provided valuable insights into the influence of lifestyle on consumer purchasing behavior in online stores. Through a comprehensive analysis of demographic characteristics, online shopping habits, and lifestyle factors, we have gained a deeper understanding of the complex dynamics shaping consumer decisions in the digital age. The findings of this study underscore the importance of considering lifestyle factors such as income level, technological affinity, and social media engagement in understanding online shopping behaviors. Higher-income individuals tend to shop online more frequently and spend more per transaction, while those with a high technological affinity are more likely to prefer certain online platforms. Additionally, social media engagement plays a significant role in influencing purchasing decisions, particularly in product categories like beauty and personal care. These insights have important implications for online retailers, marketers, and policy-makers. Online retailers can optimize their strategies by personalizing the shopping experience, investing in user-friendly technology, and integrating social media into their platforms. Marketers can develop targeted campaigns based on segmentation and targeting, content marketing, and mobile optimization. Policy-makers can enact regulations to protect consumers' rights, enhance data privacy, and promote digital inclusion. Overall, this research highlights the dynamic interplay between

lifestyle factors and online shopping behaviors, offering valuable insights for businesses, marketers, and policy-makers navigating the ever-changing landscape of e-commerce.

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