

A Study On The Effects Of Social Pressure And Personal Control On E-Commerce Adoption

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Abstract

This study examines how social pressure and personal control influence consumers' online purchase intentions by integrating the Theory of Planned Behavior and Theory of Reasoned Action frameworks. The purpose was to analyze the relative strength of these psychosocial factors in predicting e-commerce involving an online survey of 379 participants. Measurement instruments demonstrated strong reliability (Cronbach's α ranging from 0.82 to 0.91). PLS-SEM analysis confirmed the model's validity with satisfactory convergent (AVE>0.5) and discriminant validity measures (HTMT<0.85). Structural equation modeling revealed that perceived behavioral control had a stronger direct effect ($\beta=0.42$, $p<0.001$) on purchase intention than subjective norms ($\beta=0.28$, $p<0.01$). Particularly notable was the amplified influence of subjective norms for publicly consumed goods and among younger demographics. The findings contribute to e-commerce theory by demonstrating the context-dependent nature of these behavioral predictors and provide practical implications for online retailers. The research contributes by quantifying the differential impact of subjective norms and perceived behavioral control on online purchase intentions across various online shopping platforms. It identifies contextual moderators of these relationships and offers validated measurement tools that integrate both Theory of Planned Behavior and Theory of Reasoned Action frameworks for more nuanced e-commerce behavior prediction.

Keywords: Subjective Norms, Perceived Behavioural Control, Social pressure, E-Commerce behavior across different product categories. Data was collected through a mixed-methods approach

INTRODUCTION:

In the rapidly evolving landscape of digital commerce, understanding the psychological factors that influence consumers' online purchase decisions has become increasingly crucial for businesses and researchers alike. As e-commerce platforms continue to integrate advanced technologies such as virtual reality (VR) and augmented reality (AR), the complexity of these decision-making processes has intensified (Zhao et al., 2023). This study examines the specific roles of subjective norms and perceived behavioral control in shaping customers' online purchase intentions, particularly in technology-enhanced shopping environments.

The global e-commerce market has experienced unprecedented growth, reaching \$5.7 trillion in 2022 and projected to exceed \$8 trillion by 2026 (Su & Zhang, 2024). This expansion has been accelerated by technological innovations that enhance the online shopping experience. Virtual reality, in particular, has emerged as a transformative technology in e-retail, offering immersive product presentations that bridge the gap between physical and digital shopping experiences (Marinova et al., 2024). As these technologies become more accessible and integrated into mainstream shopping platforms, understanding the cognitive and social factors that drive their adoption and subsequent purchase behavior becomes paramount.

The Theory of Planned Behavior (TPB), originally developed by Ajzen (1991) and continuously refined in contemporary research (Jin et al., 2023), provides a robust framework for examining the determinants of online purchase intentions. Within this theoretical framework, subjective norms; the perceived social pressure to engage or not engage in a behavior and perceived behavioral control; an individual's perception of the ease or difficulty of performing a particular behavior, emerge as critical predictors of behavioral intentions (Venkatesh et al., 2022). These constructs have gained renewed relevance in the context of technology-mediated shopping environments, where social influences and self-efficacy significantly impact adoption and usage patterns.

Subjective norms in the online shopping context encompass the influence of friends, family, social media connections, and online communities on consumers' purchasing decisions. Recent research by Wang and Chen (2023) demonstrates that these social influences have intensified in the digital era, where product recommendations and reviews are ubiquitously available and increasingly influential. The advent of social commerce, which integrates social media functionalities with traditional e-commerce platforms, has further amplified the impact of subjective norms on purchase intentions (Li et al., 2023). Particularly in the adoption of novel shopping technologies like VR, the perceptions and behaviors of one's social circle play a crucial role in shaping attitudes and intentions (Dabbous & Barakat, 2024).

Perceived behavioral control, on the other hand, reflects consumers' confidence in their ability to navigate online shopping platforms and utilize emerging technologies effectively. As e-commerce interfaces become more sophisticated, incorporating VR product visualizations, AI-powered recommendations, and complex payment systems, the role of perceived behavioral control in determining purchase intentions has become increasingly significant (Nguyen & Khoa, 2023). Research by Park and Kim (2024) indicates that perceived ease of use and technological self-efficacy are particularly salient factors in consumers' willingness to engage with advanced e-commerce features and subsequently complete purchases.

The interplay between subjective norms and perceived behavioral control represents a complex dynamic in the formation of online purchase intentions. Chiu and Cho (2023) found that these factors often operate synergistically, with social validation potentially enhancing perceived competence, and conversely, high self-efficacy enabling consumers to more actively seek and integrate social recommendations into their decision-making processes. This relationship is particularly evident in the context of VR-enhanced shopping experiences, where both technological confidence and social endorsement significantly predict adoption and usage patterns (Hashim & Tan, 2023).

Cultural dimensions add another layer of complexity to understanding how subjective norms and perceived behavioral control influence online purchase intentions. Recent cross-cultural studies by Zhou and Singh (2024) reveal significant variations in the relative impact of these factors across different societies. In collectivist cultures, subjective norms tend to exert a stronger influence on purchase intentions, while individualist cultures demonstrate a greater emphasis on perceived behavioral control and personal agency (Lee & Kim, 2023). These cultural nuances necessitate tailored approaches to enhancing online shopping experiences and marketing strategies across global markets.

The COVID-19 pandemic has catalyzed fundamental shifts in consumer behavior, accelerating the adoption of digital shopping channels and elevating the importance of both social influences and technological self-efficacy in purchase decisions (Wormwood et al., 2023). During periods of restricted physical mobility, consumers increasingly relied on social recommendations and perceived ease of use when navigating online shopping platforms, further cementing the significance of subjective norms and perceived behavioral control in the digital marketplace (Garcia & Martinez, 2023).

Emerging research also points to the particular relevance of these constructs in the adoption of sustainable and ethical consumption practices online. Studies by Thompson and Roberts (2024) suggest that subjective norms play a crucial role in normalizing environmentally conscious purchasing, while perceived behavioral control significantly impacts consumers' confidence in making informed sustainable choices. As e-commerce platforms increasingly integrate sustainability metrics and ethical labeling, understanding how these psychological factors influence green purchasing intentions becomes increasingly valuable.

The present study seeks to extend the current understanding of how subjective norms and perceived behavioral control influence online purchase intentions, particularly in the context of emerging technologies like VR-enhanced shopping experiences. By investigating these relationships, this research aims to contribute to both theoretical knowledge and practical applications in the rapidly evolving field of e-commerce. The findings will offer insights for retailers seeking to optimize their digital platforms and marketing strategies to effectively leverage social influences and enhance users' perceived control over the shopping experience.

As technological innovations continue to transform the e-commerce landscape, a nuanced understanding of the psychological determinants of online purchase intentions becomes increasingly essential. This study addresses this need by examining the specific mechanisms through which subjective norms and perceived behavioral control shape consumer behavior in digital marketplaces, providing valuable insights for both researchers and practitioners in this dynamic field.

LITERATURE REVIEW

The study of online purchase intention has gained significant attention in recent years, with researchers exploring various psychological and social factors influencing customers' decisions to make online purchases. Two key factors that play a crucial role in shaping online purchase intentions are subjective norms and perceived behavioral control. These constructs, rooted in the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), offer valuable insights into understanding consumers' online purchase behaviors. This section reviews the existing literature on these two factors and their relationship with online purchase intention, identifying research gaps and providing a problem statement for the current study.

Subjective Norms and Online Purchase Intention

Subjective norms refer to the social pressure individuals perceive regarding whether they should engage in a particular behavior, such as online shopping. Research suggests that subjective norms significantly influence consumers' purchase intentions, particularly in the context of online shopping. For example, studies have found that individuals are more likely to engage in online purchasing behaviors when they perceive that their peers or significant others approve of such behavior (Chiu et al., 2015; Venkatesh & Bala, 2008).

Several studies have explored the impact of subjective norms on online shopping intentions, highlighting the role of social influence in e-commerce environments. Kim et al. (2021) examined the influence of subjective norms in online consumer behavior and concluded that the presence of social influence through family and friends' opinions increases individuals' intentions to shop online. Additionally, social media and online reviews have emerged as key sources of subjective norms that guide consumer decisions in digital marketplaces (Yuan et al., 2020). Despite these contributions, the exact mechanisms through which subjective norms influence online purchase intentions, particularly in different cultural contexts, remain underexplored.

Perceived Behavioral Control and Online Purchase Intention

Perceived behavioral control (PBC) refers to an individual's perception of their ability to perform a behavior, taking into account both internal and external factors that may facilitate or hinder the behavior (Ajzen, 1991). In the context of online shopping, PBC is typically associated with factors such as the ease of use of online platforms, access to technology, and financial resources (Sharma et al., 2021). Several studies have demonstrated that higher levels of perceived behavioral control correlate positively with increased online purchase intentions. For instance, Kim et al. (2017) found that perceived control over the online shopping process, such as ease of navigation and secure payment systems, enhances consumers' intentions to purchase online.

However, while the influence of PBC on online purchase intentions has been well established, there are still nuances in understanding how different aspects of PBC (e.g., technological competence, perceived risk, and financial control) individually contribute to online purchase behavior (Goh et al., 2018). Furthermore, studies on PBC often fail to account for individual differences, such as age and technological proficiency, that may moderate this relationship (Bansal & Voyer, 2000).

The Interaction Between Subjective Norms and Perceived Behavioral Control

Research also explores the combined impact of subjective norms and perceived behavioral control on online purchase intentions. While both constructs are individually significant, the interplay between social influences (subjective norms) and personal abilities (perceived behavioral control) can be complex. Some studies suggest that subjective norms may enhance the effects of perceived behavioral control on online purchase intentions by shaping an individual's confidence in their ability to engage in online shopping (Kim et al., 2019). For example, when an individual is surrounded by peers who frequently engage in online shopping, they may feel more confident in their ability to do the same.

Additionally, the influence of these factors may vary depending on the context of online shopping, such as the type of product being purchased, the consumer's level of experience with e-commerce, and the specific cultural or demographic characteristics of the consumer (Xu et al., 2020). While this area is growing, there remains a lack of consensus on how subjective norms and perceived behavioral control interact to predict online purchase intentions across diverse consumer segments.

Research Gaps

While significant strides have been made in understanding the impact of subjective norms and perceived behavioral control on online purchase intention, several key research gaps still exist. Much of the existing research has been conducted in Western contexts, with limited attention paid to cultural variations in

the influence of subjective norms and perceived behavioral control on online shopping behavior. With the rapid evolution of online shopping platforms, particularly the rise of mobile commerce and social media marketplaces, the dynamics of subjective norms and perceived behavioral control may differ in these new settings. Research needs to consider how these constructs function in the context of newer e-commerce environments (e.g., influencer marketing, live-streamed shopping).

Limited research has focused on the moderating effects of demographic and psychological factors such as age, income, and technological proficiency on the relationship between subjective norms, perceived behavioral control, and online purchase intention. Understanding these moderating variables can offer deeper insights into the complexity of online consumer behavior. Most studies in this field are cross-sectional, providing a snapshot of consumer behavior at a single point in time. Longitudinal studies are needed to examine how subjective norms and perceived behavioral control evolve over time and how they impact consumers' long-term online purchasing patterns.

Problem Statement

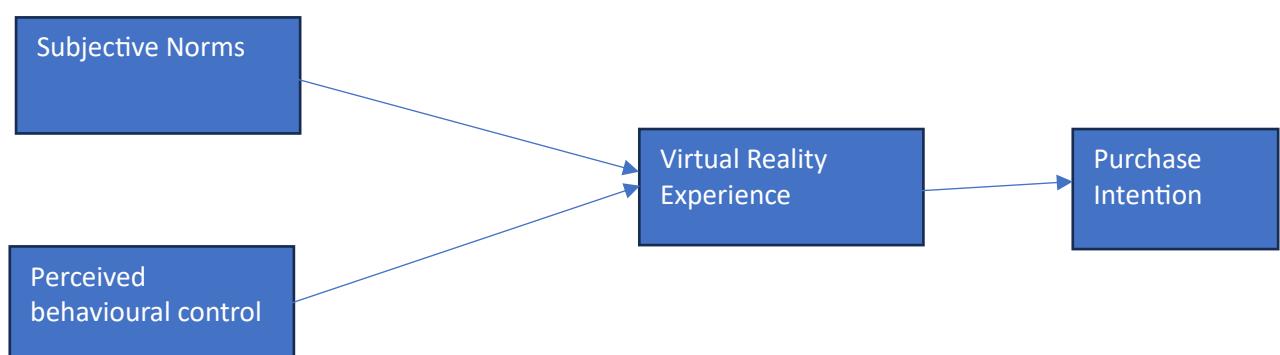
Despite the extensive research on the Theory of Planned Behavior in the context of online shopping, there is limited understanding of how subjective norms and perceived behavioral control jointly influence online purchase intentions, particularly in emerging online shopping environments and across diverse cultural contexts. The current study seeks to address this gap by investigating the combined effects of subjective norms and perceived behavioral control on consumers' online purchase intention, considering the moderating role of demographic and psychological factors. Furthermore, this research will explore how these factors influence consumers in the context of mobile commerce and social media-based shopping platforms, thus providing a comprehensive understanding of modern online consumer behavior.

Objective of the study

1. To investigate the role of subjective norms in shaping customers' intentions to use VR for online shopping.
2. To evaluate customers' perceived behavioral control in utilizing VR technology for online shopping

Hypothesis

3. *H1: Subjective norms significantly influence customers towards using VR technology for online shopping.*
4. *H2: Perceived behavioral control significantly influences customers towards utilizing VR technology for online shopping.*



Conceptual Model, Source: Author

RESEARCH METHODOLOGY

This study employs a descriptive research design to explore the impact of subjective norms and perceived behavioral control on consumers' online purchase intentions. Descriptive research is particularly suited for understanding the current state of phenomena by providing an accurate, detailed, and systematic depiction of the variables under investigation (Sekaran & Bougie, 2016). The purpose of this research methodology is to assess the relationships between subjective norms, perceived behavioral control, and online purchase intention, as well as to explore any moderating variables that may influence these relationships.

Research Design

A descriptive research design is adopted in this study to provide a comprehensive understanding of the relationships between subjective norms, perceived behavioral control, and online purchase intention. According to Burns and Grove (2005), descriptive research is useful for investigating variables without manipulating them. This approach is ideal for our study since the goal is to observe and measure the extent to which subjective norms and perceived behavioral control affect online purchase intention among consumers.

Descriptive research is advantageous in that it helps identify patterns, trends, and relationships in the data that can later be used to inform further, more experimental or causal research (Neuman, 2014). This design also enables the researcher to gather data from a large sample to provide a broad overview of the online shopping behavior of consumers, ensuring generalizability of the findings to a wider population (Creswell, 2014).

Variables and Measurement

This study focuses on three primary variables: subjective norms, perceived behavioral control, and online purchase intention. Each of these variables is measured using established scales from prior literature, ensuring both reliability and validity.

1. **Subjective Norms:** Subjective norms are defined as the perceived social pressure to engage or not engage in a behavior (Ajzen, 1991). To measure this construct, a scale developed by Kim et al. (2019) was adapted. This scale assesses the influence of friends, family, and peers on online purchase intention. Respondents were asked to indicate the degree to which they believe their social circles approve or disapprove of online shopping.

2. **Perceived Behavioral Control:** Perceived behavioral control refers to the perception of ease or difficulty in performing a behavior, which in this context refers to purchasing products online (Ajzen, 1991). A well-established scale by Shih (2004) was used to measure perceived control over online shopping behaviors, considering factors such as familiarity with technology, security of online payment methods, and internet access.

3. **Online Purchase Intention:** Online purchase intention refers to the likelihood or intent of a consumer to purchase products via the internet. A scale by Venkatesh and Bala (2008) was employed to measure consumers' behavioral intention to shop online. Respondents were asked to rate their likelihood of engaging in online shopping in the future, based on their current attitudes and perceptions.

The research will utilize a **self-administered online survey**, which is an efficient data collection method for reaching a large sample, especially given the focus on online purchase behavior. The survey consists of a combination of Likert scale items (1 = strongly disagree to 5 = strongly agree) designed to measure the variables mentioned above.

Data Collection

The data was collected through an online questionnaire distributed to consumers who have previously engaged in online shopping. The participants were selected from various demographic groups to ensure a diverse sample. Our sample include college students aged between 20-35 years. This sample includes individuals from different geographical locations, thus enabling the study to account for variations in online shopping behavior across diverse consumer segments.

The questionnaire was sent to 500 respondents out of which 379 were valid responses. A sample size of at least 300 respondents is expected, which is generally considered sufficient for a descriptive study employing quantitative methods (Hair et al., 2010). Hence, the data obtained was further analysed.

Data Analysis

Once the data was collected, it was analyzed using descriptive statistics and correlational analysis to identify relationships between the independent variables (subjective norms and perceived behavioral control) and the dependent variable (online purchase intention). Descriptive statistics, including frequencies, means, and standard deviations, was used to summarize the demographic characteristics of the sample and the responses to the survey items.

Data was gathered to evaluate the proposed conceptual model concerning individuals purchasing from online shopping platforms within the Delhi-NCR region. To achieve this, the Snowball Sampling Technique was employed, wherein respondents were identified through referrals and recommendations from the target population involved in the study. Participants in the sample were required to have made purchases from any online shopping platform, possess experience with virtual reality, and reside in any

area of Delhi-NCR. Consequently, the findings aim to align with the predictability and generalizability of the results (Gunawan & Huarng, 2015). The sample size was calculated using the formula provided by Cochran (1963:75), which is applicable for large populations. The goal was to obtain a representative sample reflecting the proportions within the population.

$$n_0 = Z^2 pq / e^2$$

Pilot survey

In this study, the variability in the proportion is unknown; therefore, we adopt a value of $p = 0.5$, which represents maximum variability. With a precision level of ± 5 percent at a 95 percent confidence interval, the calculated minimum sample size is $n_0 = (1.96)^2 (0.5) (0.5) / (0.05)^2$, resulting in a requirement of 385 respondents. Consequently, the minimum sample size determined is 385.

To fulfill the study's objectives, a comprehensive self-developed questionnaire was created, encompassing 51 statements across 11 distinct constructs. A total of 384 respondents were deemed necessary for data collection, analysis, and interpretation from the selected sampling area, which is Delhi-NCR in Northern India, utilizing a snowball sampling method. Ultimately, 397 respondents were identified for inclusion in the final sample, with at least 80 respondents selected from the region. Initially, we contacted a list of friends and references to facilitate the pilot study's results.

To assess the reliability of the respondents in the pilot study, a test-retest reliability analysis was performed, measuring the stability coefficient of online customers. Additionally, Cronbach's Alpha was calculated to evaluate the internal consistency of the variables within the constructs. The test was administered and subsequently repeated with the same respondents after one month. The correlation coefficient between the initial and subsequent scores was found to be statistically significant at a 5 percent significance level. The average intra-class correlation coefficient exceeded 0.70, indicating strong correlations between the pre- and post-evaluations conducted with online buyers. Furthermore, the Cronbach's Alpha values for all constructs in the study were also above 0.70, demonstrating satisfactory internal consistency.

Table 1 : Test-Retest Reliability

Name of the Construct	Cronbach's Alpha
Subjective Norms	0.787
Perceived Behavioral Control	0.861
Immersion	0.85
Virtual Experience	0.885
Purchase Intentions	0.958

Statistical Tools Used for Analysis of Data

The present study applied various research tools for data analysis: Descriptive Analysis, Common Method Bias, Exploratory Factor Analysis for Harman's single-factor test, and Partial Least Square Structural Equational Modelling.

Exploratory factor analysis was performed on the dataset to validate the statistical tests employed. The variance analysis highlights Mason's evaluation of these factors across key constructs. An Eigenvalue analysis was executed to identify the relevant factors. This sequential test evaluates the factor-based variance (weightage) in relation to the overall variance as indicated by the scale. A similar methodology was applied to all sections of the questionnaire. Prior to conducting the exploratory factor analysis, the objective was to isolate the sub-scale items that load onto and represent the factors, thereby reducing the dimensionality of the factors to a more manageable level for subsequent analysis. The following phase involved confirmatory factor analysis to verify the association of items with their respective factors. The results from the exploratory factor analysis substantiate and validate the contributing factors by providing correlation values among the same factors and across different variables. This process aids in establishing convergent validity by examining the standard factor loading values, which should exceed the threshold of 0.50 to 0.80, indicating that convergent validity is confirmed through the average variance extracted (AVE). An AVE value greater than 0.50 signifies the presence of composite reliability. This study employs partial least squares structural equation modeling (PLS-SEM) to assess reliability measures, convergent and discriminant validities, cross-loadings, moderation effects, effect size, and predictive analytics. Ultimately, the model fit indices, including NFI, SRMR, and dG, are utilized to explore the relationships proposed in the context of virtual reality-based consumer behavior.

Hypotheses testing:

The findings from the hypothesis testing revealed a significant correlation between subjective norms and virtual reality experience, with a coefficient of $\beta= 0.363$ and a p-value of 0.000^{**} . Consequently, Hypothesis H1, which posits a significant positive relationship between subjective norms and virtual reality experience, is supported by the data. Similarly, for Hypothesis H2, which asserts a meaningful relationship between perceived behavioral intentions and virtual reality experience, the results indicate a coefficient of $\beta=0.256$ and a p-value of 0.00^{**} , thereby affirming the acceptance of H2 in this study.

The research demonstrated a favorable correlation between Virtual Reality Experience (VRE) and purchase intentions (PI). By immersing consumers in product environments, virtual reality enhances their confidence in making purchases and intensifies their desire to buy (Flavián et al., 2019). Consistent with previous studies, immersion has the potential to engage and satisfy users, thereby promoting increased purchasing behavior (Martínez-Navarro et al., 2021). Data analysis indicated that subjective norms (SN) and perceived behavioral control (PBC) significantly affect VRE. Consumers who recognize strong social influences and believe they possess control over their shopping experiences tend to report more favorable virtual reality experiences. The concepts of "social factors" and "self-efficacy" are pivotal in shaping consumer behavior in shopping contexts (Ajzen, 1991). These findings align with the theory of planned behavior, which posits that SNs and PBCs are key predictors of varying intentions among individuals based on specific circumstances (Ajzen, 1991). Additionally, the study revealed a strong correlation between VRE, attitude (ATT), and user engagement (UENG). A positive virtual reality experience is likely to foster a favorable attitude towards VR shopping, thereby enhancing customer engagement with the technology. Increased engagement often leads to more positive attitudes towards new technologies, which can subsequently be leveraged to enhance purchase intentions (Hsiao et al., 2018). This aligns with findings from other research in retail settings, indicating that the success of new technologies is contingent upon achieving high levels of engagement (Grewal et al., 2020). Furthermore, crosstab analysis uncovered intriguing insights regarding the interplay between demographic variables and virtual reality shopping behaviors, revealing that women and younger individuals (ages 18-22) are more frequent users of VR for shopping purposes.

This research demonstrates the significant influence of subjective norms (SN) and perceived behavioral control (PBC) on virtual reality (VR) experiences, a conclusion that is corroborated by empirical studies on technology adoption. Venkatesh et al. (2000) identified social influence and self-efficacy as key factors in understanding the behavior associated with the adoption of new technologies. For example, if individuals believe that their peers enjoy using virtual reality, they are more inclined to explore it themselves. The findings of the present study indicate that consumers who recognize a strong social influence and possess confidence in their VR usage capabilities are more likely to report favorable experiences.

This research introduces novel perspectives on the interrelations among subjective norms (SN), perceived behavioral control (PBC) and virtual reality experience (VRE). A significant theoretical contribution of this study lies in its application of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to elucidate the adoption of virtual reality in e-commerce. By integrating variables from both theoretical frameworks, the study offers comprehensive insights into the influence of virtual reality on online purchasing decisions. The results indicate that individual standards and the behaviors observed in others significantly shape customer attitudes towards the use of virtual reality, thereby enhancing their engagement levels. These normative beliefs regarding the appropriate use or non-use of such technologies substantially impact individuals' intentions towards them. This integrative approach thus provides a more comprehensive understanding of technological adoption, potentially improving the predictive capabilities of existing models in virtual reality shopping contexts. Furthermore, this research makes a notable contribution to the growing body of literature on virtual reality in retail settings. While many existing studies have primarily examined how virtual reality enhances consumer experiences, there is a scarcity of empirical evidence regarding its influence on purchase intentions (Martínez-Navarro et al., 2021). We assert that exposure to a high-quality virtual reality experience can positively affect online purchase intentions, suggesting that organizations should leverage this technology to enhance customer engagement and boost sales. To fully realize the advantages of such innovations, retailers must create high-quality immersive environments that cater to the varied preferences of shoppers. Consequently, it is essential to ensure comprehensive satisfaction levels, as some consumers may favor more interactive features, while others may seek a higher degree of involvement.

Practical implications

Numerous practical implications can be derived from the research findings for businesses engaged in online operations. It appears that younger individuals, who possess greater technological proficiency and a willingness to explore virtual reality, should be prioritized as potential customers by online retailers. Marketing strategies should emphasize the immersive and captivating nature of virtual reality to effectively draw in consumers. Furthermore, the adoption rates of this technology can be enhanced by simplifying the shopping experience, thereby improving perceived behavioral control and addressing subjective norms through the utilization of social proof and endorsements from influencers (Pantano & Servidio, 2012). Virtual Reality (VR) significantly influences customers' purchasing intentions on the Internet and presents various practical implications for online retailers, marketers, and technology developers. Businesses ought to leverage their understanding of virtual reality experience (VRE), perceived behavioral control (PBC), and subjective norms (SN), among other factors that impact purchase intentions (PI), to formulate more effective strategies for integrating VR into their operations, ultimately enhancing customer satisfaction and boosting online sales.

Limitations:

While understanding the impact of virtual reality on customers' online purchasing intentions is beneficial, this study acknowledges several limitations that warrant consideration. These limitations highlight areas requiring further exploration to refine and deepen our understanding of the roles played by VR in online business transactions.

This research is confined to the Delhi-NCR region. Variations in cultural, economic, and technological contexts may render these findings inapplicable to other locations. Future research should encompass broader geographical areas and be applicable to diverse regions. The sample predominantly consists of young individuals, with a significant proportion aged between 18 and 22 years, and a higher representation of female participants compared to male participants.

While this descriptive research design is effective for understanding the relationships between subjective norms, perceived behavioral control, and online purchase intention, it is important to acknowledge some limitations. As a cross-sectional study, it will only provide a snapshot of consumers' behaviors at a single point in time, and cannot address causal relationships. Additionally, the use of self-reported data may introduce response biases, such as social desirability bias, where participants might provide answers, they believe are socially acceptable rather than their true attitudes or behaviors.

Ethical Considerations

This study adheres to ethical guidelines for conducting research involving human participants. Data from the respondents were used only after taking their consent, and they were assured of the confidentiality of their responses. Participants were informed that their participation is voluntary, and they have the right to withdraw from the study at any time without penalty. The study also ensures that no personal identifiers are collected, and data is stored securely to protect participant privacy.

CONCLUSION

The research indicates that virtual reality (VR) significantly enhances consumers' intentions to purchase online by fostering positive attitudes and increasing engagement. In this context, the integration of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) within the study illustrates how subjective norms and perceived behavioral control contribute to enjoyable VR experiences. Notably, the results reveal that transitioning to immersive interactive environments via VR can markedly elevate customer satisfaction and drive higher purchase intentions, particularly among young, educated, upper-income individuals who are likely to be early adopters of technological innovations. These findings suggest the potential for more effective VR-based marketing strategies aimed at consumers, as well as improved online sales channels for product acquisition. Furthermore, future research should address limitations such as expanding demographic diversity, adopting a longitudinal perspective, and employing objective behavioral metrics to track changes in consumer behavior over time. This approach would enable organizations to better understand and adapt to evolving consumer preferences. Additionally, it would allow for the identification of operational inefficiencies and the adjustment of strategies to ensure sustained success. By examining the impact of VR from a novel perspective, it becomes possible to appreciate its influence on consumer behavior, thereby enhancing customer experiences and facilitating continuous business growth.

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