

From Craving to Convenience: Factors Influencing Customer Online Purchase Decisions in Lazada Malaysia

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The rapid growth of e-commerce has changed how consumers make purchasing decisions and intensified competition among online marketplaces in Malaysia. This study examines how perceived convenience, price perception, trust, and website quality influence online purchase decisions among Lazada users in Malaysia. Using a quantitative cross-sectional approach, data were collected through an online questionnaire from 200 consumers with prior purchasing experience on Lazada and analyzed using descriptive statistics and multiple regression analysis in SPSS. The findings show that trust ($\beta = 0.428$, $p < 0.001$), website quality ($\beta = 0.308$, $p < 0.001$), and price perception ($\beta = 0.188$, $p < 0.01$) significantly influence online purchase decisions, while perceived convenience does not show a significant effect ($\beta = 0.071$, $p > 0.05$). Among these factors, trust emerged as the strongest predictor, suggesting that consumers place greater importance on confidence, reliability, and perceived value than on convenience alone. Overall, the study highlights that sustaining competitiveness in e-commerce increasingly depends on building consumer trust, delivering high-quality platform experiences, and offering fair value to meet evolving consumer expectations.

Keywords: E-Commerce; Online Purchase Decision; Price Perception; Trust; Website Quality

JEL Classification: M31; L81; D91; O33; M15

INTRODUCTION

In recent years, e-commerce has transformed the way consumers shop and has become an increasingly important part of daily life. Digital marketplaces now play a central role in shaping retail activities by offering consumers the ability to purchase products conveniently across time and location boundaries. This accessibility has attracted millions of users, particularly younger consumers who value speed, flexibility, and cost efficiency in their shopping experiences (Lim et al., 2016). As digital adoption continues to accelerate, consumer expectations toward online platforms have also evolved beyond convenience alone toward broader considerations of value, reliability, and overall shopping experience.

In Malaysia, the e-commerce sector has experienced substantial growth, supported by expanding digital infrastructure, increasing consumer confidence, and stronger domestic online transactions. There are currently approximately 10 million online shoppers in Malaysia, with recent reports indicating that 88% of Malaysians regularly use digital payment services and nearly 70% of e-commerce transactions occur within the domestic market (Payments and Commerce Market Intelligence [PCMI], 2024). Similarly, recent market reports continue to position Malaysia as one of the rapidly growing digital commerce environments in Southeast Asia, reflecting the increasing integration of online shopping into consumers' daily purchasing activities (Statista, 2024). This growth indicates not only wider adoption of online platforms but also increasing competition among e-commerce providers to attract and retain consumers.

Among the major e-commerce platforms operating in Southeast Asia, Lazada Group has established itself as one of the region's most prominent online marketplaces since its establishment in 2012. Operating across six countries: Malaysia, Singapore, Indonesia, Thailand, the Philippines, and Vietnam, Lazada provides a broad range of products including electronics, fashion, food, and household goods. Beyond functioning as an online marketplace, Lazada offers an integrated digital ecosystem that combines shopping, payment systems, logistics services, and interactions between buyers and sellers. In Malaysia, Lazada has become one of the most recognized e-commerce platforms and was previously reported as among the most searched online marketplaces in the country (Loh & Hamid, 2021). The platform also serves approximately 50 million active users annually and collaborates with more than 10,000 third-party retailers across the region (Zongjun, 2020).

Despite the rapid expansion of e-commerce platforms, understanding what drives consumers to complete purchases on a particular platform remains an important research concern. Online purchase decisions are often influenced by consumers' evaluations of both functional and psychological aspects of the shopping experience. Previous studies suggest that factors such as convenience, price perception, trust, and website quality influence how consumers evaluate and engage with online platforms (Jerab, 2025; Musa et al., 2022). Convenience has traditionally been associated with ease of use and efficiency during online shopping (Lim et al., 2016), while price perception reflects consumers' evaluation of affordability, fairness, and value obtained from transactions (Zeithaml, 1988). Trust is consistently recognized as an important factor in reducing uncertainty and strengthening consumers' willingness to transact in digital environments (Gefen et al., 2003; Hidayat et al., 2021). At the same time, website quality, including interface design, usability, information clarity, and platform responsiveness, has been shown to shape consumers' evaluations and purchasing outcomes (Guo et al., 2023; Loiacono et al., 2007).

Although existing studies have investigated determinants of online shopping behavior, evidence remains limited regarding how these factors collectively influence online purchase decisions within the Malaysian e-commerce context, particularly in platform-specific environments such as Lazada. Existing studies have frequently focused on broader purchase intention models, customer satisfaction, or generalized e-commerce behavior (Kee, Wawi et al., 2023; Yo et al., 2021), leaving relatively limited empirical attention on how consumers evaluate purchasing decisions in increasingly mature and competitive digital marketplaces. Furthermore, changes in post-pandemic consumer expectations may alter the relative importance of traditional predictors such as convenience, while increasing the importance of platform credibility, perceived value, and digital experience quality.

Therefore, this study examines the influence of perceived convenience, price perception, trust, and website quality on online purchase decisions among Lazada users in Malaysia. By evaluating these factors within a single framework, the study aims to provide a more comprehensive understanding of the drivers of consumers' purchasing decisions in digital commerce environments. This study contributes to the literature by integrating functional dimensions of platform experience, including convenience and website quality, with evaluative dimensions represented by trust and price perception in explaining online purchase decisions. From a practical perspective, the findings provide evidence-based insights for e-commerce managers, marketers, and business practitioners to improve platform experience, strengthen consumer confidence, and develop strategies that better respond to evolving consumer expectations in Malaysia's increasingly competitive e-commerce market.

LITERATURE REVIEW

Factors Influencing Customer Online Purchase Decisions

Perceived Convenience

Perceived convenience is a critical determinant of online purchasing decisions, reflecting how easily and efficiently consumers can complete the shopping process. This includes the simplicity of product search, transaction procedures, and order fulfilment when compared with traditional in-store shopping (Dabbous et al., 2020). In this digital era, online shopping platforms such as Lazada focus on speed, user-friendly interfaces, and flexible payment methods to attract modern consumers seeking time-saving experiences. Studies have shown that higher convenience reduces shopping effort and positively influences purchase decisions (Hidayat et al., 2021). The more convenient the shopping process feels, the greater the customers' likelihood to complete a purchase and revisit in the future.

In the Malaysian context, consumers often prefer platforms that allow quick product search and secure transactions, which enhance satisfaction, trust, and loyalty (Musa et al., 2022). Moreover, Malaysian consumers, especially young users, see the value of convenience as a reflection of digital efficiency and time management skills. They generally prefer online shopping to traditional shopping to avoid traffic congestion, queues, and restrictions on store opening hours (Statista, 2024). Therefore, convenience influences purchase intention in both functional and emotional ways. On a functional level, it helps consumers save time and effort, while on a psychological level, it gives them a sense of control and comfort when making a decision (Raharja et al., 2022). According to these perspectives, this study proposes:

H1: Perceived convenience has a positive relationship with online purchase decisions.

Price Perception

Price perception reflects consumers' judgments of a product's fairness, value, and appeal offered by online retailers compared to competitors. In e-commerce, it is common for consumers to conduct price comparisons across multiple platforms before finalizing a purchase decision. As e-commerce consumers are highly sensitive to price signals, the perception of getting a "good deal" can strongly influence purchase intentions, especially in highly competitive markets such as Malaysia (Lee, 2025).

E-commerce platforms such as Lazada often use flash sales, vouchers, and discounts to make shoppers feel a sense of urgency and perceived affordability. These promotional strategies directly shape consumers' perceived value and drive impulsive or planned purchases (Dabbous et al., 2020). Moreover, price perception interacts closely with purchase decisions, as shoppers who perceive they have received fair value are more likely to be happy with their purchase and revisit the platform. Thus, clear pricing, honest product information, and fair refund policies contribute to positive perceptions, making customers feel more confident and strengthening trust. Studies have shown that even loyal customers are willing to switch to other platforms if they come across better price offers (Agung & Pudjoprastyono, 2023). Therefore, maintaining a balance between market-competitive prices and customer-perceived value is critical to sustaining long-term customer loyalty. Based on these perspectives, this study proposes:

H2: Price perception positively influences customer purchase decisions.

Trust

As a key psychological determinant, trust substantially shapes consumer behavior in online shopping environments. It reflects a shopper's confidence that the e-commerce platform is reliable, honest, and capable of delivering products and services as promised (Dabbous et al., 2020). Building customer trust is a crucial aspect for e-commerce platform companies to encourage customers' purchase decisions. Customer trust in e-commerce platforms is also defined as the willingness and confidence of customers to expose themselves to the possibility of experiencing losses during the online payment and product delivery processes (Arpah et al., 2023). Another important aspect linked to customer trust is risk perception regarding privacy data concerns and website security when shopping online. Customers who perceive minimal risk in online transactions tend to feel more secure and less hesitant when engaging with digital shopping platforms (Tran & Nguyen, 2022). Furthermore, trust can be strengthened through clear and accurate information about sellers and products, official authentication from Lazada, secure payment gateways, and strict privacy protection policies (Faris & Manap, 2025).

In the Malaysian context, developing and maintaining consumer trust is important as consumers increasingly expect secure transactions, reliable delivery, and responsive customer service. It would lead to long-term loyalty and word-of-mouth recommendations when their expectations are met on the particular e-commerce platform. Therefore, establishing strong trust can enhance customer satisfaction, sustained loyalty, and future repurchase decisions on online shopping platforms, including Lazada. Based on these perspectives, this study proposes:

H3: Trust in the e-commerce platform positively affects purchase decisions.

Website Quality

The quality of a website strongly affects how consumers perceive, trust, and enjoy their online shopping experience. It encompasses the performance of a site across key dimensions such as design, usability, functionality, and content dependability (Guo et al., 2023). Website quality is often evaluated through multiple aspects, which are system, information, and service quality. These aspects contribute to positive feelings about the

platform and shape consumers' overall purchase decisions (Lin, 2007). Website quality refers to the effort of the seller in presenting information online, like loading speed, webpage visual attractiveness, and ease of navigation across different devices (Hikmah & Mavilinda, 2024). Website quality in e-commerce contributes to the formation and sustainability of favorable consumer attitudes, which in turn influence their willingness to engage in online purchasing (Rahmawati et al., 2022).

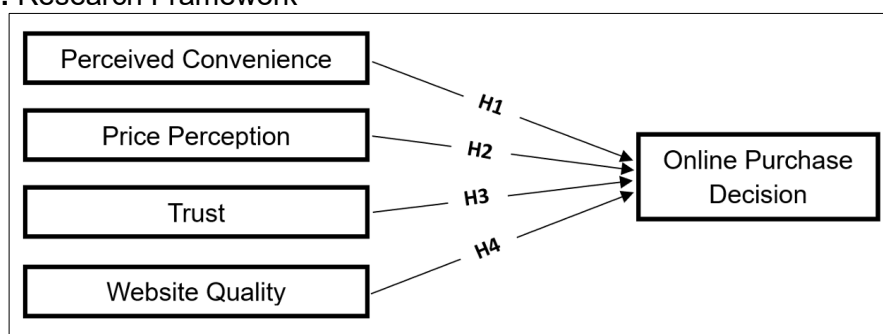
In the Malaysian context, customers can easily switch to another platform with just a few clicks. This means that even small website issues can quickly drive them away. Thus, investing in a high-quality website is important for retaining customers and reducing bounce rates (Sanghvi, 2025). When a website looks professional and feels reliable, users tend to stay longer, browse more products, and make purchases with confidence. Based on these perspectives, this study proposes:

H4: Website quality positively influences online purchase decisions.

Conceptual Framework

The study framework model is depicted in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

Research Design

This study adopted a quantitative cross-sectional research design to examine the factors influencing online purchase decisions among Lazada consumers in Malaysia. The study investigated the effects of perceived convenience, price perception, trust, and website quality on consumers' online purchase decisions through hypothesis testing using a structured survey approach.

Sample and Data Collection Procedures

Data were collected using a structured online questionnaire administered through Google Forms. The target population consisted of consumers who had previous purchasing experience on Lazada, ensuring that respondents were able to evaluate the platform based on actual shopping experiences. The questionnaire link was distributed through online channels and social networks using a non-probability convenience sampling approach to obtain responses from eligible participants. A total of 200 valid responses were retained for analysis after data screening and completeness checking.

Measurement Instrument

The questionnaire consisted of six sections designed to capture respondents' demographic characteristics and the study variables (see Table 1). All construct items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The first section gathered respondents' demographic information, including gender, age, race, education level, occupation, monthly spending on Lazada, and frequency of purchases on the platform. The remaining sections measured the key constructs examined in this study.

Perceived convenience was assessed through items relating to the ease and efficiency of shopping on Lazada, including flexibility in terms of time and location, convenience in searching for products, and ease of completing payment transactions. Price perception was evaluated through respondents' assessments of price fairness, value for money, and the influence of promotional offers on their purchasing decisions.

Trust was measured by examining consumers' confidence in the platform, particularly regarding the security of personal information, consistency between product descriptions and actual products received, and the effectiveness of after-sales service and complaint handling. Website quality was assessed through items related to interface design, visual attractiveness, navigation convenience, and website loading performance.

Finally, online purchase decisions were measured through indicators reflecting consumers' purchasing tendencies after using the platform, including confidence in their purchasing decisions, intention to continue purchasing through Lazada, and willingness to recommend the platform to others.

Table 1. Measurement Instrument

Section	Question	Sources
Perceived Convenience	1. It is easy for me to find and purchase the products I want on Lazada. 2. The Lazada platform allows me to shop anytime and anywhere conveniently. 3. The checkout and payment process on Lazada is simple and quick.	Adapted from Childers et al. (2001)
Price Perception	1. Lazada offers reasonable prices compared to other online shopping platforms. 2. I believe the products on Lazada provide good value for the money I spend. 3. Discounts and promotions on Lazada encourage me to make purchases.	Adapted from Zeithaml (1988)
Trust	1. I feel confident that my personal and payment information is secure on Lazada. 2. Lazada delivers products that match the descriptions shown on the website. 3. I trust Lazada to handle my orders and refunds responsibly.	Adapted from Gefen et al. (2003)
Website Quality	1. Lazada's website or app is visually attractive and easy to navigate. 2. The information on Lazada's product pages is clear and accurate. 3. The website or app loads quickly and performs smoothly during my shopping experience.	Adapted from Loiacono et al. (2007)
Online Purchase Decision	1. Overall, I am satisfied with my shopping experiences on Lazada. 2. I intend to continue purchasing from Lazada in the future.	Adapted from Oliver (1980)

	3. I would recommend Lazada to my friends and family.	
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Data Analysis

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were employed to summarise respondent characteristics, while multiple regression analysis was used to examine the effects of perceived convenience, price perception, trust, and website quality on online purchase decisions and to test the proposed hypotheses. The internal consistency of each construct was evaluated using Cronbach's alpha reliability analysis.

RESULTS

Table 2. Summary of Respondents' Demography (N=200)

Response	Frequency	Percentage (%)
Gender		
Male	90	45
Female	110	55
Age		
Below 18 years old	28	14
18 to 24 years old	64	32
25 to 34 years old	58	29
35 to 44 years old	30	15
45 years old and above	20	10
Race		
Malay	70	35
Chinese	80	40
Indian	50	25
Education Level		
Primary School	7	3.5
Secondary School	48	24
Diploma	36	18
Undergraduate (Bachelor's Degree)	79	39.5
Postgraduate	30	15
Occupation		
Student	90	45
Employed	74	37
Self-employed	27	13.5
Unemployed	9	4.5
Monthly Spending on Lazada		
Below RM100	74	37
RM100-RM299	86	43
RM300-RM499	28	14
RM500 and above	12	6
Frequency of Online Purchase on Lazada		
Once a month	89	44.5
2 to 3 times per month	71	35.5
4 to 5 times per month	21	10.5
More than 5 times per month	19	9.5

Table 2 presents an overview of the demographic profile of the 200 participants (N=200). Regarding gender distribution, female respondents contributed the majority of the sample (N=110, 55%), while male respondents represented a smaller proportion (N=90,

45%). The majority of respondents were aged 18 to 24 years (N=64, 32%), while the smallest proportion belonged to the 45 years and above age group. According to the race data, the largest proportion of respondents were Chinese (N=80, 40%), followed by Malay (N=70, 35%) and Indian (N=50, 25%). Furthermore, for education level, the majority hold an undergraduate level (N=79, 39.5%), followed by secondary school level (N=48, 24%) and diploma level (N=36, 18%). 30 respondents hold a postgraduate level (N=30, 15%). A minimal proportion of respondents hold a primary school level (N=7, 3.5%). In terms of occupation, the majority of respondents are students (N=90, 45%), while the smallest number of respondents are unemployed (N=9, 4.5%). For monthly spending on Lazada, most of the respondents spend RM100-RM299 per month (N=86, 43%), whereas 12 respondents (6%) spend RM500 and above each month. Referring to the frequency of online purchase data on Lazada in this table, 89 out of 200 respondents (44.5%) choose once a month, whereas 19 respondents (9.5%) make online purchases more than 5 times per month.

Table 3. Descriptive Statistics, Cronbach's Alpha Reliability Coefficients, and Zero-order Correlations for All Study Variables

Variables		1	2	3	4	5
1	Perceived Convenience	0.651				
2	Price Perception	0.499**	0.674			
3	Trust	0.470**	0.638**	0.800		
4	Website Quality	0.530**	0.638**	0.571**	0.673	
5	Online Purchase Decision	0.529**	0.693**	0.758**	0.710**	0.876
Number of items		3	3	3	3	3
Mean		4.37	4.17	3.89	4.26	4.11
Standard Deviation		0.58	0.70	0.86	0.66	0.88

Note: N=200; *p < 0.05, **p < 0.01, ***p < 0.001. The diagonal entries indicate Cronbach's alpha.

Table 3 displays the descriptive statistics, Cronbach's alpha reliability coefficients, and zero-order correlations for the variables included in the study. The Cronbach's alpha values, ranging from 0.651 to 0.876, indicate satisfactory reliability for all measured variables. The correlation analysis also reveals significant positive associations among all variables. Perceived convenience is strongly correlated with the price perception ($r = 0.499$, $p < 0.01$), trust ($r = 0.470$, $p < 0.01$), website quality ($r = 0.530$, $p < 0.01$), and online purchase decision ($r = 0.529$, $p < 0.01$). Similarly, price perception has a strong correlation with trust and website quality ($r = 0.638$, $p < 0.01$ each) and also online purchase decision ($r = 0.693$, $p < 0.01$). Trust was strongly linked to website quality ($r = 0.571$, $p < 0.01$) and online purchase decision ($r = 0.758$, $p < 0.01$), while website quality also correlated positively with purchase decision ($r = 0.710$, $p < 0.01$).

Table 4. Summary of Regression Analysis

Customer Online Purchase Decisions in Lazada (Dependent Variable)		Beta
1	Perceived Convenience	0.071
2	Price Perception	0.188**
3	Trust	0.428***
4	Website Quality	0.308***
R ² value		0.711
R ² change		0.711
F-value		120.042
Durbin-Watson Statistic		1.918

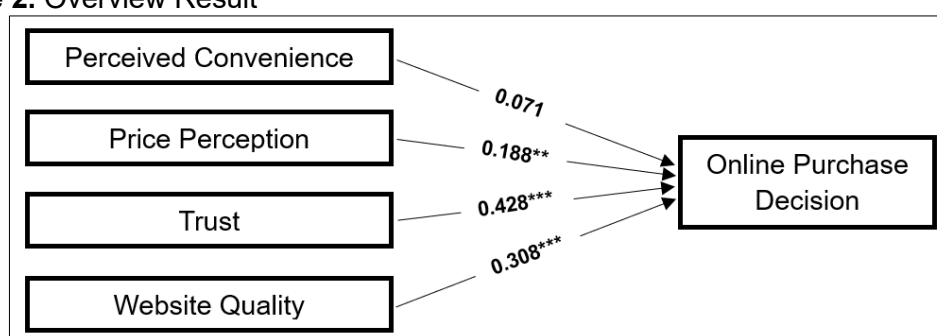
Note: N=200; *p < 0.05, **p < 0.01, ***p < 0.001. Standardized coefficients (Beta) are reported.

Table 4 shows the regression analysis results testing how perceived convenience, price perception, trust, and website quality relate to online purchase decisions on Lazada. Our

findings reveal that perceived convenience reveals no significant impact on customer online purchase decisions in Lazada, as its standardized coefficient beta value is close to zero ($\beta = 0.07$, no sigma). Therefore, H1 cannot be supported with this evidence. Trust exerts the most substantial influence on online purchase decisions ($\beta = 0.428$, $p < 0.001$), supporting H3. Besides that, website quality acts as a strong key predictor ($\beta = 0.308$, $p < 0.001$), supporting H4. Lastly, price perception has positively influenced online purchase decisions ($\beta = 0.188$, $p < 0.01$), supporting H2. Overall, the model emphasizes that price perception, trust, and website quality strongly and directly affect customers' online purchase decisions on Lazada, while the perceived convenience variable exerts a minimal effect.

Figure 2 illustrates the overall hypothesized model result.

Figure 2. Overview Result



DISCUSSION

This study examined how perceived convenience, price perception, trust, and website quality influence online purchase decisions among Lazada users in Malaysia. The findings demonstrate that although consumers generally value smooth digital shopping experiences and platform functionality, these factors do not contribute equally to shaping purchase decisions. Overall, the results provide meaningful insights into how Malaysian consumers evaluate e-commerce platforms in a mature, fast-growing, and highly competitive online retail environment.

The Effect of Perceived Convenience on Online Purchase Decisions

The findings indicate that perceived convenience does not significantly influence online purchase decisions ($\beta = 0.071$, $p > 0.05$). This suggests that although consumers perceive Lazada as convenient and easy to use, convenience alone does not appear to substantially determine whether consumers proceed with purchase decisions. Therefore, H1 is not supported.

This finding contrasts with earlier studies that identify convenience as one of the primary drivers of online shopping behavior (Warrier et al., 2021). However, the present result may reflect changing consumer expectations in mature e-commerce markets. One possible explanation is that convenience is no longer perceived as a unique competitive advantage but rather as a standard feature expected across digital platforms. Major platforms such as Lazada, Shopee, and TikTok Shop already provide fast delivery, multiple payment methods, and user-friendly interfaces as baseline service attributes (Lim et al., 2025; Yo et al., 2021).

As consumers become increasingly familiar with digital shopping environments, convenience may function more as a hygiene factor than a decisive purchasing criterion. Consumers may assume that platforms will already offer efficient navigation, flexible access, and seamless transaction processes. Consequently, the relative influence of

convenience diminishes when compared with more evaluative factors such as trust, price perception, and website quality. These findings suggest that purchase decisions among Malaysian consumers are increasingly driven by how much value, reliability, and confidence consumers perceive from the platform experience rather than by convenience alone.

The Effect of Price Perception on Online Purchase Decisions

The results show that price perception significantly influences online purchase decisions ($\beta = 0.188$, $p < 0.01$), indicating that consumers are more likely to purchase through Lazada when they perceive prices as fair, affordable, and offering satisfactory value. Therefore, H2 is supported.

This finding is consistent with previous studies showing that Malaysian consumers demonstrate high levels of price consciousness and frequently compare prices across platforms before making purchasing decisions (Kee, Wawi et al., 2023; Yo et al., 2021). Online shopping continues to attract Malaysian consumers because it combines convenience, time savings, and cost efficiency, reinforcing value-oriented purchasing behavior (Baharin et al., 2024). In particular, younger consumers such as Generation Z appear to be highly responsive to pricing considerations, with previous studies confirming a strong positive relationship between price sensitivity and online shopping behavior (Abdullah et al., 2025).

The present findings further reinforce that Malaysian consumers engage in deliberate price evaluation as part of their decision-making process rather than purchasing impulsively based solely on platform accessibility. According to Vodus Research Sdn Bhd (2024), approximately 42% of Malaysian consumers consistently compare prices before making purchases by reviewing alternatives across both online and offline channels. This pattern suggests that consumers actively seek optimal value before committing to a transaction.

Similarly, FlyBear Sdn Bhd (2025) reported that 78% of Malaysian consumers monitor product prices for two to four weeks before participating in major online sale events such as 10.10, indicating prolonged price evaluation and strategic purchasing behavior. In addition, discount flash-sale promotions have been shown to significantly increase online impulsive buying behavior, suggesting that consumers respond strongly to offers perceived as valuable and financially advantageous (Zai et al., 2025). Overall, these findings confirm that price perception remains an important consideration influencing online purchase decisions, particularly among younger consumers and working adults seeking greater value from digital purchases.

The Effect of Trust on Online Purchase Decisions

Another important finding concerns the influence of trust on consumers' online purchase decisions. The results show that trust demonstrates the strongest positive relationship with online purchase decisions ($\beta = 0.428$, $p < 0.001$), representing the largest effect size among all variables included in the model. Therefore, H3 is supported.

This result suggests that consumers place considerable importance on trust when deciding whether to complete transactions on online shopping platforms such as Lazada. The finding aligns with previous studies indicating that stronger trust in an online platform is associated with lower perceived transaction uncertainty and greater willingness to purchase. Existing literature also suggests that perceived risk may influence the strength of this relationship, whereby trust becomes increasingly important when consumers perceive greater uncertainty during online shopping activities (Kee, Sin et al., 2023).

In practical terms, consumers who trust a platform are likely to feel more confident regarding product authenticity, payment security, privacy protection, and after-sales support. As concerns about these issues decrease, consumers become more willing to proceed with purchases and engage with the platform (Kee, Wawi et al., 2023; Warrier et al., 2021). The findings therefore reinforce the central role of trust in shaping online purchase decisions, suggesting that consumers evaluate not only functional platform attributes but also the credibility and reliability of the marketplace environment before making purchasing decisions.

The Effect of Website Quality on Online Purchase Decisions

The findings also reveal that website quality significantly influences online purchase decisions ($\beta = 0.308$, $p < 0.001$), making it the second strongest predictor after trust. Therefore, H4 is supported.

This finding suggests that consumers are more likely to make purchases when they experience a platform interface that is visually appealing, well organized, responsive, and easy to navigate. Website quality appears to contribute positively to consumers' confidence and overall evaluation of the shopping experience. This result is consistent with previous studies showing that high perceived e-service quality, including website design, navigation efficiency, product information quality, payment security, and customer support, is associated with stronger purchase intentions and more positive shopping experiences (Kee, Wawi et al., 2023; Yo et al., 2021).

These findings further indicate that website quality should not be viewed merely as a technical characteristic but as an important evaluative factor that shapes consumers' purchasing decisions. In line with Parboteeah et al. (2009), visual attractiveness, usability, and effective website organization can stimulate consumers' willingness to make purchases. Therefore, website quality contributes not only to functional efficiency but also to stronger consumer confidence, perceived enjoyment, and overall platform attractiveness, which together increase the likelihood of completing online purchases.

Research Implications

Theoretical Implications

Theoretically, this research contributes meaningful insights into understanding online consumer behavior within a mature e-commerce environment such as Malaysia. First, the strong influence of trust reinforces its central role in reducing perceived uncertainty and strengthening consumers' confidence in online transactions. This finding supports existing theories that position trust as an important cognitive and emotional determinant of digital behavior (Hidayat et al., 2021). When consumers perceive a platform as secure, transparent, and reliable, their willingness to purchase increases. These findings also provide further contextual support for extended Technology Acceptance Model (TAM) frameworks, particularly in environments where perceptions of safety, transparency, and system reliability shape consumers' platform acceptance and continued engagement (Andrina et al., 2022). Among Malaysian online consumers, trust together with perceived usefulness and price remains highly influential in explaining online purchase behavior (Nasir et al., 2020).

Second, the significant influence of website quality highlights the importance of integrating system performance and user experience into behavioral explanations of online purchasing. Previous research demonstrates that usability, information clarity, and interface design contribute to perceived value and user satisfaction, which subsequently shape purchasing behavior (Guo et al., 2023). This aligns with e-service quality theory, which proposes that system reliability and ease of use are associated with stronger

purchase intentions (Zariman et al., 2022). The findings therefore reinforce the importance of platform experience in explaining online purchase decisions.

Third, the importance of price perception suggests that consumers continue to evaluate purchasing decisions through rational economic assessments. Price perception reflects consumers' evaluation of whether the benefits obtained justify the cost incurred and can be interpreted through the Theory of Planned Behavior (TPB). According to TPB, favorable price evaluations strengthen positive attitudes and increase consumers' confidence in making purchase decisions (Lin & Dong, 2023). Similarly, value-based decision theory explains that consumers compare perceived benefits against monetary sacrifice, with stronger perceived value increasing purchase intention (Suri et al., 2020). In price-sensitive markets such as Malaysia, these economic evaluations remain highly relevant in influencing purchase behavior.

Lastly, the non-significant role of perceived convenience suggests that convenience may no longer function as a differentiating factor in mature digital markets. Instead, convenience appears to have evolved into a baseline expectation that consumers assume will already be provided by most platforms. This observation supports emerging perspectives regarding "expectation saturation," where standardized platform convenience reduces its explanatory power in predicting online purchase behavior (Ho et al., 2022). These findings suggest that future behavioral explanations should place greater emphasis on trust, platform quality, and perceived value as stronger determinants of consumer decision-making in mature e-commerce environments.

Practical Implications

The results also provide practical insights for e-commerce managers, retailers, and digital marketing strategists. Since trust was identified as the most influential predictor of purchase decisions, platforms like Lazada are advised to prioritize initiatives that enhance consumer confidence. This includes improving seller verification systems, enhancing dispute resolution processes, and maintaining transparent return and refund policies, which are all shown to increase consumer trust and reduce perceived risk in e-commerce platforms. Displaying trust signals such as secure payment icons, verified seller badges, and authentic customer reviews can further reassure consumers, supporting a previous study that highlights trust and quality of service as primary determinants of online purchase and repurchase intentions among Malaysian consumers (Muhammad et al., 2024).

The significant influence of website quality also suggests that continuous investment in user interface and user experience design is essential. Features such as fast loading times, mobile responsiveness, intuitive navigation, and accurate product information help create smoother shopping journeys and enhance purchase intention (Saleem et al., 2022). This includes optimizing search and filter functions, improving after-sales support, and ensuring clear and detailed product pages with transparent pricing. These findings align with previous e-service quality research; functional and informational system quality strongly influences customer satisfaction and willingness to purchase online (Ahmad et al., 2024). Therefore, platforms should conduct regular usability reviews and upgrade customer service touchpoints to avoid frustration and reduce cart abandonment.

Price perception also plays an important role, showing that consumers highly value affordability, fairness, and transparency. Thus, platforms should focus on clear, fair, and value-oriented pricing strategies instead of relying solely on discounts or flash sales. For instance, pricing should communicate honest value, like transparent pricing, no hidden fees, straightforward discounts, or bundle deals. Features that allow shoppers to compare products or sellers are particularly helpful for price-sensitive consumers,

especially since price perception can affect how trust influences purchase intentions in social commerce (Senali et al., 2024). Moreover, Malaysian youths are especially responsive to vouchers and time-limited offers (Khalikussabir et al., 2022). Therefore, maintaining attractive yet credible pricing strategies is essential for staying competitive in this mature e-commerce market.

Finally, the lack of significance for convenience suggests that features such as fast delivery, simple navigation, and easy payment have become baseline expectations rather than competitive advantage. In mature e-commerce contexts, meaningful differentiation now comes from added value such as personalized recommendations, loyalty programs, efficient customer support, and stronger product authenticity measures. To stay competitive, platforms must focus not only on operational efficiency but also on enhancing trust, value, and overall user experiences to encourage long-term customer engagement.

CONCLUSION

This study provides empirical insight into the factors that influence online purchase decisions among Lazada users in Malaysia within an increasingly mature and competitive e-commerce environment. Specifically, the study examined the effects of perceived convenience, price perception, trust, and website quality on consumers' purchasing decisions and demonstrated that these factors do not contribute equally to consumer decision-making.

The findings indicate that trust, price perception, and website quality significantly influence online purchase decisions, whereas perceived convenience does not show a significant effect. Among all variables examined, trust emerged as the strongest predictor, suggesting that consumers place substantial importance on feeling confident in the platform before completing a purchase. When consumers perceive a platform as reliable, secure, and capable of delivering products and services consistently, they become more willing to proceed with transactions.

Website quality was also found to play an important role in shaping purchase decisions. A platform that is visually appealing, easy to navigate, responsive, and able to provide a smooth shopping experience contributes positively to consumers' overall evaluation of the platform and encourages purchasing behavior. At the same time, price perception remains highly relevant among Malaysian consumers, who continue to evaluate affordability, fairness, and value before making purchasing decisions across digital platforms.

Interestingly, the findings suggest that convenience may no longer function as a major differentiating factor in mature e-commerce markets. Features such as fast access, simple navigation, and seamless transactions appear to have evolved into baseline expectations rather than competitive advantages. As consumers become increasingly experienced with digital shopping, their decisions appear to depend less on convenience alone and more on factors that strengthen confidence, perceived value, and the overall quality of the platform experience.

Overall, this study highlights that sustained competitiveness in the e-commerce sector is not achieved simply by making online shopping easier. Instead, long-term success increasingly depends on creating an environment that consumers trust, delivering a high-quality user experience, and maintaining pricing strategies that communicate fairness and value. By prioritizing these aspects, e-commerce platforms can better respond to

evolving consumer expectations and strengthen consumers' willingness to continue purchasing in an increasingly crowded digital marketplace.

LIMITATION

Despite offering valuable insights into online purchase decisions on Lazada Malaysia, this study also has some limitations. First, most respondents were younger users, such as students and early-career adults. Their habits and preferences may not fully represent older shoppers, which limits the general applicability of the research to findings of the broader population. Second, the use of self-reported data in this study introduces potential issues such as memory inaccuracies, social desirability effects, or personal bias, which means what people say they do may not always match their actual behavior. Since this study focuses only on Lazada, the results may also not reflect how consumers behave on other platforms like Shopee, TikTok Shop, or Shein, where interface design, marketing styles, and user communities can differ. Moreover, the cross-sectional design is another limitation as it captures opinions at a single moment in time and cannot show how consumer attitudes shift during major sales events such as 11.11 promotions or festive seasons. Lastly, the model includes only four predictors, leaving out other potentially important factors such as delivery reliability, customer service, product authenticity, or social influence, which may also shape online purchase decisions. To overcome these limitations, future research could include a wider range of age groups, compare multiple e-commerce platforms, track consumers' behavior over time, and consider additional variables that may offer a more complete understanding of what drives online shopping decisions on digital commerce platforms.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that this research, its authorship, and its publication are free from any potential conflicts of interest.

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