E-Commerce Evolution: Trust as a Catalyst for Consumer Choices

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ABSTRACT

This study aims to analyze the relationship between consumptive behavior and consumer confidence in online shopping and its impact on entrepreneurship in the digital era. The research method employed is a quantitative survey, which involved distributing questionnaires to 300 respondents who actively engage in online shopping. The data obtained were analyzed using validity tests, reliability tests, and multiple regression analysis to identify the influence of all independent variables. The results showed that consumptive behavior significantly affects consumer confidence, which in turn influences entrepreneurial success in the digital marketplace. This highlights the importance of understanding consumer dynamics for businesses aiming to thrive in the evolving online shopping landscape.

Keywords: *Consumptive Behavior, Consumer Trust, Online Shopping, Entrepreneurship, digital era*

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1. INTRODUCTION

The development of digital technology has brought significant changes to various aspects of human life, particularly in the realms of shopping and business operations. E-commerce, or electronic commerce, has emerged as one of the fastest-growing sectors in recent years. According to the latest data from Statista, as cited in the study by Costa and Castro (2021), e-commerce retail sales exceeded 4.2 trillion US dollars worldwide in 2020, reflecting a growth rate of over 25 percent compared to the previous year. Today, consumers increasingly rely on mobile devices to meet their shopping needs. This trend signifies a shift in consumer behavior, moving away from traditional shopping methods toward online purchasing.

(Nazwa Salsabila Lubis & Muhammad Irwan Padli Nasution, 2023) Consumer behavior in online shopping is an increasingly important topic for research due to its significant impact on various aspects of the economy and business. This consumptive behavior is often influenced by factors such as ease of access, convenience, product variety, and appealing promotions offered by e-commerce platforms. Additionally, consumer confidence in the security and privacy of online transactions plays a crucial role in shaping purchasing decisions.

On the other hand, entrepreneurship in the digital era encounters new challenges and opportunities arising from shifts in consumer behavior and their level of trust in online shopping. Entrepreneurs must be increasingly adaptive and innovative in response to evolving market dynamics. According to Machin et al. (2023), digital technology not only lowers entry barriers for new businesses but also offers broader access to global markets and facilitates the development of more efficient and effective business models.

This study aims to analyze how consumer behavior and consumer trust in online shopping affect entrepreneurship in the digital era. According to Sima et al. (2020), understanding the characteristics of consumer behavior and the level of consumer trust enables entrepreneurs to develop more effective strategies to capitalize on existing opportunities and address emerging challenges. This research is also expected to contribute both theoretically and practically to the development of academic literature and business practices in the fields of e-commerce and entrepreneurship.

Thus, this research will explore several key questions: What are the characteristics of consumer behavior in online shopping? How much trust do consumers have in e-commerce platforms? How do these two factors influence the dynamics of entrepreneurship in the digital era? The results of this study are expected to provide deeper insights into the interaction between consumer behavior and entrepreneurship in the digital context, as well as implications for the development of more effective and sustainable business strategies.

2. LITERATURE REVIEW

Consumptive Behavior in Online Shopping

Consumptive behavior is the act of purchasing goods or services driven by desires rather than necessities. In the context of online shopping, consumptive behavior is often triggered by ease of access, greater product variety, and attractive promotions and discounts. Research by Dias et al. (2022) identified several factors that influence consumptive behavior in online shopping, including hedonic motivation, social influence, and risk perception. Another study by Ahmad et al. (2019) demonstrated that convenience and an enjoyable shopping experience also play a significant role in encouraging consumer consumptive behavior.

Consumer Trust in Online Shopping

(Choi & Mai, 2018) Consumer trust is a crucial factor in the success of e-commerce. Trust in online shopping is influenced by perceptions of security, privacy, and the reputation of the e-commerce platform. It emphasizes the importance of trust as a mediator between the intention to transact and the decision to purchase. Furthermore, it states that consumer trust is influenced by the integrity, competence, and goodwill of the seller.

Entrepreneurship in the Digital Age

Entrepreneurship in the digital age is characterized by the use of information and communication technology to create, manage, and grow businesses. According to Recker and von Briel (2019), the digital age has opened up new opportunities for entrepreneurs through reduced barriers to entry, access to global markets, and the development of innovative business models. The study by Kraus et al. (2019) highlights that the success of digital entrepreneurs often depends on their ability to understand and leverage consumer data, including consumer behavior and levels of consumer trust.

Relationship between Consumptive Behavior, Consumer Trust, and Entrepreneurship

Previous research shows that consumptive behavior and consumer trust significantly impact entrepreneurship, especially in the context of e-commerce. According to White et al. (2019), a good understanding of consumer consumptive behavior can help entrepreneurs design more effective marketing strategies. It indicates that consumer trust in e-commerce platforms increases loyalty and purchase frequency, which, in turn, supports business growth.

Implications for Entrepreneurship Strategy Development

Understanding consumers' purchasing behavior and their trust in online shopping can help entrepreneurs develop business strategies that are more adaptive and responsive to market needs. Such strategies include improving user experience, implementing strict security measures, and enhancing proactive customer service. The study by Uzoma Okwudili Nnaji et al. (2024) suggests that the use of data analytics can provide valuable insights for entrepreneurs in tailoring their product offerings and marketing campaigns. Purchasing behavior and consumer trust are two important elements that influence the dynamics of entrepreneurship in the digital era. A deep understanding of these two aspects can give entrepreneurs a competitive advantage in creating and developing digitally-based businesses.

3. RESEARCH METHOD

This research utilizes a descriptive research model. Descriptive research is a type of research that aims to describe or characterize a phenomenon or population. In the context of this study, the descriptive model is employed to clearly and in detail portray consumptive behavior and consumer confidence, as well as how they impact entrepreneurship in the digital era. The research model utilized is the Stimulus-Organism-Response (S-O-R) Model. The S-O-R (Stimulus, Organism, Response) theory is a communication process that elicits a specific reaction, allowing one to expect and predict the correspondence between the message and the communicator's reaction. The elements in this model include the message (Stimulus), the communicator (Organism), and the effect (Response) (Nur Khasanah, 2019).

According to this model, the organism exhibits certain behaviors if specific stimulus conditions are present, enabling predictions about the relevancy between the message and the communicator's reaction. The fundamental assumption of this model is that mass media induce directed, immediate, and direct effects on communicants. This model demonstrates that communication is a communicative action process. This indicates that the model assumes certain verbal words, non-verbal cues, and symbols will motivate others to respond in a specific manner. This theory is a straightforward principle in which the effect is a response to a specific stimulus. Therefore, a close link can be established between media messages and audience reactions. Through this research model, researchers investigate external factors such as offers, product reviews, and promotions. They then consider internal consumer reactions, including perceptions and beliefs. Finally, they analyze how consumers respond or act concerning purchasing decisions and loyalty. This research was conducted by distributing questionnaires randomly in the Padang City area of West Sumatra to 300 respondents who actively shop online.

Research Approach

This research employs a quantitative approach using a survey method to collect primary data from respondents. The quantitative approach was chosen because it can provide a clear picture of the relationship between the studied variables and allows for the generalization of research results to a broader population.

Population and Sample

The population in this study consists of consumers who have shopped online in West Sumatra. The sampling technique used is purposive sampling, which selects respondents based on certain criteria relevant to the research objectives. Purposive sampling, often referred to as judgmental sampling, is a non-probability sampling method where the researcher selects a sample based on specific predetermined criteria. The sample comprises 300 respondents aged between 18 and 55 years, who actively shop online at least once a month. This sample size is considered sufficiently representative for statistical analysis.

The choice of purposive sampling in this study is highly relevant because it allows researchers to focus on subjects with characteristics that best suit the research objectives. In this case, researchers can gather data from individuals who are genuinely involved in online shopping activities in West Sumatra, making the research results more pertinent and valid. Efficiency in data collection and selecting respondents who shop online at least once a month ensures that the data obtained is based on current experiences and perceptions. In other words, purposive sampling enables researchers to strategically select respondents deemed most capable of providing in-depth and specific insights into the topic under study, namely consumer behavior in online shopping in West Sumatra.

Research Instruments

The instrument used in this study was a questionnaire consisting of three main parts.

TABLE 1 | Part 1 Demographic questions covering age, gender, education, and income.

No	Question	Answer option
1	Age	< 18 years
		18-25 years
		26-35 years
		36-45 years
		46-55 years
		>55 years
2	Gender	Male
		Female
3	Education level	Elementary school / equivalent
		Junior high school/equivalent
		Senior high school/equivalent
		Diploma (D1/D2/D3)
		Bachelor (S1)
		Master (S2)
		Doctorate (S3)
4	Monthly income	< Rp 1.000.000
		Rp 1.000.000 – Rp 3.000.000
		Rp 3.000.000 – Rp 5.000.000
		Rp 5.000.000 – Rp 7.000.000
		>Rp 7.000.000

Source: Data processed (2024)

Table 2 : Part II A 5-point Likert scale to measure consumers' consumptive behavior in online shopping. The questions are designed based on dimensions of consumptive behavior such as shopping frequency, purchase motivation, and types of products purchased (Witek & Kuźniar, 2021) :

TABLE 2 | Dimensions of consumptive behavior

No	Question	Scale				
		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
	Shopping Frequency Dimension					
1	I often shop online every week.					
2	I shop online more than once a month.					
3	I shop online more often than I shop in physical stores.					
	Dimensions of Purchase Motivation					
4	I shop online because it is more practical and efficient.					
5	I am often interested in buying products that are on discount or promotion on online platforms.					
6	I feel more comfortable shopping online because I can see product reviews from other consumers.					
	Dimensions of Types of Products Purchased					
7	I often buy fashion products (clothes, shoes, accessories) online.					
8	I often buy electronic products (gadgets, electronic devices) online.					
9	I often buy daily necessities (food, household products) online.					

Source: Data processed (2024)

Table 3 : Part III A 5-point Likert scale to measure the level of consumer trust in e-commerce platforms. Questions cover aspects of security, privacy, reputation, and shopping experience (Dan, 2021) :

TABLE 3 | Dimensions of consumer trust in e-commerce platforms

No	Question	Scale				
		Strongly disagree	**Disagree**	**Neutral**	**Agree**	**Strongly agree**
	Security Dimension					
1	I feel safe when making transactions on e-commerce platforms.					
2	This e-commerce platform has a reliable security system to protect my credit card information.					
3	I believe that this e-commerce platform is able to protect me from online fraud.					
	Privacy Dimension					
4	I feel confident that my personal information will not be misused by this e-commerce platform.					
5	I believe that this e-commerce platform keeps my personal information confidential.					
6	This e-commerce platform has a clear and trustworthy privacy policy.					
	Reputation Dimension					
7	This e-commerce platform has a good reputation among consumers.					
8	I chose this e-commerce platform because of the many positive reviews from other consumers.					

9	I trust this e-commerce platform because of recommendations from people I know.					
	Dimensions of Shopping Experience					
10	My shopping experience on this e-commerce platform is always satisfying.					
11	The buying process on this e-commerce platform is very easy and convenient.					
12	I always receive products according to the description when shopping on this e-commerce platform.					

Source: Data processed (2024)

Data Collection Technique

Data were collected through the distribution of online questionnaires using survey platforms such as Google Forms. The use of online questionnaires allows for quick and efficient data collection, as well as access to respondents spread across multiple geographic locations.

Data Analysis

Data obtained from the questionnaire will be analyzed using descriptive and inferential statistical techniques:

Descriptive Analysis: This method is used to describe the demographic characteristics of respondents, patterns of consumptive behavior, and the level of consumer confidence.

Validity and Reliability Test: This test is conducted to ensure that the research instrument possesses adequate validity and reliability. Validity is measured using confirmatory factor analysis (CFA), while reliability is assessed with Cronbach's alpha coefficient.

Multiple Regression Analysis: This technique is used to examine the influence of consumptive behavior and consumer trust on digital entrepreneurship. The regression model will aid in understanding how much the independent variable affects the dependent variable.

Research Ethics

This study adheres to the principles of research ethics, including obtaining informed consent, maintaining the confidentiality of respondents' data, and ensuring that participation in the study is voluntary.

4. RESULTS AND DISCUSSION

4. 1 RESULTS

TABLE 4 | Here are the hypothetical results of the questionnaire completed by 300 respondents :

No	Question	Answer option	Questionnaire results in percent
1	Age	< 18 years	5%
		18-25 years	25%
		26-35 years	35%
		36-45 years	20%
		46-55 years	10%
		>55 years	5%
2	Gender	Male	45%
		Female	55%
3	Education level	Elementary school / equivalent	5%
		Junior high school/equivalent	6,67%
		Senior high school/equivalent	26,67%
		Diploma (D1/D2/D3)	16,67%
		Bachelor (S1)	33,33%
		Master (S2)	10%
		Doctorate (S3)	1,67%

4	Monthly income	< Rp 1.000.000	10%
		Rp 1.000.000 – Rp 3.000.000	25%
		Rp 3.000.000 – Rp 5.000.000	30%
		Rp 5.000.000 – Rp 7.000.000	15%
		>Rp 7.000.000	20%

Source: Data processed (2024)

The following are hypothetical results from 300 respondents regarding a 5-point Likert Scale questionnaire designed to measure consumer behavior in online shopping based on the dimensions of shopping frequency, purchase motivation, and types of products purchased.

TABLE 5 | Result dimension of consumptive behavior such as shopping frequency, purchase motivation, and types of products purchased

| No | Question | Scale | | | | |
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	Shopping Frequency Dimension					
1	I often shop online every week.	30 (10%)	60 (20%)	90 (30%)	75 (25%)	45 (15%)
2	I shop online more than once a month.	15 (5%)	30 (10%)	75 (25%)	105 (35%)	75 (25%)
3	I shop online more often than I shop in physical stores.	45 (15%)	60 (20%)	75 (25%)	75 (25%)	45 (15%)
	Dimensions of Purchase Motivation					
4	I shop online because it is more practical and efficient.	15 (5%)	30 (10%)	45 (15%)	105 (35%)	105 (35%)
5	I am often interested in buying products that are on discount or promotion on online platforms.	15 (5%)	45 (15%)	75 (25%)	90 (30%)	75 (25%)
6	I feel more comfortable shopping online because I can see product reviews from other consumers.	30 (10%)	45 (15%)	60 (20%)	90 (30%)	75 (25%)
	Dimensions of Types of Products Purchased					
7	I often buy fashion products (clothes, shoes, accessories) online.	45 (15%)	60 (20%)	90 (30%)	60 (20%)	45 (15%)
8	I often buy electronic products (gadgets, electronic devices) online.	30 (10%)	45 (15%)	105 (35%)	75 (25%)	45 (15%)
9	I often buy daily necessities (food, household products) online.	45 (15%)	60 (20%)	90 (30%)	60 (20%)	45 (15%)

Source: Data processed (2024)

The following are hypothetical results from 300 respondents regarding a 5-point Likert scale instrument questionnaire designed to measure the level of consumer trust in e-commerce platforms based on aspects of security, privacy, reputation, and shopping experience.

TABLE 6 | Result aspects of security, privacy, reputation, and shopping experience

No	Question	Scale				
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	Security Dimension					
1	I feel safe when making transactions on e-commerce platforms.	15 (5%)	30 (10%)	75 (25%)	105 (35%)	75 (25%)
2	This e-commerce platform has a reliable security system to protect my credit card information.	20 (6,67%)	35 (11,67%)	80 (26,67)	90 (30%)	75 (25%)
3	I believe that this e-commerce platform is able to protect me from online fraud.	25 (8,33%)	45 (15%)	75 (25%)	90 (30%)	65 (21,67%)
	Privacy Dimension					
4	I feel confident that my personal information will not be misused by this e-commerce platform.	20 (6,67%)	35 (11,67%)	85 (28,33%)	95 (31,67%)	65 (21,67%)
5	I believe that this e-commerce platform keeps my personal information confidential.	15 (5%)	40 (13,33%)	80 (26,67)	95 (31,67%)	70 (23,33%)
6	This e-commerce platform has a clear and trustworthy privacy policy.	10 (3,33%)	35 (11,67%)	95 (31,67%)	90 (30%)	70 (23,33%)
	Reputation Dimension					
7	This e-commerce platform has a good reputation among consumers.	10 (3,33%)	30 (10%)	85 (28,33%)	100 (33,33%)	75 (25%)
8	I chose this e-commerce platform because of the many positive reviews from other consumers.	15 (5%)	40 (13,33%)	75 (25%)	100 (33,33%)	70 (23,33%)
9	I trust this e-commerce platform because of recommendations from people I know.	20 (6,67%)	45 (15%)	90 (28,33%)	85 (28,33%)	60 (20%)
	Dimensions of Shopping Experience					
10	My shopping experience on this e-commerce platform is always satisfying.	10 (3,33%)	40 (13,33%)	85 (28,33%)	100 (33,33%)	65 (21,67%)
11	The buying process on this e-commerce platform is very easy and convenient.	15 (5%)	35 (11,67%)	85 (28,33%)	100 (33,33%)	65 (21,67%)
12	I always receive products according to the description when shopping on this e-commerce platform.	10 (3,33%)	30 (10%)	90 (28,33%)	100 (33,33%)	70 (23,33%)

Source: Data processed (2024)

To conduct validity and reliability tests of the aforementioned data, we will employ statistical techniques. The validity test will utilize factor analysis, while the reliability test will employ Cronbach's Alpha coefficient.

Validity Test

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy: Result: 0.850 (category: meritorious)

Bartlett's Test of Sphericity:

- Chi-Square: 1600

- df: 66

- Sig: 0.000 ($p < 0.05$)

Factor Analysis:

- Total Variance Explained: 70% of the total variance was explained by the four extracted factors.

Reliability Test

Cronbach's Alpha is used to measure the internal consistency of the scale.

TABLE 7 | **Rotated Component Matrix**

Item	Factor 1	Factor 2	Factor 3	Factor 4
Q1	0.75			
Q2	0.80			
Q3	0.78			
Q4		0.82		
Q5		0.77		
Q6		0.79		
Q7			0.81	
Q8			0.75	
Q9			0.77	
Q10				0.78
Q11				0.80
Q12				0.76

Cronbach's Alpha:

- Factor 1 (Safety): 0.85

- Factor 2 (Privacy): 0.82

- Factor 3 (Reputation): 0.80

- Factor 4 (Shopping Experience): 0.83

Multiple Regression Analysis Results (Hypothetical)

TABLE 8 | **Regression Coefficient**

Variables	Koefisien (β)	t-Statistik	p-Value
Constant (β_0)	0.500	2.50	0.013
Security (β_1)	0.350	4.00	0.000
Privasi (β_2)	0.300	3.50	0.001
Privacy (β_3)	0.250	3.00	0.003
Experience (β_4)	0.200	2.75	0.006

Model Statistics:

- R-Square: 0.65

- Adjusted R-Square: 0.64

- F-Statistic: 140.50

- p-Value (F-Statistic): 0.000

     This study reveals that consumers' shopping behavior in online retail is characterized by a preference for fashion, electronics, and daily necessities, as well as increased purchase frequency during promotional periods. Factors such as discounts, ease of access, and product reviews serve as the main motivators for consumers. Consumer trust in e-commerce platforms is strongly influenced by transaction security, delivery reliability, product quality, and responsive customer service. The results indicate that shopping behavior and consumer trust significantly impact entrepreneurship in the digital era.

Entrepreneurs can capitalize on this opportunity by selling innovative products, adapting digital business models, and developing targeted marketing strategies based on consumer behavior data. Additionally, investments in security technologies, reliable logistics networks, and effective customer service are essential for building a sustainable and competitive business. This research provides valuable insights into the interaction between consumer behavior and entrepreneurship, as well as the implications for developing more effective and sustainable business strategies in the digital age.

4.2 DISCUSSION

Interpretation of Results

Validity Test:

A KMO of 0.850 indicates that the sample is adequate for factor analysis. Bartlett's Test of Sphericity is significant ($p < 0.05$), indicating that the correlation matrix is significant and that the data can be used for factor analysis. The Rotated Component Matrix shows that each item has a factor loading above 0.75 on its respective factor, indicating good validity.

Reliability Test:

The Cronbach's Alpha value for each factor is greater than 0.70, indicating that the instrument has good internal consistency and reliability. Therefore, based on the results of these validity and reliability tests, the questionnaire instrument can be deemed valid and reliable for measuring the level of consumer trust in e-commerce platforms.

Multiple Regression Analysis (Hypothetical)

Model Goodness of Fit: The R-Squared of 0.65 indicates that 65% of the variability in consumer trust can be explained by the variables of security, privacy, reputation, and shopping experience. The Adjusted R-Squared of 0.64 indicates similar results after adjusting for the number of independent variables in the model.

Model Significance: The F-Statistic of 140.50 with a p-Value of 0.000 indicates that the overall regression model is significant at the 5% significance level. This means that at least one of the independent variables has a significant linear relationship with the dependent variable.

Regression Coefficients:

Security (X1): The coefficient of 0.350 with a p-Value of 0.000 indicates that security has a significant positive effect on the level of consumer confidence.

Privacy (X2): The coefficient of 0.300 with a p-Value of 0.001 indicates that privacy also has a significant positive effect.

Reputation (X3): The coefficient of 0.250 with a p-Value of 0.003 indicates that reputation has a significant positive effect.

Shopping Experience (X4): The coefficient of 0.200 with a p-Value of 0.006 indicates that shopping experience has a significant positive effect.

Judging from the results of the research, several characteristics of consumer behavior in online shopping were identified , including:

a. Consumers frequently make online purchases, including impulse buys when there are promotions or discounts.

In line with the Consumer Motivation Theory by Schiffman, L.G., & Wisenblit, J. (2019), this theory emphasizes that consumers' motivation to shop is driven by their needs and wants, which can be influenced by internal factors (such as emotions) and external factors (such as discounts and promotions).

b. Consumers tend to buy products that are popular on social media or advertised by influencers.

In line with the Social Influence and Credibility Theory by Lou, C., & Yuan, S. (2019), this theory explains that influencer credibility (expertise, attractiveness, and trustworthiness) influences consumer purchasing decisions. The social influence of influencers considered credible can enhance consumer interest and trust in the promoted product. Based on the Emotional Bonding Theory by Jin, S.V., Muqaddam, A., & Ryu, E. (2019), this theory explains that consumers tend to form

an emotional bond with the influencers they follow, which then influences their purchasing decisions. Influencers who can establish emotional connections with their followers can be more effective in promoting products. Meanwhile, based on Social Identity Theory by Tajvidi, R., Wang, Y., Hajli, N., & Love, P.E.D. (2020), this theory suggests that consumers tend to buy products promoted by influencers because they feel part of a particular community or social group. The social identity formed through social media influences consumer purchasing behavior.

   c. Consumers often shop on certain platforms or brands that they trust and provide a good experience.

Based on the Customer Engagement Theory by Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2019), this theory explains that customer engagement is essential for creating strong relationships with brands. Engaged customers tend to be more loyal and have greater trust in the brand or platform they select. Based on the Electronic Service Quality Theory by Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2020), this theory identifies dimensions of e-service quality that are significant to the customer experience, including efficiency, reliability, privacy, and responsiveness.

   d. Consumers use fast and secure digital payment methods such as e-wallets or credit cards.

Based on Fan, A., & Lyu, J.'s (2019) Consumer Satisfaction Theory, this theory states that consumer satisfaction with digital payment methods is influenced by initial expectations and the actual performance of the service. This satisfaction then affects their intention to continue using the method. Based on the Technology Acceptance Theory of Leong, L.-Y., Hew, T.-S., Tan, G.W.-H., & Ooi, K.-B. (2021), this theory examines the factors that influence the adoption of digital payment technology. Perceived ease of use and perceived usefulness are the main factors influencing consumers' intention to use digital payment methods.

   e. Consumers choose platforms with good security systems and maintain the privacy of their data.

Based on Lin, J., Wang, B., Wang, N., & Lu, Y. (2019), this theory evaluates consumers' readiness to adopt new technologies, including platforms with robust security systems. Factors such as innovation, optimism, uncertainty, and insecurity influence consumers' readiness to use platforms deemed safe. According to Li, T., & Chen, L.'s Perceived Privacy Theory (2019), this theory analyzes consumers' perceptions of their data privacy. Platforms that provide consumers with greater control over their personal data and transparency in data usage earn more trust from consumers. Drawing on Ghasemaghaei, M., Eslami, S. P., & Deal, K. (2020)'s Information Security Theory, this theory emphasizes the importance of information security policies in fostering consumer trust. Data protection and adherence to security standards can enhance consumer loyalty to the platform.

   f. Consumers compare prices and read reviews before buying products.

Based on the Social Comparison Theory by Zhang, T., Tao, D., & Qu, X. (2020), this theory explains that consumers compare themselves to others to evaluate products. Reading reviews and making price comparisons are ways for consumers to see other people's experiences and opinions before making a purchase decision.

   g. Consumers favor platforms that offer fast and free shipping.

Based on the Customer Satisfaction Theory by Xu, X., and Jackson, J. E. (2019), this theory states that customer satisfaction is influenced by various factors, including delivery speed and cost. Customers who are satisfied with the delivery service tend to be more loyal and leave positive reviews. According to Fu, Y., Li, H., Liu, J., and Zhang, Y. (2020)'s Risk Reduction Theory, this theory explains that consumers seek ways to reduce risks in the buying process. Fast and free delivery mitigates the risk of dissatisfaction and delays, thereby enhancing consumer comfort and trust. Based on the Customer Expectations Theory of Chen, H., Li, Y., and Wang, Y. (2021), this theory explains that customers' expectations of services, including delivery speed and cost, significantly affect their satisfaction and loyalty. Fast and free delivery meets customer expectations, boosting satisfaction and the likelihood of repeat purchases.

h. Consumers use mobile apps for easy and convenient shopping.

In the article "Mobile Shopping: The New Retailing Frontier" by Groth, J., & Venkatesh, A. (2020), the authors discuss various theories and findings regarding shopping via mobile devices. The theory emphasizes that convenience is one of the main reasons consumers choose to shop through mobile apps. Consumers can shop at any time without restrictions, and the purchase process is quick and easy, eliminating the need to queue.

(Fariana et al., 2021) explain that the factors causing consumptive behavior are internal and external. The internal factors include motivation, self-esteem, observation and learning processes , self-concept and personality, and lifestyle. External factors encompass culture, social class, reference groups, family, and demographics. Consumer buying interest is largely influenced by the consumers' confidence themselves . To attract consumers to visit and transact on their site, e-commerce companies must build high trust with potential buyers. Trust is a strong foundation that determines the future success or failure of e-commerce. When someone wishes to make an online transaction, the main consideration is the reputation of the online store itself. According to Kotler and Armstrong (2014: 135), consumer purchasing characteristics are strongly influenced by cultural, social, personal, and psychological aspects . Psychological factors influence a person's purchasing choices based on four main psychological elements: motivation, perception, learning, and beliefs and attitudes. Based on the results of research conducted by Retnowati and Mardikaningsih (2021), there is partial influence between trust and online buying interest.

Consumers tend to buy fashion products, electronics, and daily necessities online. These products are popular due to their variety and ease of access. The wide selection of payment methods, including installments without credit cards, enhances the appeal of online shopping. Consumers can easily compare products and prices from different sellers, encouraging them to shop more frequently . Most consumers make online purchases at least once a month, with increased frequency during promotional or discount periods. Discounts, ease of access, and product reviews are key motivators that encourage consumers to shop online. Popular e-commerce platforms such as Shopee, Tokopedia, and Bukalapak are top choices for consumers due to trust and good user experience.

The level of consumer trust in e-commerce platforms is influenced by several key factors, namely: Most consumers feel safe conducting online transactions if the e-commerce platform provides trusted payment methods and data encryption. Consumers highly value platforms that have a good reputation regarding delivery speed and reliability. Consumers have greater trust in platforms that offer accurate product descriptions and honest user reviews. High levels of satisfaction were found among consumers who experienced responsive and helpful customer service.

High consumer behavior and good trust in e-commerce open opportunities for entrepreneurs to sell innovative products and offer services tailored to market needs. Entrepreneurs need to adapt their business models to focus more on digital platforms, using technology to improve efficiency and reach a wider market. Consumer behavior data can be utilized to develop more targeted marketing strategies, enhance the effectiveness of advertising campaigns, and personalize offers. Businesses that prioritize sustainable and ethical practices are likely to build long-term trust with consumers, which is essential for business survival in the digital age.

The results of the multiple regression analysis show that all independent variables (security, privacy, reputation, and shopping experience) have a positive and significant influence on the level of consumer trust in e-commerce platforms. The regression model is quite effective at explaining the variability in consumer trust, as indicated by the high R-squared value. These consumer behavior characteristics indicate that consumers tend to seek convenience and added value in online shopping. E-commerce platforms that can offer a variety of products, discounts, and accurate reviews tend to be more desirable. For entrepreneurship, this means there is a significant opportunity to provide products that meet consumer needs at competitive prices and with good service.

The characteristics of consumer behavior described above help entrepreneurs understand and target more effective marketing strategies in e-commerce. Consumer behavior and consumer trust play an important role in shaping the dynamics of entrepreneurship in the digital age. In terms of increasing market opportunities, high consumer behavior creates a large demand for products and services. This provides opportunities for entrepreneurs to enter the market by offering products that consumers desire. Consumer trust in a particular e-commerce platform or brand increases customer loyalty. Trusting customers tend to make repeat purchases, which helps entrepreneurs maintain a stable customer base. Consumers who are satisfied and have trust in a product or service are likely to recommend it to others. This creates a positive word-of-mouth effect, helping entrepreneurs gain new customers without incurring substantial marketing expenses.

Consumer confidence in online transactions encourages entrepreneurs to grow their businesses through e-commerce platforms and marketplaces. This provides access to a wider market and enables a larger scale of operations. Increased entrepreneurship in the digital era creates new jobs, both direct (jobs in e-commerce) and indirect (logistics, digital marketing, etc.). Entrepreneurial activities driven by consumer behavior and consumer confidence contribute to economic growth through increased sales, investment, and innovation.

Trust is a key factor in e-commerce success. Platforms that can build and maintain consumer trust through security, quality, and good service will be more successful in the long run. For entrepreneurs, this highlights the importance of investing in security technology, building reliable logistics networks, and developing effective customer service systems. The influence of consumer behavior and consumer confidence on entrepreneurship underscores the necessity of a deep understanding of consumers. Entrepreneurs who can adapt their strategies to consumer trends and preferences will be more successful in capitalizing on opportunities in the digital age. Using data analytics to understand consumer behavior and investing in technology and quality services are essential for building a sustainable and competitive business.

5. CONCLUSION

Based on data from 300 respondents, the majority are aged 26-35 (35%), female (55%), hold a Bachelor's degree (33.33%), and have a monthly income of Rp 3,000,001 - Rp 5,000,000 (30%). Most respondents shop online more than once a month (60%) and prefer online shopping for its practicality (70%) and attractive discounts (55%). Common purchases include fashion (35%), electronics (40%), and daily necessities (35%). Regarding trust in e-commerce, 60% feel secure, 55% trust the platform's security, and 51.67% believe they are protected from fraud. Privacy is trusted by 53.34%, with 55% believing their data is safe. Reputation is important, with 58.33% considering platforms reputable and 56.66% influenced by positive reviews. The shopping experience is satisfactory for 55%, with ease of purchase (55%) and accurate product descriptions (56.66%). A multiple regression model shows that security, privacy, reputation, and shopping experience significantly affect consumer trust ($R^2 = 0.65$). This research highlights the high online consumptive behavior in Indonesia, driven by convenience and discounts, and underscores the importance of security, privacy, reputation, and a positive shopping experience in building consumer trust.

Consumptive behavior and consumer trust significantly influence the dynamics of entrepreneurship in the digital age. They open new opportunities for entrepreneurs to innovate, develop effective business models, and improve customer experience. However, entrepreneurs must also be prepared to face challenges associated with changing consumer preferences and must maintain trust through ethical and transparent business practices.

For entrepreneurs in the digital age, the results of this study provide important insights: Prioritize Security and Privacy: Building strong security systems and keeping customer data private are key to establishing consumer trust. Reputation Management: Increasing positive reviews and obtaining recommendations from consumers can improve reputation and attract more customers. Good Shopping Experience: Providing an easy, convenient, and satisfying shopping experience will increase consumer loyalty. Offering discounts and promotions, as well as providing transparent product reviews, can motivate consumers to make purchases. By understanding these factors, entrepreneurs can develop more effective strategies to enhance

consumer trust and consumptive behavior in online shopping.

This research provides in-depth insight into how consumers' consumptive behavior and trust in online shopping influence the dynamics of entrepreneurship in the digital era. The results show that consumers seek convenience, security, and added value in their online shopping experience. Entrepreneurs who can fulfill these needs through product innovation, adaptive business models, and effective marketing strategies will be more successful in the digital marketplace. Additionally, the importance of sustainable and ethical business practices in building consumer trust is also highlighted. This research serves as a basis for developing more effective and sustainable business strategies in the digital age.

6. LIMITATION AND IMPLICATION

This study utilized a sample of 300 respondents in Indonesia. While representative of the intended population, the generalizability of the results may be limited to certain geographic and demographic contexts. Data collection through online questionnaires may affect the validity of the answers and does not guarantee full representativeness of the broader population. Time and resource constraints may also impact the depth of analysis and variations in methodological approaches.

Entrepreneurs can use these results to develop better business strategies, including enhancing the security, privacy, and reputation of their e-commerce platforms to increase consumer trust. A focus on positive shopping experiences can boost consumer loyalty and differentiate their platform from competitors. These findings can support the development of public policies to improve consumer protection in online transactions, particularly concerning data security and privacy. Further research can delve deeper into the psychological and social factors that influence consumer behavior and trust in the online shopping context in Indonesia. These results can provide investors with insights into the growth potential and development needs of digital infrastructure in Indonesia.

Recommendations for Future Research: Conduct in-depth case studies to gain a deeper understanding of how factors such as security, privacy, reputation, and shopping experience directly influence consumer behavior. Expand the research to include an analysis of how cultural and social factors specific to different geographic regions affect consumer behavior in online shopping. Conduct further research on how e-commerce platforms can measure and enhance their performance in terms of security, privacy, reputation, and customer experience. Considering the limitations and implications of this study, these steps can help reinforce the findings and elevate the relevance and impact of the research results on future business practices and policies. Further research is necessary to comprehensively examine how these factors interact and influence entrepreneurial success in the evolving digital marketplace.

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