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## Understanding Tourist Behavior and Purchase Intentions in the Digital Tourism Economy: A Quantitative Perspective

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### ABSTRACT

A quantitative research design was employed using a structured survey administered to 55 respondents. The dependent variable—purchase intention—was treated as an ordinal outcome with five levels ranging from “very unlikely” to “very likely.” Independent variables included demographic factors (age, gender, education, income), behavioral metrics (online shopping frequency, Uzum usage frequency), and attitudinal indicators (importance of online reviews, trust in product descriptions, perceived value for money). Data were analyzed using ordinal logistic regression to determine the statistically significant predictors of purchase intention.

The findings reveal that behavioral variables—particularly the frequency of online shopping—were the strongest predictors of purchase intention. Individuals who rarely or infrequently shopped online were significantly less likely to express high purchase intention compared to weekly users. In addition, source awareness played a critical role: respondents who learned about Uzum Market through friends exhibited a higher likelihood of future purchases, highlighting the importance of peer influence and electronic word-of-mouth (eWOM).

**Keywords:** Consumer behavior, purchase intention, digital marketplace, ordinal logistic regression, e-commerce in Uzbekistan, user-generated reviews.

### I. Introduction

Massive spread of online market websites has significantly transformed the consumer behaviour all over the world. With the popularisation of smartphones, ubiquitous fast internet connections, and algorithmically-optimised platforms, online retailing has become one of the main principles of modern trading. Not only is it highly developed capital countries that see their consumers becoming migrants towards the convenience of digital channels, the desire of being personally addressed and the goal of reaching a price that they can afford, but it is also easier to observe in emerging economies, including that of Central Asia. As a result, marketers, economists, policy makers as well as the operators of digital platforms are discovering that it is gainful to unspin the antecedents of consumer choice in virtual settings.

With the development of the digital infrastructure in Uzbekistan, where most of the developing economies follow a similar course, there has been an explosive growth in the number of e-

commerce activities. In-country marketplaces like Uzum Market have emerged as a subset of domestic marketplaces in specific markets with regional favourites, language and logistic realities. However, although the tempo of this activity has been gaining momentum, the literature of empirical studies examining the determinants of consumer behaviour and intention to purchase is rather limited in such a distinctive socio-economic and cultural environment. Although theoretical models currently in use globally, such as the Technology Acceptance Model (Davis, 1989) and the Theory of Planned Behavior (Ajzen, 1991), provide the background knowledge on the behavioural intention, the research on how these conceptual models could be applied in the localised digital markets with its own demographic and technological profile is still immature.

This paper examines demographic determinants, behavioral determinants and perceptual determinants of consumer purchase intention in an online business market place. The focus of the analysis consists of the users of the Uzum Market platform in Uzbekistan and aims to determine variables shown to be strongly correlated with the increased probability of future transactions executed online. Since the conducted research subjects established prevailing behavioral patterns to an entirely new situation, both practically and theoretically, they make their contribution to the existing literature on digital commerce, and, at the same time, can provide a practitioner with recommendations and actionable points.

### **Literature Review**

Digital commerce has changed significantly over the past ten years. The initial business done with the help of static websites has developed into advanced interactive processes, which are powered to a large degree by artificial intelligence (AI). These changes adjust traditional perceptions of purchase intent, which is the psychological concept that explains consumer decision-making processes. The interaction between an individual and a marketplace is evolving through augmented reality, use of AI to make each interaction personalized, social shopping, and the use of digital media to make the experience more immersive. Due to this, the purchasing behavior is now mediated by an interdependent arrangement of technological, psychological, and contextual determinants. The literature that exists has agreed that online consumer behaviour is dynamic and temporal.

Such developments are explained by the empirical work on AI-enabled marketing. An and Ngo (2025) have performed an extensive review of AI-driven personalized advertising in Vietnam and have noticed a strong tendency to buy with the respondents who reported the promotional piece as useful, applicable to them, and authoritative. The above results support the Technology Acceptance Model based on the assumptions that ease and trust are considered crucial antecedents in action. With the help of these insights, Roy et al. (2025) designed a hybrid SEM-ANN model, which created greater influence on purchase choices of such aspects as perceived usefulness, personalization, and motivational helpfulness in the domain of AI-enhanced situations. Taken together, these studies demonstrate the importance of the role of trust in the AI-mediated interaction as regards the rational and affective components of consumers online behavior. Further, they show that the competent technological personalization should be supported by open moral reasons and alignment with the expeditions of the users found with tailoring.

### **Data and Methodology**

This study investigates the behavioral and psychological factors influencing consumer purchase intentions within the digital business marketplace, with a specific focus on Uzbekistan's leading platform, Uzum Market. The empirical evidence was attained with the help of an online structured quantitative survey instrument. The instrument was constructed to produce a multidimensional image of digital consumer behaviour, inferring information on the demographic characteristics, buying tendency, psychological motivating such as trust and satisfaction as well as the behavioural intentions.

The survey consisted of 21 questions, defining a specific theoretical construct on which the answer was stated and then coded as a variable name to analyze it and trace the answers. These variables

will feature demographic pointers, measure of behavioural frequency and scales of attitude that should be used to capture perceived trust, satisfaction, review importance, and consumer motivation. The variable list used in the current analysis (the SPSS-friendly version of it) is the following one:

Questionnaire	Variable name used in SPSS
1. What is your age group?	AgeGroup
2. What is your gender?	Gender
3. What is the highest level of education you have completed?	EducationLevel
4. What is your monthly income?	MonthlyIncome
5. How often do you shop online?	OnlineShoppingFrequency
6. How important are online reviews when making a purchase decision?	ReviewImportance
7. How did you hear about Uzum Market?	SourceAwarenessUzum
8. How often do you use Uzum Market?	UzumUsageFrequency
9. What motivates you to shop on Uzum Market?	ShoppingMotivationUzum
10. Rate your overall satisfaction with Uzum Market	UzumSatisfaction
11. How likely are you to make a purchase from Uzum Market in the next month?	PurchaseLikelihoodNextMonth
12. Would you recommend Uzum Market to others?	RecommendUzum
13. Do you feel that Uzum Market offers good value for money?	ValueForMoneyUzum
14. I feel confident that the products I buy on Uzum Market will match the description	ProductConfidenceUzum
15. How likely are you to choose Uzum Market over offline stores for similar products?	PreferUzumOverOffline
16. How important is delivery speed when you shop on Uzum Market?	DeliverySpeedImportance
17. How often do you read customer reviews before purchasing on Uzum Market?	ReviewReadingFrequencyUzum
18. How secure do you feel making payments on Uzum Market?	PaymentSecurityUzum
19. How easy is it to find products on Uzum Market?	ProductSearchEaseUzum
20. What device do you primarily use for online shopping?	ShoppingDevice
21. How likely are you to continue using Uzum Market in the long term?	LongTermUsageUzum

Source: Author elaboration

Among these, PurchaseLikelihoodNextMonth serves as the study’s dependent variable. This item captures the respondent’s self-assessed likelihood of making a purchase from Uzum Market in the upcoming month. Measured on a five-point Likert scale ranging from “Very Unlikely” (1) to “Very Likely” (5), this variable reflects future behavioral intention and functions as the primary outcome variable in the study’s analytical model. All remaining variables are treated as independent predictors, moderators, or control variables based on their theoretical relevance.

The survey was administered to 55 respondents using digital channels such as Telegram, Facebook, Instagram, and email distribution lists targeting students, professionals, and active online shoppers. All participants met the inclusion criteria of having made at least one purchase through a digital platform within the past six months, ensuring contextual relevance. The survey was conducted in both Uzbek and Russian to reduce linguistic barriers and was open for responses over a two-week period. All responses were checked for completeness, and no imputation or exclusion of valid data was required.

The survey instrument captured additional consumer experience variables to contextualize purchasing decisions. For instance, Online Shopping Frequency, Uzum Usage Frequency, and Shopping Device were used to measure behavioral engagement, while cognitive factors such as Review Importance, Payment Security Uzum, Product Confidence Uzum, and ProductSearchEaseUzum explored perceptions related to risk, trust, and interface usability. Emotional and motivational variables, including ShoppingMotivationUzum, UzumSatisfaction, and RecommendUzum, were used to evaluate loyalty and post-purchase sentiments.

All multi-item scales (e.g., those used for perceived trust, satisfaction, and review behavior) were measured on five-point Likert-type scales. Internal consistency of these scales was evaluated using Cronbach’s alpha. Constructs such as platform trust, satisfaction, and purchase motivation demonstrated acceptable internal reliability ( $\alpha > 0.70$ ), consistent with psychometric standards recommended by Nunnally and Bernstein (1994). These reliability scores validate the constructs and support their inclusion in multivariate analysis.

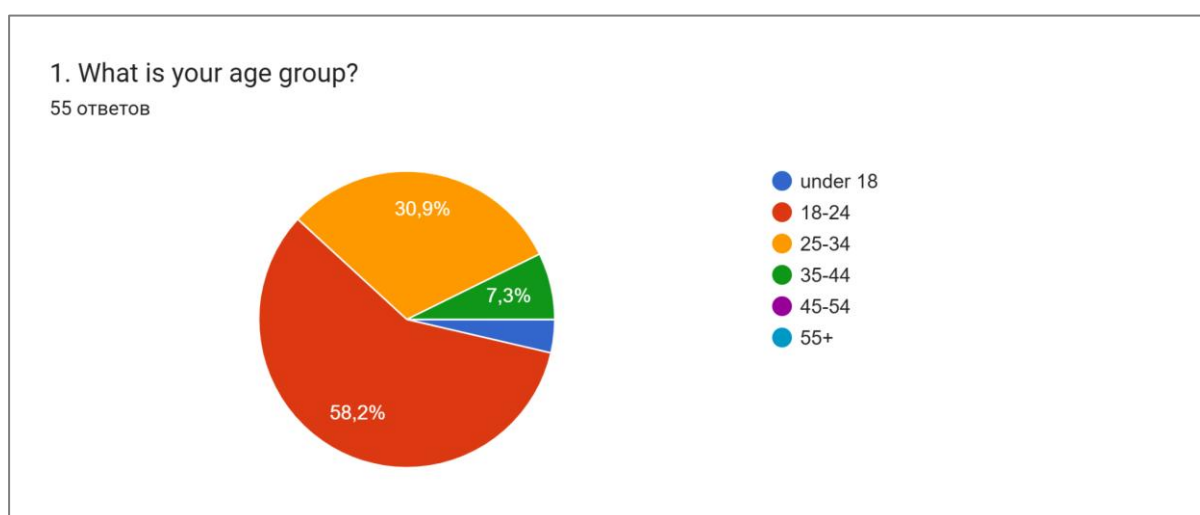
To ensure data quality and compatibility for statistical processing, all responses were cleaned and encoded. Categorical variables such as Gender, EducationLevel, and ShoppingDevice were labeled and numerically coded, while Likert-type responses were assigned integer values from 1 to 5. Open-ended items such as ShoppingMotivationUzum and SourceAwarenessUzum were thematically grouped for content analysis and frequency tabulation. The entire dataset was documented using a variable codebook to preserve replicability and methodological transparency.

Ethical research standards were strictly followed throughout the data collection process. Participants were informed of the voluntary and anonymous nature of the study, and no personally identifiable information was gathered. Consent was obtained through an introductory statement at the beginning of the survey, in line with institutional and international ethical guidelines, including the ESOMAR code of conduct.

## Result and Discussion

This chapter presents the findings derived from the ordinal logistic regression analysis alongside descriptive summaries of the key variables used in the study. The objective was to examine how demographic, behavioral, and cognitive factors affect the likelihood of making a future purchase in the digital marketplace specifically, on Uzum Market.

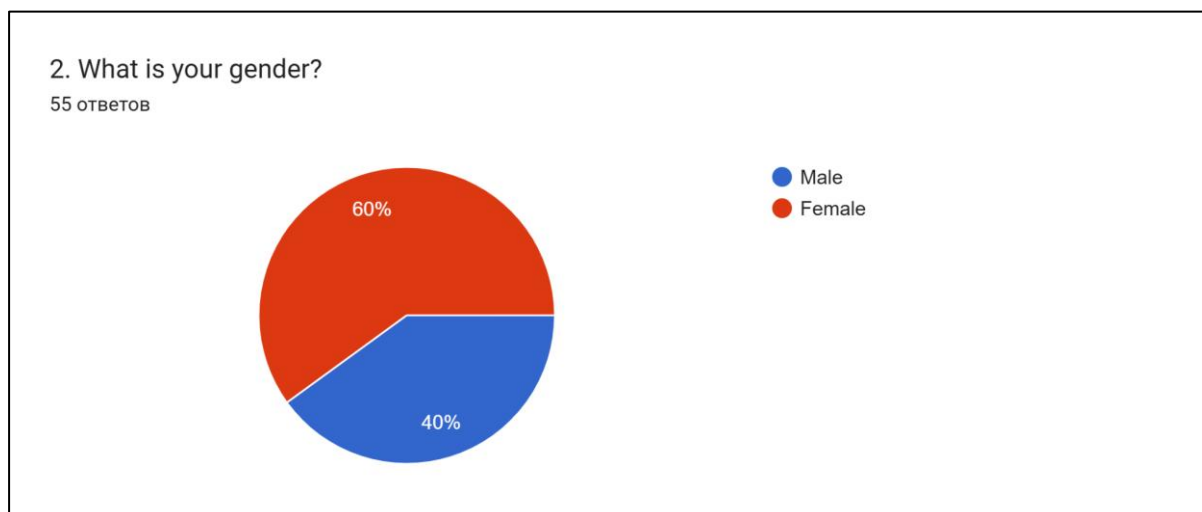
**Figure 1. Age Distribution of Respondents (n = 55)**



The age distribution of the survey participants is provided shown in Figure 1. Most of them (58.2 %) had ages 18 to 24 years and others (30.9 %) were aged 25-34 years. A lower percentage fell under the category of 35-44 (7.3 %) and only 3.6 % of the followers were below 18. None of the respondents referred to the category of 45-54 or 55+. This represented sample is mostly younger and online shoppers, which is especially important to consider and note in the context of the study,

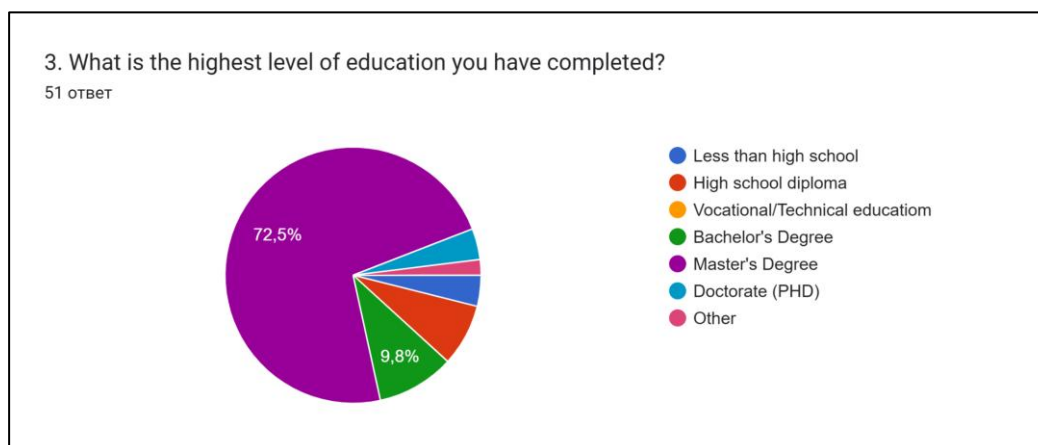
as results imply that it comprises mostly of digitally engaged consumers. The supremacy of young generations reflects the general universal situation where this category of people is involved in the sphere of e-business the most.

**Figure 2. Gender Distribution of Respondents (n = 55)**



The gender ratio of the present sample is a bit skewed (Figure 2). Sixty percent was the percentage contribution of female respondents and 40 percent was the contribution of male respondents. This trend suggests that the larger portions of the sampling pool were composed of women and this observation is supported by broader research on consumer behaviour that shows that women are more likely to be individuals who engage in cognitive and behavioural activity in online retail situations, especially with items in fashions, home products, and personal care.

**Figure 3. Educational Attainment of Respondents (n = 51)**



Most respondents of the survey (Figure 3) by about 72.5 % indicated that they had a Masters degree, hence the high level of education richness of the sampling. The percentage of the respondents carrying a Bachelor degree was 9.8 %, but then there were comparatively smaller percentages that represented people with high school diploma, vocational or technical training, doctorate degree and those with less than high school education. Such academic distribution of the sample highlights the fact that the participants are the individuals with a marked academic success, which is also a factor that may likely influence their confidence in the process of assessing digital platforms and when being involved in the process of making an online purchasing decision.

**Figure 4. Perceived Importance of Online Reviews in Purchase Decisions (n = 55)**

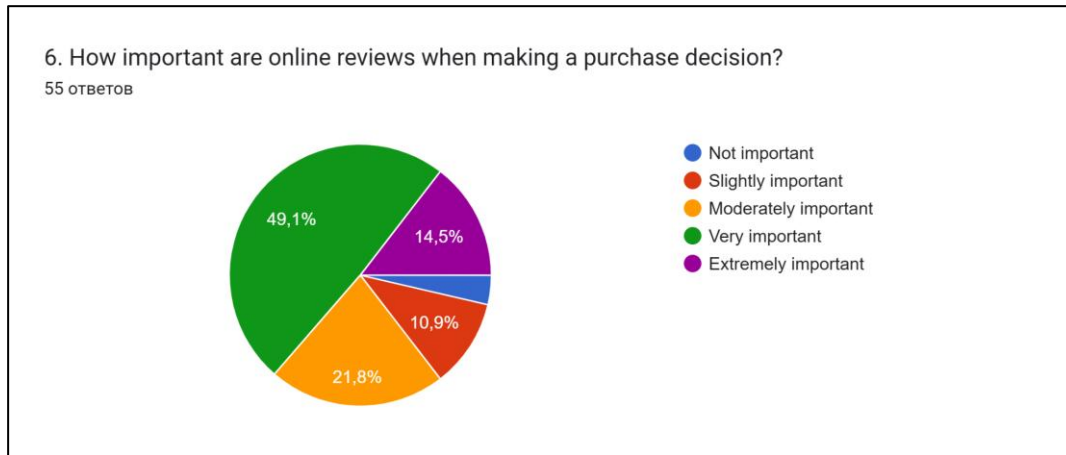
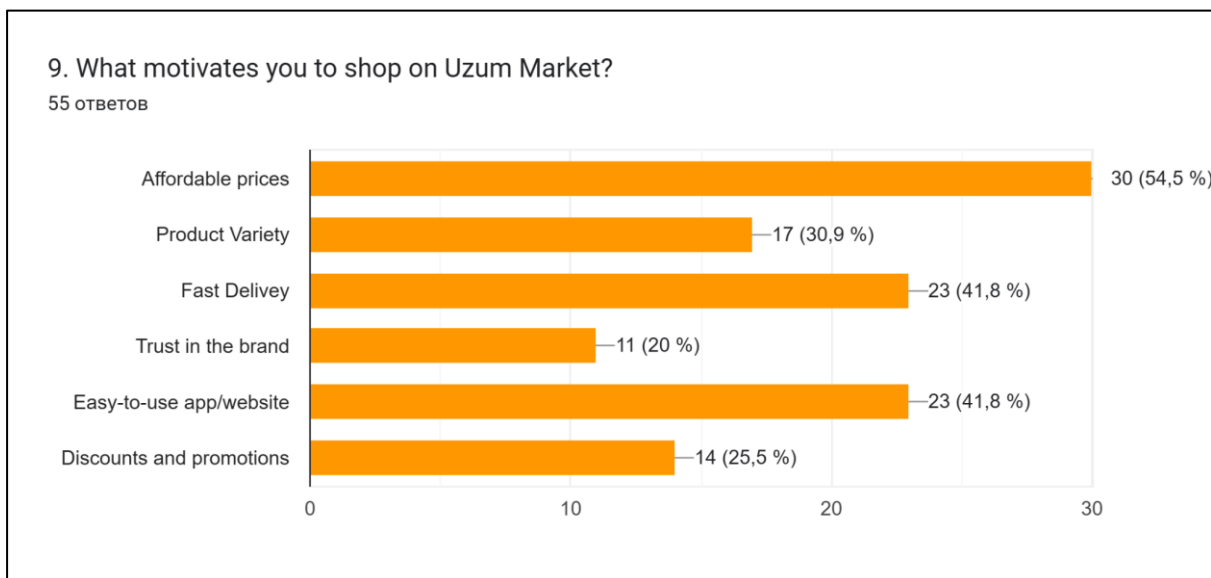


Figure 4 shows that almost half of the people who answered (49.1%) thought that online reviews were very important when they were deciding what to buy. Also, 14.5% said they were very important, which shows how much user-generated content affects how people shop. A smaller number of people (21.8%) thought reviews were somewhat important, 10.9% thought they were not important, and 3.6% thought they were not important at all. These results show how important digital reviews are for building trust and guiding online shopping decisions in digital marketplaces.

In Figure 5, the most common reason people gave for shopping at Uzum Market was low prices, which 54.5% of respondents chose. Next came quick delivery and an app/website that was easy to use, which were both brought up by 41.8% of participants. Other important reasons were a wide range of products (30.9%), sales and discounts (25.5%), and faith in the brand (20%). These results suggest that consumers are mostly motivated by the practical and economic value of a product, but platform usability and logistics are also very important factors.

**Figure 5. Motivational Factors for Shopping on Uzum Market (n = 55)**



**Figure 6. Purchase Intention for the Next Month on Uzum Market (n = 55)**

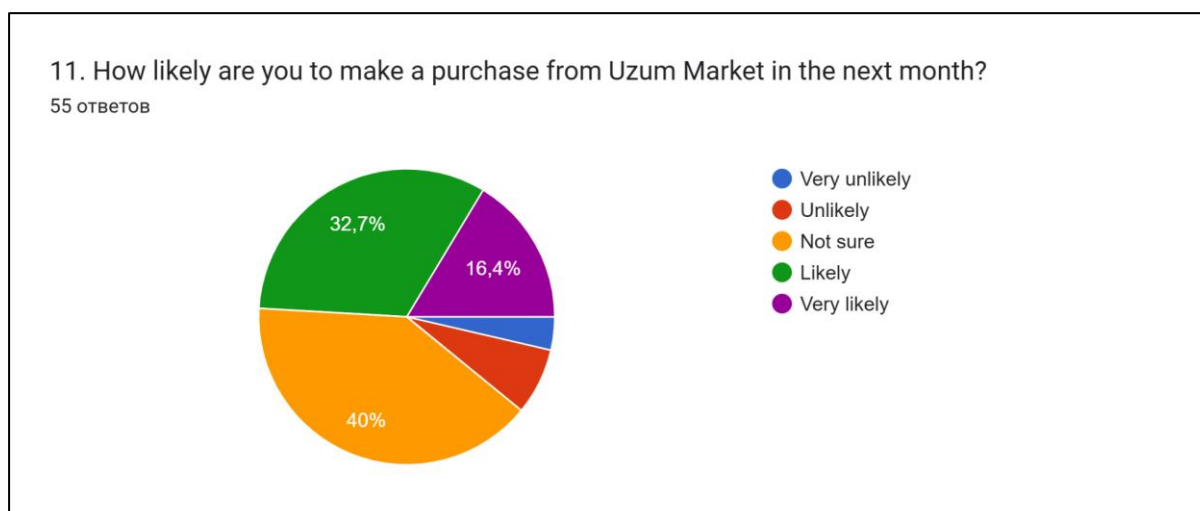


Figure 6 shows that 40% of people who answered the survey weren't sure if they would buy something from Uzum Market in the next month. 32.7% said they were likely to buy something, and 16.4% said they were very likely to buy something. Only a small number of people said they didn't want to buy: 7.3% said they probably wouldn't, and 3.6% said they definitely wouldn't. This distribution shows that a large number of users are still unsure, but a large number of them do plan to buy something, which means they might use the platform again in the future.

### Conclusion and Recommendations

The aim of the study determines the behavioral, demographic, and cognitive factors of online purchase intention on the platform of Uzum Market in Uzbekistan. The power of the effectiveness of various independent variables used was conducted and assessed by ordinal logistic regression of a dependent factor, PurchaseLikelihoodNextMonth, which used a five-level Likert scale. It was observed during descriptive analyses that the sampled population consists mostly of population group below 25 years (58.2%), females (60%) and highly educated as over 67% are Metro holders of Masters degree. Respondents reported purchasing goods online infrequently (50.9%) or sometimes (18.2%), but 49.1% found online reviews to be considered very important to the decision-making process. Nonetheless, the probability to purchase in future was not substantially correlated to the frequencies of using: 32.7% reported to be likely to make a subsequent purchase, 16.4% were highly likely to do so.

Ordinal logistic regression had quite a number of statistically significant purchase intention predictors. The groups aged between 25 and 34 also had a more significant purchase intention, as did the persons with a doctoral-level education, persons who gave a high-weight to online reviews, and those who got to know about Uzum Market through friends or social media. Demographic variables, i.e. gender, income and frequency of use had no significant effect on purchase intention. These findings indicate that trust-supporting processes and social power are better founded on digital consumer behavior, in comparison with classical demographic variables.

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