

## ABSTRACT

This study investigates the impact of the COVID-19 pandemic on consumer purchasing behavior, particularly in the context of e-commerce. Using the Theory of Planned Behavior, we study how online purchase intentions affect this relationship. A questionnaire was distributed to 200 digital platform users. The Multiple Regression Model shows that variables from the Theory of Planned Behavior have a beneficial influence on online buy intentions, hence moderating the relationship between consumer purchasing behavior and these characteristics. These findings underscore the importance of e-commerce enterprises considering both theoretical and administrative implications when striving to enhance customer purchasing behavior.

*Keywords: Customer Attitude, Customer Social Norms, Online Purchase Intention, Perceived Behavioral Control, and Consumer Buying Behavior.*