

## **Abstract**

This research examines consumer behavior in global e-commerce markets, focusing on the role of consumer preferences and trust in shaping online purchasing decisions. With the rapid expansion of e-commerce, understanding how global consumers behave and what factors influence their buying decisions is essential for businesses seeking to thrive in the digital marketplace. The study aims to explore how preferences related to product quality, pricing, website design, and payment security, along with trust in online platforms, impact consumer engagement and loyalty in diverse cultural contexts.

Using a mixed-methods approach, the study combines quantitative surveys and qualitative interviews to gather comprehensive insights into consumer behavior. The quantitative component evaluates the influence of factors such as website trustworthiness, secure payment methods, and delivery options on purchase intentions across different regions. It also examines how consumer preferences vary between developed and developing markets. The qualitative aspect includes in-depth interviews with e-commerce customers to explore the psychological and emotional factors that contribute to trust, as well as specific preferences for online shopping experiences.

By integrating both quantitative and qualitative data, this research provides a holistic understanding of consumer behavior in global e-commerce markets. The findings aim to offer actionable insights for e-commerce businesses to optimize their platforms, build trust, and better align with consumer preferences, ultimately enhancing customer satisfaction and driving sales in a competitive global market.