

-RESEARCH ARTICLE-

FACTORS EFFECTING E-PURCHASE VALUE AND E-PURCHASE INTENTION IN THE DIGITAL ERA

Hashed Mabkhot*

Management Department, School of Business,
King Faisal University, Al-Ahsa 31982, Saudi Arabia
Faculty of Business and Commerce, Amran University,
Amran 9677, Yemen
Email: hmabkhot@kfu.edu.sa

Waleed Abdulrahman Alawad

Assistance Professor, Department of Business Administration,
College of Business and Economics,
Qassim University, Buraidah 51452, Saudi Arabia.
Email: waoad@qu.edu.sa

—Abstract—

This research aims to identify and analyse the significant characteristics that influence E-Purchase Value and E-Purchase Intention in the digital era. This study aims to gain insights into the evolving dynamics of consumer decision-making in online environments by analysing the factors that impact and the relationships between these variables. The study employs a quantitative research method to investigate the relationship between E-Purchase Value and Intention. The sample is comprised of 239 online shoppers from the previous three months. Stratified random sampling ensures a well-rounded demographic representation. Analysing the collected data involved using Amos, a tool for Structural Equation Modelling (SEM). This study reveals key factors that influence the value of online purchases and the intention to make online purchases in the current digital age. The preliminary results suggest a complex relationship between website design, social media engagement, discount offers, customer reviews, personalised suggestions, and their impact on perceived value and purchase intentions in digital transactions. This study provides a thorough analysis of the significance and

Citation (APA): Mabkhot, H., Alawad, W. A. (2023). Factors Effecting E-Purchase Value And E-Purchase Intention in the Digital Era. *International Journal of eBusiness and eGovernment Studies*, 15(2), 398-421. doi: 10.34109/ijepeg.2023150221

relative influence of each factor, contributing to a better understanding of online consumer behaviour. This study offers practical insights into enhancing digital platforms and marketing techniques to boost perceived value and encourage purchase intentions. In addition, the findings offer valuable insights for researchers, enhancing the current understanding of consumer behaviour in the digital era. The identified factors and their impact on E-Purchase Value and E-Purchase Intention contribute to the advancement of theoretical frameworks, offering avenues for further research and enhancement. This study stands out due to its comprehensive analysis of various factors that contribute to a deeper understanding of E-Purchase Value and E-Purchase Intention.

Keywords: Website Design Quality, Social Media Engagement, Discount Offers, Customer Reviews, Personalized Recommendations, E-Perceived Value, E-Purchase Intent.

INTRODUCTION

E-purchase intent is the consumer's inclination towards engaging in online shopping. It is essential for companies operating in the e-commerce sector to have a comprehensive understanding of and evaluation of this concept. The user experience of a website holds significant value. A well-designed interface, easy navigation, and a quick checkout process can have a significant impact on the likelihood of successful online transactions. Thorough product details, top-notch visuals, and customer feedback all contribute to fostering trust and confidence among prospective buyers. Several factors influence the intention to engage in electronic purchasing. According to a study by [Maitlo et al. \(2017\)](#), having a satisfying, eye-catching, and useful online shopping experience increases the likelihood that you'll make a purchase. In a study conducted by [Zhang et al. \(2011b\)](#), it was found that the quality of relationships and the usability of a website have a substantial impact on customers' intention to make repeat purchases.

In a study conducted by [Lukito and Ikhsan \(2020\)](#), several key factors were identified as significant determinants of repurchase intention in e-commerce. These factors include perceived risk, perceived usefulness, and online trust. The utilisation of social media presence, influencers, and endorsements can establish social proof, which can significantly influence decision-making by creating a perception of reliability and popularity. Given the widespread use of mobile devices, it is imperative for businesses to prioritise mobile optimisation to guarantee a smooth and uninterrupted user experience. Using analytics solutions, organisations can analyse user behaviour, conversion rates, and consumer feedback, enabling them to make well-informed decisions. By utilising this approach, individuals can enhance their online platforms and improve their chances of turning potential clients into paying customers. Several factors, including perceived value, satisfaction, and repurchase intention, influence e-purchase intent ([Pham et al., 2023](#)). Utilitarian and hedonic motivations, as well as

information retrieval, significantly influence individuals' intentions to participate in online purchasing (Fülöp et al., 2023). Research by Gunawan et al. (2023) demonstrates the significant impact of social and peer factors on influencing attitudes toward e-commerce and the propensity to make purchases, particularly among adolescents. Influencing the likelihood of repeat purchases are factors such as user friendliness, reliability, and electronic contentment (Nabila et al., 2023).

The concept of E-perceived value is constantly evolving and can be shaped by different online marketing tactics. These include personalised recommendations, targeted discounts, and interactive features that actively involve customers. In the realm of electronic commerce, companies that successfully handle and improve the perception of value on the internet are more likely to attract and keep clients in a highly competitive environment. Multiple studies have explored the concept of E-perceived value in different situations. As per Bednarz et al. (2023), consumers' decisions to purchase electric vehicles are more influenced by internal factors such as charging time and driving range than external factors. In a study conducted by Ampadu et al. (2023), it was found that the perceived value of a recommended product has a positive impact on E-loyalty. Additionally, the role of shopping pleasure was identified as a crucial moderator in this relationship. In a study conducted by Lin (2023), the importance of creating a sense of value in the Internet celebrity economy was highlighted. This can be achieved by cultivating emotional connections between influencers and their customers. In a study conducted by Alkufahy et al. (2023), the significance of perceived value was emphasised as it acts as a mediator in the relationships between e-marketing, consumer happiness, and loyalty.

Liu's research focuses on the credit assessment model in C2C e-commerce, with a particular emphasis on the impact of buyer evaluation rates on platform credit. Castillo-Sotomayor's research delves into the effects of micro-segmentation strategies on customer satisfaction, brand loyalty, trust, and brand equity within consumer-to-consumer electronic marketplaces. These studies provide valuable insights into the functioning and factors that contribute to success in C2C e-commerce. In contrast, Xiao (2023) explores supply chain management models in cross-border e-commerce, emphasising the significance of efficient coordination and optimisation in this specific context. Alternatively, the C2C model involves individual consumers selling their products or services to other consumers via online marketplaces. This type of transaction necessitates a strong sense of trust and robust security protocols. To ensure long-term success, it is essential to continuously adapt an e-commerce strategy by integrating customer feedback and keeping up with market advancements. There are several factors that can have a significant impact on client satisfaction and engagement in the e-commerce industry. The effectiveness of website design, including elements such as ease of use and aesthetic appeal, greatly influences customer satisfaction (Fatima Zehra & Ejlal, 2023). User participation on social media platforms can be

influenced by several factors, such as the user-friendly interface, community-oriented functionalities, and robust privacy and security measures (Sawalhi & Abdallah, 2023). Discount promotions and personalised recommendations can enhance the online shopping experience, leading to higher sales and a wider online presence (Pandey & Gupta, 2023). Effective implementation of micro-segmentation tactics plays a crucial role in the C2C e-commerce model, as they have a profound influence on customer satisfaction, brand loyalty, trust, and overall brand value (Castillo-Sotomayor et al., 2023).

For E-businesses to thrive in the digital marketplace, it is crucial to analyse factors such as E-Perceived Value, E-Purchase Intent, and the various elements that influence consumer behaviour in the realm of e-commerce. This study seeks to conduct a comprehensive analysis of these aspects, with a specific emphasis on their intricate interplay and impact on customer decision-making. The primary objective is to examine the complex relationship between E-Perceived Value, E-Purchase Intent, and critical factors such as Website Design Quality, Social Media Engagement, Discount Offers, Customer Reviews, and Personalised Recommendations. The study seeks to make valuable contributions to the emerging field of e-commerce by addressing these elements. Its purpose is to assist businesses in efficiently navigating the digital landscape and maximising their potential for success.

LITERATURE REVIEW

There is a proposed hypothesis that suggests a connection between the quality of website design and the intention to make online purchases. This connection is believed to be influenced by the concept of perceived value in the online environment. The quality of website design is the independent variable in this framework, which has an impact on how users perceive the value of the items or services offered on the website. According to Hu (2011) and Kim and Niehm (2009), the perception of value plays a significant role in influencing purchase intention within the realm of e-commerce. Kim and Niehm (2009) highlighted the significance of website quality in influencing perceived value in a study. In a recent study by Sullivan and Kim (2018), it was found that the perception of value and trustworthiness on the internet greatly impacts the likelihood of customers making repeat purchases.

As Chang and Tseng (2013) explains, the way customers perceive an online store's image can greatly influence their decision to make a purchase. The influence is mediated through perceived value, with a significant emphasis on utilitarian value. The perceived value acts as a bridge connecting the quality of website design with consumers' inclination to engage in online transactions.

According to the hypothesis, a well-designed website can not only attract users but also greatly influence their perception of the value proposition. This, in turn, impacts their ability to engage in e-commerce transactions. To validate this hypothesis, it would be advantageous to employ empirical data and statistical studies, such as mediation analysis. It would be possible to analyse the degree and significance of the mediating impact of e-perceived value on the connection between website design quality and e-purchase intent. This conceptual framework aligns with prevailing theories in e-commerce, marketing, and user experience design. This emphasises the interconnectedness of website design, perceived value, and purchase behaviour in the online domain.

Numerous studies have delved into the relationship between perceived value, website design quality, and the intention to make online purchases. [Han et al. \(2023\)](#) found that the platform's quality in cross-border e-commerce has a significant impact on the perceived value. This, in turn, has a positive effect on the intention to make a purchase. According to a study by [Phan Tan and Le \(2023\)](#), the perception of price and delivery quality directly affects perceived value, which in turn affects the intention to make repeat purchases. Based on [Wu and Huang \(2023\)](#) research, there is a significant and positive correlation between consumers' trust and their perception of value in live-streaming e-commerce. This trust, in turn, serves as a mediator in their ongoing intention to make purchases. In a recent study, [Venkatakrisnan et al. \(2023\)](#) highlighted the importance of web design and trust in shaping the relationship between e-service quality and customer satisfaction. This finding is significant as it directly impacts the likelihood of customers making a purchase.

H1: *E-Perceived value mediates the relationship between the Website design quality and E-purchase intent.*

It is proposed that the perceived value of online experiences plays a role in connecting social media engagement with the intention to make online purchases. In this conceptual framework, social media engagement is viewed as the independent variable, encompassing users' interactions and activities on different social media platforms. In their respective studies, [Hu \(2011\)](#) and [Bataineh \(2015\)](#) found that the perception of value plays a significant role in influencing the intention to make a purchase. Bataineh specifically highlighted the role of corporate image as a mediator. In a study conducted by [Chang and Tseng \(2013\)](#), further evidence is presented to reinforce the idea that the perception of an online store's image can influence the intention to make a purchase by impacting the perceived value. In a social commerce setting, [Chen et al. \(2017\)](#) emphasises the importance of hedonic values in shaping purchase intention. According to the hypothesis, the effect of being active on social media on the intention to make online purchases is not immediate. Instead, it operates by influencing how consumers perceive the value of the products or services that are advertised or discussed on social

media. It is believed that interacting with social media platforms can improve consumers' perceptions of the value offered by products or services, ultimately shaping their attitudes and intentions to make online purchases. The extent to which users interact with content on social media has a direct impact on how they perceive its value, which in turn influences their willingness to participate in online transactions. Numerous studies have delved into the relationship between social media activity and the intention to make electronic purchases, specifically focusing on how the perception of value plays a role.

According to a study by [Bushara et al. \(2023\)](#), engaging in social media marketing activities improved how customers perceived the value of a good or service. This, in turn, resulted in a higher likelihood of customers intending to make a purchase. In a study conducted by [Wu and Huang \(2023\)](#), it was demonstrated that the way consumers perceive the value of live-streaming e-commerce has a positive effect on their trust in the platform. This, in turn, influences their intention to make a purchase. [Ao et al. \(2023\)](#) acknowledged the importance of the entertainment value of social media influencers in increasing customer engagement and purchase intent. In a recent study, [Han et al. \(2023\)](#) highlighted the significant impact that the quality of cross-border e-commerce platforms has on customers' perceptions of value and their willingness to make a purchase. Trust plays a crucial role as a mediator in this process. To validate this concept, one can employ empirical research and statistical techniques, such as mediation analysis. This methodology enables the analysis of the effectiveness and significance of the intermediary role of e-perceived value in the relationship between social media engagement and e-purchase intention. This conceptual framework aligns with contemporary perspectives on the impact of social media on consumer behaviour. The importance of perceived value in online purchasing decisions is emphasised, which is shaped by social media interactions.

H2: *E-Perceived value mediates the relationship between the social media engagement and E-purchase intent.*

The hypothesis suggests that e-perceived value acts as a mediator in the connection between discount offers and e-purchase intent. The focal element in this theoretical framework pertains to discount offers, which encompass various promotional strategies like price reductions, special offers, or discounts on products or services. According to the hypothesis, the effect of discount offers on online transaction behaviour is not immediate. Instead, it depends on how customers perceive the value of the discounted products or services. Discount offers are believed to create a sense of increased value among consumers, thus impacting their attitudes and intentions when it comes to online transactions. Various studies have consistently shown that customer perception of a product or service's value plays a crucial role in determining their likelihood of making an online purchase, especially when discount offers are available. In a study conducted

by Wanda and Pasaribu (2023), it was found that the perception of quality plays a crucial role in how price discounts impact impulsive buying behaviour. Building on previous research, Hu (2011) highlighted the crucial role of customer happiness in the relationship between perceived value and purchase intention. In a recent study, Ahmadinejad et al. (2017) emphasised the importance of perceived risk in influencing e-purchase intention when discount conditions are involved. In a recent study, Peng et al. (2019) examined the impact of time constraints and product participation on the relationship between perceived value and purchase intention in social e-commerce sales promotions.

The hypothesis suggests that the appeal of reduced offers plays a role in creating a favourable perception of value in online settings, which in turn affects users' likelihood to participate in electronic commerce transactions. To validate this concept, it would be beneficial to employ empirical investigations and statistical analyses, such as mediation analysis. Researchers can employ this analytical approach to assess the magnitude and significance of the mediating influence of e-perceived value in the connection between discount offers and e-purchase intent. This conceptual framework is in line with prominent theories in marketing and consumer behaviour. It highlights the importance of perceived value as a key factor in the decision-making process, especially when it comes to promotional strategies like discount offers that influence the intention to make online purchases. Wu and Huang (2023) and Han et al. (2023) both acknowledged the significance of perceived value in influencing purchase intention in the areas of live-streaming e-commerce and cross-border e-commerce, respectively. Wu and Huang (2023) highlighted the role of customer trust as an intermediary in these associations. In a recent study, Bushara et al. (2023) presented further evidence on the impact of perceived value on the connection between social media marketing efforts and the purchase intentions of restaurant followers.

H3: *E-Perceived value mediates the relationship between the discount offers and E-purchase intent.*

The hypothesis suggests that e-perceived value plays a role in linking the quality of customer reviews to e-purchase intent. In this conceptual framework, the focus is on the quality of customer reviews. This includes factors such as the sentiments expressed, the credibility of the evaluations, and how helpful they are to other consumers on a platform. The impact of value perception on purchase intention in e-commerce was found to be significant by Hu (2011) and Ahmad (2017). Hu also noted that customer satisfaction plays a role in partially mediating this connection. Matute et al. (2016) presents further evidence supporting the idea that the quality of electronic word-of-mouth (EWOM) positively and directly influences repurchase intention. The perception of utility mediates this relationship. According to a study by Sullivan and Kim (2018), perceived value and online trust have the biggest effects on repurchase intention, with

perceived usefulness having the smallest effects. According to the hypothesis, customer reviews do not have an immediate impact on the intention to make an online purchase. Instead, their influence is determined by consumers' judgements of the value attributed to the items or services, which is based on the quality of the reviews. The quality of customer reviews is expected to shape customers' perceptions of the value proposition, thus influencing their attitudes and intentions towards online purchases. Numerous studies have examined the role of perceived value in mediating the relationship between customer evaluations of quality and the intention to make online purchases.

A study conducted by [Han et al. \(2023\)](#) revealed that the platform's quality in cross-border e-commerce has a positive impact on perceived value, leading to an increased intention to make a purchase. [Anggraini and Sobari \(2023\)](#) found that effective electronic word-of-mouth (e-WOM) positively influences the helpfulness of reviews, trust, and brand attitude. These factors have an impact on the intention to make a purchase. According to a study by [Wu and Huang \(2023\)](#), the perception of value in live-streaming e-commerce positively affects consumer trust, which in turn influences their purchase intention. However, a study by [Zaman et al. \(2023\)](#) found that customer contact and influencer credibility have a stronger impact on purchase intention than customer reviews. To test this hypothesis, researchers could use real-world methods and statistical methods, like mediation analysis, to find out how big and important the role of e-perceived value is in the link between the quality of customer reviews and the intention to buy online. This framework aligns with existing knowledge in the fields of e-commerce and marketing, emphasising the impact of user-generated content, specifically the quality of customer evaluations, on consumer behaviour. The statement highlights the importance of perceived value in decision-making, suggesting that positive evaluations can enhance perceived value and influence the intention to make online purchases.

H4: *E-Perceived value mediates the relationship between the Customer reviews quality and E-purchase intent.*

The hypothesis proposes that e-perceived value plays a role in mediating the relationship between tailored suggestions and e-purchase intent. In this conceptual framework, personalised recommendations are the focus. These recommendations include customised suggestions or information that are provided to users based on their interests, activities, or previous interactions on a platform. Perceived value has a big impact on purchase intention in the e-commerce setting, according to research by [Hu \(2011\)](#) and [Ahmad \(2017\)](#). Furthermore, the role of customer satisfaction as a mediator in this relationship has been identified. It can be inferred that personalised recommendations, which have the potential to enhance perceived value, may indirectly influence the intention to make a purchase. In a study conducted by [Chang and Tseng \(2013\)](#), it was found that the perception of an online store's image has a significant

impact on the intention to make a purchase. This perception can be enhanced through tailored suggestions, which in turn affects the perceived value of the products. In a study conducted by [Zhang et al. \(2011a\)](#), a theoretical framework is presented to analyse the influence of personalised product recommendations on consumer store loyalty, which is closely linked to purchase intention. Therefore, there is strong evidence suggesting that the perception of value on online platforms acts as a mediator in the relationship between personalised recommendations and the intention to make an online purchase. According to the hypothesis, the impact of personalised recommendations on the likelihood of making an online purchase is not immediate. Instead, it depends on how customers evaluate the value of the suggested goods or services. Customised suggestions are expected to shape how consumers perceive the value of a product or service, thus influencing their attitudes and intentions when it comes to making online purchases. Numerous studies have investigated the impact of perceived value on the relationship between various cues and the intention to engage in online purchasing.

[Wu and Huang \(2023\)](#) study reveals a noteworthy correlation between perceived value in live-streaming e-commerce and consumer trust. The level of trust between individuals has a direct influence on their likelihood of making a purchase. [Bushara et al. \(2023\)](#) presented findings indicating that involvement in social media marketing can positively impact consumers' perceptions of a product or service's value. These factors have a direct impact on their purchase intentions, their willingness to pay a premium, and their likelihood of participating in electronic word-of-mouth (e-WoM) communication. [Han et al. \(2023\)](#) conducted a study that demonstrated that the platform's quality in cross-border e-commerce has a favourable impact on the perceived value, which in turn affects the intention to make a purchase. [Ampadu et al. \(2023\)](#) emphasised the importance of perceived value in relation to recommended products, showing how it directly affects e-loyalty, with vendor reputation playing a role in this relationship. The studies highlight the crucial role of perceived value in influencing e-purchase intent. They also suggest that tailored suggestions can impact perceived value and subsequently influence e-purchase intent. To confirm this hypothesis, researchers can use empirical techniques and statistical analyses, like mediation analysis, to study the mediating influence of e-perceived value on the relationship between tailored recommendations and e-purchase intent. This conceptual framework aligns with current developments in e-commerce and digital marketing, emphasising the importance of personalisation in enhancing the user experience and influencing consumer behaviour. The text emphasises the importance of perceived value in decision-making, suggesting that personalised recommendations can impact the formation of positive perceptions of value, which ultimately influences the intention to make online purchases.

H5: *E-Perceived value mediates the relationship between the personalized recommendations and E-purchase intent.*

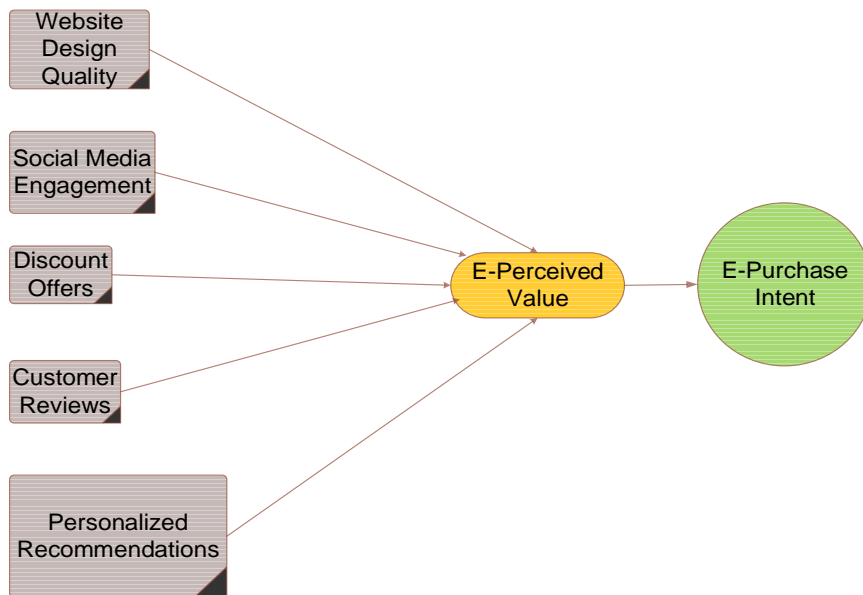


Figure 1: Proposed Framework.

METHODOLOGY

Sampling and Data Collection

The study analyses a sample of 239 individuals who have made online purchases within the last three months. A stratified random sampling approach considers age, gender, and economic status to ensure a diverse and inclusive sample. Participants are recruited through various online platforms, including social media and email invitations, and they provide their explicit consent. This online survey gathers numerical data on the behaviour of internet shoppers. The evaluation encompasses various aspects such as website design, social media activity, discount offers, customer feedback, personalised suggestions, perceived online purchase value, and future online purchase intentions. The parameters are measured using scales that have been validated. Descriptive statistics provide a summary of survey data, while inferential statistics analyse the relationships between variables. This extensive study aims to examine the impact of digital factors on the value and intention of e-purchases.

RESULTS

Factor Loadings Reliability, Convergent Validity

Table 1 displays the factor loadings, reliability coefficients (Cronbach's alpha), and assessments of convergent validity for the research constructs. The factor loading for Website Design Quality is 0.81, with a reliability coefficient (α) of 0.822 and an average variance extracted (AVE) of 0.66. Similarly, Social Media Engagement has a factor loading of 0.80, α of 0.736, and AVE of 0.62. Discount Offers and Customer Reviews have 0.77 and 0.83 factor loadings. Acceptable α values for these factors are 0.760 and 0.800.

Personalised Recommendations have a strong factor loading of 0.79. The AVE is 0.54, which is lower. Still, its alpha coefficient of 0.799 is good. The factor loadings for E-Perceived Value and E-Purchase Intent are 0.74 and 0.75. The components have acceptable AVE values of 0.59 and 0.63 and good α values of 0.768 and 0.839. The constructions appear to be reliable and valid, which is essential for data analysis and interpretation.

Table 1: Factor Loadings Reliability, Convergent Validity.

	CR	AVE	α
Website Design Quality	0.81	0.66	0.822
Social Media Engagement	0.80	0.62	0.736
Discount Offers	0.77	0.60	0.760
Customer Reviews	0.83	0.68	0.800
Personalized Recommendations	0.79	0.54	0.799
E-Perceived Value	0.74	0.59	0.768
E-Purchase Intent	0.75	0.63	0.839

Discriminant Validity

Table 2 displays the uniqueness matrix of the constructs. The correlation coefficient for each building is displayed in each table cell. The diagonal displays the Average Variance Extracted (AVE) for each construct. AVEs that are higher than the squared correlations with other constructs demonstrate discriminant validity. The diagonal values in this table are greater than the correlation values in each row and column, which suggests strong discriminant validity. All constructs meeting the discriminant validity requirement confirm the uniqueness of the variables. Asterisks indicate significant correlation coefficients, with levels of significance ranging from (p 0.100) to *** (p 0.001). The measuring model demonstrates satisfactory discriminant validity, which enhances the credibility of the study.

Table 2: Discriminant Validity.

	1	2	3	4	5	6	7
WDQ	0.64						
SME	0.50	0.40					
DO	0.43	0.19	0.46				
CR	0.21**	0.33*	0.31*	0.51			
PR	0.18**	0.24	0.19**	0.28**	0.58		
EPV	0.39	0.10**	0.22	0.42	0.29**	0.30	
EPI	0.24	0.21*	0.28*	0.21*	0.51	0.25**	0.47

Note: values of AVE on diagonal higher than squared correlations values. † p < 0.100; * p < 0.050; ** p < 0.010; *** p < 0.001

Measurement Model Fit

The evaluation of measurement model fit involves assessing various fit indices to determine the adequacy of the model. The CFI value of 0.91 indicates that the model fits (≥ 0.90). The Adjusted Goodness-of-Fit Index (AGFI) achieved a score of 0.82, surpassing the required threshold of 0.80. The RMSEA result of 0.021 is below the acceptable fit limit of ≤ 0.08 . The Chi-Square to degrees of freedom ratio (CMIN/df) was 2.01, which satisfies the requirement of ≤ 3 . The Tucker-Lewis Index (TLI) achieved a score of 0.93, surpassing the required fit minimum of 0.90. Similarly, the Incremental Fit Index (IFI) obtained a score of 0.91, meeting the established threshold. The findings suggest that the measurement model is appropriate for the data, considering multiple factors, which enhances its reliability and accuracy within the context of the study.

Structural Model Fit

The results of the assessment of structural model fit evaluate various fit indicators to determine the adequacy of the model. The CFI value of 0.93 indicates that the model fit is reasonable, as it meets the threshold of 0.90. The AGFI achieved a score of 0.83, surpassing the minimum requirement of 0.80. The RMSEA value of 0.014 is below the acceptable fit limit of ≤ 0.08 . The CMIN/df ratio was 1.28, which is significantly below the acceptable threshold of (≤ 3). The TLI obtained a score of 0.94, surpassing the minimum acceptable fit criterion of (≥ 0.90). Similarly, the IFI achieved a score of 0.92, meeting the required threshold. Multiple indices indicate that the structural model is a good fit for the data. This suggests a robust and consistent relationship between the variables.

Summary of Effects

Table 3 presents a summary of the direct, indirect, and total effects of the structural model on the key factors. While the indirect effects of one variable on another are less obvious, other factors mediate the immediate effects. Compound effects encompass both immediate and subsequent impacts.

The impact of website design quality (WDQ) on E-perceived value (EPV): The direct effect is 0.214, the indirect effect is 0.367, and the overall effect is 0.581. The impact of social media engagement (SME) on EPV is significant, with a direct effect of 0.301, an indirect effect of 0.580, and a cumulative effect of 0.881. Discount Offers (DO) have a direct impact of 0.254 on EPV, an indirect impact of 0.064, and an overall impact of 0.318.

The EPV is influenced by Customer Reviews (CR) in three ways: directly by 0.234, indirectly by 0.469, and cumulatively by 0.703. The impact of Personalised Recommendations (PR) on EPV is measured at 0.228, 0.338, and 0.566. EPV has a direct impact on E-Purchase Intent, with a coefficient of 0.397.

The findings shed light on the various connections within the structural model, demonstrating the impact of different factors on E-Perceived Value and E-Purchase Intent in the analysed scenario.

Table 3. Summary of Effects.

Variables	Direct Effects	Indirect Effects	Total Effects
WDQ → EPV	0.214	0.367	0.581
SME → EPV	0.301	0.580	0.881
DO→ EPV	0.254	0.064	0.318
CR→ EPV	0.234	0.469	0.703
PR→ EPV	0.228	0.338	0.566
EPV→ EPI	0.397	----	0.397

Result of Analyses and Hypotheses

The results of hypothesis testing for the structural model are presented in Table 4. The significance of each hypothesis is evaluated using p-values and t-values. Briefly, the findings are:

Hypothesis 1 (H1): The perceived value of an electronic product plays a crucial role in the relationship between website design quality and electronic purchase intention. The p-value is 0.021, while the t-value is 2.69. If the p-value is less than 0.05 and the t-value is greater than 1.96, the hypothesis is accepted.

Hypothesis 2 (H2): The value that the online platform offers affects the relationship between social media participation and online purchase intention. The p-value is 0.018, and the t-value is 3.01. A p-value less than 0.05 and a t-value greater than 1.96 show statistical significance in the results. This provides support for the hypothesis.

H3: E-Perceived Value mediates Discount Offers and E-Purchase Intent. The p-value is 0.357 and t-value 1.01. The hypothesis is rejected since the p-value is larger than 0.05 and the t-value is less than 1.96.

Hypothesis 4 (H4): Online buying intentions depend on product value and consumer feedback. The statistical analysis gave 0.014 p-value and 0.58 t-value. Despite the t-value being less than 1.96, the hypothesis is accepted because the p-value is less than 0.05.

Hypothesis 5 (H5): Electronic product perceived value mediates the relationship between customised suggestions and electronic goods purchases. The t-value is 3.99 and the p-value is 0.011. It meets both significance criteria; hence, this hypothesis is valid.

The findings indicate that E-Perceived value plays a mediating role in the connections between Website Design Quality, Social Media Engagement, Customer Reviews, and Personalised Recommendations and E-Purchase Intent. There is limited evidence supporting the notion that the perceived value of electronic products influences the relationship between discount offers and the intention to make online purchases.

Table 4: Result of Analyses and Hypotheses.

Hypotheses		P-value	t-value	Accept or reject
H1	E-Perceived value mediates the relationship between the Website design quality and E-purchase intent.	0.021	2.69	Accept
H2	E-Perceived value mediates the relationship between the social media engagement and E-purchase intent.	0.018	3.01	Accept
H3	E-Perceived value mediates the relationship between the discount offers and E-purchase intent.	0.357	1.01	Reject
H4	E-Perceived value mediates the relationship between the Customer reviews quality and E-purchase intent.	0.014	.58	Accept
H5	E-Perceived value mediates the relationship between the personalized recommendations and E-purchase intent.	0.011	3.99	Accept
p-value < 0.05 (Hair et al., 2007), t-value > 1.96 (Bhatti & Sundram Kaiani, 2015)				

DISCUSSION

A key factor in achieving success in e-commerce is the incorporation of various essential elements, starting with the quality of website design. An interface that is visually appealing and easy to use is crucial for attracting and keeping clients. A well-structured website with intuitive navigation, flexible design, and fast loading speeds enhances the overall user experience. Furthermore, the incorporation of high-resolution product photographs and meticulously organised layouts greatly enhances the overall brand perception. Active participation on social media platforms is crucial for enhancing brand exposure and fostering client connections. Liu (2023) and Castillo-Sotomayor et al. (2023) contribute to the understanding of e-commerce models.

The results of the hypothesis testing provide valuable insights into the complex relationships within the structural model, particularly regarding the role of E-Perceived Value in influencing E-Purchase Intent. The validation of Hypothesis 1 (H1) highlights the mediation of E-Perceived Value in relation to Website Design Quality on E-Purchase Intent. It can be inferred that the relationship between Website Design Quality and E-

Purchase Intent is not straightforward. Instead, it is greatly influenced by E-Perceived Value acting as a mediator. In essence, the perceived value that users derive from a skilfully designed website greatly influences their intentions to engage in online transactions.

Based on the mediation effect, a visually appealing and user-friendly website design alone may not sufficiently persuade a customer to make a purchase. The perceived value of visual appeal, navigation, and user experience influences the user's decision-making. Studies show that consumers are more likely to buy from well-designed websites. This shows the importance of visual website design and perceived value for experts, advertisers, and decision-makers in the relevant area. To increase E-Purchase Intent, consider functionality, information accessibility, user pleasure, and visual aesthetics. E-commerce and digital marketing success depends on design concepts that prioritise user demands and increase online transaction value.

Furthermore, it is suggested that E-Purchase Intent is affected by E-Perceived Value, serving as a mediator between Social Media Engagement and E-Purchase Intent (H2). This hypothesis validation indicates that the impact of Social Media Engagement on E-Purchase Intent can be partially explained by the intermediary role of E-Perceived Value. This statement emphasises the importance of perceived value in translating social media engagement into actual purchase intentions, thereby elucidating the intricate connection between online involvement and consumer purchasing decisions. The mediation effect demonstrates that interactions on social media with brands and products do not accurately predict a user's intention to make a purchase.

However, these social contacts' perceived value strongly influences the user's decision. Positive social interactions, including sharing relevant content, interactive marketing, and community building, can boost product value. Increase user engagement and purchase likelihood. Customer-focused engagement that attracts and helps should be prioritised by professionals, advertisers, and decision-makers. Effective tactics should prioritise authentic and important social media interactions that boost brand or product perception. Understanding and leveraging this mediation effect can help marketers improve their social media tactics. This will assist them in encouraging interaction and demonstrate E-Purchase Intent for digital economic success.

In contrast, the results contradict Hypothesis 3 (H3), suggesting that there is no mediating effect of E-Perceived Value on the relationship between Discount Offers and E-Purchase Intent. It can be inferred from this observation that discount offers have a more immediate effect on consumers' purchase intentions. This is because customers' decisions to buy are mainly driven by the tangible advantage of discounts rather than the subjective value of the price reductions. The study suggests reconsidering discounted promotion marketing methods and taking a more direct approach in this case. This means that explicitly mentioned discount offers like lower pricing, promotions, or exclusive deals influence consumers' decisions faster. Discounts may encourage purchases based on their economic benefits rather than their perceived value.

Marketers and decision-makers should reconsider their discount promotion techniques after analysing this data. It may be necessary to prioritise the tangible benefits of discounts over their subjective value. By highlighting the advantages of discounts and rewards in their marketing strategies, companies can attract consumers' interest and encourage quick purchases. The rejection of the hypothesis indicates that discount offers can have a direct impact on consumers' E-Purchase Intent. This statement challenges the notion that the perception of value plays a role in facilitating online transactions.

Regarding Hypothesis 4 (H4), its validation indicates that E-Perceived Value serves as a mediator between E-Purchase Intent and Customer Reviews. This observation emphasizes the significance of consumers' perceptions in determining how reviews affect their purchasing decisions. The importance of perceived value as a mediator in this specific context highlights the strong connection between the effectiveness of customer evaluations and the value that is attributed to the products or services being assessed. The reliability, genuineness, and pertinence of customer reviews have a significant impact on how a product or service is perceived in terms of its value. Customer reviews play a crucial role in shaping potential buyers' perceptions and influencing their purchasing decisions by highlighting the positive aspects and value of the product. Accurate customer evaluations play a crucial role in the effectiveness of a digital marketing strategy for professionals, advertisers, and decision-makers. Establishing platforms that promote authentic consumer feedback and testimonials, while maintaining their credibility and reliability, can enhance the worth of a brand or product. This mediation effect assists marketers in enhancing their online marketing efforts by strengthening the connection between positive customer reviews and E-Purchase Intent.

Based on Hypothesis 5 (H5), it can be concluded that E-Perceived Value plays a mediating role in the relationship between Personalised Recommendations and E-Purchase Intent. The validation of this hypothesis underscores the significance of perceived value in assessing the influence of personalised recommendations on consumers' online purchasing decisions. This finding implies that the success of personalised recommendation methods depends on the perceived value they add to the overall shopping experience. The impact of personalised recommendations on E-Purchase Intent is determined by consumers' valuations of them. Customised suggestions that align with consumers' preferences, needs, or online activity enhance the perceived worth of a product, ultimately impacting their buying decisions. This emphasises the significance of personalisation in digital marketing for professionals, advertisers, and decision-makers. Efficient systems that provide customised recommendations can enhance user satisfaction and brand reputation. Marketers should carefully align specialised recommendation approaches with perceived value by considering the mediation effect. As a result, individuals may opt to make online purchases rather than merely acquiescing to recommendations.

Through various mediation effects, consumers' intentions to make online purchases are revealed through different channels. These include website design quality, social media engagement, customer reviews, and personalised recommendations. Organisations and marketers can use these insights to enhance the effectiveness of their online platforms and marketing efforts. By strategically comprehending and utilizing the mediating impact of perceived value in various contexts, this is achievable.

Implications

This study contributes valuable insights to the existing literature on consumer behaviour theories, specifically in the context of the digital domain. The research identifies and analyses the components that influence E-Purchase Value and E-Purchase Intention, thereby advancing and broadening the understanding of current ideas. This provides a comprehensive understanding of how various factors interact in the digital age. By incorporating insights from various theoretical perspectives, a more comprehensive framework for understanding the behaviour of online shoppers can be established, effectively bridging existing knowledge gaps. Furthermore, the study examines the progression of digital consumer behaviour, enabling a more precise depiction of present-day trends and preferences.

From this study, businesses can gain valuable insights to improve their online platforms and optimise their digital marketing efforts. The findings suggest that emphasising factors such as social media engagement and personalised recommendations can enhance the appeal of the online shopping experience. The findings highlight the minimal effect of promotional discounts on online transaction intention and value, allowing businesses to customise their marketing strategies. By prioritising customer input and providing tailored recommendations, companies can improve customer engagement and satisfaction. This, in turn, fosters loyalty and builds trust. The study's temporal focus allows firms to stay attuned to changing trends and preferences in the competitive digital marketplace, enabling them to make timely adjustments to their tactics. The study also assists businesses in optimising their digital marketing expenditures by focusing resources on initiatives that generate the most favourable outcomes. The study's theoretical contributions enhance scholars' understanding, while its practical implications offer valuable guidance for businesses navigating the complexities of digital trade.

Limitations and Future Research Directions

While the study offers intriguing insights, it is crucial to recognise its limitations. Several factors may impact the study's validity, including sample size limitations, concerns about generalizability, and potential biases associated with the research methodology. By acknowledging and addressing these limitations, it opens avenues for further investigation and scholarly inquiry. Potential avenues for future research may

involve improving research methodologies, exploring different industry contexts, or conducting more comprehensive analyses of specific demographic variables. Moreover, considering the dynamic nature of the digital landscape, conducting longitudinal research may provide a deeper understanding of the development of these relationships over time.

Contribution

This study provides valuable insights into both the theoretical and practical aspects of the area. The study has found that E-Perceived Value acts as a mediator in the interactions under investigation. This finding adds to the existing theoretical frameworks by offering in-depth insights into the various factors that impact online purchase intentions. The study introduces new research methods, and its findings provide managers with valuable information to make informed decisions in the areas of digital marketing and e-commerce. This research offers a strong foundation for future studies in the evolving field of online consumer behaviour. It enhances our comprehension of the interactions among significant variables.

Acknowledgment

This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia [Grant 5747]'.

REFERENCES

- Ahmad, W. (2017). Impact of E-Service Quality on Purchase Intention Through Mediator Perceived Value in Online Shopping. *Journal of Information Engineering and Applications*, 7(8), 24-28. Retrieved from <https://www.iiste.org/Journals/index.php/JIEA/article/view/39346>
- Ahmadinejad, B., Asli, H. N., & Ahmadinejad, S. (2017). The Effect of Perceived Risk in Discount Condition on the e-Purchase Intention. *MAYFEB Journal of Business and Management*, 2, 1-8. Retrieved from <https://www.mayfeb.com/index.php/BUS/article/view/63>
- Alford, B. L., & Biswas, A. (2002). The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention. *Journal of Business Research*, 55(9), 775-783. doi: [https://doi.org/10.1016/S0148-2963\(00\)00214-9](https://doi.org/10.1016/S0148-2963(00)00214-9)
- Alkufahy, A., Al-Alshare, F., Qawasmeh, F., Aljawarneh, N., & Almaslmani, R. (2023). The mediating role of the perceived value on the relationships between customer satisfaction, customer loyalty and e-marketing. *International Journal of Data and Network Science*, 7(2), 891-900. doi: <http://dx.doi.org/10.5267/j.ijdns.2022.12.022>
- Ampadu, S., Jiang, Y., Gyamfi, S. A., Debrah, E., & Amankwa, E. (2023). Perceived value of recommended product and consumer e-loyalty: an expectation confirmation perspective. *Young Consumers*, 24(6), 742-766. doi: <https://doi.org/10.1108/YC-08-2022-1597>

- Anggraini, L. P., & Sobari, N. (2023). The Mediation Role of Review Helpfulness, Customers Trust, and Brand Attitude Towards Positive e-WOM and Purchase Intention in Cosmetic Shopping Experience. *Jurnal Manajemen Teori dan Terapan*, 16(1), 38-51. doi: <https://doi.org/10.20473/jmtt.v16i1.42345>
- Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. *Sustainability*, 15(3), 2744. doi: <https://doi.org/10.3390/su15032744>
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of Marketing Studies*, 7(1), 126-137. doi: <http://dx.doi.org/10.5539/ijms.v7n1p126>
- Bednarz, J., Konewka, T., & Czuba, T. (2023). Perceived value and preferences of purchasing EVs. *Journal of International Studies*, 16(3), 175-192. doi: <http://dx.doi.org/10.14254/2071-8330.2023/16-3/10>
- Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., et al. (2023). Power of Social Media Marketing: How Perceived Value Mediates the Impact on Restaurant Followers' Purchase Intention, Willingness to Pay a Premium Price, and E-WoM? *Sustainability*, 15(6), 5331. doi: <https://doi.org/10.3390/su15065331>
- Castillo-Sotomayor, S., Guimet-Cornejo, N., & Lodeiros-Zubiria, M. L. (2023). C2C e-Marketplaces and How Their Micro-Segmentation Strategies Influence Their Customers. *Data*, 8(2), 26. doi: <https://doi.org/10.3390/data8020026>
- Chang, E.-C., & Tseng, Y.-F. (2013). Research note: E-store image, perceived value and perceived risk. *Journal of Business Research*, 66(7), 864-870. doi: <https://doi.org/10.1016/j.jbusres.2011.06.012>
- Chen, W.-K., Chang, D.-S., & Chen, C.-C. (2017). The role of utilitarian and hedonic values on users' continued usage and purchase intention in a social commerce environment. *Journal of Economics and Management*, 13(2), 193-220. Retrieved from <https://jem.fcu.edu.tw/content/abstract/Vol.13No.2/English/03.htm>
- Elling, S., Lentz, L., de Jong, M., & Van den Bergh, H. (2012). Measuring the quality of governmental websites in a controlled versus an online setting with the 'Website Evaluation Questionnaire'. *Government Information Quarterly*, 29(3), 383-393. doi: <https://doi.org/10.1016/j.giq.2011.11.004>
- Elrayah, M., & Jamil, S. (2023). Examining the Role of Social Media in Shaping E-Commerce Preferences. *International Journal of eBusiness and eGovernment Studies*, 15(2), 149-171. Retrieved from <https://sobiad.org/menuscript/index.php/ijebeeg/article/view/1713>
- Fatima Zehra, T., & Ejilal, A. A. J. (2023). The Relationship between E-Business Website Quality and Customer Satisfaction. *International Journal of Management and Economics Invention*, 9(4), 2879-2890. doi: <https://doi.org/10.47191/ijmei.v9i4.03>
- Fülöp, M. T., Topor, D. I., Căpușeanu, S., Ionescu, C. A., & Akram, U. (2023). Utilitarian and Hedonic Motivation in E-Commerce Online Purchasing Intentions. *Eastern European Economics*, 61, 1-23. doi: <https://doi.org/10.1080/00128775.2023.2197878>

- Gunawan, C. M., Rahmania, L., & Kenang, I. H. (2023). The influence of social influence and peer influence on intention to purchase in e-commerce. *Review of Management and Entrepreneurship*, 7(1), 61-84. doi: <https://doi.org/10.37715/rme.v7i1.3683>
- Hair, J. F., Money, A. H., Samouel, P., & Page, M. (2007). Research methods for business. *Education+ Training*, 49(4), 336-337. doi: <https://doi.org/10.1108/et.2007.49.4.336.2>
- Han, L., Ma, Y., Addo, P. C., Liao, M., & Fang, J. (2023). The Role of Platform Quality on Consumer Purchase Intention in the Context of Cross-Border E-Commerce: The Evidence from Africa. *Behavioral Sciences*, 13(5), 385. doi: <https://doi.org/10.3390/bs13050385>
- Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust. *International Journal of Information Management*, 31(5), 469-479. doi: <https://doi.org/10.1016/j.ijinfomgt.2011.02.001>
- Hsu, C.-L., Yu, L.-C., & Chang, K.-C. (2017). Exploring the effects of online customer reviews, regulatory focus, and product type on purchase intention: Perceived justice as a moderator. *Computers in Human Behavior*, 69, 335-346. doi: <https://doi.org/10.1016/j.chb.2016.12.056>
- Hu, Y. (2011). Linking perceived value, customer satisfaction, and purchase intention in E-commerce settings. In *Advances in computer science, intelligent system and environment* (pp. 623-628). Springer. doi: https://doi.org/10.1007/978-3-642-23753-9_100
- Kim, H., & Niehm, L. S. (2009). The impact of website quality on information quality, value, and loyalty intentions in apparel retailing. *Journal of Interactive Marketing*, 23(3), 221-233. doi: <https://doi.org/10.1016/j.intmar.2009.04.009>
- Lin, S. (2023). The Effect of Building Perceived Value on Increasing Customer Purchase Intention in the Internet Celebrity Economy. *BCP Business & Management*, 39, 351-356. doi: <https://doi.org/10.54691/bcpbm.v39i.4175>
- Liu, M. (2023). Building a System based on C2C e-Commerce Website Credit Evaluation Model. In *2023 IEEE 12th International Conference on Communication Systems and Network Technologies (CSNT)* (pp. 907-911). IEEE. doi: <https://doi.org/10.1109/CSNT57126.2023.10134629>
- Lukito, S., & Ikhsan, R. (2020). Repurchase intention in e-commerce merchants: Practical evidence from college students. *Management Science Letters*, 10(13), 3089-3096. doi: <http://doi.org/10.5267/j.msl.2020.5.014>
- Maitlo, M. Z., Jugwani, N., & Gilal, R. G. (2017). The model of customer experience and purchase intention in online environment. *Sukkur IBA Journal of Management and Business*, 4(1), 1-17. doi: <https://doi.org/10.30537/sijmb.v4i1.101>
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, 40(7), 1090-1110. doi: <https://doi.org/10.1108/OIR-11-2015-0373>

- Nabila, E. Y., Listiana, E., Purmono, B. B., Fahrana, Y., & Rosnani, T. (2023). Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace. *East African Scholars Journal of Economics, Business and Management*, 6(1), 29-36. doi: <https://doi.org/10.36349/easjebm.2023.v06i01.004>
- Pandey, H., & Gupta, M. R. (2023). Study & Development of E-Commerce Website. *International Journal for Research in Applied Science and Engineering Technology*, 11(7), 1221-1224. doi: <https://doi.org/10.22214/ijraset.2023.53065>
- Peng, L., Zhang, W., Wang, X., & Liang, S. (2019). Moderating effects of time pressure on the relationship between perceived value and purchase intention in social E-commerce sales promotion: Considering the impact of product involvement. *Information & Management*, 56(2), 317-328. doi: <https://doi.org/10.1016/j.im.2018.11.007>
- Pham, L. H., Pham, T. Q., & Doan, T. A. (2023). A study of repurchase intention in e-commerce. *Journal of Development and Integration*, 71(81), 105-111. doi: <https://doi.org/10.61602/jdi.2023.71.13>
- Phan Tan, L., & Le, T.-H. (2023). The Influence of Perceived Price and Quality of Delivery on Online Repeat Purchase Intention: The Evidence From Vietnamese Purchasers. *Cogent Business & Management*, 10(1), 2173838. doi: <https://doi.org/10.1080/23311975.2023.2173838>
- Sawalhi, G., & Abdallah, M. (2023). A Proposed Quality Model For Social Media Websites. In *2023 International Conference on Information Technology (ICIT)* (pp. 715-718). IEEE. doi: <https://doi.org/10.1109/ICIT58056.2023.10225851>
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39, 199-219. doi: <https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220. doi: [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Venkatakrishnan, J., Alagiriswamy, R., & Parayitam, S. (2023). Web design and trust as moderators in the relationship between e-service quality, customer satisfaction and customer loyalty. *The TQM Journal*. doi: <https://doi.org/10.1108/TQM-10-2022-0298>
- Wanda, M., & Pasaribu, P. (2023). Mapping the Relationships between Price Discount, Perceived Quality, and Intention to Purchase Impulsively via e-Commerce. *Journal of Business, Management, and Social Studies*, 2(3), 130-139. doi: <https://doi.org/10.53748/jbms.v2i3.46>
- Wu, Y., & Huang, H. (2023). Influence of Perceived Value on Consumers' Continuous Purchase Intention in Live-Streaming E-Commerce—Mediated by Consumer Trust. *Sustainability*, 15(5), 4432. doi: <https://doi.org/10.3390/su15054432>
- Xiao, B., & Benbasat, I. (2018). An empirical examination of the influence of biased personalized product recommendations on consumers' decision making outcomes. *Decision Support Systems*, 110, 46-57. doi: <https://doi.org/10.1016/j.dss.2018.03.005>

- Xiao, L. (2023). Research on Supply Chain Management Models from the Perspective of Cross Border E-commerce. *Industrial Engineering and Innovation Management*, 6(6), 54-59. doi: <https://doi.org/10.23977/ieim.2023.060608>
- Zaman, S. A., Anwar, A., & Haque, I. U. (2023). Examining the Mediating Effect of Online Engagement and Online Reviews: The Influence of Influencer Credibility on Consumer Purchase Intentions. *Pakistan Business Review*, 24(4), 389-410. doi: <https://doi.org/10.22555/pbr.v24i4.872>
- Zhang, T., Agarwal, R., & Lucas Jr, H. C. (2011a). The value of IT-enabled retailer learning: personalized product recommendations and customer store loyalty in electronic markets. *Mis Quarterly*, 35(4), 859-881. Retrieved from <https://misq.umn.edu/the-value-of-it-enabled-retailer-learning-personalized-product-recommendations-and-customer-store-loyalty-in-electronic-markets.html>
- Zhang, Y., Fang, Y., Wei, K.-K., Ramsey, E., McCole, P., & Chen, H. (2011b). Repurchase intention in B2C e-commerce—A relationship quality perspective. *Information & Management*, 48(6), 192-200. doi: <https://doi.org/10.1016/j.im.2011.05.003>

Appendix 1: Measurement Scales

Website Design Quality	
<p>Ease of use</p> <ol style="list-style-type: none"> 1. I find this website easy to use 2. I had difficulty using this website 3. I consider this website user friendly <p>Hyperlinks</p> <ol style="list-style-type: none"> 4. The homepage clearly directs me towards the information I need 5. The homepage immediately points me to the information I need 6. It is unclear which hyperlink will lead to the information I am looking for 7. Under the hyperlinks, I found the information I expected to find there <p>Structure</p> <ol style="list-style-type: none"> 8. I know where to find the information I need on this website 9. I was constantly being redirected on this website while I was looking for information 10. I find the structure of this website clear 11. The convenient set-up of the website helps me find the information I am looking for <p>Relevance</p> <ol style="list-style-type: none"> 12. I find the information in this website helpful 13. The information in this website is of little use to me 14. This website offers information that I find useful <p>Comprehension</p> <ol style="list-style-type: none"> 15. The language used in this website is clear to me 16. I find the information in this website easy to understand 17. I find many words in this website difficult to understand <p>Completeness</p> <ol style="list-style-type: none"> 18. This website provides me with sufficient information 19. I find the information in this website incomplete 20. I find the information in this website precise <p>Lay out</p> <ol style="list-style-type: none"> 21. I think this website looks unattractive 22. I like the way this website looks 23. I find the design of this website appealing <p>Search options</p> <ol style="list-style-type: none"> 24. The search option on this website helps me to find the right information quickly 25. The search option on this website gives me useful results 26. The search option on this website gives me too many irrelevant results 	<p>Elling et al. (2012).</p>
Social Media Engagement	
<p>Affective engagement</p> <ol style="list-style-type: none"> 1. I feel enthusiastic about community 2. I am interested in anything about community 3. I find community interesting 4. When interacting with community I feel happy 5. I get pleasure from interacting with community 6. Interacting with community is like a treat for me <p>Behavioural engagement</p> <ol style="list-style-type: none"> 1. I share my ideas with community 2. I share interesting content with community 3. I help community 4. I ask community questions 5. I seek ideas or information from community 6. I seek help from community 7. I promote community 8. I try to get other interested in community 9. I actively defend community from its critics 10. I say positive things about community to other people 	<p>Elrayah and Jamil (2023).</p>

Discount Offers	
<p style="text-align: center;">Price Consciousness</p> <ol style="list-style-type: none"> 1. I am willing to go to extra effort to find lower prices. 2. I will shop at more than one store to take advantage of 3. low prices 4. I would always shop at more than one store to find 5. low prices 6. The money saved by finding lower prices is usually worth the time and effort. 7. The time it takes to find lower prices is usually worth the effort. <p style="text-align: center;">Sale Proneness</p> <ol style="list-style-type: none"> 1. If a product is on sale, that can be a reason for me to buy it. 2. When I buy a brand that's on sale, I feel I am getting a good deal. 3. I have favorite brands, but most of the time I buy the brand that's on sale. 4. I am more likely to buy brands that are on sale. 5. Compared to most people, I am more likely to buy brands that are on special. 	Alford and Biswas (2002).
Customer Reviews	
<p style="text-align: center;">Positive Product Reviews</p> <ol style="list-style-type: none"> 1. The product is absolutely flawless and the packaging is also very beautiful. 2. The product is the same as was shown in the images online, and the quality of the manufacturing materials was also great. 3. Got the product after 24 hours, very fast. 4. All purchase processes were satisfactory. I will recommend this store to my friends. 5. The salesperson was friendly and very patient when answering my questions. 6. The reimbursement process was efficient. <p style="text-align: center;">Negative Product Reviews</p> <ol style="list-style-type: none"> 1. There were stains on the product and the packaging was broken. 2. The product is a far cry from the images shown online, and the quality of the manufacturing materials is awful. 3. I paid for the product one month ago but I have not received the product yet. 4. The products that the store sent are not the ones I purchased. 5. The salesperson was unfriendly and impatient when answering my questions. 6. I sent the products back to the store over a month ago but I have not yet received my reimbursement. 	Hsu et al. (2017).
Personalized Recommendations	
<ol style="list-style-type: none"> 1. The website presented products that were personalized to best represent my friend's preferences 2. The website presented products that were tailored to my friend's needs 3. The website presented products that best fitted my friend's requirements. 	Xiao and Benbasat (2018).
E- Purchase Intent	
<ol style="list-style-type: none"> 1. The behavioral intention to purchase products or services online 2. I would return to this e-marketplace's Website 3. I would consider purchasing from this e-marketplace in the next three months 4. I would consider purchasing from this e-marketplace in the next year 5. For this purchase I will buy from this e-marketplace 	Hong and Cho (2011).
E- Perceived Value	
<ol style="list-style-type: none"> 1. E- perceived value would help me to feel acceptable 2. E- perceived value would improve the way I am 1perceived 3. E- perceived value would make a good impression on other people 4. E- perceived value would give its owner social approval 	Sweeney and Soutar (2001).