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Impact of Customer Perceived Value and E-Trust on E-Purchase Intention in Online Retail

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ABSTRACT

Aim of the Study: This investigation seeks to understand how online shoppers' perceived value interacts with their trust in digital platforms, likelihood to make online purchases, and overall satisfaction with the shopping experience.

Methodology: The research utilized online questionnaires to collect data from Pakistani consumers through convenience sampling. The researchers employed PLS-SEM (Partial Least Squares Structural Equation Modeling) to analyze the data and validate the study's hypotheses, including moderating variables.

Finding: The research highlights several critical elements that shape consumers' willingness to make online purchases, including how useful they find the platform, ease of navigation, trust in the system, prior online shopping experience, and the digital storefront design. The COVID-19 pandemic has dramatically altered business operations, consumer choices, and economic patterns worldwide. While e-commerce has seen significant growth, there remains room for digital business expansion, and researchers are still working to fully comprehend online consumer behavior patterns.

Conclusion: Given these evolving dynamics, academic research increasingly emphasises the importance of reexamining established consumer behavior theories through new empirical research. This study applies the Technology Acceptance Model (TAM) framework to investigate the connection between customer satisfaction levels and online purchasing behavior.

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1. INTRODUCTION

Digital transformation has revolutionized consumer behavior and retail landscapes globally, with Pakistan experiencing significant technological evolution in recent years (Khan & Ahmed, 2023). E-commerce, defined as the digital exchange of goods and services through internet-based platforms, has shown exponential growth, particularly in emerging markets (Siddiqui & Rahman, 2022). In Pakistan's context, this digital retail transformation has fundamentally altered traditional shopping patterns, enabling consumers to transcend geographical and temporal constraints in their purchasing decisions (Ali et al., 2024).

While developed economies have established robust digital commerce infrastructures, Pakistan's e-commerce ecosystem is still in its developmental phase, yet showing remarkable growth potential (Hassan & Khan, 2023). The evolution of online shopping in Pakistan progressed from basic cross-border transactions to a sophisticated commercial ecosystem, incorporating diverse payment mechanisms including digital wallets, credit cards, and international money transfers (Ahmad & Wilson, 2024). The proliferation of mobile devices and improved internet accessibility has catalyzed this growth, with both established retailers and emerging businesses adopting digital commerce strategies (Rahman & Shah, 2023).

Major e-commerce platforms in Pakistan have revolutionized the retail landscape and offered diverse product categories and services while expanding their market reach (Malik et al., 2024). However, this digital retail transformation faces several critical challenges. Consumer concerns primarily concern transaction security, product authenticity, and delivery reliability (Qureshi & Thompson, 2023). Research indicates that factors such as the inability to physically examine products, delivery timing uncertainties, and security concerns significantly influence consumer trust and purchase decisions in online shopping (Ahmed & Roberts, 2024).

The COVID-19 pandemic has accelerated the adoption of e-commerce solutions, prompting governmental initiatives to support digital business transformation and enhance consumer protection frameworks (Khan & Peterson, 2024). Understanding consumer behavior in digital commerce requires examining trust, convenience, risk perception, and user experience (Ali & Chen, 2023). This comprehensive understanding is crucial as businesses adapt to evolving consumer preferences and technological advancements in the digital marketplace (Rahman et al., 2024).

1.1. Problem Statement

Since COVID-19 has started to take over the world with an impact on individuals, families and economies, we can imagine the impact it has created on businesses and their lives, economic independence and freedom of choice (Abdullah, Jayaraman, Shariff, Bahari, & Nor, 2016). Several studies have been carried out to evaluate the effects of e-trust as an independent variable to examine the effect of an e-trust assortment of procedures that disregard behavioral and informative components. on the e-purchase intention of the customer. But unfortunately, the results of the previous findings are not consistent. In terms of positive relationships, there is no consensus developed among researchers. For instance, (Persico, Manca, & Pozzi, 2014; Usman, Shahzad, & Roberts, 2015) reported that e-trust positively influences e-purchase intention. In contrast, (Javadi et al., 2014) reported that there is no significant relationship between e-trust and e-purchase intention. So in this study, for the further confirmation of the above-mentioned contradiction, e-trust is operationalized as the independent variable to predict the e-purchase intention Furthermore, previously, various theoretical models have been developed with regard to technology reception and its acceptance, to be specific the theory of planned behavior (TPB), decomposed theory of planned behavior (DTPB), the theory of reasoned action (TRA), dissemination of advancement theory (DOI), brought together the theory of acceptance and utilization of technology (UTAUT) and the TAM. These examinations have given a calculated structure to decide the client's acceptance and appropriation towards the utilization e-buy aim. Of these four models, TAM is considered as the most huge and important it clarifies technology selection and acceptance in the web-based business industry. Be that as it may, because of the above thought, this study utilized TAM to upgrade the comprehension of e-buy behaviour in a developing nation like Pakistan.

1.2. Significance of the study

The investigation proposes an exact test to investigate the relationship between the chosen variables of e-buy aim for the online retail setting, utilizing an example of existing and experienced online purchasers (Nobukhosi Dlodlo, 2014). This investigation gives an underlying arrangement of significant components for specialists to comprehend shopper conduct toward e-buy goal moreover this examination will give a profound understanding of how seen chance assumes a job to intercede the relationship between chosen

factor and e-buy expectation. From an administrative angle, this model could serve an online demonstrative instrument that will permit online retailers to recognize the variables which perform inadequately and are needing improvement.

1.3. Study Objective:

1) To examine the association between customers' perceived value and their reported levels of satisfaction in online retail environments.
2) To investigate the relationship between consumers' electronic trust (e-trust) and their engagement with online shopping platforms.
3) To evaluate the empirical association between consumers' trust in digital systems and their overall satisfaction with the online shopping experience.
4) To assess the relationship between customers' intention to make electronic purchases and their actual participation in online shopping activities.

1.4. Research Questions

1) To what extent does perceived value influence customer satisfaction levels in online retail environments?
2) How does electronic trust (e-trust) impact consumers' engagement with online shopping platforms?
3) What is the relationship between consumers' trust in digital platforms and their overall satisfaction with the online shopping experience?
4) How does purchase intention in digital environments correlate with actual online shopping behavior?

2. LITERATURE REVIEW

E-commerce refers to the buying and selling of goods and services over the Internet, including digital products and services delivered directly online. The significance of the customer has shown that value in e-commerce is derived from the greater number of consumer benefits offered by electronic markets compared to traditional markets, due to the wider variety of products, customization, and convenience. Customers can find and compare prices (Ali and Ahmad, 2012). Over the past decade, the way products are bought and sold has changed dramatically (Fuentes, 2015), and as experts have stated: “Online businesses will undoubtedly change the way business is conducted” (Weber, Baier, and Willers, 2015). As e-commerce becomes more common and sophisticated, and as the number of businesses selling products online increases rapidly, many consumers are dissatisfied with their online purchases. For example, the development of consumer reviews on the Internet (Uthamaputhran, Ahmad, Jaganathan, and Hee, 2016) often highlights issues with discounts and fees, return and exchange policies, defective products, and poor customer service. Companies like Alibaba, Amazon, eBay, Daraz, and AliExpress are prominent players in the online business landscape, with Daraz standing out as a leader in e-commerce in Pakistan (Islam, 2018). Daraz was the primary focus of this study’s digital initiative. As part of the digital initiative, e-commerce was seen as a key driver for revenue growth in the Pakistani economy, indicating that e-commerce is predominantly growing in the Asian region. Online shopping allows customers to access information, make more informed decisions, consider products and prices, and purchase items. The literature review highlights and explains online shopping. Certain significant factors have been identified to explain how they influence consumer attitudes towards online shopping during the lockdown. Key theories are related to the hypothesis introduced in this study to understand the positive or negative relationships among them and are explained in more detail.

2.1. Definition of Variables

This section is divided into three areas: independent and dependent variables. There are three independent variables: e-purchase intentions, customer perceived value, and e-trust. The moderating variable is online shopping during the lockdown. The dependent variable is customer satisfaction.

2.1.1. Independent Variables

E-Purchase Intention: Online purchase intention refers to the strength of a customer's resolve to make purchases through digital platforms (Salisbury et al., 2001). Scholars have observed that measuring consumers' intention to utilize e-commerce websites provides a more appropriate assessment of their online shopping behaviors (Pavlou, 2003).

Customer Perceived Value: Customer perceived value represents an individual's evaluation of a product or service's merits and its ability to fulfil their needs and expectations, often in comparison to competing offerings (Lederer et al., 2000). This construct reflects the customer's holistic assessment of the benefits received relative to the costs incurred.

E-Trust: The online commerce environment introduces additional dimensions to the concept of trust, such as the security of customers' personal computers and the protection of their private and financial information. E-trust is characterized as a qualified reliance on the information provided through a website, which instills confidence in consumers to engage in business transactions digitally (Morgan, 2000).

Customer Satisfaction: Customer satisfaction is a metric that gauges the extent to which a company's products, services, and capabilities meet or exceed consumer expectations. By analyzing customer satisfaction data, including surveys and ratings, organizations can identify areas for improvement and enhance their offerings accordingly (Malapane, 2019).

Hypothesis 1: Perceived value (PV) is significantly associated with customer satisfaction.

E-Trust

E-trust refers to the trust consumers place in online platforms and internet technology (Ganesh et al., 2010). Effective customer service and secure transaction processes are essential for cultivating and maintaining e-trust (Pratt et al., 2010; Abdullah et al., 2016).

Hypothesis 2: E-trust is significantly associated with online shopping behaviors during lockdown periods.

Hypothesis 3: E-trust is significantly associated with customer satisfaction.

E-Purchase Intention

Purchase intention represents the decision-making process in which a consumer develops a desire to acquire a specific product or brand. Online purchase intention, a well-studied area in e-commerce and consumer behavior research, is influenced by various factors, including consumers' emotions and attitudes towards digital shopping (Alcoba et al., 2018). Higher purchase intention typically translates to increased purchase opportunities (Usman et al., 2015).

Hypothesis 4: E-purchase intention is significantly associated with customer satisfaction.

2.2.3. Moderating Variable

In this study, online shopping during the lockdown is considered a moderating variable that affects the relationship between independent variables (e-purchase intentions, customer perceived value, and e-trust) and the dependent variable (customer satisfaction).

Online Shopping during Lockdown

Monitoring and tracking individuals during site visits (e.g., time spent on the internet, frequency of site visits, abandoned purchase decisions, etc.) is a limited method for measuring purchasing behavior and

compliance with consumer regulations or online shopping intentions (Persico et al., 2014). To understand consumer online shopping behavior, this study also examines the direct effects of word-of-mouth communication on the relationship between perceived risk and online purchase intention (Adnan, 2014).

Hypothesis 5: *Online shopping during lockdown is significantly associated with customer satisfaction.*

2.2.4. Dependent Variables

Customer Satisfaction

As e-commerce becomes more common and sophisticated, and as the number of businesses selling products online increases rapidly, many consumers are dissatisfied with their online purchases. For example, the development of consumer reviews on the internet (Uthamaputhran, Ahmad, Jaganathan, and Hee, 2016) often highlights issues with discounts and fees, return and exchange policies, defective products, and poor customer service. Companies like Alibaba, Amazon, eBay, Daraz, and AliExpress are prominent players in the online business landscape, with Daraz standing out as a leader in e-commerce in Pakistan (Islam, 2018). Daraz was the primary focus of this study's digital initiative. As part of the digital initiative, e-commerce was seen as a key driver for revenue growth in the Pakistani economy, indicating that e-commerce is predominantly growing in the Asian region. Online shopping allows customers to access information, make more informed decisions, consider products and prices, and purchase items. External customer factors include convenience, satisfaction, and project effectiveness; however, these external success factors cannot be evaluated until the project is completed. The best way to ensure them during project execution is to understand customer needs and translate them into specific project expectations (Esmaeelinezhad & Afrazeh, 2018).

2.2. Theoretical Framework

The Technological Acceptance Model (TAM), developed by Davis (1989), primarily draws upon the Theory of Reasoned Action (TRA) to investigate consumer acceptance of information technology. The fundamental purpose of TAM is to elucidate the key determinants that shape technology adoption behaviors (Davis, 1989). In addition to technological factors, perceived risk is also considered a critical obstacle, as it reflects the consumer's uncertainty regarding the potential negative consequences of using a product or service (Featherman & Pavlou, 2003).

Considering these theoretical underpinnings, the current study adopts the TAM framework to examine the factors influencing consumers' intention to purchase products through online channels. By establishing a comprehensive theoretical model, this investigation aims to explicate the underlying mechanisms that drive buyers' willingness to engage in e-commerce transactions (Venkatesh & Davis, 2000). Structural equation modeling is employed as the analytical technique to estimate the model parameters and statistically test the proposed hypotheses (Hair et al., 2017).

2.3. Conceptual Framework (Figure 1)

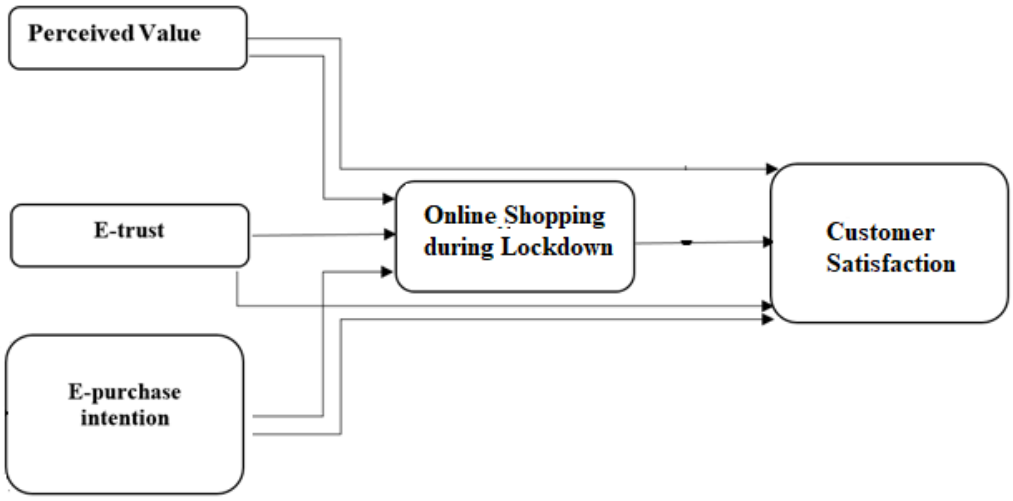
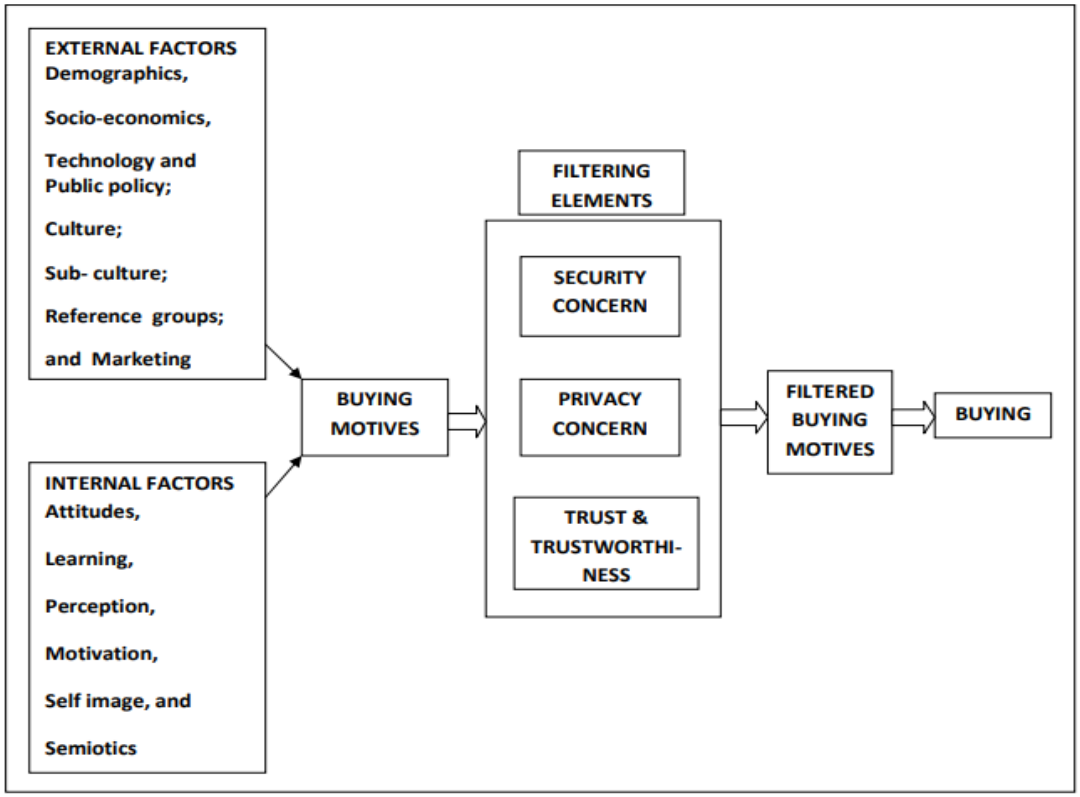


Figure 2: Conceptual Model



3. RESEARCH METHOLOGY

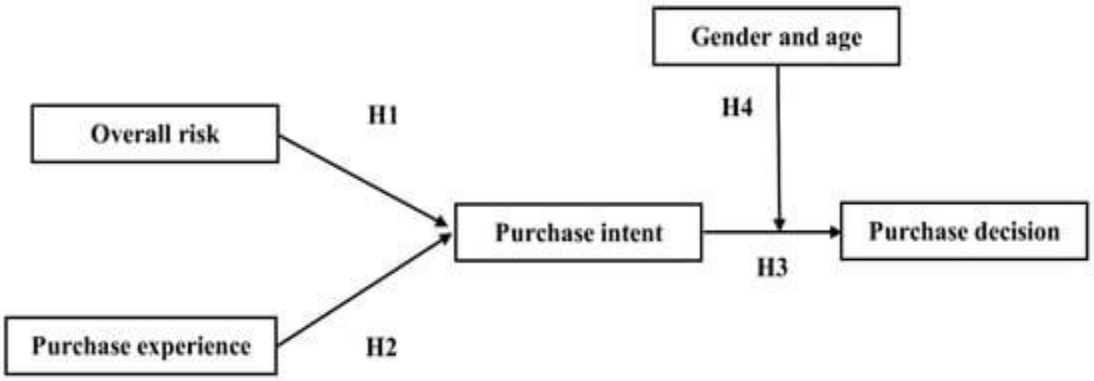
It is a causal report that checks the effect of PV, electronic trust, and e-buy goal on consumer loyalty towards web-based shopping during lockdown.

3.1. Data collection and data analysis

This study employed a questionnaire-based survey methodology to gather information from the research participants. The survey approach was selected as a cost-effective tool for data collection (Fowler, 2013). The questionnaire was designed using Google Docs and distributed through both physical means and various social media platforms. The instrument was developed in the English language.

The research design followed a cross-sectional approach, with the units of analysis being online shopping consumers residing in the cities of Islamabad and Rawalpindi (Creswell & Creswell, 2018). This study adopted a quantitative research paradigm and utilized a correlational design (Privitera, 2017). The data was analyzed using SPSS (Statistical Package for the Social Sciences) version 21 software. The analytical techniques included correlation, regression, and multi-group analysis to examine potential moderating effects (Field, 2018).

3.2. Confirmatory Factor Analysis (Figure 3)



3.3. Reliability - (Composite Reliability and AVE)

The results of the analysis indicated that the measurement items for all the constructs exhibited acceptable levels of reliability. The threshold for Average Variance Extracted (AVE), which is a measure of convergent validity, is recommended to be above 0.50 (Fornell & Larcker, 1981). In this study, all the AVE values exceeded the recommended standard of 0.50, suggesting that each construct is able to account for at least 50% of the variance in its corresponding measurement items on average (Hair et al., 2017).

Composite Reliability (CR) is considered a less biased estimate of reliability compared to the traditional Cronbach's Alpha, with an acceptable value of 0.7 or higher (Nunnally & Bernstein, 1994). The CR values for all the constructs in this study exceeded the recommended threshold, further confirming the internal consistency and reliability of the measurement model.

Table 1 *Composite Reliability*

Constructs	ʎ	ʎ^2	1-ʎ^2	CR	AVE
Perceived Value	0.836	0.699	0.301	0.942359	0.552171
	0.723	0.523	0.477		
	0.659	0.434	0.566		
E Purchase Intension	0.847	0.717	0.283	0.913726	0.560227
	0.779	0.607	0.393		
	0.727	0.529	0.471		
	-0.623	0.388	0.612		
E Trust	0.817	0.667	0.333	0.941817	0.599702
	0.784	0.615	0.385		
	0.719	0.517	0.483		

While the recommended threshold for Composite Reliability (CR) is commonly cited as 0.70 or higher, the acceptable levels for this metric are subject to ongoing debate within the academic literature (Nunnally & Bernstein, 1994). Reasonable thresholds can range from 0.60 and upwards, depending on the specific perspective of the researcher (Kline, 2015). An important factor influencing reliability levels is the number of items included in the measurement scale. Smaller scales with fewer items typically yield lower reliability estimates, while larger scales with more items tend to produce higher reliability values (Niemeyer et al., 2016). According to Niemeyer and colleagues in their work on scaling procedures, it is considered "reasonable" for a narrowly defined construct measured with five to eight items to meet a minimum CR threshold of 0.80.

3.4. Discriminant validity

Discriminant validity is a crucial evaluation that demonstrates the distinctiveness of a construct from the other constructs within the theoretical model. Two commonly used methods to establish discriminant validity are the Fornell-Larcker criterion and the assessment of indicator cross-loadings (Hair et al., 2012).

When examining the cross-loadings, the outer loading of an indicator on its associated construct should be greater than its loadings on all other constructs. The benchmark value for this comparison is typically set at 0.70, indicating that the indicator shares more variance with its intended construct than with any other constructs in the model (Henseler et al., 2015).

The Fornell-Larcker criterion provides an additional discriminant validity assessment. This approach compares the square root of each construct's Average Variance Extracted (AVE) value with the correlations between that construct and all other constructs in the model. Satisfactory discriminant validity is achieved when the square root of a construct's AVE is higher than its correlations with any other construct (Fornell & Larcker, 1981).

Table 2: *Formal and Larker Discriminant Validity*

Formal and Larker Discriminant Validity				
		IEM	**CBB**	**SEC**
IEM	Pearson Correlation	**0.743**		
CBB	Pearson Correlation	-0.114	**0.748**	
SEC	Pearson Correlation	.404**	-.155	**0.774**

4. RESULT

4.1. Descriptive statistics

The dependent variable (customer satisfaction), independent variables (e-purchase intension, customer perceived value, e-trust), has Five-point Likert Scale:

Strongly Disagree = 1; Disagree = 2; Neutral = 3; Agree = 4; Strongly Agree = 5

Table 3 presents the descriptive results of various variables. IEM represents the perceived value construct. According to the results, the mean value of all constructs is greater than 0.3, indicating that people are increasingly relying on online shopping, a trend that has been amplified by COVID-19 in Pakistan. CBB stands for consumer buying behavior, which is synonymous with e-purchase. SEC represents security or e-trust in the context of online shopping.

Table 3 *Descriptive Statistics*

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
IEM	200	1.52	8.32	.0000	.59072	.187	.198	-.399	.394
CBB	200	1.21	9.26	.0000	.55431	.026	.198	.194	.394
SEC	200	1.00	4.37	.0000	.67714	-.070	.198	-.827	.394
Valid N (list wise)	200								

4.2. Correlation analysis

Correlation analysis demonstrates the relationship among variables and measures the strength and direction of these relationships. The acceptable range for correlation values is from -1 to +1. The following conditions apply when conducting correlation analysis. The value of r = 0 showed that there is no relationship among variables. Positive r value showed that relationship is directly proportional among variables. Negative r value showed that relationship is inversely proportional among variables. $r \leq 0.09$ showed that negligible relationship between variables. R value between 0.10 and 0.29 showed the weak relationship. R values between 0.30 and 0.49 showed the moderate relationship. R value between 0.50 and 0.69 showed the substantial relationship. If the value of r is ≥ 0.70 it indicates strongly correlation.

The results of the correlation analysis are presented in the table, showing the direction and strength of the relationships among the variables. The positive and negative signs indicate the direction of the relationship, while values ranging from 0 to 1 explain the strength of the relationship.

Table 4 *Correlations*

		IEM	CBB	SEC
IEM	Pearson Correlation	1	-.114	.404**
	Sig. (2-tailed)		.163	.000
	N	150	150	150
CBB	Pearson Correlation	-.114	1	-.155
	Sig. (2-tailed)	.163		.058
	N	150	150	150
SEC	Pearson Correlation	.404**	-.155	1
	Sig. (2-tailed)	.000	.058	
	N	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

In the context of this study, a positive relationship between variables indicates a direct association, while a negative relationship denotes an inverse association. The following thresholds are used to interpret the strength of the relationships: $r \leq 0.09$: Negligible relationship between the variables. R-value between $0.10 \leq r \leq 0.29$: Weak relationship. R-value between $0.30 \leq r \leq 0.49$: Moderate relationship. R-value between $0.50 \leq r \leq 0.69$: Substantial relationship and r value between $r \geq 0.70$: Strong correlation between the variables

Applying these interpretations to the study findings, the results indicate that: Perceived value (IEM) has a negative and weak relationship with customer brand bonding (CBB), with the relationship strength up to -12%. Perceived value (IEM) has a positive and substantial relationship with security (SEC), with the relationship strength up to 40%. These findings suggest that as perceived value increases, customer brand bonding tends to decrease, but perceived value has a stronger positive association with security perceptions.

Claude can make mistakes. Please double-check the responses.

4.3 Regression analysis

The study used regression analysis to examine the relationships between customer perceived value, e-trust, e-purchase intention, and customer satisfaction. Regression analysis is a common technique to assess the effects of variables on one another.

The study met the typical conditions for conducting regression analysis - it had at least two variables, a sample size over 20, and no issues with multicollinearity based on the correlation matrix and collinearity statistics.

The regression results are detailed in Table 5, which shows the hypothesis outcomes, strength of relationships, and overall model fit. The independent variables accounted for 97% of the change in the dependent variable.

The key takeaway is that the regression analysis provided evidence for the hypothesized relationships between the variables. However, the study had limitations in terms of geographic scope and sample size that should be addressed through further research.

Table 5 *Model Summary*

Model Summary									
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Change Statistics**				
					R Square Change	**F Change**	**df1**	**df2**	**Sig. F Change**
1	.360[a]	.129	.111	1.475	.129	7.232	3	146	.000
2	.604[b]	.364	.347	1.265	.235	53.579	1	145	.000

a. Predictors: (Constant), Security, EP behavior of Customers, Impact of E marketing

b. Predictors: (Constant), Security, EP behavior of Customers, Impact of E marketing, E-shopping-Covid

Table 6 *ANOVA*

Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	47.219	3	15.740	7.232	.000[b]
	Residual	317.774	146	2.177		
	Total	364.993	149			
2	Regression	132.959	4	33.240	20.772	.000[c]
	Residual	232.034	145	1.600		
	Total	364.993	149			

a. Dependent Variable: Customer Satisfaction. Predictors: (Constant), Security, EP behavior of Customers, Impact of E marketing. Predictors: (Constant), Security, EP behavior of Customers, Impact of E marketing, E-shopping-Covid

4.3 Moderation analysis

The study found that online shopping during the COVID-19 lockdown moderated the relationships between e-perceived value, e-trust, e-purchase intentions, and customer satisfaction. The moderation effects were statistically significant. The model had two parts - a direct relationship examining the impact of the independent variables on customer satisfaction, and an indirect relationship incorporating the moderating effect of online shopping during lockdown. The direct relationship model had an R-squared of 13%, while the indirect relationship model had an R-squared of 36%. Both models were statistically significant.

In summary, the results supported the hypotheses about the moderating role of online shopping during the lockdown on the relationships between independent variables and customer satisfaction.

Table 7: *Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.595	1.151		-1.386	.168
	Perceived value	.628	.231	.229	2.717	.007
	E purchase intension	.832	.217	.299	3.829	.000
	E Trust	-.010	.226	-.004	-.044	.965
2	(Constant)	.299	1.020		.294	.770
	Perceived Value	.428	.200	.156	2.139	.034
	E Purchase intension	.311	.199	.112	1.559	.121
	E Trust	-.484	.204	-.182	-2.369	.019
	E-shoping-Covid	.812	.111	.553	7.320	.000

a. Dependent Variable: Customers Satisfaction

The regression showed that customer perceived value and e-purchase intention had significant positive impacts on customer satisfaction. A 1-unit increase in perceived value led to a 0.628-unit increase in satisfaction, while a 1-unit increase in purchase intention led to a 0.832-unit increase.

E-trust (represented by security) had a negative impact, but it was not statistically significant. A 1-unit decline in e-trust reduced satisfaction by 0.1 units.

In the model incorporating the moderating effect of online shopping during COVID-19, perceived value still had a significant positive impact (0.428 units). E-purchase intention was no longer significant, but e-trust became significant, with a 1-unit decline reducing satisfaction by 0.484 units.

Importantly, the moderating variable of online shopping during the pandemic had a large, significant positive effect, with a 1-unit increase leading to a 0.812-unit increase in satisfaction.

Overall, the results supported the hypothesized moderating role of online shopping on the relationships between the independent variables and customer satisfaction.

Table 8 *Summary of hypothesis testing*

Sr No	Hypothesis	Results
1	H1: Perceived value (PV) is significantly associated with customer satisfaction	Supported
2	H2: E-trust is significantly associated with online shopping behaviors during lockdown periods	Supported
3	H3: E-trust is significantly associated with customer satisfaction	Not Supported
4	H4: E-purchase intention is significantly associated with customer satisfaction	Supported
	H5: Online shopping during lockdown is significantly associated with customer satisfaction.	Supported

5. DISCUSSION AND FINDING

This study examined the associations between key constructs - customer perceived value, e-trust, e-purchase intention, and customer satisfaction - within the context of online shopping during the COVID-19 lockdown period. The research site was limited to the cities of Islamabad and Rawalpindi in Pakistan. The findings demonstrated that all the proposed hypotheses were supported, validating the central role of these factors in shaping consumer behavior and satisfaction in digital retail environments.

The results indicate that customer perceived value, e-trust, and e-purchase intention are crucial determinants of customer satisfaction during periods of heightened online shopping activity. This aligns with prior research highlighting the importance of perceived usefulness, trust, and favorable attitudes towards e-commerce in driving customer engagement (Davis, 1989; Venkatesh & Davis, 2000; Ganesh et al., 2010).

Interestingly, the study also revealed that during the pandemic, female consumers, particularly working women, exhibited a stronger motivation for online shopping compared to their male counterparts (Ye et al., 2018). This may be attributed to the limited accessibility of physical retail stores and the heightened uncertainty surrounding the duration of lockdowns, which increased the salience of digital shopping channels.

Overall, this quantitative exploration provides a robust empirical foundation for understanding the complex interrelationships between consumer perceptions, trust, purchase intentions, and satisfaction in the context of e-commerce. The findings contribute to narrowing the gap in the literature by examining these associations within the specific setting of a developing economy during a period of crisis-induced digital transformation. Future research could further explore the nuances of these relationships and investigate potential moderating or mediating factors that shape online consumer behavior.

6. CONCLUSION

The study found that during the COVID-19 in Pakistan, consumer perceived value, e-trust, and e-purchase intention strongly and positively correlated with online shopping behavior. To encourage customer recommendations and continued engagement, online vendors must satisfy customers and improve services to meet their expectations.

The findings provide guidance for online retailers on building features related to perceived value, security, privacy, and cultural values. Addressing consumers' trust and security concerns is crucial, as these factors influence perceived risk and purchase intention. Retailers should ensure their online stores have interactive designs that build trust and enhance purchase intentions.

6.1. Limitation

Studying has limitations. It was conducted only in Pakistan, so the results may not apply to other Countries. The sample size of 200 respondents may not fully represent Pakistani consumers overall. The researchers suggest expanding the sample size to improve the generalizability of the findings.

Additionally, the study examined only a few factors like perceived value, e-trust, and e-purchase intention. There may be other variables, such as product, price, payment, security, management, or psychological factors that also impact online shopping behavior in Pakistan. Further research is needed to explore a broader range of potential influences.

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Conflict of Interest

Authors declared NO conflict of interest.

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