






The impact of electronic service quality, satisfaction and word of mouth on customer electronic loyalty: examining the mediating role of electronic trust


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Abstract

Customer loyalty and trust are crucial for a business's viability, as customers are more likely to patronize when they have a positive experience. This study sought to investigate how electronic service quality, satisfaction, and word of mouth impact the formation of online trust and loyalty among customers. 250 valid responses were gathered via a Google-based survey, employing non-probability purposive sampling for data analysis. Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized for data analysis. The study revealed a strong and positive correlation between electronic service quality, satisfaction, word of mouth, and electronic loyalty. Additionally, the finding emphasizes the moderating influence of electronic trust. This study is a vital addition to the current research on electronic purchasing, assisting online businesses in comprehending and creating customer-focused strategies and marketing plans.

Keywords: - Service Quality, E- Satisfaction, E- Word of Mouth, E- Trust, E-Loyalty. Online Shopping.

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1 Introduction

Nowadays, customers are more inclined to shop online than in physical stores because of advancements in information technology (Alnaim et al., 2022). Today's customers place their orders, make their payments, and wait for their items to be delivered to their doors all online (Purwanto et al., 2022). Online shopping frequently offers consumers much greater convenience than traditional retail. With more people accessing Internet connectivity, more consumers will be able to purchase and use e-commerce to carry out business transactions, such as the Internet-based purchasing and selling of products and services, while also boosting online sales and consumption (Duong & Nguyen, 2022). These technology-focused activities have impacted the community's digital lifestyle. For example, activities that were once exclusive to traditional businesses are now carried out on the internet.

E-loyalty within electronic commerce pertains to the favorable perception held by a consumer of an online platform that motivates them to make further purchases (Indriastuti et al., 2022). Even though the prevalence of electronic commerce has increased dramatically, managers still struggle to raise the standard of electronic service delivery and purchasing. Online customer loyalty, or "e-loyalty," constitutes a factor that determines an e-commerce company's success because it influences repurchases and product recommendations (EzuRizzy & Ademe, 2022). Because e-service quality affects customer pleasure and confidence, e-commerce businesses must offer the best electronic services possible (Bikdeli et al., 2020). These clients could develop into devoted clients (Amatus & Gisip, 2022). Customer loyalty might be one of the most crucial aspects in enhancing market competitiveness and long-term competitive advantage, according to Purwanto (2022), because keeping consumers is considerably less expensive than getting new ones (Chou et al., 2015). The objective was to examine the link between e-service quality, customer satisfaction, and consumer engagement in online purchasing by reducing delivery time and expenses associated with commodities. In order to maintain competitiveness over an extended duration, it is imperative to prioritize quality (Shahzad et al., 2024).

Regarding online shopping in Pakistan, this study aims to evaluate the relationship between e-satisfaction, e-quality, and e-word of mouth with e-loyalty (Hair et al., 2021). This research is particularly innovative since it investigates the function of e-trust as a mediator, which has never been investigated earlier (Zhong, 2023). Because customers require optimal functioning and timely delivery of their purchases, it is essential to underline the impact of customer happiness, the e-service quality, and word-of-mouth on consumer behavior in digital shopping (Chmeis & Zaiter, 2024). They must rely on the electronic service of online shopping to fulfill the goal of timely delivery. As part of this research paper, we will also investigate how retail organizations could improve customer satisfaction through Internet shopping. There is the possibility that this research initiative could be beneficial to individuals who are interested in becoming researchers, instructors, or internet entrepreneurs (Dangaiso et al., 2024).

2 Literature Review:

2.1 E-Service quality and E-trust:

The correlation between customer happiness and service quality is significant. Customer loyalty and superior customer service are related (Chou et al., 2015). In addition, studies have shown a positive relationship between service quality and client trust. Customers who have faith in the company will, therefore, value it because of the assurance of receiving high-quality services (Oktafeza et al., 2024). At the same time, those who do not will disapprove of it because there is no such assurance (Setiawan & Sayuti, 2017). Hence, we assumed that

H1: E-Service Quality positively affects E-Trust

2.2 E-Satisfaction and E-customer Trust:

There exists a considerable correlation between customer satisfaction and consumer trust. It is essential for businesses to initially attend to the apprehensions of online consumers about matters of safety and discretion (Shahzad et al., [2024](#)). This exemplifies the impact of trust fulfillment. Previous studies reveal a significant correlation between client happiness, trust, and retention. In addition, it is also revealed that customer contentment is a strong medium of consumer trust. (Chinomona & Dubihlela, [2014](#)). Hence, we assumed that

H2: E-Satisfaction positively affects E-trust

2.3 E-Word of Mouth and E-Trust:

An essential aspect of comprehending consumer behavior in the digital marketplace is the correlation between E-WOM and E-Trust in online purchases. The transfer of consumer-generated information through online platforms, sometimes called electronic word of mouth, substantially affects customers' trust in online buying settings (Hennig-Thurau et al., [2004](#)). Cheung et al. ([2009](#)) argue that positive E-WOM, which encompasses product reviews and recommendations provided by fellow consumers, is crucial in bolstering E-trust (Megayani et al., [2023](#)). This is achieved by providing social proof and mitigating perceived risks associated with online transactions. In contrast, bad E-WOM can erode E-trust, resulting in hesitancy or reluctance to participate in online shopping endeavors (Dellarocas, [2003](#)). Hence, the correlation between electronic word-of-mouth (e-WOM) and electronic trust is complex, ever-changing, and pivotal in influencing customers' attitudes and actions inside the digital marketplace. Hence, we assumed that.

H3: E- Word of Mouth positively affects E- trust

2.4 E-Service Quality and E-Customer Loyalty:

An essential aspect of comprehending consumer behavior and retention in the digital marketplace is the connection between electronic service quality (e-SQ) and electronic loyalty (e-loyalty). Electronic service quality substantially influences consumers' perceptions of their overall happiness with the online experience, including website usability, reliability, responsiveness, and security (Parasuraman et al., [2005](#)). According to Santouridis and Trivellas ([2010](#)), positive electronic service quality is crucial in cultivating trust, contentment, and perceived value. This, in turn, results in increased levels of electronic loyalty, such as repeat purchases, positive recommendations, and brand advocacy. On the other hand, inadequate electronic service quality can undermine trust and satisfaction, leading to reduced electronic loyalty and the possibility of customer attrition (Chen & Hu, [2012](#)). Therefore, the correlation between E-SQ and E-loyalty is intricate, as providing superior electronic services acts as a catalyst for cultivating enduring relationships and nurturing client loyalty inside the digital domain. Thus, based on this, we assumed that (Chmeis & Zaiter, [2024](#)).

H4: E-Service Quality positively affects E- Loyalty

2.5 E-Satisfaction and E-customer loyalty:

An essential aspect of comprehending consumer behavior and retention in the digital realm is the correlation between electronic satisfaction (e-satisfaction) and electronic loyalty (e-loyalty). According to Huang and Lurie ([2009](#)), e-satisfaction, which refers to the level of happiness that consumers experience with their online interactions, significantly impacts their loyalty towards digital service providers. Consumers are more inclined to exhibit customer loyalty through regular buying optimistic word-of-mouth, and sustained devotion with the brand or platform, when they perceive elevated levels of satisfaction with electronic services, encompassing website usability, responsiveness, and overall service quality (Chen & Hu, [2012](#)). On the other hand, if individuals are dissatisfied with electronic services, it might result in a decline in their loyalty and a possibility of switching to rival companies (Cyr et al., [2007](#)). Hence, the cultivation of e-satisfaction is vital

in order to establish enduring relationships and cultivate loyalty within the digital marketplace. Hence on the basis of this we assumed that

H5: E- Satisfaction positively affects E- Loyalty

2.6 E-Word of Mouth and E-loyalty:

According to Chen et al. (2011), electronic word of mouth (E-WOM) has a substantial role in shaping consumers' views, attitudes, and actions toward digital service providers. This phenomenon is characterized by the sharing of consumer-generated information online. According to Hennig-Thurau et al. (2004), the dissemination of positive electronic word-of-mouth (e-WOM), which includes favorable product reviews, suggestions, and testimonials on digital platforms, has the potential to augment consumers' trust, contentment, and perceived value. Consequently, this can contribute to the development of electronic loyalty (Agritika & Suharjo, 2024). According to Cheung et al. (2009), individuals exposed to good E-WOM are more inclined to display loyalty behaviors, including engaging in repeat purchases, advocating for the business, and generating positive word-of-mouth referrals. In contrast, bad electronic word-of-mouth (e-WOM) can erode trust and happiness, resulting in reduced E-loyalty and the possibility of customers switching to other platforms (Dellarocas, 2003). Therefore, it is imperative to comprehend and effectively handle E-WOM in order to foster electronic loyalty and establish enduring connections with digital consumers. Thus, we assumed that

H6: E- WOM positively affects E- Loyalty

2.7 E-Trust and E-customer loyalty:

The establishment of electronic trust is paramount in cultivating electronic loyalty towards digital service providers, as it pertains to consumers' assurance in the dependability, safety, and authenticity of online transactions and interactions (Kim & Peterson, 2017). The probability of customer involvement in loyalty behaviors, such as repeat purchases, positive word-of-mouth, and continuous involvement, is modified favorably by their perspective of high levels of electronic trust in online platforms or brands. According to Flavián et al. (2006), trust is crucial in establishing enduring relationships with consumers, augmenting their satisfaction and dedication towards the digital service provider. On the other hand, the absence of electronic trust might result in reduced loyalty, heightened skepticism, and the possibility of switching to rival companies. Hence, establishing electronic trust is vital to cultivating technological loyalty and developing enduring relationships with digital consumers (Abd El Aziz et al., 2024) . Hence, we assumed that

H7: E- Trust positively affects E- Loyalty

2.8 Mediating role of E-trust among Service Quality, Satisfaction, E-WOM and Loyalty:

Electronic trust is a crucial component that acts as a mediator between electronic service quality (e-SQ), electronic satisfaction (e-satisfaction), electronic word of mouth (e-WOM), and electronic loyalty (e-loyalty) in the digital marketplace. According to Chen and Hu (2012), the formation of electronic trust is facilitated by high levels of electronic service quality, as it improves consumers' views of reliability, security, and overall service performance. Moreover, when consumers experience positive electronic pleasure, it strengthens their faith in the digital service provider, as they are more inclined to view the supplier as trustworthy and dependable (Flavián et al., 2006). According to Arif et al. (2020), electronic trust mediates between these variables and electronic loyalty. Consumers who have confidence in the digital platform or brand are likelier to demonstrate loyalty behaviors, including making repeat purchases, engaging in good word-of-mouth referrals, and maintaining ongoing involvement. Moreover, electronic word of mouth functions as a means by which electronic trust is spread, as favorable endorsements and evaluations provided by

consumers enhance the perception of trustworthiness and dependability (Cheung et al., 2008). Electronic trust plays a crucial role in connecting electronic service quality, electronic satisfaction, electronic word of mouth, and ultimately, electronic loyalty in the digital economy. Hence, we assumed

H8: Electronic Trust mediates the relationship between E-Service Quality, E- Satisfaction, E-WOM and E-Loyalty

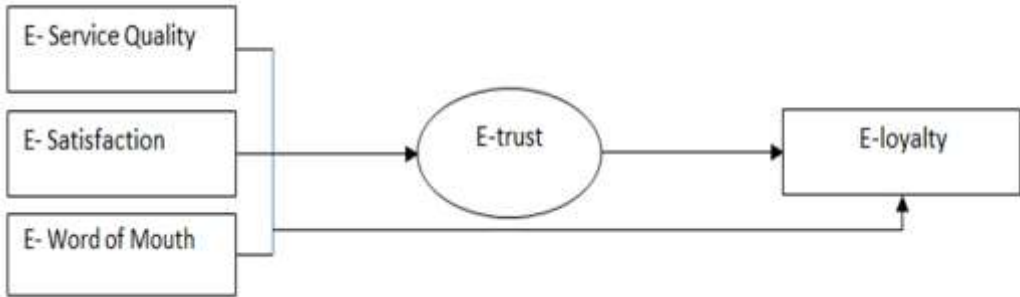


Figure: 1 Conceptual Framework

3 Methodology:

3.1 Research contexts and data collection

The research used the "structured questionnaire survey" method to collect primary data in order to provide empirical evidence for the hypothesis that was presented in our research (Converse & Presser, 1986; Nguyen et al., 2010). For the purpose of assessing the variables, validated multi-item scales that were comprised of Likert types were utilized (Beal & Dawson, 2007). The final questionnaire for this study contained sixteen different items. The information is gathered through an online Google survey, with a total of 250 respondents actively participating in online shopping. Non-probability purposive sampling is employed for the data acquisition process. For data collection non-probability purposive sampling is used.

3.2 Respondent Profile:

The survey consisted of 250 participants, comprising 150 males and 100 females. The study's sample consisted of 40% female participants and 60% male participants. Out of the 250 respondents, 100 individuals were under 25, accounting for 40% of the total respondents based on the age groupings identified in the research questions. Conversely, 20% of the 50 participants are within the age bracket of 26 to 35. 65 respondents, accounting for 26% of the total respondents, fall between the age ranges of 36 to 49 years. The age group of participants aged 50 and beyond comprises 35 respondents, accounting for approximately 14% of the whole sample.

This qualification has five distinct sections, namely intermediate, bachelor, master, MPhil, and Ph.D. Out of the total sample size of 250 individuals, 25 possessed an intermediate-level education, representing 20% of the research study. Out of the entire population, 75 possessed bachelor's degrees, constituting 30%. An additional level of education, namely a master's degree, was included in the research inquiries. Among the 250 participants, 40 own a master's degree, representing around 16% of the study. Around 24% of the research study was authored by 60 individuals holding MPhil degrees, while 25 individuals with PhD degrees authored 10%. This research study presents the frequency, cumulative percentage, and valid percentage in the table below.

Table 1: Respondents Profile

Demographic	Categories	Frequency	Percentage
Variable			
Gender	Male	150	60
	Female	100	40
Age	Below 25	100	40
	26-35	50	20
	36-49	65	26
	50 year Above	35	14
Qualification	Intermediate	25	20
	Bachelor	75	30
	Master	40	16
	MPhil	60	24
	PhD	25	10

4 Experiential findings

The present research performs tests using the SmartPLS 4.0 tool to assess each variable and their associations, which this model states. PLS-SEM is considered a contemporary assessment tool that utilizes statistical approaches to conjointly analyze the measurements and structural model (Hair et al., 2011). The PLS-SEM is highly adaptable, with minimal sampling and data normality, offering superior prediction skills. The research was analyzed using a two-step process involving assessment and structural modeling. The measurement model assesses the validity and reliability of the constructs used in the study, whereas the structural model evaluation is conducted to examine the hypothesized link. The bootstrap method in PLS-SEM employs a distinctive process typically used to assess the importance of route coefficients in connections.

4.1 Measurement Model Assessment

In this part, a confirmatory factor analysis is conducted to assess the convergent and discriminant validity through calculation. Convergent validity is assessed to determine if elements are strongly associated. This is done by examining factor loading, Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE) (Hair et al., 2021). The acceptable thresholds for factor loadings are more significant than 0.5, Cronbach's alpha higher than 0.6, CR above 0.70, and AVE above 0.5 (Hair et al., 2021). Table 2 displays convergent validity statistics that meet the required threshold's value. Table 1 shows the convergent validity findings seen in our analysis. Most factor loading values exceed 0.7, meaning they are more significant than 0.5. The Cronbach's alpha coefficient suggests a high degree of interrelatedness among the scale items, suggesting a preference for more proximity or similarity. The value falls within the range of 0.62 to 0.89, which exceeds 0.06. CR determines the internal consistency of scale items, and in calculated data, the values fall from 0.892 to 0.622, which meets the advised threshold of 0.60. As AVE records the variation of a construct for measurement error variance, it is regarded as a reliable indicator of internal consistency. The AVE value of calculated data crosses the significant level >0.05 .

Table 2: Convergent Validity

Constructs	Items	Loadings	Alpha	CR	AVE
E-Service Quality	SQ1	0.741	0.866	0.869	0.691
	SQ2	0.908			
	SQ3	0.835			
E-Satisfaction	CS1	0.732	0.854	0.850	0.538
	CS2	0.649			

	CS3	0.599			
	CS4	0.720			
	CS5	0.924			
Word of mouth	WOM1	0.792	0.823	0.822	0.607
	WOM2	0.758			
	WOM3	0.787			
E-Trust	ET1	0.688	0.622	0.622	0.552
	ET2	0.656			
E-Loyalty	EL1	0.914	0.891	0.892	0.733
	EL2	0.833			
	EL3	0.820			

The discriminant validity of measured variables was determined by the Fornell-Larcker and Heterotrait-Monotrait ratio (HTMT). Table 3 presented the outcomes of Larcker criteria which confirmed that diagonal values of variables meet the defined standards (Fornell & Larcker, 1981). The HTMT ratio results for every dormant variable are presented in Table 4. HTMT ought to reach an acceptable value of less than 0.85, as stated by Abubakar et al. (2017) which is less than 0.90 (Bikdeli et al., 2020). Every figure presented in Table 4 falls within the acceptable range. Additionally, Table 5 details the cross-loading values, which are noteworthy as well (Hair et al., 2021). As a consequence, the outcomes of the measurement model underwent empirical testing, and the presence of convergent and discriminant validity provided further confirmation of its adequate reliability.

Table 3: Fornell-Larcker Criteria

	CS	EL	ET	SQ	WOM
E-Satisfaction	0.933				
E-Loyalty	0.562	0.856			
E-Trust	0.823	0.609	0.872		
E-Service Quality	0.798	0.528	0.734	0.831	
E-WOM	0.678	0.659	0.683	0.693	0.779

Table 4: Discriminant Validity (HTMT ratio)

	CS	EL	ET	SQ	WOM
E-Satisfaction					
E-Loyalty	0.988				
E-Trust	0.813	0.915			
E-Service Quality	0.807	0.53	0.833		
E-WOM	0.669	0.66	0.979	0.894	

All numbers presented in Table 4 fall under the established threshold value and are deemed acceptable. Table 5 describes the important cross-loading values, as reported by (Hair et al., 2021). The assessment of our measuring model does not provide any concerns regarding discriminant validity. Hence, the measurement model's outputs were subjected to empirical testing, wherein the presence of satisfactory reliability was confirmed by assessing both convergent validity and discriminant validity.

Table 5: Outer Loading

	CS	E-Loyalty	E-Trust	E-SQ	E-WOM
CS1	0.832	0.432	0.602	0.787	0.514
CS2	0.649	0.323	0.534	0.496	0.417
CS3	0.599	0.411	0.493	0.509	0.390
CS4	0.720	0.365	0.592	0.610	0.526
CS5	0.924	0.515	0.760	0.544	0.611
EL1	0.486	0.914	0.831	0.489	0.594
EL2	0.498	0.833	0.757	0.403	0.494
EL3	0.460	0.820	0.746	0.461	0.606
ET1	0.567	0.459	0.688	0.572	0.590
ET2	0.538	0.471	0.656	0.411	0.527
SQ1	0.617	0.390	0.544	0.741	0.530
SQ2	0.664	0.444	0.667	0.908	0.627
SQ3	0.709	0.480	0.613	0.835	0.566
WOM1	0.596	0.539	0.779	0.624	0.792
WOM2	0.495	0.516	0.745	0.480	0.758
WOM3	0.493	0.487	0.774	0.512	0.787

4.2 Structural Model Assessment

The conceptually developed research hypothesis was tested by evaluating the structural model in SmartPLS. To accept or reject these research hypotheses, certain measures in PLS are necessary. SmartPLS executes bootstrapping, which produces explanatory metrics such as path coefficients for regression analysis and R² for exogenous to endogenous connections (Zhong, 2023). These findings are endorsed because of their exceptional value and ability to shed light on the efficacy and accuracy of the data (Fornell & Larcker, 1981). We require path coefficients, T values, standard errors, and p values to verify our hypothesis. The study employed bootstrapping analysis on the 250 responses collected to obtain these. The assumed hypothesis yielded the data presented in Table 6. The t-values, path coefficients (β), confidence interval, and p-values furnished definitive proof supporting the rejection or acceptance of the hypotheses.

Table 6: Path Analysis

Direct Relationships	Beta	SD	T value	P values	LL	UL	Decisions
Customer satisfaction -> E-Loyalty	0.187	0.059	3.174	0.002	0.068	0.29 9	Supported
Customer satisfaction -> E-Trust	0.276	0.087	3.171	0.002	0.101	0.43 8	Supported
E-Trust -> E-Loyalty	0.679	0.044	15.464	0.000	0.589	0.76 0	Supported
Service quality -> E-Loyalty	0.030	0.062	3.488	0.626	0.083	0.15 9	Supported
Service quality -> E-Trust	0.045	0.091	2.490	0.624	-0.123	- 0.23 2	Supported

Word of mouth -> E-Loyalty	0.353	0.060	5.906	0.000	0.237	0	0.47	Supported
Word of mouth -> E-Trust	0.519	0.071	7.338	0.000	0.373	1	0.65	Supported

In Table, the relationship between CS and EL reveals the following results ($\beta=0.187$, $t=3.174$, $p=0.002$, $LL=0.068$, $UL=0.299$), CS and ET ($\beta=0.276$, $t=3.171$, $p=0.002$, $LL=0.101$, $UL=0.438$), ET and EL ($\beta=0.679$, $t=15.464$, $p=0.000$, $LL=0.589$, $UL=0.76$), SQ and EL ($\beta=0.03$, $t=3.488$, $p=0.626$, $LL=0.083$, $UL=0.159$), SQ and ET ($\beta=0.045$, $t=2.490$, $p=0.624$, $LL=-0.123$, $UL=-0.232$), WOM and EL ($\beta=0.353$, $t=5.906$, $p=0.000$, $LL=0.237$, $UL=0.470$) and WOM and ET ($\beta=0.519$, $t=7.338$, $p=0$, $LL=0.373$, $UL=0.651$) supported as substantial contributors, and thus these hypotheses are validated. This empirical analysis supports and demonstrates the significance of all hypotheses H1 to H7.

4.3 Mediation Analysis

The next study goal was to investigate ET mediation function and how it modifies various components of SQ to improve EL outcomes. The outcomes of the mediation research hypotheses are presented in Figure 2 and Table 7. The findings of the mediation role of ET between SQ and EL are presented in Table 7 and Figure 2. The results are as follows: $\beta=0.03$, $t=3.488$, $p=0.626$, $LL=-0.083$, $UL=-0.159$.

Table 7: Path Analysis

Indirect Relationships	B	SD	T-V	P-V	LL	UL	Decisions
Service quality -> E-Trust -> E-Loyalty	.030	.062	3.488	.626	-.083	-.159	Supported
Customer satisfaction -> E-Trust -> E-Loyalty	.187	.059	3.174	.002	.068	.299	Supported
Word of mouth -> E-Trust -> E-Loyalty	.353	.060	5.906	.000	.237	.470	Supported

The last hypothesis of mediation effect among WOM and EL ($\beta=0.353$, $t=5.906$, $p=0.000$, $LL=0.237$, $UL=0.299$) demonstrates that all three hypotheses are valid along with the fact that an important impact of mediation exists in all three hypotheses, as evidenced by the mediation effect between CS and EL ($\beta=0.187$, $t=3.174$, $p=0.002$, $LL=0.068$, $UL=0.299$).

5 Discussion and Implications

The expansion of e-commerce in recent years has led to a rise in online shopping. Customers can easily access various goods and services from the comfort of their homes or workplaces anywhere at any time of day. Nonetheless, client satisfaction is essential to achieving an online buying experience. Customer loyalty is being happy or contented after purchasing a good or service. It is a crucial component of online purchasing since it decides whether a client would return for more purchases, write a favorable review, and suggest the company to others. Consumers are prone to cast their trust in digital products that they assume to be of exceptional quality. The base of trust is the credibility, urgency, and ultimate quality of the online service rendered. Customers are more inclined to trust the platform or provider when they have a positive experience with the electronic service. Prospective consumers' confidence may be bolstered through favorable word-of-mouth dispersion concerning electronic services. Consumers are more likely to trust a service provider who has received positive reviews or recommendations, presuming that the service fulfills its commitments. E-trust denotes the extent to which consumers place their confidence and trust in a particular electronic supplier or site. In contrast, e-loyalty pertains to how consumers demonstrate allegiance and engage in recurring transactions with a particular electronic service provider or medium. When considering electronic services, elevated levels of E-Trust generally result in raised

E-Loyalty. Customers are more inclined to sustain their usage of a website or seller, engage in recurrent purchases, and advocate for it when they trust it. Customers' confidence in the electronic service's quality, security, and dependability creates a sense of loyalty; consequently, this inspires them to maintain a long-term relationship with the company that provides it. Also, a company's prosperity depends on its ability to keep customers happy because they are more likely to spend money and come back. There are numerous ways to see how customer happiness affects online shopping. Businesses must, therefore, put their customers' needs first and improve the online buying process. High-quality items, affordable rates, user-friendly websites, dependable shipping, and excellent customer service can all help achieve this.

5.1 Conclusion

The findings of the research that examined the relationship between electronic service quality, satisfaction, word of mouth, and electronic loyalty in online shopping have yielded valuable insights on the primary elements that drive customer satisfaction and how those factors influence the outcomes of businesses. The prevalence of online purchasing has undergone a notable surge in recent years, and businesses have come to realize how critical it is to furnish it is to provide satisfactory service to their clients to maintain their customer base and achieve sustained success. In light of the study findings, the level of loyalty that customers have to their experiences of shopping online is influenced by a variety of factors. By focusing on creating exceptional customer experiences, businesses have the opportunity to cultivate strong relationships with their customers, which can, in turn, stimulate long-term growth and expansion in the highly competitive Internet market.

5.2 Limitations and Future Recommendations

Comparable to any other research project, this particular initiative is subject to certain limitations. The initial limitation is the sample size. The results of this research can inform the capacity to inform future research endeavors by expanding the sample size to a minimum of 500 participants. Furthermore, an additional constraint pertains to collecting responses via the survey questionnaire. To facilitate future investigations, the research can be enhanced by using longitudinal data collection methodologies. Furthermore, the study was restricted to consumers residing in a single country. In order to tackle social, cultural, and economic disparities, it is necessary to carry out similar studies in different cultural settings and compare the results. Furthermore, it is imperative to consider additional aspects such as education and personality when examining online influencers. There exists a possibility that certain elements may be omitted. The researchers suggest that additional characteristics related to online purchasing should be examined in future studies. Nevertheless, a forthcoming survey involving numerous participants from other nations could elucidate this research.

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