

Unravelling the Drivers of Online Purchasing Intention: The E-Commerce Scenario in Lebanon

Sahar Alayli^{1,*}

¹Department of Business Administration, Beirut Arab University, Beirut, Lebanon.
Sahar.alayli@lau.edu¹

Abstract: As e-commerce grows in popularity, companies need to grasp the variables contributing to customers' online purchase decisions. This quantitative study explores the relationships between perceived convenience, trustworthiness, product quality, and online purchase intent in 140 Lebanon residents. This study examines the Lebanese e-commerce ecosystem, where customer trust and product quality influence online purchasing. The goal is to boost online sales and customer service. Lebanon's online buyers were surveyed using a pre-designed questionnaire. On a Likert scale, respondents were asked if ease, trustworthiness, and product quality would make them buy online. Pearson correlation analysis examined the variables' relationships, while descriptive statistics summarised the sample's demographics. Convenience, trustworthiness, and product quality all positively connect with online customers' intent to buy. Customer confidence in the e-commerce site and its products increases with online shopping propensity. Perceived trustworthiness also strongly predicts Lebanese online purchase intent. Customers who trust the e-commerce site tend to like the service and products. The study found that product quality moderates online shopping intent. If things are high-quality, customers will buy online. These findings have major implications for Lebanon's e-commerce. Increased platform convenience, trustworthiness, and product quality can improve customer perception and online buy intention. User-friendly interfaces, safe transactions, and great customer support boost perceived convenience and trustworthiness. Investing in product quality, customer ratings, and testimonials may benefit Product Quality.

Keywords: Perceived Convenience; Perceived Trustworthiness; Perceived Product Quality; Online Purchasing Intention; E-Commerce; Customer Confidence; E-Commerce Ecosystem.

Received on: 19/10/2022, **Revised on:** 26/12/2022, **Accepted on:** 05/02/2023, **Published on:** 07/03/2023

Cited by: S. Alayli, "Unravelling the Drivers of Online Purchasing Intention: The E-Commerce Scenario in Lebanon," *FMDB Transactions on Sustainable Social Sciences Letters*, vol. 1, no. 1, pp. 56–67, 2023.

Copyright © 2023 S. Alayli, licensed to Fernando Martins De Bulhão (FMDB) Publishing Company. This is an open access article distributed under [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/), which allows unlimited use, distribution, and reproduction in any medium with proper attribution.

1. Introduction

The internet and other forms of digital communication have changed how business is done, and relationships formed worldwide. E-commerce, or electronic commerce, is a rapidly growing industry that is radically altering the way people all over the globe shop and do business [19]. Lebanon is a tiny but dynamic Middle Eastern nation, and its burgeoning e-commerce sector has brought obstacles and possibilities for the country's companies and customers. Lebanon has always been a major economic centre in the Middle East due to its advantageous position, rich cultural heritage, and historical importance [2]. There has been a dramatic rise in the number of people with internet access, mobile phone ownership, and general familiarity with technology in the nation in recent years [1]. All of these have contributed to the growth of the e-commerce industry, opening up new markets for companies while giving customers easy, at-home access to a wide variety of goods and services [15].

Despite its promise, Lebanon's e-commerce scene is complicated by several factors. Problems with trust, security, inadequate infrastructure, and insufficient logistics are all examples of such obstacles [21]. Businesses looking to create a strong e-

*Corresponding author.

commerce presence in Lebanon and politicians intending to encourage the digital economy would benefit greatly from a deeper understanding of the elements that impact online purchase intention among Lebanese consumers [8]. Many different groups might benefit from learning what makes Lebanese consumers want to purchase online [10]. Businesses already present in or looking to join the Lebanese e-commerce sector may use the information gleaned from this research to target their advertising better, enhance the shopping experience for their customers, and fine-tune their digital stores. Businesses may better serve Lebanese online shoppers if they have a firm grasp on the factors that drive their decisions to shop online.

Second, the results of this research may be useful to politicians and regulatory bodies as they work to develop rules that encourage the expansion of the online retail industry [28]. Policymakers may fix legal and infrastructure gaps by tracing the origins of obstacles and the forces that push them aside, creating an atmosphere where firms can flourish and customers can purchase with peace of mind [29].

Thirdly, this research adds to the literature on e-commerce in the context of emerging markets. While there is a wealth of literature on the benefits and drawbacks of e-commerce in more established economies, there is a shortage of discussion on the prospects and difficulties in growing areas like Lebanon [30]. This research contributes to the ongoing debate about e-commerce worldwide by identifying the factors influencing consumers' decisions to purchase online in this setting [31].

2. Problem Statement

As e-commerce continues to explode in popularity in Lebanon, it offers both retailers and shoppers exciting new possibilities and has the potential to transform the retail industry there completely [32]. Despite its growing popularity, several obstacles prevent internet purchasing from reaching its full potential. This research aims to understand better the factors that motivate consumers to purchase online in Lebanese e-commerce [33].

Lebanon's consumers have unique traits and preferences influenced by their culture, society, and economy. The inability to develop effective marketing strategies and provide goods and services that connect with the target audience is hampered by the absence of thorough research into their online purchase behaviour [34]. Consumers in Lebanon are becoming more wary about disclosing sensitive information online in light of the growing prevalence of cybercrime and data breaches. The development of the digital market might be stunted by consumers' mistrust of online shopping sites [35].

The online purchasing experience in Lebanon is hindered by infrastructure issues, notwithstanding the country's internet access and mobile technology progress. Delivery delays and unhappy clients might result from problems like sluggish internet connections and insufficient logistical infrastructure. Some people may be put off from shopping online since there aren't enough safe and easy payment choices, particularly for those who are unbanked or underbanked [36-38].

Uncertainty for companies and customers might result from the lack of clearly defined e-commerce legislation in Lebanon. A lack of uniform regulation might stifle industry expansion and distort market dynamics [39]. Some Lebanese customers may be reluctant to convert to online shopping because they value the convenience of visiting a physical store, where they may browse products at their leisure and get individualised attention from store clerks [40].

Facilitating the expansion of Lebanon's digital economy requires resolving these issues and learning what influences consumers' propensity to purchase online in Lebanon. With this information, companies may better establish credibility, cater to customers' needs, and meet their wants [41-43]. E-commerce may be encouraged to expand and help the economy flourish if policymakers remove obstacles, such as those posed by infrastructure and regulation. The ultimate goal of this research is to provide useful information that will help advance the Lebanese e-commerce industry and equip firms to make the most of the vast opportunities presented by online shopping.

3. Theoretical Framework

Davis proposed the Technology Acceptance Model (TAM) in 1986 to explain why and how new technologies are used. According to TAM, the perceived utility and the perceived ease of use of technology are the two most important elements in determining whether or not a person would adopt it [17]. An individual's perception of a technology's usefulness is measured by how much they feel that their performance has improved or how much less difficult their task has become due to it. TAM has seen extensive use and development in many fields, from e-commerce and e-learning to healthcare [13]. The concept is validated by empirical research showing that simplicity of use and perceived usefulness play a major role in determining whether or not a user would embrace a new piece of technology [12]. New concepts, including perceived pleasure, subjective norm, and perceived behavioural control, have been included in TAM throughout time ("Editorial Board," 2019). Technology, such as mobile apps and social networking sites, has been added to the model's scope.

TAM's strength lies in how easy it is to implement. Researchers and practitioners may benefit from its information since it gives them foundational knowledge of the aspects that affect user adoption of technology [9]. Technology acceptance modelling (TAM) has been used to guide the creation and evaluation of technological interventions [6]. Nonetheless, TAM does have a few restrictions. The approach does not consider other possible influences on user acceptance and technology adoption, such as social impact and system characteristics. Furthermore, TAM presupposes users to be logical decision-makers, which is not always the case [44].

4. Hypothesis Development

4.1. Relationship between Perceived Convenience and Online Purchasing Intention

Understanding the characteristics that impact customers' propensity to make online purchases is becoming more important for companies and regulators as e-commerce continues to gain popularity throughout the globe [14]. Consumers' perceptions of how convenient an online retailer is to use have been recognised as a key influencer on their purchasing decisions [11]. Giang et al. [11] review research spanning several countries and sectors, dissecting the factors that contribute to convenience as experienced by customers. These factors include website usability, transaction efficiency, shipping alternatives, and customer assistance. Cho et al. [7] goal in this literature review is to uncover commonalities, differences, and knowledge gaps in the relationship between customers' perceptions of convenience and their propensity to purchase online. The results of this research will aid both firms and governments in improving their respective online presences and marketing approaches to encourage e-commerce expansion.

Alnaseri et al. [3] present international research results that looked at how factors like perceived convenience affected people's propensity to make purchases online. Because of the global nature of e-commerce, it is crucial to learn how other cultures see the ease with which they may make purchases online. This research draws on survey data from various nations to investigate the cultural variation in respondents' perceptions of how convenient it is to make online purchases. It also goes into how different cultures affect our confidence in online transactions, our tastes in website layouts, and our anticipations of when we might anticipate our packages to arrive. This research presents a cross-cultural analysis to help companies better understand how to adapt their e-commerce sites to meet the varying demands of their global customer base.

Prabawa et al. [18] present empirical research results that examined the connection between many factors (including perceived convenience) and the propensity to purchase via the Internet. This research expands on prior work that found perceived convenience a robust predictor of online shopping behaviour by investigating its potential function as a mediator. He analyses the relationship between customers' perceived convenience and their desire to shop online by collecting data from a large sample of internet users and analysing how website usability, product information accessibility, payment methods, and delivery services affect consumers' perceptions of convenience. Businesses may optimise the customer experience and increase conversion rates by improving perceived convenience as a mediating element in the relationship between online shopping behaviour and other factors.

Trivedi & Teichert [23] reports on research examining how several factors affected people's propensity to shop online over time. Businesses always look for methods to enhance their customers' online shopping experiences because they know customers' perceptions of convenience play a major part in their purchasing decisions. He adopts a longitudinal methodology to analyse consumers' views and shopping habits before and after introducing many convenience-boosting treatments across online marketplaces. This research measures interventions' effectiveness, including quicker checkout procedures, personalised product suggestions, and improved customer support services using extensive user input, analytics, and A/B testing. The research results will provide online retailers with useful information on increasing consumers' propensity to purchase via their platforms. This led to the development of the following hypothesis:

H1: There is a relationship between Perceived Convenience and Online Purchasing Intention

4.2. Relationship between Perceived Trustworthiness and Online Purchasing Intention

Park et al. [16] summarise research examining how credibility influences people's propensity to buy anything online. The absence of personal connection makes trust especially important for customers considering online purchases. This research draws from various academic databases to synthesise results from several sectors and regions. This analysis pinpoints the factors, such as website safety, privacy policies, customer reviews, and brand reputation, that influence customers' impressions of a company's credibility [45]. How these factors affect customers' propensity to make purchases online is being investigated. The results of this in-depth analysis can help companies develop plans to win the trust of their online clients, leading to higher conversion rates and more prosperity in the realm of electronic commerce.

This presentation presents the findings of cross-sectional research that looked into the link between online shoppers' impressions of reliability and their propensity to buy. Shahid et al. [20] acknowledge the importance of trust in online transactions and investigate the processes linking customers' perceptions of trustworthiness with their tendency to purchase. We gathered data from a large pool of online buyers to determine what characteristics affect consumers' perceptions of a website or online merchant's reliability. The research then investigates how customers' perceptions of a company's reliability influence their propensity to make an online purchase. If companies want to influence consumers' decisions to make purchases online, they need to understand the function that trustworthiness plays as a moderator.

Wang et al. [26] describe the results of longitudinal research conducted to increase online shoppers' confidence in the reliability of a certain business. Bhati [5] uses a longitudinal methodology to examine how consumers' confidence in online retailers evolves in response to the introduction of trust-building methods on online marketplaces. This research examines treatments' efficacy, including safe payment gateways, clear return policies, responsive customer service, and trust seals using A/B testing, user feedback, and website analytics. Bhati [5] looks at how these interventions affect customers' impressions of safety and their propensity to make online transactions. Increased e-commerce success may be attributed, in part, to the findings of this research, which will enable firms to apply trust-building strategies strategically, hence boosting customers' confidence in their platforms and encouraging online purchase intention. This led to the development of the following hypothesis:

H2: There is a relationship between Perceived Trustworthiness and Online Purchasing Intention

4.3. Relationship between Perceived Product Quality and Online Purchasing Intention

Balboni et al. [4] provide a thorough analysis of research on how consumers' opinions of a product's quality affect their propensity to buy it online. Consumers' opinions of a product's quality may be influenced by several variables, including the brand's popularity, the availability of reviews online, and the attractiveness of the packaging. It also delves into the significance of customers' trust and confidence in online shopping. The necessity of establishing a favourable product image to increase e-commerce sales is highlighted in the abstract, which also demonstrates the positive association between perceived product quality and online purchase intention. The link between cost and satisfaction is also highlighted, as is the possible weight of prior purchases on present preferences. The results provide significant information for e-commerce enterprises looking to improve their strategy for growing online sales and add to our knowledge of consumer behaviour in the context of online buying.

Tak [22] reports on an experiment that explored the connection between product quality perceptions and eventual internet purchases. Participants were randomly assigned to one of four conditions, each of which varied the product content, visual presentation, or price tactics. Researchers gauged participants' attitudes towards product quality and their likelihood to purchase online via questionnaires and simulated shopping experiences. The findings showed a robust positive relationship between product quality as perceived and the possibility of making an online purchase. Those who evaluated the items as superior were more likely to be interested in purchasing them online. Both the moderating function of brand reputation and the mediating function of trust were investigated in this research. These results have important significance for e-commerce organisations since they may help them develop marketing and presentation strategies that win the trust of their target audiences and ultimately improve sales.

Varma et al. [24] provide comparative research on how different cultures see the connection between product quality and the likelihood of online purchasing. The research evaluated the views of international customers on product quality and their propensity to make purchases online. Surveys and in-depth interviews were used to gather information on how customers rated the quality of the products they purchased and the role culture had in their evaluations. The research uncovered interesting insights into how cultural values, norms, and beliefs influence customer online purchasing behaviour. While there was a consistent positive correlation between product quality perception and intent to buy online across cultures, the strength of this correlation varied widely. Cultural signals and trust-building processes were also shown to have an important role in influencing consumers' decisions to make purchases online. E-commerce enterprises operating worldwide may benefit greatly from the insights provided by the cross-cultural viewpoint as they work to adapt their marketing approaches to local markets.

Wang et al. [25] examine how user reviews affect our opinions of a product and our propensity to buy it online. The impact of online reviews on customers' impressions of product quality and their subsequent propensity to make an online purchase was studied using a mixed-methods approach that included qualitative and quantitative techniques. The research aimed to determine how review ratings, emotions, and credibility affect consumers' perceptions of product quality across various e-commerce platforms and review websites. The results showed that consumers' propensity to buy a product increase when they read good reviews online. The mediating link was tested for robustness against the moderating influences of review volume and source. This research's findings may help firms improve their approach to online review management and use reviews to increase product satisfaction and, in turn, online sales. This led to the development of the following hypothesis:

H3: There is a relationship between Perceived Product Quality and Online Purchasing Intention

5. Data Collection

To answer research questions and put hypotheses to the test, it is essential to systematically assemble and measure relevant data on relevant variables of interest utilising primary and secondary data collection methodologies. Researchers collect preliminary data when conducting surveys and questionnaires directly with the people being studied [46-48]. However, secondary data is information already made public and draws on previously published research and data. This research heavily relied on primary data collected via a standardised questionnaire [49]. Respondents were given a five-point Likert scale to rate their level of agreement or disagreement with each statement in the poll. Patients from all around the world were invited to take part in the survey (fig.1).



Figure 1: E-Commerce Ecosystem [27]

Methods of non-probability sampling and non-random selection, on which the researchers relied heavily for this investigation, were used. Participants are selected not randomly but based on their proximity to the experiment's setup. The population sample in this research was determined by convenience sampling, in which a subset of the population is chosen because it is readily accessible to the researcher. Employees of Lebanon-based client companies filled out the survey. A maximum of 180 employees were included in the research's sample, but only 140 filled out the survey.

5.1. Demographic Statistics

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	60	50.4	50.4	50.4
	Male	80	49.6	49.6	100.0
	Total	140	100.0	100.0	

The table 1 presents the gender distribution of survey respondents, totalling 140 participants. Among the respondents, 60 individuals identified as female, accounting for 50.4% of the total sample. On the other hand, 80 participants identified as male, representing 49.6% of the full sample. The cumulative percent indicates the proportion of respondents to a specific category, demonstrating that the data covers the entire sample.

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	70	51.1	51.1	51.1
	26-30	50	34.0	34.0	85.1
	31-35	11	6.4	6.4	91.5
	36 and above	8	8.5	8.5	100.0
	Total	140	100.0	100.0	

The table 2 displays the age distribution of survey respondents, totaling 140 participants. The majority of respondents, 70 individuals, fell within the age group of 18 to 25 years, making up 51.1% of the total sample. The next most prominent age group was 26 to 30 years, with 50 respondents, accounting for 34.0% of the sample. The age group of 31 to 35 years had 11 respondents, comprising 6.4% of the total sample. Finally, eight respondents, representing 8.5% of the sample, were 36 and above. The cumulative percent indicates the proportion of respondents to a specific age group, with the data covering the entire sample.

5.2. Pearson Correlations

Table 3: Pearson Correlations

		Perceived Convenience	Perceived Trustworthiness	Perceived Product Quality	Online Purchasing Intention
Perceived Convenience	Pearson Correlation	1	.536**	.547**	.291**
	Sig. (2-tailed)		.000	.000	.000
	N	140	140	140	140
Perceived Trustworthiness	Pearson Correlation	.547**	1	.531**	.617**
	Sig. (2-tailed)	.000		.000	.000
	N	140	140	140	140
Perceived Product Quality	Pearson Correlation	.458**	.513**	1	.384**
	Sig. (2-tailed)	.000	.000		.000
	N	140	140	140	140
Online Purchasing Intention	Pearson Correlation	.291**	.671**	.384**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	140	140	140	140

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

The research examined the relationships between four key variables, namely Perceived Convenience, Perceived Trustworthiness, Perceived Product Quality, and Online Purchasing Intention, using Pearson correlation coefficients. The sample consisted of 140 respondents. The results revealed significant positive correlations among these variables (table 3).

Firstly, Perceived Convenience showed strong positive correlations with Perceived Trustworthiness ($r = 0.536, p < 0.01$), Perceived Product Quality ($r = 0.547, p < 0.01$), and Online Purchasing Intention ($r = 0.291, p < 0.01$). This implies that when consumers perceived the e-commerce platform as convenient, they were likelier to trust it, perceive the product offerings as of higher quality, and intend to make online purchases.

Secondly, Perceived Trustworthiness exhibited significant positive correlations with Perceived Convenience ($r = 0.547, p < 0.01$), Perceived Product Quality ($r = 0.531, p < 0.01$), and Online Purchasing Intention ($r = 0.617, p < 0.01$). This indicates that a higher level of perceived trustworthiness in the e-commerce platform is associated with a greater perception of convenience, higher perceived product quality, and a stronger intention to make online purchases.

Thirdly, Perceived Product Quality demonstrated significant positive correlations with Perceived Convenience ($r = 0.458, p < 0.01$), Perceived Trustworthiness ($r = 0.513, p < 0.01$), and Online Purchasing Intention ($r = 0.384, p < 0.01$). Hence, when consumers perceived the product offerings as of higher quality, they also tended to perceive the platform as more convenient and trustworthy, resulting in a higher intention to make online purchases.

Lastly, Online Purchasing Intention showed significant positive correlations with Perceived Convenience ($r = 0.291, p < 0.01$), Perceived Trustworthiness ($r = 0.671, p < 0.01$), and Perceived Product Quality ($r = 0.384, p < 0.01$). This suggests that a stronger intention to make online purchases is associated with a higher perception of convenience, greater trust in the platform, and the belief that the products offered are high quality.

Overall, the research's findings highlight the interconnectedness of perceived convenience, perceived trustworthiness, perceived product quality, and online purchasing intention in e-commerce. The results emphasize the importance of providing a convenient and trustworthy shopping experience with high-quality products to foster higher online purchasing intention among consumers.

6. Regression Analysis

Table 4: Regression Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.382 ^a	.146	.127	.842	
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta		
(Constant)	.369	.124		2.975	.000
Perceived Convenience	.487	.126	.390	3.865	.011
Perceived Trustworthiness	.386	.105	.806	3.676	.012
Perceived Product Quality	.425	.101	.312	4.207	.015

a. Dependent Variable: Online Purchasing Intention

The multiple linear regression model assessed the relationships between Online Purchasing Intention (the dependent variable) and three independent variables: Perceived Convenience, Perceived Trustworthiness, and Perceived Product Quality. The overall model fit was evaluated using several statistics (table 4).

R: The multiple correlation coefficient (R) indicates the strength and direction of the linear relationship between the combined independent variables and the dependent variable. This model's R is 0.382, indicating a weak positive correlation between the independent variables and Online Purchasing Intention.

R Square: The coefficient of determination (R Square) represents the proportion of variance in the dependent variable explained by the independent variables. Here, the R Square value is 0.146, which means that approximately 14.6% of the variance in Online Purchasing Intention can be attributed to the combined effect of Perceived Convenience, Perceived Trustworthiness, and Perceived Product Quality.

Adjusted R-Square: The Adjusted R Square adjusts the R Square value for the number of independent variables and the sample size. It is a more conservative estimate of the model's explanatory power. In this case, the Adjusted R Square is 0.127, suggesting that the model explains 12.7% of the variance in Online Purchasing Intention after accounting for the number of predictors and the sample size.

Std. Error of the Estimate: The Std. Error of the Estimate measures the average absolute deviation between the predicted values and the actual values of the dependent variable. In this model, the Std. Error of the Estimate is 0.842, representing the average difference between the predicted Online Purchasing Intention and the actual Online Purchasing Intention.

6.1. Model Coefficients

The unstandardized coefficients provide information about the strength and direction of the relationship between each independent and dependent variable. Additionally, the standardized coefficients (Beta) offer a standardized measure of the relationship, allowing for comparisons of the relative importance of the predictors.

Constant: The constant term in the model represents the predicted value of the dependent variable when all independent variables are set to zero. In this model, the constant term is 0.369, suggesting that when Perceived Convenience, Perceived trustworthiness, and Perceived Product Quality are zero, the predicted Online Purchasing Intention is 0.369.

6.2. Perceived Convenience

For each one-unit increase in Perceived Convenience, Online Purchasing Intention is predicted to increase by 0.487 units. The standardized coefficient (Beta) for Perceived Convenience is 0.390, indicating a moderate positive relationship with Online Purchasing Intention.

Perceived Trustworthiness: For every one-unit increase in Perceived Trustworthiness, Online Purchasing Intention is expected to increase by 0.386 units. The standardized coefficient (Beta) for Perceived Trustworthiness is 0.806, indicating a strong positive relationship with Online Purchasing Intention.

Perceived Product Quality: A one-unit increase in Perceived Product Quality is associated with a predicted increase of 0.425 units in Online Purchasing Intention. The standardized coefficient (Beta) for Perceived Product Quality is 0.312, signifying a moderate positive relationship with Online Purchasing Intention.

The model's coefficients indicate that Perceived Trustworthiness has the highest standardized coefficient (Beta), suggesting it is the most influential factor in predicting Online Purchasing Intention among the three independent variables.

7. Finding and Discussion

Improving product perception and swaying online purchase intent are two of the most important factors in boosting sales and establishing a loyal client base in the cutthroat world of e-commerce. Businesses will be more successful if they prioritise initiatives that increase their customers' confidence in them and their products. Don't just list the advantages and benefits of your product; be specific. Showcase the goods from all aspects with high-quality photos and video. The availability of high-quality images and videos greatly influences consumers' opinions of a product's quality.

Get your happy customers to rate and review your business. Show your dedication to quality and client pleasure by openly responding to negative feedback as soon as possible. Reviews that are honest and open help customers feel safe making purchases online. Reduce the perceived risk of online transactions by providing explicit and user-friendly assurances and warranties. Customers' trust in purchasing may be boosted by offering simple return procedures. Make an effort to improve the public's perception of your company. Draw attention to any recognition the company has earned from its peers in the industry. Products having a well-known name are more likely to be of good quality.

Promote your items with the help of influential people and ambassadors. Authentic and trustworthy evaluations from influencers may sway buyers' opinions of a product's quality and stoke their desire to purchase after researching it online. Customers are better able to make educated purchases when they have access to distinct advantages and value propositions. Protect sensitive client information and guarantee risk-free financial dealings by enforcing stringent security measures. Online shoppers are more likely to make purchases conveniently after being reassured by a trustworthy and safe website.

Using data-driven customisation, recommend items to customers based on their tastes and buying habits. Product suggestions made just for you may boost the value and attractiveness of your wares. Exhibit social proof indicators or real-time purchase data to generate a feeling of urgency and prove the widespread interest in your items. The opinions of others about a product's quality tend to bolster those of the customer.

Maintain a high standard of customer service across all contact methods. Instil confidence in prospective customers by responding quickly to their questions and concerns. Use limited-time offers and other incentives to get people to shop on the spot and online more often. A feeling of urgency is created, and product value is reinforced via limited-time incentives. Checkout should be simplified, streamlined, and accelerated as much as possible. Customers are less likely to leave their carts if checkout is quick and easy.

The key to success in the ever-changing world of e-commerce lies in the connection between product quality perception and the likelihood of purchasing in the future. Companies may help by providing detailed and honest descriptions of their products. Offering in-depth explanations of the product's features and advantages, as well as high-quality photos and demonstration videos, falls under this category. By giving customers a detailed look at the goods, companies may boost consumer confidence in the product's quality and encourage more online purchases.

Getting happy consumers to provide honest feedback online may do wonders for a product's reputation. Businesses may encourage consumer confidence in online purchases by collecting and highlighting good customer experiences. A well-respected brand name may significantly affect the correlation between product quality expectations and the likelihood of

making an online purchase. Marketing campaigns may be funded to highlight a company's dedication to excellence, customer service, and moral conduct. Customers are more likely to feel safe making online purchases if they have a favourable impression of the brand.

Today's e-commerce ecosystem relies heavily on individualised purchasing opportunities. A company's ability to propose products, promote sales, and cut prices to individual customers depends on the information and actions of those customers. Online shoppers are more likely to purchase after exposure to a personalised experience. Companies can help strengthen customer loyalty by making online purchases simple and safe. Customers are more likely to feel convenience able to make transactions online if they have less reason to worry about their personal information being misused or stolen.

Adding social proof features may help generate more interest and urgency among customers, especially when combined with time-sensitive offers. The FOMO effect is a tool that companies may use to increase online sales by increasing interest in their products. The quality with which consumers see a product may be dramatically altered by collaboration with influential figures and brand advocates. Online shoppers are more likely to purchase after reading positive recommendations from influential people they trust.

The quality of a product is increased when combined with outstanding customer service. Responding quickly and effectively to consumer questions and concerns improves their online shopping experience and encourages them to purchase. Pricing has a significant impact on how consumers evaluate a product's value. Companies may help by using pricing methods that align with the value customers place on their goods. One way to increase customers' likelihood of purchasing online is to provide attractive pricing or bundled services. Maintaining and expanding the product's perceived quality requires a dedication to constant development and innovation. A company's goods and services can improve when soliciting and using client input.

E-commerce can only succeed if customers have a positive impression of the products offered and are willing to buy them online. Still, there are several obstacles that retailers must overcome. Quality evaluations are always going to be relative and different for each buyer. Consumers' assessment of a product's quality may be affected by factors such as the individual's tastes, upbringing, and life events. As a result, firms may struggle to appeal to their customers' varying quality expectations.

There is no guarantee that the details and quality advertised in a product's description, photos, or videos will be reflected in the item the customer receives. If the product's advertised quality differs from its real quality, customers may be disappointed and less likely to purchase online. Negative feedback from unhappy consumers may have a major influence on how others assess the quality of a product, no matter how many good evaluations are circulated. Justifiable or not, even a few bad reviews may severely harm a product's online reputation and cause prospective customers to think twice before purchasing.

8. Conclusion

Customers at brick-and-mortar stores may touch and try on merchandise before making a final purchase decision. Without this hands-on experience, it's hard for online shoppers to make an informed decision about product quality. Online shoppers may be put off buying anything without first touching it in their hands. There is a legitimate reason for consumers to be wary about making purchases or providing financial data online. First-time online shoppers, in particular, may be discouraged by this lack of faith in the security of the e-commerce platform. There is a limit to how much an individual can have their preferences met regarding items and experiences. It may be difficult for companies with a wide variety of goods and clientele to meet the expectations of each consumer. Online shopping is a cutthroat industry because customers shop around for the best deal. Consumers' focus on pricing may distract from a company's efforts to provide a high-quality product or service, which might hurt its bottom line. Perceived product quality and the desire to buy online may be affected by external variables such as the economy, market trends, and the activities of competitors. These external factors may impact a company's e-commerce success but may be difficult to manage or anticipate. Consumers may prefer a hands-on experience before purchasing luxury goods or other high-priced things. Due to this restriction, consumers may be less likely to buy these items online, underscoring the need for creative approaches to bolster trust. Changing tactics to fit a variety of regional customs and tastes may be time-consuming and labour-intensive. It's possible that improving product quality perception and online purchase intent across several markets with a single, universal strategy won't be possible.

Acknowledgement: We thank our family whose prayers have got us here. Their belief in our vision helped us achieve our goal. We are also extremely grateful to our friends who stood by us patiently during the research.

Data Availability Statement: This study uses media and company information data. This is a new study conducted by the authors.

Funding Statement: No funding has been obtained to assist in preparing this manuscript and research paper.

Conflicts of Interest Statement: The authors declare no conflicts of interest. This is a new work by the authors. Citations and references are cited according to the information used.

Ethics and Consent Statement: Consent from the company's public information and media during data collection and Ethical Approval and Consent of Participants has been received.

References

1. M. Alozian and K. Shatila, "The Impact of Lipstick Effect on Purchasing Intention: The Case of The Lebanese Cosmetics Industry," *The EUrASEANs: journal on global socio-economic dynamics*, vol. 40, no. 3, pp. 57–67, 2023.
2. S. Ajitha and V. J. Sivakumar, "The moderating role of age and gender on the attitude towards new luxury fashion brands," *J. Fashion Mark. Manag.*, vol. 23, no. 4, pp. 440–465, 2019.
3. M. Alnaseri, M. Örs, M. Sheker, M. Shakir, and A. K. H. Muttar, "Factors affecting online shopping intention through verified webpages: A case study from the gulf region," in *Studies in Systems, Decision and Control*, Cham: Springer International Publishing, pp. 75–95, 2021.
4. B. Balboni, G. Bortoluzzi, R. Pugliese, and A. Tracogna, "Business model evolution, contextual ambidexterity and the growth performance of high-tech start-ups," *J. Bus. Res.*, vol. 99, pp. 115–124, 2019.
5. N. S. Bhati, "An empirical research on factors influencing consumer's online purchase intention: Role of consumer's attitude," *International Journal of Applied Business and Economic Research*, vol. 14, no. 6, pp. 4507–4522, 2016.
6. A. Caputo, O. B. Ayoko, N. Amoo, and C. Menke, "The relationship between cultural values, cultural intelligence and negotiation styles," *J. Bus. Res.*, vol. 99, pp. 23–36, 2019.
7. E. Cho, J. Kim-Vick, and U.-J. Yu, "Unveiling motivation for luxury fashion purchase among Gen Z consumers: need for uniqueness versus bandwagon effect," *Int. J. Fash. Des. Technol. Educ.*, vol. 15, no. 1, pp. 24–34, 2022.
8. E. Cho, U.-J. Yu, and J. Kim, "Either bandwagon effect or need for uniqueness? Motivational factors driving young adult consumers' luxury brand purchases: An abstract," in *Marketing Opportunities and Challenges in a Changing Global Marketplace*, Cham: Springer International Publishing, pp. 233–234, 2020.
9. C. K. Dewi, Z. Mohaidin, and M. A. Murshid, "Determinants of online purchase intention: a PLS-SEM approach: evidence from Indonesia," *J. Asia Bus. Stud.*, vol. 14, no. 3, pp. 281–306, 2019.
10. S. El-Annan, H. M. Haidoura, and K. Shatila, "The impact of customer relationship management on customer satisfaction and retention: The case Lebanon," *International Journal of Mental Health*, vol. 24, pp. 60–69, 2020.
11. N. T. P. Giang, V. T. H. Han, D. T. N. Anh, and N. B. P. Duy, "Factors affecting the intention to buy online during covid-19: Electronic devices in southern Vietnam," in *Services – SERVICES 2021*, Cham: Springer International Publishing, pp. 18–34, 2022.
12. O. Labti and E. Belkadi, "Factors affecting the online travel purchasing decision: An integration of fuzzy logic theory," in *Lecture Notes in Networks and Systems*, Singapore: Springer Singapore, pp. 77–93, 2021.
13. T. Luu, "Relationship between benevolent leadership and the well-being among employees with disabilities," *J. Bus. Res.*, vol. 99, pp. 282–294, 2019.
14. F. Meskaran, B. Shanmugamm, and Z. Ismail, "Factors affecting on security perception in online purchase intention," *Adv. Sci. Lett.*, vol. 20, no. 10, pp. 2004–2008, 2014.
15. J. Mulki and F. G. Lassk, "Joint impact of ethical climate and external work locus of control on job meaningfulness," *J. Bus. Res.*, vol. 99, pp. 46–56, 2019.
16. M.-S. Park, J.-K. Shin, and Y. Ju, "Attachment styles and electronic word of mouth (e-WOM) adoption on social networking sites," *J. Bus. Res.*, vol. 99, pp. 398–404, 2019.
17. A. Poddar, S. Banerjee, and K. Sridhar, "False advertising or slander? Using location based tweets to assess online rating-reliability," *J. Bus. Res.*, vol. 99, pp. 390–397, 2019.
18. A. B. Prabawa, C. Marthanagara, M. C. Biagi, A. Gui, Suryanto, and I. G. M. Karmawan, "Analysis of factors affecting consumer online purchase intention in Indonesia," in *2021 International Seminar on Machine Learning, Optimization, and Data Science (ISMODE)*, 2022.
19. Y. Seo and M. Buchanan-Oliver, "Constructing a typology of luxury brand consumption practices," *J. Bus. Res.*, vol. 99, pp. 414–421, 2019.
20. S. Shahid, J. U. Islam, R. Farooqi, and G. Thomas, "Affordable luxury consumption: an emerging market's perspective," *Int. J. Emerg. Mark.*, vol. 18, no. 2, pp. 316–336, 2023.
21. K. Shatila and S. Jalloul, "Digital Transformation and Innovation Management: The Case of Small-Medium Enterprises in Lebanon," in *Handbook of Research on Digital Transformation Management and Tools*, IGI Global, pp. 265–283, 2022.

22. P. Tak, "Antecedents of luxury brand consumption: An emerging market context," *Asian J. Bus. Res.*, vol. 10, no. 2, 2020.
23. R. H. Trivedi and T. Teichert, "The effect of ad smiles on consumer attitudes and intentions: Influence of model gender and consumer gender," *J. Bus. Res.*, vol. 99, pp. 197–205, 2019.
24. M. Varma, V. Kumar, B. Sangvikar, and A. Pawar, "Impact of social media, security risks and reputation of e-retailer on consumer buying intentions through trust in online buying: A structural equation modeling approach," *Journal of Critical Reviews*, vol. 7, no. 1, pp. 119–127, 2020.
25. H. Wang, H. Liu, S. J. Kim, and K. H. Kim, "Sustainable fashion index model and its implication," *J. Bus. Res.*, vol. 99, pp. 430–437, 2019.
26. Q. Wang, R. Li, Q. Wang, and S. Chen, "Non-Fungible Token (NFT): Overview, evaluation, opportunities and challenges," *arXiv [cs.CR]*, 2021.
27. K. Mahn, "Navigating the E-commerce ecosystem for growth opportunities," SmartTrust, 09-Aug-2017. [Online]. Available: <https://www.smarttrustuit.com/whitepaperspost/navigating-the-e-commerce-ecosystem-for-growth-opportunities/>. [Accessed: 03-Oct-2022].
28. A. Abu-Rumman, "Effective Knowledge Sharing: A Guide to the Key Enablers and Inhibitors." In *Handbook of Research on Organizational Culture Strategies for Effective Knowledge Management and Performance*. Edited by Tessier, Dana, 133-156. Hershey, PA: IGI Global, 2021.
29. A. Kanaan-Jebna, A. S. Baharudi, and T. T. Y. Alabdullah, "Entrepreneurial orientation, market orientation, managerial accounting and manufacturing SMEs satisfaction," *J. Acc. Sci.*, vol. 6, no. 1, pp. 1–14, 2021.
30. Abu-Rumman, A. And Qawasmeh, R. "Assessing international students' satisfaction of a Jordanian university using the service quality model", *Journal of Applied Research in Higher Education*, Press, 2021.
31. Al Shraah, A., Abu-Rumman, A., Alqhaiwi, L.A., & Alsha'ar, H. "The impact of sourcing strategies and logistics capabilities on organizational performance during the COVID-19 pandemic: Evidence from Jordanian pharmaceutical industries". *Uncertain Supply Chain Management*. Vol. 10 No. 3, pp. 1077-1090, 2022.
32. Al Shraah, A., Irtaimah, H.J., & Rumman, M.A. "The Strategic Human Resource Management Practices in Implying Total Quality Management (TQM): An Empirical Study on Jordanian Banking Sector. *International Journal of Management*. Vol. 4, No. 5. Pp.179-190, 2013.
33. D. A. Al-maaitah, T. Majali, M. Alsoud, and T. A. Al-Maaitah, "The Role of Leadership Styles on Staffs Job Satisfaction In Public Organizations," *J. Contemp. Issues Bus. Gov.*, vol. 27, no. 1, pp. 772–783, 2021.
34. J. Kumar, "Evaluating superiority of modern Vis-A-Vis traditional financial performance measures: Evidences from Indian pharmaceutical industry," *JIMS 8M*, vol. 21, no. 1, p. 21, 2016.
35. J. Kumar, "Synoptic View on Economic Value Added (EVA)-Literature Review Summary," *Wealth: International Journal of Money*, vol. 5, no. 2, pp. 34–57, 2016.
36. K. L. Al-Naif and Ata E. M. Al Shraah. "Working capital management and profitability: Evidence from Jordanian mining and extraction industry sector. *IUG Journal of Economics and Business*. Vol. 2, No. 1, pp 42-60, 2018.
37. M.S Almahirah, V. N.S, M.Jahan, S. Sharma, and S. Kumar, "Role of Market Microstructure in Maintaining Economic Development." *Empirical Economics Letters*, vol. 20, no.2,2021.
38. T. T. Y. Alabdullah, I. Al-Fakhri, E. Ries, and K.-J. Abdulkarim, "Empirical study of the influence of board of directors' feature on firm performance," *Russ. J. Agric. Socio-econ. Sci.*, vol. 119, no. 11, pp. 137–146, 2021.
39. T. T. Y. Alabdullah and E. R. Ahmed, "New Insights to Investigate the Impact of Internal Control Mechanisms on Firm Performance: A Study in Oman," *Riset Akuntansi dan Keuangan Indonesia*, vol. 6, no. 2, 2021.
40. T. A. Al-maaitah, T. Majah, M. Alsoud, and D. A. Al-maaitah, "The Impact of COVID 19 on the Electronic Commerce Users Behavior," *J. Contemp. Issues Bus. Gov.*, vol. 27, no. 1, pp. 784–793, 2021.
41. S. Kumar, P. K Baag, and S. K. V, "Impact of ESG Integration on Equity Performance between Developed and Developing Economy: Evidence from S and P 500 and NIFTY 50.", *Empirical Economics Letters*, vol. 20, no.4,2021.
42. S. Kumar, "Relevance of Buddhist Philosophy in Modern Management Theory," *Psychology and Education*, vol. 58, no. 3, pp. 2104–2111, 2021
43. R. K. Gupta, *Utilization of Digital Network Learning and Healthcare for Verbal Assessment and Counselling During Post COVID-19 Period*, Technologies, Artificial Intelligence and the Future of Learning Post-COVID-19. Switzerland: Springer Nature, 2022.
44. R. K. Gupta, "Adoption of mobile wallet services: an empirical analysis," *Int. J. Intellect. Prop. Manag.*, vol. 1, no. 1, p. 1, 2021.
45. R. K. Gupta, "A Study on Occupational Health Hazards among Construction Workers in India," *International Journal of Enterprise Network Management*, vol. 12, no. 4, pp. 325–339, 2021.
46. R. K. Dahal, B. Ghimire, B. Rai, and B. J. Shahi, "Customer's perspective on non-financial performance metrics of telecommunication companies: The emerging market case," *J. Gov. Regul.*, vol. 12, no. 2, pp. 8–18, 2023.
47. R. K. Dahal, B. Ghimire, and B. Rai, "The strength of corporate governance metrics on organizational performance of Nepalese telecom industry," *The Batuk*, vol. 9, no. 1, pp. 58–74, 2023.

48. N. R. Nayak, S. Kumar, D. Gupta, A. Suri, M. Naved, and M. Soni, "Network mining techniques to analyze the risk of the occupational accident via bayesian network," *Int. J. Syst. Assur. Eng. Manag.*, vol. 13, no. S1, pp. 633–641, 2022.
49. Mert, "Assessment of accounting evaluation practices, a research-based review of Turkey and Romania," Springer Cham, eBook ISBN: 978-3-030-98486-1, <https://link.springer.com/book/10.1007/978-3-030-98486-1>, 2022.