The Effect of Brand Perceptions on Repurchase When Using the E-commerce Website for Shopping

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Abstract
This study aims to investigate the influence of some critical factors (store/brand perceptions and trust in the web-store) on online repurchase intention. A pre-validated questionnaire was distributed to a convenience sample with response rate of 95.2% (n = 684) web-store buyers that were examined for assessing the research model. Primary data were collected during the period between December 2019 and February 2020, from respondents in Amman the capital of Jordan. Using AMOS 22.0 software, the collected data were analyzed with structural equation modeling (SEM). Confirmatory factor analysis (CFA) was used to estimate the measurement model with respect to convergent and discriminant validities. This was followed by testing the structural model framework and research hypotheses. The results showed that retailers can not only enhance trust in this store through robust brands, but also reap several benefits such as better brand image and demand. Thus, it has been found that the store as a brand could turn out to be as important that make it easier for customers to build trust, constituting a strong antecedent of behavioral intentions where behavioral intentions can lead to repurchase patterns. Unlike extant research, this model proposes store brand perception and product brand perception as determinants of intentions and trust in a web-store.

Keywords
Store brand perception, trust, repurchase, SEM, Jordan

Introduction
The Internet is increasingly eliciting the confidence of new and established e-commerce retailers. E-commerce operations have spread their tentacles to cover all industries. The proliferation and expansion of e-commerce is taking place at a stunning pace. Statista (2018) suggests that global online retail sales would touch $4135 billion by 2020. Firms are continuing to make important investments in the...
Internet market which is growing at a fast pace. A multi-channel environment provides firms with further channels to complete their purchase plans. Considering the growing dependency of businesses on e-commerce as well as consumers in the form of a significant mechanism of procurements and transactions, it is necessary to pinpoint factors which may allow online businesses to retain their competitive edge and satisfy their consumers.

This requires them to understand customer needs with regard to virtual services. In wake of their growing needs, consumers are increasingly seeking good quality services and products, improved service scopes, greater varieties and better customer services. For ensuring customer retention and retaining a competitive edge, firms are promulgating recognized brands (Aslam et al., 2018). This may cause marketers to relocate spend toward digital advertising that facilitates the path to purchase online. Hence, online marketers are required to prepare an online ecosystem in a manner that facilitates customer engagements (Dailey, 2004). Survival in today’s competitive-commerce environment is important but fairly challenging where the competitor is only one click away. This implies that firms must seek ways of giving their customers a unique experience that encompasses a lot more than merely low prices.

Extant studies have examined facet that impact the adoption of e-commerce by furnishing sufficient proofs of challenges like breach of security/absence of payment systems and legal frameworks, the lack of government contribution and other issues such as payment (Al-dweeri et al., 2017). Albarq (2014) opines that recognized brands positively affect the value of online stores, which results in favorable purchase intention. Comprehensive studies and research have been undertaken on e-quality and brand perceptions (Vásquez & Vera-Martínez, 2020), trust (Albarq, 2006), and web satisfaction (Dailey, 2004). Despite worldwide growth of this channel and practical issues relating to e-commerce, many research areas that are significant to e-commerce operations continue to be unexplored. According to conclusive findings internal shopping values have an impact on shoppers’ purchase behaviors.

Online shopping is still in the nascent stages in Jordan, which is a developing country in the Middle East that continues to confront several challenges relating to online shopping (Yaseen et al., 2016). Although there is an abundance of e-commerce websites across the country, online purchasing remains very low, according to Ministry of Information and Communications Technology (2016). Nevertheless, Alsoud and Ismail (2018) stated that Jordan confronts many problems concerning online shopping since Jordanian customers remain cash-centric, which is why the number of online shoppers is decreasing each year. It is notable that the growth of online shoppers decreased to 8% in 2015–2016 comparative to 14% in 2011–2015, according to Al-dweeri et al. (2017). Jordan’s Department of Statistics (2017) reported that Jordan’s online shopping rate is only 4.8%. Al-dweeri et al. (2017) reported that several issues are plaguing to online shopping in the country, such as unavailable products, information that is inaccurate, ambiguous content on the Internet, inappropriate language and font size, etc. According to the Arab Advisor Group (2019), Jordan’s e-commerce user base is 514,000, accounting for just 8.2% of its overall population.

Thus, several researchers have attempted to address the factors impacting online purchases in e-stores (Adwan et al., 2019; Al-dweeri et al. 2017; Albarq, 2014; Alsoud & Ismail, 2018). However, there is paucity of resources and information in the form of journals and articles about the prevalence of e-commerce services across Jordan, possibly due to fewer e-commerce activities. In the extant literature, there is lack of data on the pattern of purchase behaviors in the Middle East. Most researchers have focused on European nations or advanced economies such as the US (Alsoud & Ismail, 2018; Prashar, 2017). Studies on Jordanian shoppers’ motives for buying remain limited in terms of web merchandizing. All these factors make it necessary to conduct empirical studies for determining
several antecedent factors along with their importance in impacting Jordanian shoppers’ web purchase intentions.

This study aims to improve the understanding of the factors behind behavioral intentions as well as repurchasing in a web-store. These are inclusive of customer trust and perception of web-stores/products. It proposes a framework (conceptual) to establish the proposed correlations between all involved constructs to lend credence to the model. Apart from supporting this proposed model, to the current study is aimed at addressing three gaps in the research literature on web-store consumer behavior in a developing country such as Jordan: (a) the impact of perception of brands in the store on trust as well as behavioral intentions; (b) the impact of product brand perception on trust and behavioral intentions; and (c) the effect of trust and behavioral intentions on customers’ repurchase patterns.

Moreover, no attempt has been made in prior studies to adopt a multi-item approach for assessing repurchase patterns as an entirely new element rather than one distinct variable. Thus, an empirical research carried out by Diamantopoulos et al. (2012) pointed out that a multi-item scale is more likely to be a valid and stable measurement technique as compared to assess a specific construct. This is attributed to the multiple cross-confirmation between various pointers for a given latent variable. Therefore, this study developed a structural equation model using the information sourced from shoppers in Internet stores (sample) to test this model and its supporting hypotheses empirically.

**Literature Review**

This section entails the presentation of main definitions and concepts that have been used in the study. Previous work has been reviewed and our research model and hypotheses are put forward in this section. A conceptual framework is developed that connects the hypotheses supporting the model schematized in Figure 1. Definitions of the constructs that are involved in this model are depicted in Table 1 for the current study.

| Latent Variable                  | Definition                                                                 | Adapted From                                      |
|----------------------------------|---------------------------------------------------------------------------|---------------------------------------------------|
| Store brand perception           | Cognitive associations with the name and logo of the store with the promise of delivery based on reputation and previous experience as indication of quality and value added. | (Horppu et al., 2008; Rezaei & Amin, 2013)         |
| Product brand perception         | Cognitive associations with the brands of the products that are offered with promises of fulfillment based on reputation and previous experiences | (Keller, 2005; Parasuraman & Grewal, 2000)        |
| Trust in the web-store           | Consumer perception that service providers can be depended upon for keeping their promises. | (Amin et al., 2014; Rezaei & Amin, 2013)          |
| Behavioral intentions            | Commitment on the part of consumers to consistently purchase a brand; in this case, to visit a brand store, on account of a personal preference. | (Connolly & Bannister, 2007; Flavián et al., 2006) |
| Repurchase pattern               | The actual purchase rate or frequency of purchasing behavior or even repurchase of a given brand within a particular category (in this case within the same store brand). | (Seiders et al., 2005; Voss et al., 2010)          |

*Source: The author.*
The Influences of Product Brand Perception on Trust and Behavioral Intention

Since customers that make purchases via a website lack the element of personal contact with a retailer, they may be compelled to depend on offered brands (Gehrt & Yan, 2004). At the same time, it is possible that some product brands could elicit high trust levels within the customer that it is possible for a spillover effect to take place, thus providing benefits both to the retailer and its website (Zboja & Voorhees, 2006). Retailers can benefit from this association by creating a connection with their consumers using the brands they are associated with. Therefore, retailers would do well to bolster customer perception of the brands that are offered by them (Zboja & Voorhees, 2006). By collaborating with each other, retailers and manufacturers can benefit from each other’s brands (Webster, 2000). By increasing trust in the web-store by carrying strong brands (Zboja & Voorhees, 2006), retailers may be able to reap several benefits, including pre-established demand and image enhancement (Webster, 2000). Hence, we arrive at the following hypothesis:

\( H_{1a} \): Product brand perception positively impacts consumer trust in a web-store.
\( H_{1b} \): Product brand perception positively impacts behavioral intentions in a web-store.

The Influences of Brand Store Perception on Trust and Behavioral Intention

The store’s corporate image refers to combining the store as a brand using the manufacturer brands that the store offers (Parasuraman & Grewal, 2000). Store image refers to a store’s impression to create a definite perception among customers. Brand store perception is referred to brand associations that have a strong resonance with consumers’ mind space. Brand associations deal with the perceived benefits of consumers or perceptions relating to the store’s characteristic (Beristain & Zorrilla, 2011). Dimensions of store image are based on factors like the variety/quality of products, their prices, the store’s physical facilities, as well as the offerings made by sales staff (Beristain & Zorrilla, 2011). Thus, quality services help maintain customer satisfaction and assumes great significant for competitive edge (Parasuraman & Grewal, 2000).

An uplifting reputation of web-store enhances loyalty of stores as well as customer satisfaction (Bloemer & DeRuyter, 1998), in addition to positively affecting premium capability of price (Bloemer & DeRuyter, 1998; Vásquez & Vera-Martínez, 2020). In the context of clothing markets, customers tend
to be sensitive to store brand personality, thus suggesting that the store’s image can indeed make a difference (Diamantopoulos et al., 2012). This implies that a robust reputation of web-store offers confidence, loyalty, and trust, which provides customers with more reasons to keep going back to the same brand.

Thus:

**H2a**: Brand store perception positively impacts customer trust in a web-store.

**H2b**: Brand store perception positively impacts behavioral intentions in a web-store.

The Influences of Trust in Intention and Repurchase

According to Lu et al. (2016), when people are keen to take part in activities relating to e-commerce, they are required to expect a higher degree of ambiguity and risk pertaining to other parties’ opportunistic behavior, which denotes e-commerce providers in this context. Such perceptions that are negative in nature deter potential customers from taking part in web transactions (Lu et al., 2016). To that end, the social mechanism of trust appears is reported to lower any vulnerability felt by potential customers in terms of e-commerce (Harrison-Walker, 2001). Indeed, trust is an important social behavior perquisite, particularly in terms of significant processes of decision making (Hidayanto et al., 2014).

In a relationship, it also signifies an important risk predictor, which implies taking the leap of faith of making online purchases (Nurizka, 2019). Trust would eventually increase a person’s willingness to remain susceptible to someone else’s opportunistic traits, thus lowering perceptions of risks (Lu et al., 2016). Trust is applicable to both products and vendors in the realm of e-commerce (Devaraj et al., 2002). Trust of vendors refers to the extent of trust customers have in the service provided by e-commerce provider. In the context of this study, confidence in online stores includes elements of security, relaying the reputation of dependability, and ensuring confidentiality. Its absence, along with that of privacy/security can be seen as a major impediment in obtaining online commerce development (Long & McMellon, 2004). Confidence in online buyers is reinforced by the ability of online sellers to assess as well as fulfill customer needs and expectations (Giannakopoulos et al., 2014). In other words, customers on the Internet tend to buy from trustworthy websites online (Vásquez & Vera-Martínez, 2020). This is attributed to the fact that trust can go a long way in lowering buyer uncertainty (Angriawan & Thakur, 2008). This element of trust, in turn, results in loyalty (Jiang et al., 2008; Nurizka, 2019).

**H3a**: Trust in a web-store positively impacts behavioral intentions.

**H3b**: Trust in a web-store positively impacts repurchase patterns.

The Influences of Behavioral Intentions on Repurchase

The concept of repurchase is becoming increasingly popular among marketing philosophers. Hellier et al. (2003) have defined repurchase as “the individual’s decision about buying again a designated service from the same company, taking into accounts his or her present situation and likely circumstances.” With regard to the existing study, the focus is on both intention and repurchase behavior. Intention denotes the ability to predict someone’s behavior that he has control over. Intention is observed to have a considerable correlation with volitional behavior, which is known to be a behavior that one can choose “at will” to execute or not execute (Nurizka, 2019). Chiu et al. (2012) define online repurchases as a
subjective probability that experienced shoppers will make repeatedly from the same online retailer. It is for this reason that reasons must be investigate the rationale why consumers remain faithful to a particular online retailer. The cost of retaining experienced consumers is less than the cost of attracting and acquiring new clients (Lim & Cham, 2015), which means that online vendors can augment their profits by focusing more on motivating their experienced customers in order to make repeat purchases.

It has been observed that customers do not always buy from stores offering the lowest price (Reichheld & Schefter, 2000). They also consider other elements like efforts and time while making purchase decisions. Retention of customers and loyal buyers emerge as profit sources as such customers tend to be less impervious to fluctuations in the price and are more likely to make positive recommendations so as to spread the word (Vásquez & Vera-Martínez, 2020). Given that convenience in Internet shopping is predicated on efforts/time, online customers tend to make repurchase decisions based on factors such as ever hassle and time savings, particularly for routine repurchase items. Repurchase behavior is regarded as an objectively observed indicator (Seiders et al., 2005). Repurchase has been proposed as a valid measurement of store loyalty (Lim & Cham, 2015). According to extant literature, behavioral intentions and perceived value can pave the way to repurchase patterns (Seiders et al., 2005; Vásquez & Vera-Martínez, 2020). Thus, it can be inferred that behavioral intentions have been established as an antecedent of actual repurchase. Hence, the following hypothesis is arrived at:

**H4**: In online stores, behavioral intentions positively affect consumers’ repurchase patterns.

**Methodology**

**Survey Instruments**

The implementation of a post-hoc study entailed the designing of a structured questionnaire. In this study, there were two parts assigned to an instrument. The first comprised of respondents’ gender, age, educational qualifications, as well as purchasers. The second part encompassed the statements obtained from the variables constituting the research model. To that end, five variables from current empirical studies were used to develop survey instruments. Identification of five constructs was made after carrying out an extensive literature review, whose operationalization was done through referring to existing studies to produce validated reflective scales. Arabian lecturers were requested to translate the questionnaire to Arabic from English since this survey was carried out in Jordan.

For all constructs, the measurement items were determined and presented before a four-member expert group—one from a marketing company and three academicians from Jordanian university. After examining the aptness of constructs, a set of 17 statements was chosen to encapsulate the most recent constructs. The sources, number of items and variables are shown by Table 2. The study used a Likert scale for measuring the chosen items/variables, with “1” denoting disagree and “7” referring to strongly agree. After piloting the instrument among 36 respondents, the instrument was finalized after making slight language-related changes.

**Data Collection/Sample**

Collection of primary data was premised on convenience sampling due to the ease of volunteering as well as because of their availability and easy access, via which data was gathered between December
2019 and February 2020 from respondents in Amman, the capital city of Jordan. The respondents were more than 20 years old who were experienced in online shopping. A web Google Form was used to collect the responses and the questionnaire’s hard copy was used to distribute to the respondents who were contacted in universities, malls, and hopping restaurants of Aman. Before being handed over with the questionnaire, they were asked whether they would like to make online purchases or held a minimum of one credit card. This study did not take business-to-business buyers into consideration. Those who did not shop online were not considered to be a respondent which is why, they were not provided with a questionnaire to fill out. Therefore, this study collected a sample (convenient) that includes 718 participants. Nevertheless, in many cases, the invitation was forwarded from respondent to respondent, which involved some loss of control over the process. Therefore, a verification of participants was conducted wherein the sample was scaled down to 684 observations that met the above-mentioned features.

Analysis

AMOS 20.0 software was used to perform data analysis via structural equation modeling (SEM). The two-step data analysis approach proposed by Hair et al. (2013) was adopted. Confirmatory factory analysis (CFA) was performed for gauging the measurement modeling terms of discriminant and convergent validities. Thereafter, the research hypotheses and structural model framework were tested.

Results

Table 3 depicts the respondents’ demographic traits. This information can be useful in facilitating an improved understanding on the respondents’ profiles under investigation.

Nearly 42.1% of respondents are accounted for by males (288) while females represent 57.9% (396). At the time of conducting this research, the majority of respondents were 22–39 years old (66.7%) and were married (57.1%). In addition, demographic information concerning level of income or monthly allowance was also collected to indicate the respondents’ purchasing power. The majority of them were found to be in the range of 600–1499 JOD, accounting for 61.1% of all respondents. Purchasers made via web-stores in Jordan included the following: Amazon 15.1%, SHEIN 7.1%, Ubay 5.4%, Matjarii 2.8%, Cash Basha 1.8%, other international web-store 39.8%, and other local web-stores 23.4%.
In order to determine the parameter estimates’ appropriateness and ascertain the proposed model’s adequacy in its entirety, evaluation was performed. As per goodness-of-fit statistics, the model was observed to be appropriate. As shown in Table 4, CMIN/df was 1.049. This indicated a good level of agreement between the data and the hypothesized model. This study revealed the following values: IFI (= 0.968), GFI (= 0.940), adjusted GFI (= 0.929), CFI (= 0.999), normed fit index (NFI) (= 0.975), RMSEA (= 0.011) and TLI (= 0.999). The parameter estimates’ statistical significance was determined as test-statistic $t$. Since the values are high for all cases, convergent validity is indicated. Table 5 shows the measurement model, standardized loadings, and accompanying $t$ values (or what is alluded to as critical ratios).

In Table 5, as per Farrell, when a high correlation exists between a specific construct’s measures or that which is correlated with other constructs, the AVE’s square root for a particular construct is noted to exceed the absolute value of the given construct’s standardized correlation with other construct that finds mention in the analysis [AVE > correlation²].

Structural model analysis: In order to examine the research model, SEM testing (hypothetical) with MLE (maximum likelihood estimation) was utilized. Thereafter, the testing of two endogenous variables
and five exogenous variables was done to determine the proposed model’s strength along with the
aforementioned hypotheses. The proposed model’s overall fit indices were determined in the following
manner: Chi-square = 382.041; degree of freedom = 340; CMIN/df = 1.124; CFI = 0.997; GFI = 0.936;
AGFI = 0.923; NFI = 0.973; TLI = 0.997; RMSEA = 0.018. Very good fit was observed between the data
and the planned model, thus indicating that the model was sound and could offer a sound basis to test the
hypothesized paths. Table 6 depicts all of these details. Findings of the structural model that lent support
to four hypotheses have been put forward.

Table 4. Measurement Model

| Factors and Items | Factor Loading | CR    | α     | AVE  | Construct Reliability |
|-------------------|----------------|-------|-------|------|-----------------------|
| **Trust on the web-store** |                |       |       |      |                       |
| This web-store protects my credit card details | 0.801 | 10.871 |       |      |                       |
| I feel secure in the transactions I make in this web-store | 0.776 | 10.563 |       |      |                       |
| This web-store protects my privacy | 0.831 | 11.248 |       |      |                       |
| **Products brand perception** |                |       |       |      |                       |
| This web-store offers products from well-known brands | 0.626 | Fixed  |       |      |                       |
| This web-store offers products from leading brands | 0.657 | 10.499 |       |      |                       |
| This web-store offers reliable brand products | 0.845 | 9.035  |       |      |                       |
| **Brand store perception** |                |       |       |      |                       |
| The brand of this web-store has a good reputation | 0.806 | 13.577 |       |      |                       |
| The brand of this web-store is recognized | 0.906 | 16.345 |       |      |                       |
| The brand of this web-store is reliable | 0.895 | 16.025 |       |      |                       |
| **Behavioral intentions** |                |       |       |      |                       |
| If I had to, I would buy again from this online store | 0.806 | 13.577 |       |      |                       |
| I would use this online store again to meet my needs | 0.906 | 16.35  |       |      |                       |
| For future purchases this online store is recommendable | 0.895 | 16.025 |       |      |                       |
| I will buy again from this online store | 0.832 | Fixed  |       |      |                       |
| **Repurchase pattern** |                |       |       |      |                       |
| I buy frequently from this web-store | 0.782 | Fixed  |       |      |                       |
| I will purchase apparel products from this web-store | 0.759 | 10.970 |       |      |                       |
| I will buy selected brand when I next require an apparel from this online store | 0.195 | Deleted |       |      |                       |
| I will recommend this web-store to my friends | 0.719 | 10.558 |       |      |                       |
| I will spread positive word-of-mouth about the web-store | 0.789 | 11.665 |       |      |                       |

Source: The author.
Note: Goodness of fit indices: CMIN/df = 1.049; CFI = 0.999; GFI = 0.940; AGFI = 0.929; NFI = 0.91; IFI = 0.968; TLI = 0.999; RMSEA = 0.011.
Discussion and Conclusion

Results derived as a result of the article provide some actionable insights into the significant perspectives pertaining to product and store perceptions, the element of trust reposed in online stores, behavioral intentions as well as outlining new patterns for repurchasing. This study makes significant contribution to the prevailing information on online buying behavior and e-retailing, particularly those who have both practical and theoretical interest in an emerging market such as Jordan. In addition, it posits these factors’ influences (exogenous latent) as endogenous latent on the repurchase pattern.

Product brand perception refers to the manner in which a customer tends to examine the quality of a web-store’s the product catalogue. According to the literature review undertaken by this study, very little scholarly attention has been paid to the perception on web-store product brands. Considering the current findings, it is not farfetched to suggest that the perception of web-store product brand is expected to have a direct impact on trust that is congruent with what was previously observed for physical stores. On the one hand there are various brands of products and online stores’ names as well. The stores’ brand attractiveness is reported to be closely linked to three factors: the store’s association with its customers, the experience of shopping in the store and the effectiveness with which the store gains an understanding of consumers. This is demonstrated by the selection process (Dennis et al., 2007). For this reason, the

| Construct | PBP | BSP | TVWS | BI | RP |
|-----------|-----|-----|------|----|----|
| Products brand perception (PBP) | 0.860* |     |      |    |    |
| Brand store perception (BSP) | 0.540 | 0.824* |      |    |    |
| Trust on the web-store (TVWS) | 0.646 | 0.560 | 0.761* | |    |
| Behavioral intentions (BI) | 0.676 | 0.595 | 0.703 | 0.866* |    |
| Repurchase pattern (RP) | 0.460 | 0.463 | 0.611 | 0.625 | 0.754* |

Source: The author.
Note: *values are square root of AVE; others are correlation coefficients.

| Hypothesis | Estimate $\beta$ | t-value | $p \leq$ | Result |
|------------|-----------------|---------|----------|--------|
| H1a: Products brand perception—trust on the web-store | 0.16 | 2.75 | 0.006*** | Accepted |
| H1b: Products brand perception—behavioral intentions | 0.23 | 2.55 | 0.001*** | Accepted |
| H2a: Brand store perception—trust on the web-store | 0.32 | 4.63 | 0.001*** | Accepted |
| H2b: Brand store perception—behavioral intentions | 0.18 | 3.34 | 0.001*** | Accepted |
| H3a: Trust on the web-store—behavioral intentions | 0.35 | 4.12 | 0.001*** | Accepted |
| H3b: Trust on the web-store—repurchase pattern | 0.37 | 4.78 | 0.001*** | Accepted |
| H4: Behavioral intentions—repurchase pattern | 0.39 | 4.97 | 0.001*** | Accepted |

Source: The author.
Notes: Chi-square = 382.041; degree of freedom = 340; CMIN/df = 1.124; CFI = 0.997; GFI = 0.936; AGFI = 0.923; NFI = 0.973; TLI = 0.997; RMSEA = 0.018.
*** $p < 0.001$ and ** $p < 0.01$. 

Table 5. Discriminant Validity for the Measurement Model

Table 6. Structural Model Results
current study claims that store brand perceptions can directly impact trust and behavioral intentions on
the web-store, as per Basu (2016), and Loureiro et al. (2014). As far as trust in the web-store is con-
cerned, it was found to be directly correlated with behavioral intentions toward a web-store, as observed
by Chaudhuri and Holbrook (2001) and Loureiro et al. (2014).

Furthermore, establishing a correlation between perceptions of web-stores with repurchase and
loyalty/trust in the context of online shopping is found to have a pertinent managerial implication. This
is because risk averse customers have a proclivity to brand be loyal toward or a brand for a longer period
of time (Basu, 2016). At the same time, a set of robust and enduring brand perceptions linked to the
identity of the web-store can help augment trust of customers. For this reason, trust development can
attract customers who are risk-averse. These customers have a better likelihood of developing enduring
relationships with the brands in the form of repurchases.

This study also makes a novel contribution—to adduce evidence as per which both trust and inten-
tions can have impact repurchase as far as web-stores are concerned. The relevancy can be explained
with the fact that the eventual reliable variables in prior models was just intention to purchase, which
only denotes measurement related to attitudes and does not represent a behavior that can be observed in
reality In a study that was carried out by Nisar and Prabhakar (2017), elements of a web-store were found
to have a positive correlation with actual behavior, such as client expenditure, as opposed to actual repur-
chase patterns. As mentioned before, a recent analysis confirmed this phenomenon (Kim & Peterson,
2017). Connecting the entire model to action loyalty’s measurements as a final dependent variable has
high pertinence, both theoretically and practically.

Although this research attempted to draw some conclusions on Jordan, it suffers from some limita-
tions that must be addressed in future studies. Here, it must be mentioned that no specific product catego-
ries were required for participating in the study. For this reason, it is suggested that future research
studies must emphasize on specific product categories in order to deepen the expertise in terms of the
manner in which inclusion of some products has an effect on the perception of online stores. In addition,
getting these models tested with specific product category may go a long way in reducing statistical vari-
ability, thereby enhancing the statistical associations between different variables. As mentioned above,
considering the fact that perception of online stores is included in the model for the first time to elucidate
loyalty or make repurchases in a web-store, we took a decision to have it included in the form of exog-
enous variable. In particular, we did not wish to address the question of the manner in which web-store
brand perception is constructed because of its intrinsic complexities. Moreover, it would not help fulfill
the original objectives and goals of the model that this study aims to accomplish. However, it must be
pointed out that the perception of brand and quality of online stores, among several other factors, can
indeed have an impact on the perception of web-store brands. Therefore, we believe this research pro-
vides interesting prospects for studies to be carried out in the future.

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