

THE RELATIONSHIP BETWEEN ONLINE MARKETPLACE QUALITY AND PURCHASE INTENTION: THE ROLE OF TRUST, E-WOM AND SOCIAL MEDIA USE

*A Thesis submitted to the University of Hyderabad in partial fulfilment of the requirements for
the award of*

DOCTOR OF PHILOSOPHY

In

MANAGEMENT

By

PRIYADARSHI RANJAN

Registration No. **18MBPH10**

Under the Supervision of

Prof. G.V.R.K ACHARYULU



हैदराबाद विश्वविद्यालय
University of Hyderabad



प्रतिष्ठित संस्थान
INSTITUTION OF EMINENCE
राष्ट्रीय अपेक्षाएँ, वैश्विक मानक
National Needs, Global Standards

School of Management Studies

University of Hyderabad

Hyderabad – 500 046 (India)

MAY 2023



DECLARATION

I, Priyadarshi Ranjan, hereby declare that the thesis entitled, **“The Relationship Between Online Marketplace Quality and Purchase Intention: The Role of Trust, E-Wom and Social Media Use”** submitted by me under the supervision of Prof. **G.V.R.K Acharyulu**, School of Management Studies, University of Hyderabad, is a bonafide research work which is also free from plagiarism. I also declare that it has not been submitted previously in part or in full to this University or any other University or Institution for the award of any degree or diploma. I hereby agree that my thesis can be deposited in Shodhganga/INFLIBNET.

A report on plagiarism statistics from the University Librarian is enclosed.

Date: 11.05.2023

Signature of the Candidate

Place: Hyderabad

Priyadarshi Ranjan

Reg. No. 18MBPH10



CERTIFICATE

This is to certify that the thesis entitled **“The Relationship Between Online Marketplace Quality and Purchase Intention: The Role of Trust, E-Wom and Social Media Use”** submitted by **Priyadarshi Ranjan**, bearing Reg. No. **18MBPH10** in partial fulfilment of the requirements for the award of the Degree of Doctor of Philosophy in the School of Management Studies, is a bonafide work carried out by her under my supervision and guidance.

This thesis is free from plagiarism and has not been submitted previously in part or in full to this or any other University or Institution for the award of any degree or diploma.

A. Research article published in the following journals:

1. Ranjan, P., & Acharyulu, G. V. R. K. (2022). Exploring the relationship between seller selection and purchase intention: the mediating role of e-WOM and trust. *World Review of Science, Technology and Sustainable Development*, 18(3-4), 416-435.
2. Ranjan, P., & Acharyulu, G. V. R. K. (2022). An exploration of online marketplace quality dimension and relationship with purchase intention: the mediating roles of trust and e-WOM. *International Journal of Electronic Marketing and Retailing*, 13(4), 490-512.
3. Ranjan, Priyadarshi, and G. V. R. K. Acharyulu. "The Effect of ISO 14001 Standards Adoption on Manufacturing Firms' "Return on Investment": Using PSM and Probit Regression Model." *Proceedings of the International Conference on Industrial Engineering & Operations Management*; 08/16/2022, p652-660.

B. Paper presented in the following conferences: -

1. “Impact of Seller Selection on Purchase Intention at e-Commerce Marketplace Trough Trust and e-Wom” Presented at [International Conference on Economy, Business, Politics and Society in the Information Age FsCongress, 2020, Turkey on 25th- 30th May,2020]
2. “The Effect of ISO 14001 Standards Adoption on Manufacturing Firms Return on Investment” Presented at [International Conference on Industrial Engineering and Operations Management, NIT Warangal, 2018, India on 16th -18th August 2022]

C. Further, the student has passed the following courses towards the fulfillment of coursework during the Ph. D.

	Course Name	Credit	Results
1.	Statistics for Research	3	Pass
2.	Research Methods-I	3	Pass
3.	Academic Writing for Doctoral Students	2	Pass
4.	Research Methods-II	4	Pass

//Countersigned//

Signature of the Supervisor

Dean School of Management Studies

DEDICATION

I dedicate this research work wholeheartedly to my beloved family. Their unwavering support, encouragement, tolerance, and sacrifices have played an indispensable role in the successful completion of this endeavor. I humbly recognize that my personal growth and achievements are deeply indebted to the love and dedication of my Pappa, mamy, and sisters. Their presence in my life fills me with profound gratitude, and it is with utmost appreciation and admiration that I dedicate this work to them.

To

Papa, & Mamy

ACKNOWLEDGMENT

I want to take this opportunity to express my sincere gratitude to everyone who has contributed directly and indirectly to the successful completion of my research work. Without their help and support, this work would not have been possible.

I want to express my deepest gratitude to my supervisor, Prof. GVRK Acharyulu, for his constant guidance, support, and encouragement throughout my research. His valuable insights, constructive feedback, and expert knowledge have been invaluable in shaping my ideas and improving the quality of my research work. I would also like to extend my heartfelt thanks to the School of Management Studies faculty members at the University of Hyderabad, who have played a significant role in my academic journey. Especially my doctoral committee members, Prof. B. Raja Shekhar, Dr. D.V. Srinivas Kumar, and Dr. Pramod Kumar Mishra, for their valuable time, expertise, guidance, and support.

I want to acknowledge the service and support from colleagues and friends. Their encouragement, insightful comments, and constructive criticism have helped me to refine my ideas and improve the quality of my research work. I am particularly grateful to my classmates Harita, Aafreen, Mansi, Ankit, Sreyansh, Vijay, and Kojo. My appreciation extends to my seniors, Dr. Salu, Dr. Shiva, Dr. Rulia, Dr. Ramanjelu, Dr. Mohan, Athira, Samson, Srinivas, Satish, Meenu, Athar, and my juniors Nithin, Pravez, Pankhuri, Tanya, Ajay, Rajesh, Surya, Saurya, Nichala, Anand, Taj, Sreehita, and Priyanka for their valuable assistance throughout the research journey.

I would also like to extend a special thanks to Susmita for her constant support, encouragement, and motivation. Her friendship and guidance have been an invaluable source of strength throughout my academic journey. I am grateful to my friends Rupesh, Mir, Shiva, Khustar, Shahrukh and all, who have inspired, motivated, and supported me throughout my academic journey. I also want to special thanks to Ranjit Bhai for his time for self-realization and instrumental support during the final submission.

I cannot leave the University of Hyderabad without acknowledging the support of the administrative and office staff. I am grateful to Mrs. Parimala, Mr. Naganna from the School of Management Studies, and Mr. Azghar from the Fellowship section for their assistance during my research. Finally, I thank the NFOBC fellowship for financial support.

ABSTRACT

As the e-commerce industry undergoes metamorphosis with each passing day, gaining and retaining competitive advantage has become a significant challenge for the online marketplace because small price differences or variations in delivery lead time can significantly impact consumer decision-making when faced with similar options. In providing such differences like product price, product quality, delivery lead time, delivery quality, and delivery cost, sellers play an essential role at the online marketplace because control depends on them. While the online marketplace has made shopping convenient, it has also brought in its share of challenges for marketplace operators to facilitate the development of seller selection criteria. This study has empirically investigated the effect of online marketplace quality on online purchase intention, trust, and e-WOM by introducing a new dimension: seller selection quality with website quality and service quality of the online marketplace. While previous research has focused on website quality and service quality, the influence of seller selection quality on these factors remains understudied. Additionally, understanding purchase intention in online marketplaces may be inadequate without proper seller and product evaluation criteria.

Online marketplaces have become integral to modern shopping, allowing consumers to purchase from their homes. However, the abundance of choices and the lack of physical interaction with products make it challenging for consumers to assess product quality, leading to increased information asymmetry compared to traditional retail. To mitigate this asymmetry and enhance the attractiveness of online marketplaces, operators invest in providing better service quality, website quality, and advanced matching mechanisms for sellers and buyers that provide signals to consumers.

Additionally, Online marketplace provides signals through social media, which improve their visibility, communicate their market offerings, develop a unique position for their products and achieve greater connection to its customers. Social media also serves as a source of signals

about perceived product and service quality through features like product reviews, social media integrations, and influencer marketing. But now, consumers have begun to use this platform as a power to voice their opinions, suggestions, discussions, and approval for the products and services, which in turn impact consumer decision-making. However, the moderating effect of social media use on the relationship between online marketplace quality and consumer behavior has yet to be thoroughly investigated. Therefore, examining how social media use may positively or negatively moderate the relationship between online marketplace quality and consumer behavior is crucial in influencing consumers' perceptions of online marketplace quality.

The study proposes a model based on the signaling theory, SOR Theory, social influence theory, and trust theory, taking into consideration of new dimension seller selection quality along with website and service quality as online marketplace quality as sources of signals and stimulus. The model was tested using 549 data collected from experienced consumers and analyzed using structural equation modelling. The study found that website and service quality positively impact purchase intention through trust and e-WOM. Additionally, seller selection quality, directly and indirectly, affects purchase intention, and social media use significantly moderates this relationship. This finding supported the idea that customers may prioritize factors such as perceived price and delivery lead time, delivery cost, and perceived product quality over other factors when making purchasing decisions, particularly when the overall website and service quality are similar across different e-retailers.

Keyword: Online marketplace quality; seller selection quality; website quality; service quality; online purchase intention; trust; e-WOM; social media; online marketplace; e-commerce.

TABLE OF CONTENTS

Introduction	1
1.1 Background of Online Marketplace	5
1.1.1 E-commerce Store Vs Online Marketplace	6
1.1.2 Emerging Trends in Online Marketplace	7
1.1.3 Online Marketplace and Growth	8
1.2 Online Marketplace Quality	9
1.3 Research Gap Focus	11
1.4 Research Objective	13
1.5 Research Methodology	14
1.6 Significance of Study	15
1.7 Key Terminology and Definitions	17
1.8 Chapterisation	18
Literature Review.....	21
Overview	21
2.1 Online Marketplace Quality.....	22
2.1.1 Marketplace	22
2.1.2 Online Marketplace	23
2.1.3. Online Store Vs Online Marketplace	24
2.1.4 Online Marketplace quality	25
2.1.5 Online Marketplace Quality Dimensions	26
2.1.5.1 Sub dimensions of online marketplace Quality	27
2.1.5.2 Website quality	29
2.1.5.2.1 Website Design.....	30
2.1.5.2.2 Informativeness	31
2.1.5.2.3 Website Security and Privacy.....	32
2.1.5.3 Online Marketplace Service Quality	33
2.1.5.3.1 Responsiveness.....	34
2.1.5.3.2 Reputation	35
2.1.5.4 Seller Selection Quality	36
2.1.5.4.1 Perceived Price	38
2.1.5.4.2 Perceived Product Quality	39
2.1.5.4.3 Delivery Service	40
2.2 Trust	41
2.3 e-Word of Mouth	42
2.4 Online Purchase Intention.....	44
2.5 Social Media Use	46
Conceptual Framework, Theoretical Foundation and Hypotheses Development	49

Overview.....	49
3.1 Conceptual Framework.....	49
3.2 Theoretical Foundation.....	52
3.2.1 Person-Environment Fit theory (PEF).....	53
3.2.2 Social Exchange Theory.....	53
3.2.3 Task-Technology Fit	54
3.2.4 Stimuli-Organism-Response Theory	55
3.2.5 Signaling Theory	56
3.2.6 The Social Influence Theory	57
3.3. Hypotheses Devolvement	59
3.3.1 The relationship among online marketplace quality, purchase intention, trust and e-word of mouth	59
3.3.1.1 The relationship among seller selection quality, trust, e-word of mouth, and purchase intention....	60
3.3.1.2 The relationship among website quality, trust, e-word of mouth, and purchase intention.	63
3.3.1.3 The relationship among service quality, trust, e-word of mouth, and purchase intention.	65
3.3.2 Trust at online marketplace positively related to purchase intention in the online marketplace	67
3.3.3 E-word of mouth at online marketplace positively related to purchase intention in the online marketplace	68
3.3.4 Mediating effect of trust at online marketplace.....	70
3.3.5 Mediating effect of e-word of mouth at online marketplace.....	71
3.3.6 Moderating effect social media use.....	72
3.4 Proposed Model.....	74
3.5 Simple Mediation.....	75
3.6 Moderation Analysis.....	77
Methodology	80
Overview.....	80
4.1 Research Methodology	80
4.2 Research Process.....	81
4.3 Research Process finalise.....	83
4.4 Population and Sampling.....	84
4.4.1 Choice of Sample.....	85
4.4.2 Target Population.....	86
4.4.3 Sample Size.....	87
4.5 Measurements	88
4.5.1 Pre-test.....	90
4.6 Data collection procedure	91
4.7 Data Analysis Approach: SEM.....	91
4.7.1 Why Partial Least Square (PLS).....	92
4.7.1.1 Partial Least Square (PLS)	93
4.8 Data Analysis Process	93
4.9 Pilot Study	94

4.9.1 Improvement and Accuracy of Measurement Scales	95
4.10 Final Survey	99
Data Analysis and Results	100
Overview	100
5.1. Pre-test Analysis	102
5.1.1. Kaiser-Meyer-Olkin (KMO) Test	102
5.1.2. Bartlett Test	103
5.1.3 Common Method Bias.....	104
5.1.3.1. Harman's single factor test	104
5.1.3.2. Variance Inflation Factor.....	105
5.1.4. Demographics:.....	107
5.1.4.1. Background of Social Media Use.....	108
5.1.4.2. Background of Product categories	109
5.1.4.3. Descriptive Statistics	110
5.1.5. Analysis of Variance	111
5.1.5.1. Post-hoc Test	113
5.1.5.1.1. Shopping experience and Purchase intention.....	114
5.1.5.1.2. Shopping experience and e-WOM	115
5.1.5.1.3 Hours spent on Internet and e-WOM	116
5.1.5.1.4 Purchase frequency and Purchase intention	117
5.1.6. Product categories Multiple response.....	119
5.1.6.1 Cross Tabulation.....	119
5.1.6.2. Multiple regression Analysis.....	120
5.2 Evaluation of PLS-SEM Results.....	122
5.2.1. Reflective Measurement Model	123
5.2.1.1 Indicator Reliability.....	124
5.2.1.2 Internal consistency reliability	126
5.2.1.3 Convergent Validity	127
5.2.1.4 Discriminant Validity.....	128
5.2.1.4.1 Fornell-Larcker Criterion	129
5.2.1.4.2. Hetrotrait-Metrotrait Ratio	130
5.2.1.4.3 Cross-Loading	131
5.2.1.5 Higher Order Construct.....	132
5.2.1.5.1 Repeated Indicator Approach.....	133
4.2.2 Structural Model.....	135
5.2.2.1 Coefficient of determination (R^2).....	136
5.2.2.2 Cross-Validation Redundancy (Q^2).....	137
5.2.2.3 Path Coefficient	137
5.2.2.4 Hypotheses Testing	139

5.2.2.5 Effect size (f^2).....	141
5.2.2.6 Model Goodness.....	141
5.2.2.7 Model Comparison.....	143
5.2.2.8 Mediation Testing.....	145
5.2.2.9 Moderation Analysis	147
5.2.2.9.1 Interaction Graph.....	148
Summary	149
Discussion and Conclusion	151
Overview	151
6.1 Discussion.....	151
6.1.1 Demographic effect on consumer trust, E-WOM and Purchase intention	151
6.1.2 Role of Product Category with respect to Purchase Intention, Trust and e-WOM	153
6.1.3 The relationship between online marketplace quality and purchase intentions (H_1 , H_2 , H_3).	154
6.1.4 The relationship between Online Marketplace Quality and Trust (H_4 , H_5 , H_6)	156
6.1.5 The relationship between Online Marketplace quality and trust (H_7 , H_8 , H_9)	157
6.1.6 The relationship between Trust, e-WOM and Purchase Intention (H_{10} , H_{11}).....	158
6.1.7 Mediating Role of Trust and E-WOM in Relationship between Online Marketplace Quality and Purchase Intention (H_{12} , H_{13} , H_{14} , H_{15} , H_{16} , H_{17}).....	159
6.1.7.1 Mediating Role of Trust and E-WOM in Relationship between Website Quality and Purchase Intention (H_{13} , H_{14}).....	159
6.1.7.2 Mediating Role of Trust and E-WOM in Relationship between Service Quality and Purchase Intention (H_{15} , H_{16}).....	160
6.1.7.3 Mediating Role of Trust and E-WOM in Relationship between Seller Selection quality and Purchase Intention (H_{17} , H_{18})	161
6.1.9 Moderating Role of Social Media Use in relationship between Online Marketplace Quality and Purchase Intention (H_{19} , H_{20})	162
6.2 Managerial Implications	163
6.3 Theoretical Contribution.....	165
6.3.1 Theory Discussion.....	167
6.4 Limitations and Future Research	169
6.5 Conclusion.....	170
Reference.....	173
Appendix.....	204

LIST OF TABLES

Table No	Title of the Table	Page No
Table 1.1	Top Ten Online Marketplace	9
Table 3.1	List of Theories and Concept	58
Table 4.1	Research Process	84
Table 4.2	Survey Instrument Details	90
Table 4.3	Pilot data KMO and Bartlett's Test	96
Table 4.4	Pilot Study Construct Reliability	97
Table 4.5	Pilot Study- Harman's Single Factor	98
Table 5.1	Data Analysis Tool	101
Table 5.2	The KMO and Bartlett test	103
Table 5.3	Single Harman's Factor and VIF	106
Table 5.4	Demographic Information	108
Table 5.5	Product Category Response	109
Table 5.6	Construct Descriptive Statistics	111
Table 5.7	Variance Analysis	113
Table 5.8	Post-Hoc Test (Shopping Experience and Purchase intention)	115
Table 5.9	Post-Hoc (Test Shopping experience and E-wom)	116
Table 5.10	Post-Hoc (Hours spent on Internet and E-wom)	117
Table 5.11	Post-Hoc (Purchase frequency and Purchase intention)	118
Table 5.12	Cross Tabulation for Multiple Product Categories Gender Wise	120
Table 5.13	Multiple Regression Result	121
Table 5.14	Measurement Model Fitting	123
Table 5.15	Indicator factor loading	125
Table 5.16	Construct Reliability	126
Table 5.17	Convergent Validity	128
Table 5.18	Fornell-Larcker criterion	129
Table 5.19	HTMT Ratio	130
Table 5.20	Cross-Loading	131
Table 5.21	Convergent Reliability and Validity of Higher order construct	133
Table 5.22	Higher Order Discriminant Validity	134
Table 5.23	Structural Model Assessment	135
Table 5.25	Path Coefficient	140
Table 5.26	Model Goodness	142
Table 5.27	Path coefficient with and without control variable	144
Table 5.28	Mediating Effect	147
Table 5.29	Moderation Analysis	148

LIST OF FIGURES

Figure No	Title of the Figure	Page No
Figure 1.1	Online Marketplace Trends	8
Figure 2.1	Online Marketplace Dimensions	27
Figure 2.2	Online Marketplace Sub Dimensions	28
Figure 2.3	Website Design Attributes	30
Figure 2.4	Informativeness Attributes	31
Figure 2.5	Website Security and Privacy	32
Figure 2.6	Reputation Attributes	35
Figure 2.7	Seller Selection Dimensions	38
Figure 3.1	Online Marketplaces Characteristics	50
Figure 3.2	Proposed Research Model	75
Figure 3.3	Mediation	77
Figure 4.1	Research Process	83
Figure 5.1	Variance Inflation Factor	107
Figure 5.2	PLS-SEM evaluation guideline	122
Figure 5.3	Factor loading Radar Graph	125
Figure 5.4	Analysed Structural Model	138
Figure 5.5	Slope analysis	149

LIST OF ABBREVIATIONS

Acronym	Full Form
WQ	Website Quality
SQ	Service Quality
SSQ	Seller Selection Quality
eWOM	E-word of mouth
PI	Purchase Intention
ICT	Information and Communication Technology
TTF	Task-Technology Fit
SOR	Stimulus, Organism, and Response
PLS	Partial Least Square
SEM	Structural Equation Modelling
SPSS	IBM Statistical Package for Social Sciences
VIF	Variance Inflation Factor
KMO	Kaiser-Meyer-Olkin
AVE	Average Variance Extracted
HTMT	Hetrotrait-Monotrained Ratio
CR	Composite Reliability
SRMR	Standardized Root Mean Square Residual

Chapter-1

Introduction

The emergence of e-commerce has revolutionized the way consumers shop, providing them with greater convenience and accessibility to a wider range of products. With the growth in competition among e-commerce companies, the delivery of goods to consumers has become faster and more efficient. This has been particularly evident during the COVID-19 pandemic, where online shopping has become even more important for consumers. An online marketplace is a platform that enables individuals or businesses to sell their products or services to customers through the internet. The growth of e-commerce and digitalization has led to the rise of online marketplaces, providing buyers with a wide range of products and services to choose from. According to Chevalier (2021), the global online marketplace is expected to grow at a compound annual growth rate of 12.2% from 2021 to 2026, reaching a market size of 7.7 trillion U.S. dollars. These platforms allow businesses to reach a wider audience, and for individuals to start their own businesses by selling their products or services. According to a report by Digital Commerce 360, online marketplaces accounted for 58% of global online sales in 2019 (Korolov, 2020). The popularity of online marketplaces continues to grow, and this trend is likely to continue in the future.

“Online marketplaces are characterized by matching, low entry costs, ex-post screening, non-exclusive, and short-run contracts” (Fradkin, 2017). These characteristics make the concept of an online marketplace encompass a variety of terms such as “peer-to-peer, the sharing economy, and the on-demand economy” (Hagiu and Wright, 2014). While these terms refer to different business models, they share similar characteristics with online marketplaces. One key distinction between online marketplaces and seller is the level of control over pricing, advertising, customer service, and order fulfillment. In online marketplaces, most of these control rights remain with the seller, and “the marketplace serves as an aggregator and

matchmaker of heterogeneous and autonomous buyers and sellers. In some cases, the marketplace participates as a buyer or seller in its own marketplace” (Hortaçsu & Syverson, 2015).

Online Marketplace offers a diverse range of products from different sellers, providing consumers with greater choices and competitive prices. In addition, e-commerce has opened up new opportunities for sellers, including micro-entrepreneurs who can sell their products on these platforms and reach a wider audience. According to Avgerou and Li (2013), online marketplaces can benefit sellers by reducing the costs of marketing, advertising, and distribution. This is because sellers can leverage the existing infrastructure of the online marketplace, rather than building their own. Furthermore, the number of sellers on the online marketplace has increased drastically in recent years. Sarah (2020) reports that approximately 50% of sales in e-commerce come from third-party sellers. Indicates, the success of e-commerce businesses is heavily dependent on the activities of sellers, where Kannan and Tan (2002) suggest that sellers have a significant impact on various aspects of the business, such as product price, quality, delivery lead time, delivery quality, and delivery cost. Therefore, e-commerce companies need to work closely with sellers to ensure that they provide high-quality products and services to customers.

Online Marketplace provides consumers with the convenience of purchasing products from multiple sellers, based on their needs and desires, anytime and anywhere. According to Dan (2014), when consumers express their interest in the online marketplace, they have access to a wide range of products from various sellers. This allows them to compare product prices, quality, delivery lead time, delivery cost, and other factors before making a purchase decision. However, with billions of sellers listed on the e-marketplace, it can be challenging for buyers to choose the right seller for their needs. To address this issue, marketplace operators use a set of criteria to assign sellers to a particular product. These criteria are established based on prior

seller selection criteria and includes factors such as product price, quality, delivery cost, delivery lead time, and geographical proximity (Kopelman and Balijepalli, 2010). Despite these measures, there can be instances where buyers are unhappy with the product or service provided by a seller. When this happens, buyers direct their negative feedback to the online marketplace. This becomes recurring problem that impact the consumer experience of the e-marketplace service and escalate into a trust issue or social media backlash as e-WOM (Rumble, 2020). For instance, of late, Flipkart faced massive backlash on social media platforms after it cancelled several orders during the Big Billion Days sale (Prerna, 2022).

The online marketplace poses a challenge for buyers to select the most suitable seller due to various uncertainties, such as false promises, concealment of actual characteristics, misrepresentation of information, and compromised product quality, which can be attributed to dishonest sellers (Tang and Lin, 2019; Riazati et al., 2019). Consumers are more likely to buy from recommended sellers, which affects consumer trust and purchase intention (Adam and Pecorelli, 2018). If a wrong seller is allocated to a consumer, it can lead to a breach of consumer trust and negative electronic word-of-mouth (Chiu et al., 2014; Nieto et al., 2014; Kudeshia and Kumar, 2017). Previous studies suggest that the marketplace operator should evaluate the seller carefully to increase consumer trust and attract potential customers (Altuntas et al., 2006; Dachyar and Banjarnahor, 2017). Seller uncertainty can be mitigated by trust, information, and positive e-WOM.

Online marketplaces leverage technology to facilitate interactions between buyers and sellers through features such as search engines, algorithmic recommendations, and signaling mechanisms (Fradkin, 2017). However, the design of these features is not without its challenges. The design of an online marketplace is crucial because it can impact the experience of millions of users, including both buyers and sellers. A poorly designed marketplace can result in a less efficient and less profitable marketplace, while a well-designed marketplace can

lead to better outcomes for all parties involved (Handel & Kolstad, 2015). One major challenge in designing online marketplaces is the unintended consequences that can arise from design decisions (Luca, 2017). For example, a small change in the algorithm used to match buyers and sellers could lead to a significant change in the number and types of transactions that take place on the online marketplace. Another challenge is the scale of these marketplaces, as even small design changes can have a significant impact on the experience of millions of users (Fradkin, 2017).

The attractiveness of online marketplace is also endogenous and dynamic. This means that the attractiveness of online marketplace can change over time, and that online marketplace can invest in services, website designs, and technologies to enable new types of change at the online marketplace (Bell & Loane, 2010; Tabatabaei & Gardiner, 2012). For example, an online marketplace that offers same-day delivery, advanced matching mechanisms for buyer and seller, and high-quality customer service may be more attractive to consumers than one that does not offer these features. In this way, the quality of online marketplaces is crucial in determining the overall consumer behaviour (Hong & Cho, 2011). The design choices made by the marketplace can affect the quality of the matches made, the efficiency of the search process, and the overall user experience (Fradkin, 2017). By carefully considering these quality, online marketplaces can enable new types of online marketplace, improve the user experience, and increase the overall attractiveness of online marketplace. This can ultimately lead to an increase in the number of consumers and sellers participating in the marketplace, and ultimately drive purchase intention at the marketplace.

In recent years, the significance of online reviews as a source of information for consumers has become increasingly apparent in online marketplace (Korfiatis et al, 2012). However, it is important to note that there are additional sources of information or clue or "signals" that can greatly influence user behavior and decision-making. "Signal theory posits that these various

signals as part of marketplace quality play a crucial role in bridging the information gap, establishing consumer trust, and elevating purchasing intent” (Wang, 2019). Examples of these signals include user-generated reviews and ratings (e-WOM), as well as visually appealing and user-friendly websites (website quality), customer service, and social media target marketing, which are designed to increase customer trust, reduce information asymmetry, and encourage purchases (Li et al., 2015).

1.1 Background of Online Marketplace

The concept of online marketplaces dates back to the early days of the internet, with the first online marketplace being eBay, which was launched in 1995. These platforms allowed individuals to buy and sell goods online, and quickly became popular due to their convenience and accessibility. Since then, online marketplaces have expanded to encompass a wide range of products and services, from clothing and electronics to travel and home services. Online marketplaces have also evolved to include more sophisticated features, such as personalized recommendations and social media integration (Statista, 2023). Online marketplaces have become a significant part of the e-commerce landscape, with many popular examples such as Amazon, Flipkart, and eBay. The global online marketplace market was valued at \$3.5 trillion in 2019 and is expected to reach \$7.19 trillion by 2024.

“An online marketplace is a digital platform that enables multiple third-party sellers to list and sell their products or services to a large pool of potential buyers” (Li et al., 2019). These marketplaces typically provide a centralized platform where buyers can search for and purchase products or services from multiple sellers and also provides a platform for sellers to manage their inventory, process orders, and handle payments, while also providing a shopping experience for buyers to browse and purchase products or services (Investopedia, 2021). This definition highlights the key features of an online marketplace, including the role of the

marketplace operator in facilitating transactions between buyers and sellers, as well as the ability for third-party sellers to list and manage their own products or services.

1.1.1 E-commerce Store Vs Online Marketplace

An E-commerce store is a website developed and maintained by a single business to sell its products or services to consumers. The company has complete control over the platform, from design to pricing and customer service. Conversely, an online marketplace is a digital platform where multiple sellers can sell their products or services to consumers. These platforms are managed by a third-party company, which facilitates transactions between buyers and sellers (Chaffey, 2007). Online marketplaces experience faster growth rates than those that rely solely on e-commerce stores because marketplaces offer a wider selection of products and services, which attracts a larger customer base. Additionally, marketplaces offer businesses more exposure and brand recognition due to their large user base (Digital Commerce, 360). E-commerce stores offer more control over the platform and the customer experience, but require more resources to manage. Online marketplaces offer access to a wider audience and a more streamlined selling process, but come with additional fees and less control over branding (Fradkin, 2017).

The main differences between online marketplaces and e-commerce stores is that the latter has a larger audience reach, while e-commerce stores rely on their marketing efforts to attract and retain customers; e-commerce stores have complete control over their branding, while online marketplaces use a unified brand image; online marketplaces are more scalable than e-commerce stores, but they rely on third-party sellers for their inventory management; online marketplaces can offer a wider variety of products, which can lead to higher sales volume, while e-commerce stores can be limited to the products offered by the company (Kumar et al., 2012).

1.1.2 Emerging Trends in Online Marketplace

The online marketplace has been rapidly growing across the globe, with new trends emerging every year. In 2021, online buyers spent a staggering \$3.23 trillion on the top 100 multi-vendor marketplaces, showcasing the increasing popularity of online marketplaces. Mobile users have also been a driving force behind online marketplace growth, with more than 150 million mobile users using Amazon's marketplace app. In 2020, gross merchandise sales on marketplaces grew by 18%, indicating a significant shift towards online marketplaces for both buyers and sellers. A recent report also showed that 42% of online purchases were made on marketplaces in 2021, highlighting the importance of these platforms in the e-commerce landscape. Additionally, almost half of online buyers (48%) prefer going straight to a multi-vendor store when buying online, rather than navigating individual websites. These trends indicate that online marketplaces are continuing to play a significant role in the growth of e-commerce and are likely to become even more prevalent in the years to come.

The COVID-19 pandemic also had a significant impact on the growth of online sales. As a result of quarantine, self-isolation, and travel restrictions, consumers have increasingly turned to online shopping, leading to a significant boost in the online marketplaces industry. This trend has encouraged many brands to develop their businesses online, as selling online can offer new opportunities for growth. Macy's, for example, launched a digital marketplace in September 2022, following in the footsteps of successful retailers like Amazon and Target. Walmart has also experienced significant growth through online sales, reporting \$152.90 billion in total retail sales in Q2 2022. The statistics indicate that e-commerce sales are continuously increasing worldwide. While lockdown restrictions have eased, many customers have remained in the habit of purchasing goods online.



Figure 1.1: Online Marketplace Trends

1.1.3 Online Marketplace and Growth

Online marketplaces have become an essential part of the e-commerce industry, connecting millions of buyers and sellers worldwide. These marketplaces have changed the way consumers shop by offering a variety of products and services at competitive prices. The world's top online marketplaces in terms of sales revenue include Amazon, Alibaba, eBay, and Walmart. Amazon, the world's largest online marketplace, reported a revenue of \$386 billion in 2020, a significant increase from its revenue of \$233 billion in 2018. Amazon's growth can be attributed to its broad product range, competitive pricing, and convenient delivery options, such as Amazon Prime.

The world's top online marketplaces have seen significant growth in recent years, attracting millions of monthly visits from shoppers around the globe. According to data from Similar Web as of March 2023, the top online marketplaces based on monthly visits include industry giants like Amazon, eBay, and Walmart, as well as specialized marketplaces like Etsy and Wayfair as listed top 10 online marketplace as per monthly visit. These marketplaces offer a diverse range of products and services, providing consumers with unparalleled access to goods from around the world.

The largest online marketplaces in the world by the number of active sellers are Amazon, eBay, Walmart, and Etsy. Amazon is the largest of these, with over 6.3 million active sellers and a wide range of products available on its platform. eBay, which offers a variety of products has over 20 million active sellers worldwide. Walmart, one of the world's largest brick-and-mortar retailers, has also entered the online marketplace space with over 1.5 lac sellers. Etsy, a niche marketplace that focuses on handmade and vintage items, has over 4.4 million active sellers and is popular among buyers looking for unique and personalized items. All these platforms have experienced significant growth in recent years, with Amazon reporting net sales of \$386 billion in 2020, eBay reporting a revenue of \$10.3 billion, Walmart's online sales growing by 79% in 2020, and Etsy's gross merchandise sales reaching \$10.3 billion, an increase of 107% compared to the previous year.

Table 1.1: Top Ten Online Marketplace

The world's top online marketplaces			
#	Name	Category	Visit/month
1	Amazon	General	6.2B
2	eBay	General	1.1B
3	Walmart	General	497M
4	Etsy	Arts, Crafts & Gifts	366M
5	Target	General	337M
6	Alibaba	General	300M
7	Zalando	Fashion	182M
8	AliExpress	General	159M
9	Rakuten	General	124M
10	Wayfair	Home Décor	120M

Source: SimilarWeb (2023)

1.2 Online Marketplace Quality

Online marketplace quality refers to the level of satisfaction and trustworthiness that customers and sellers associate with a particular online marketplace. It is a measure of how well the marketplace meets the expectations of its stakeholders and provides a positive experience for

all involved. Factors that contribute to online marketplace quality may include the availability and accuracy of product information, ease of use, security and privacy measures, customer service, and seller performance metrics (Chen & Zhu, 2021)

Quality of an online marketplace is essential for both buyers and sellers. For buyers, the quality of an online marketplace determines the level of trust and confidence they have in the platform. Buyers need to know that they can trust the marketplace to provide them with high-quality products, reliable shipping, and good customer service (Sahney, 2015; Wei et al., 2019). If a marketplace has a poor reputation for quality, buyers are less likely to use it, which can lead to negative purchase intention (Luca, 2017). Similarly for sellers, the quality of an online marketplace is also critical. A high-quality marketplace provides sellers with a reliable platform to sell their products, attract customers, and build their brand (Schomm et al., 2013).

The concept of online marketplace quality has become increasingly important in recent years due to the rapid growth of e-commerce and online marketplaces. With the rise of online marketplaces, buyers and sellers have more options than ever before when it comes to buying and selling products and services online. As a result, it has become critical for online marketplaces to differentiate themselves based on the quality of their platform and services (Kalia and Paul, 2021). One of the challenges that online marketplaces face is ensuring that the quality of products and services offered by sellers meets the expectations of buyers (Vasic et al., 2019; Yadavalli et al., 2019). While online marketplaces have guidelines and policies in place to regulate the behavior of sellers, it can still be challenging to ensure that all sellers adhere to these standards.

Furthermore, the quality of the online marketplace itself can impact the experience of buyers and sellers. A platform that is slow or difficult to use can be frustrating for users, leading to a negative experience (Meyer & Schwager, 2007). On the other hand, a well-designed and easy-

to-use platform can enhance the overall experience of users. Therefore, understanding the concept of online marketplace quality is crucial for buyers. Buyers can use this knowledge to evaluate the quality of different online marketplaces and make informed purchasing decisions.

1.3 Research Gap Focus

While previous research has emphasized on the significance of website and service quality in e-commerce, the influence of seller selection quality on trust, electronic word-of-mouth (e-WOM), and consumer perception in the online marketplace has not been thoroughly investigated. Some past studies have suggested that marketplace operators should evaluate sellers carefully to enhance consumer trust, attract potential customers, and increase purchase intention (Dachyar and Banjarnahor, 2017; Al-Adwan et al, 2022). Furthermore, Kim et al, (2012) suggested that without proper seller evaluation criteria or product evaluation criteria understanding purchase intention in the online marketplace may be inadequate. Also, Kalia and Paul, (2021) highlighted that “if a customer is getting the same service, same information or the same product offering from similar e-retailers, a small price difference or delivery lead time may shift the consumer decision”. It indicates that seller selection quality can be an important factor in shaping consumer decision-making in online marketplaces because product price, delivery lead time depends on them, particularly when faced with similar options from multiple e-retailers like Flipkart and Amazon.

Previous studies have investigated the impact of website quality, service quality on purchase intention and have often focused on a single mediating variable, such as trust or e-WOM. However, research suggests that both trust and e-WOM can play a significant role in mediating the relationship between online marketplace quality and purchase intention. In other words, these two variables can work together to shape consumers' decision-making in online marketplaces. Trust is a crucial factor in influencing consumers' purchase intention in online

marketplaces. Consumers are more likely to make purchases from online marketplaces they trust, as they believe that the marketplace will provide them with reliable and high-quality products and best services. On the other hand, e-WOM can also play a significant role in shaping consumers' purchase intentions as marketplace provides interactive platform quality and service quality. Therefore, considering both trust and e-WOM as mediating variables simultaneously it is important to understand the complex interplay between various factors that influence purchase intention in online marketplaces including seller selection quality.

The relationship between online marketplace quality and consumer behavior has been the focus of many research studies. However, the moderating effect of social media use on this relationship has not been explored in great detail. Social media use refers to the extent to which consumers engage with social media platforms to gather information about products, services, and brands (Benitez et al., 2018) and it also in “affecting the way consumers search, decide, and purchase based on information” (Khan and Khan 2019; Pitafi et al., 2020). Social media also create signals about perceived product and service quality through various methods such as product review features, social media integrations, and influencer marketing (Vermeulen & Seegers 2009; Zhu & Zhang, 2010). Despite this known moderating effect of social media use on the relationship between online marketplace quality and consumer behavior has not been extensively studied. It is possible that social media use may positively or negatively moderate the relationship between online marketplace quality and consumer behavior by influencing the way consumers perceive online marketplace quality.

The above discussion signalled the need to address the following research questions:

1. What is the combined effect of seller selection quality, website quality and service quality as online marketplace quality on purchase intention?

2. How does trust and e-WOM play a role between online marketplace quality and purchase intention?
3. Does social media use affect the relationship between online marketplace quality dimensions and purchase intention?

The present study, therefore, takes into consideration the issues mentioned so far and develops a framework to be tested empirically. The framework is developed based on Signaling Theory, Social exchange theory, Stimuli-Organism-Response Theory, Person-Environment Fit theory, Task-Technology Fit theory, The Social Influence Theory and Trust theory. The model propose three dimensions of online marketplace called seller selection quality, website quality and service quality and positive relationship between these dimensions and purchase intention. The model investigates mediating role of trust and e-WOM and also explore moderating role of social media use between online marketplace and online purchase intention. This study is in context of online marketplace and studies consumer opinion on product and service provided by online marketplace.

1.4 Research Objective

This study aimed to explore the online marketplace possible quality dimensions and find the impact of these quality dimensions on consumer purchase intention using the signaling theory, and social exchange theory. In particular, this study proposed a conceptual model by integrating Stimuli-Organism-Response (S-O-R) and social influence theory to examine how these components inter-relate with each other and these relationships are supported by relevant literature review. The proposed farmwork indicates that online marketplace quality dimensions have direct and indirect effect on consumer purchase intention and this relationship mediated by trust and e-WOM and moderated by social media use.

In accordance with the existing limitations of the online marketplace quality, the study aims to explore seller selection quality and analyse the impact on online marketplace.

This study is guided by three primary objectives:

1. To explore and evaluate the impact of seller selection quality as a new dimension along-with website quality and service quality on purchase intention.
2. To explore and examine the mediating effect of trust and e-WOM in explaining the effect of online marketplace quality on purchase intention.
3. To study the moderating role of social media use in relationship between online marketplace quality and purchase intention

1.5 Research Methodology

The research design, data collection methods, sampling techniques, and data analysis procedures used in this study were carefully selected to ensure that the study provides valid and reliable findings. To begin with, a comprehensive review of literature related to the quality of online marketplaces and the factors that influence purchase intention was conducted to develop the problem statement and research objectives. The research instrument used to collect data was developed by identifying measurement scales from previous studies and adapting them to fit the context of the current research, ensuring that the items in the instrument were relevant and appropriate for measuring the constructs of interest. The validity and reliability of the research instrument were assessed using a multi-faceted approach, which involved pre-testing and a pilot study to identify any ambiguities or errors in the survey questions and making necessary adjustments.

Data was collected using Google Survey, an online survey platform, and the sample for the study was chosen using well-established sampling techniques to ensure that the sample represents the population of interest. The study is using a purposive sampling method, which

is a non-probability sampling technique, to select individuals who have shopping experience in online marketplaces and are categorized based on demographic factors such as age, gender, educational level, and experience with online shopping and social media usage. The purpose of this categorization is to ensure that the sample selected for the study represents the population of interest.

The data collected was analyzed using Partial Least Square (PLS), a technique of Structural Equation Modeling (SEM), which is a statistical method that can be used to analyze and evaluate the relationships between multiple variables, suitable for this research. The study determined the sample size to be 549, following the criteria given by Roscoe (1975), which recommends a “sample size of greater than 30 and nearby 500, and is deemed adequate to represent the population of interest”. The survey used in this study is divided into four main sections, and the fourth section. first section, which also includes a guarantee of confidentiality and anonymity, second section that is used to determine whether the applicant has experience shopping at online marketplaces, third section, participants respond to 42 questions about the quality of the online market and how it affects consumer behavior, Forth was a series of open-ended questions that allowed participants to provide additional feedback and comments about their experience with online marketplaces.

1.6 Significance of Study

This dissertation intends for a comprehensive framework for understanding the factors that influences the online purchase intention in the context of online marketplaces. By incorporating various theories such as Signaling Theory, Social exchange theory, Stimuli-Organism-Response Theory, Person-Environment Fit theory, Task-Technology Fit theory, The Social Influence Theory, and Trust theory, the framework provides a holistic view of the complex relationship between online marketplace dimensions, consumer trust, e-WOM, and social

media use. Previous studies have shown the importance of website and service quality in predicting purchase intention. However, the current study challenges this notion by suggesting that in the context of online marketplaces, service quality and website quality may no longer have a significant impact directly on purchase intention due to the similarity and completeness of these factors among major online marketplaces. This highlights the need for businesses to focus on other quality dimensions, such as seller selection quality, to enhance purchase intention directly. Therefore, this study contributes to the existing literature by providing new insights into the factors that influence purchase intention in online marketplaces.

From a theoretical perspective, the study adds to the literature by highlighting the importance of seller selection quality as a key determinant of purchase intention, as well as the mediating role of trust and e-WOM in the relationship between website quality, service quality, and purchase intention. The study also highlights the moderating effect of social media use on the relationship between seller selection quality and purchase intention.

The findings of this study have important implications for online marketplace operators. By focusing on improving seller selection quality, they can enhance consumer trust, e-WOM, and ultimately, purchase intention. This can lead to increased consumer retention, as well as addressing complaints related to deliveries and product availability.

Moreover, the study highlights the need for online marketplace operators to adapt to technological changes and provide high-quality services that meet the evolving needs of consumers. However, the study also acknowledges its limitations and suggests future research that could provide more causal inferences between variables. A longitudinal survey method would be preferable to capture consumer behavior with technological change and provide more robust results.

1.7 Key Terminology and Definitions

E-commerce: “Refers to the buying and selling of goods and services over the internet”.

Online Marketplace: An online platform where buyers and sellers can interact and conduct transactions.

Online Marketplace Quality: Refers to the overall quality of the online marketplace, including factors such as website design, user interface, customer service, seller selection, and more.

Website Quality (WQ): Refers to the overall quality of the website, including factors such as ease of use, design, functionality, and security.

Service Quality (SQ): Refers to the quality of the services provided by the online marketplace, including factors such as customer support, dispute resolution, and shipping and delivery options.

Seller Selection Quality (SSQ): Refers to the quality of the sellers available on the online marketplace, including factors such as product selection, pricing, and reputation.

E-word of mouth (e-WOM): Refers to electronic word-of-mouth, which is the act of sharing information about products or services online on online marketplace platform.

Trust: Refers to the level of confidence and belief that consumers have in the online marketplace and its sellers.

Social Media Use: Refers to the use of social media platforms such as Facebook, Twitter, and Instagram to interact with others, share information, and conduct transactions.

Purchase Intention (PI): Refers to the likelihood that a consumer will make a purchase on the online marketplace based on their attitudes and perceptions.

1.8 Chapterisation

This study comprises five chapters. A brief description of each chapter is given as follows:

Chapter 1 of the dissertation provides an overview of the study by introducing its background and context. It begins by outlining the historical and theoretical foundations that led to the development of the research topic. The purpose of this section is to provide readers with a clear understanding of the research's origins and how it relates to existing knowledge. The chapter also clearly articulates the research's key questions and objectives.

Chapter 2 of this research has been dedicated to conducting a comprehensive literature review related to the research topic, which focuses on online marketplace quality dimensions, trust, e-WOM (electronic word-of-mouth), social media use, and purchase intentions. The chapter reviews relevant academic and industry publications, examining existing research and theoretical frameworks related to these areas. In particular, the chapter highlights the key research gaps and limitations in the current literature, identifying areas where further investigation is necessary. Based on these gaps and limitations, the chapter then develops research hypotheses that will be tested in the study.

Chapter 3 of the study is dedicated to describing the research methodology adopted for the study. It provides a comprehensive overview of the various steps involved in conducting the research, including research design, sampling, questionnaire design and data collection, data processing, data analysis, methodological assumptions, limitations, and delimitations. The chapter begins by discussing the research design, which outlines the overall plan for the study. Next, the chapter provides details on the questionnaire design and data collection process, including the development of survey questions, pilot testing, and the actual administration of the survey. The chapter then turns to data analysis, which involves applying statistical techniques to the collected data to test the research hypotheses.

Chapter 4 of the research study presents an in-depth analysis of the empirical assessment of the research model proposed in Chapter 3. The chapter begins by describing the pre-test analysis, which involves exploring the data and identifying any potential issues or biases that may affect the validity of the results. This is typically done using statistical analytical tools like SPSS, Excel, Stata. The second stage of the analysis focuses on survey instrument and construct evaluation. This involves delineating the criteria for the structural equation modelling (SEM) and calculating inferential analysis using the partial least squares (PLS) analytical method. The third stage of the analysis involves the structural model evaluation. This stage focuses on examining the relationship between exogenous and endogenous variables using SmartPLS. The chapter overall provides a transparent account of the criteria used to evaluate the research model, enabling readers to assess the robustness of the research findings.

Chapter 5 of the research paper presents a detailed synthesis and discussion of the findings obtained in Chapter 4. The chapter begins by summarizing the results of the empirical assessment of the research model and presenting the key findings. These findings are then rigorously complemented with the previous literature to rationalize the aims and objectives proposed in the present study. This helps to establish the significance of the study's results and place them in a broader theoretical and practical context. This discussion helps to provide a deeper understanding of the study's results and their implications for both theory and practice. By connecting the findings to previous research and theory, the chapter offers insights into the broader implications of the study's results. Finally, the chapter concludes with scope for future research recommendations based on the limitations of the present study.

Summary

The chapter provides a brief overview of the study, highlighting the research focus and problem statement. The research questions and specific objectives of the study are also presented in a

concise manner. The chapter discusses significance of the study is also explained, which could be its contribution to the existing literature, practical implications, or both. Lastly, the chapter outlines the structure of the entire thesis, which would help the readers to navigate through the content and understand the flow of the study.

Chapter-2

Literature Review

Overview

It is crucial for various reasons to investigate the quality dimensions of online marketplaces and their correlation with consumer trust, electronic word-of-mouth, and purchase intention. Such exploration can provide valuable insights into the online marketplace and its impact on consumer behavior. Firstly, online marketplaces have become increasingly popular in recent years, and understanding how consumers perceive and evaluate the quality of these platforms is important for both researchers and practitioners. Secondly, consumer trust and e-word of mouth are known to be important factors in the decision-making process, particularly in the context of online purchases. Understanding how quality dimensions of online marketplaces may influence these factors can help to shed light on how consumers make purchase decisions in this context.

To gain a deeper understanding of this relationship, it is necessary to examine the existing research on consumer purchase intention in the online context. This literature review will provide a comprehensive summary and evaluation of the current state of knowledge on this topic, highlighting key findings, debates, and controversies. It will also identify any gaps or areas in need of further study.

In this chapter, the relevant literature has been reviewed in order to develop a theoretical understanding of how online marketplace quality may influence consumer purchase intention through trust and e-word of mouth. The chapter began by defining key constructs related to the research topic, including online marketplace quality, consumer trust, e-word of mouth, purchase intention, and social media use. Then, key points from the literature review are summarized, leading to the development of a research model and hypotheses. This model and

hypotheses will be used to guide the research project, and will be tested and refined as needed through the course of the study.

2.1 Online Marketplace Quality

To fully understand the concept of online marketplace quality, it is necessary to first have a clear understanding of the broader concept of a marketplace and online marketplace. Online marketplace quality refers to the overall perceived quality of an online marketplace platform (Kim & Lee, 2006). This can include factors such as the selection of products or services offered by seller, the convenience and ease of use of the platform, pricing and value for money, customer service and support by marketplace, the security and protection of personal and financial information. To conceptualize online marketplace quality and gain a deeper understanding of it, it is necessary to consider these various dimensions and how they may influence consumer perceptions and behaviors in an online context.

2.1.1 Marketplace

“A marketplace is a platform or location where buyers and sellers come together to exchange goods and services. This can be a physical location, such as a farmers' market or shopping mall, or an online platform, such as an e-commerce website or app” (Li et al., 2003). Marketplaces can be specialized, focusing on a specific type of product or service, or can be more general, offering a wide variety of goods and services. The purpose of a marketplace is to facilitate transactions between buyers and sellers, providing a convenient and efficient way for them to find and purchase what they need (Morales, 2011).

One of the earliest known marketplaces was the agora in ancient Greece, which served as a hub for both commercial and political activity. The Roman forum and the bazaars of the Middle East were also early examples of marketplaces. In medieval Europe, fairs and markets were

held in towns and cities, providing a venue for the exchange of goods and services (Braudel, 1992).

The development of the internet and e-commerce in the late 20th and early 21st centuries have led to the emergence of online marketplaces, such as Amazon and eBay, which have revolutionized the way in which buyers and sellers interact and exchange goods and services.

2.1.2 Online Marketplace

“An online marketplace is a platform that enables the buying and selling of goods and services through the internet” (Phau & Meng, 2000). It is similar to a physical marketplace where buyers and sellers can come together to exchange goods and services, except that it is virtual and operates online. Online marketplaces provide a convenient and efficient way for individuals and businesses to find buyers or sellers for the products or services they offer. According to the European Union's definition of an online marketplace, "an online marketplace is a type of e-commerce platform that brings together buyers and sellers of goods and services. It is a platform operated by a company that provides a space for traders to sell their products and services to consumers, either directly or through intermediaries” (Gunasekaran et al., 2002). And According to the U.S. Small Business Administration, “An online marketplace is a type of digital platform that allows multiple third-party sellers to list and sell their products directly to consumers. Online marketplaces act as an intermediary between buyers and sellers and facilitate the sale of goods and services through their platform”. They also facilitate the payment and delivery process, making it easy for users to complete transactions.

Online marketplaces offer a wide range of products and services, including physical goods, digital products, and services such as transportation or professional services. They can be accessed by anyone with an internet connection and are often available 24/7. Some online

marketplaces are open to anyone who wants to sell their products or services, while others have more stringent requirements for sellers, such as background checks or membership fees.

Online marketplaces often have additional features such as customer reviews, ratings, and seller ratings to help users make informed decisions about their purchases. They may also offer buyer protection or dispute resolution services to help ensure that transactions are conducted fairly and smoothly. Overall, online marketplaces provide a convenient and efficient way for buyers and sellers to connect and conduct business online. Online marketplaces are typically operated by a central company, which provides the infrastructure and support for the sellers to sell their products to buyers. Examples of online marketplaces include Amazon, eBay, and Etsy.

2.1.3. Online Store Vs Online Marketplace

An online store and an online marketplace are both types of e-commerce platforms that allow businesses to sell their products and services online. However, there are some key differences between the two. An online store is a standalone website or platform that is owned and operated by a single business. The business is responsible for everything on the site, including the design, layout, product listings, payment processing, and customer service. An online store is a good option for businesses that want to have complete control over their online sales and branding.

On the other hand, an online marketplace is a platform that allows multiple third-party sellers to list and sell their products to a wide audience of consumers. The online marketplace serves as an intermediary between buyers and sellers, facilitating the sale of goods and services through its platform. Examples of online marketplaces include Amazon, eBay, and Etsy. Online marketplaces can be a good option for businesses that want to reach a wide audience of potential customers and take advantage of the traffic and marketing efforts of the marketplace.

In summary, an online store is a standalone e-commerce platform that is owned and operated by a single business, while an online marketplace is a platform that allows multiple third-party sellers to list and sell their products to a wide audience of consumers.

2.1.4 Online Marketplace quality

Online marketplace quality is defined as the overall evaluation of the attributes and features of an online marketplace by consumers (Zhou et al., 2012). This evaluation can include factors such as the usability and navigation of the platform, the variety and availability of products, the trustworthiness of sellers, and the overall aesthetic appeal of the site (Li et al., 2020). Online marketplace quality can also be defined as the overall excellence or superiority of an online marketplace in terms of its ability to meet the needs and expectations of its users (Gao & Waechter 2017). It includes both functional and experiential attributes that contribute to the overall satisfaction of consumers (Pereira et al., 2016).

Functional attributes of online marketplace quality include factors such as the ease of use, speed, and reliability of the platform (Gao & Waechter 2017). Experiential attributes, on the other hand, refer to the emotional and psychological responses of consumers to the platform, including factors such as enjoyment, trust, and perceived value (Pereira et al., 2016). Overall, online marketplace quality is an important determinant of consumer satisfaction and purchase intention, and it is, therefore an important focus of research and development for online marketplace providers (Gao & Waechter 2017).

Online marketplace quality is a multidimensional construct that refers to the overall perceived quality of an online marketplace platform. According to a study by Zhang, et al. (2023), online marketplace quality can be broken down into four dimensions: “information quality, which refers to the accuracy, completeness, and timeliness of the information provided on the marketplace website; service quality, which refers to the efficiency, reliability, and

accessibility of the platform's services; interface design, which refers to the aesthetic appeal, usability, and navigation of the platform; and security, which refers to the protection of personal and financial information of the platform's users”.

The quality of an online marketplace is a multifaceted concept that involves both technological and psychological factors (Richard, 2005). This means that it is not a simple or straightforward concept, but rather one that is composed of many different elements (Yang et al., 2005). Technological factors refer to the underlying technology and infrastructure that support the operation of the online marketplace. These can include things like the website design, the payment systems, product evaluation and the security measures in place to protect user data. Psychological factors, on the other hand, refer to the way that users perceive and experience the online marketplace. These can include things like the level of trust and confidence that users have in the platform, the level of satisfaction they feel with their purchases, and the overall ease of use of the website.

We defined that online marketplace quality refers to the overall perceived quality of an online marketplace platform. This can include a range of factors, such as the selection of products or services offered, the convenience and ease of use of the platform, the pricing and value for money, the security and protection of personal and financial information, and the level of customer service and support by marketplace.

2.1.5 Online Marketplace Quality Dimensions

The quality of an online marketplace is a complex and multifaceted concept that includes both technological and psychological factors (Richard, 2005), as well as the role of information and communication technology (ICT) in driving consumer behavior and creating effective online marketplace quality (Xiang et al., 2015; Amendola et al., 2018). While previous research has primarily focused on website quality and service quality dimensions, seller selection quality is

also an important aspect of online marketplace quality because seller selection quality refers to the standards and criteria used by an online marketplace to choose which sellers and products to feature on the platform. It is based on a variety of factors, including product price, product quality, delivery cost, and delivery lead time (Kopelman and Balijepalli, 2010). Ensuring high seller selection quality is important for online marketplaces, as it helps to ensure that they are able to offer a high-quality selection of products to their customers.

Overall marketplace quality refers to the consumer evaluations and judgments of the quality of an online marketplace based on a variety of factors, including:

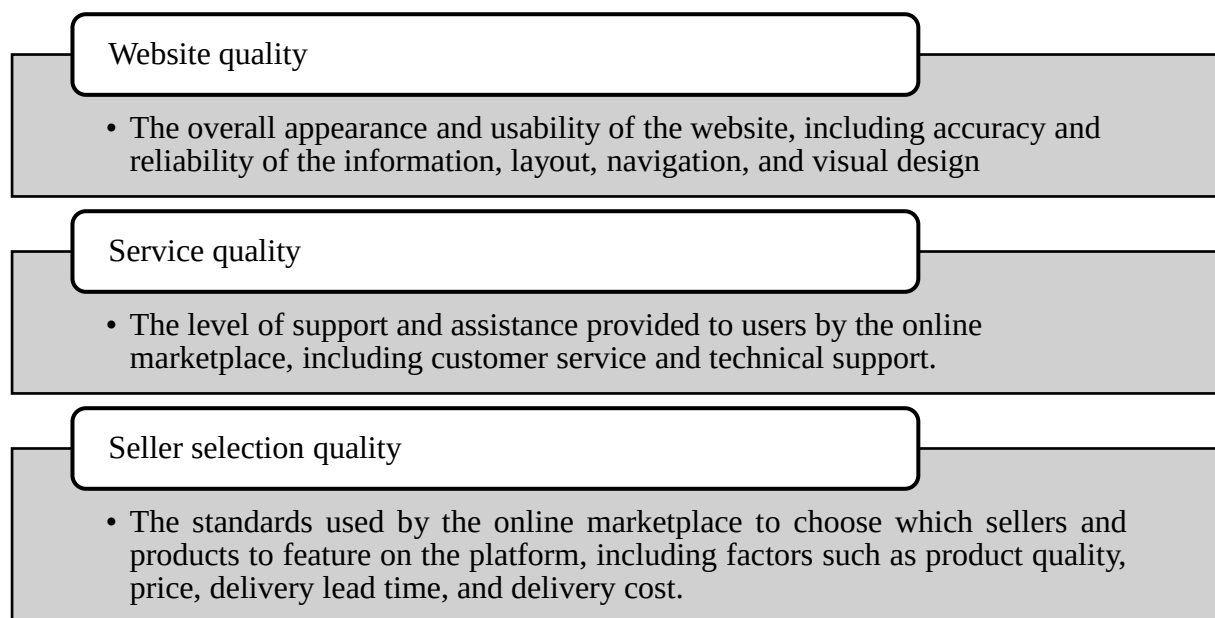


Figure 2.1: Online Marketplace Dimensions

2.1.5.1 Sub dimensions of online marketplace Quality

In e-commerce, the quality of the website is a major factor in determining consumer purchase intention (Bai et al., 2008). Previous research has identified website design, informativeness, and security as key determinants of website quality (Chek et al., 2016; Wang et al., 2015; Kim et al., 2012; Lin, 2007; Santos, 2003). These factors can influence how users perceive the website and whether they feel confident and comfortable making purchases through the platform.

Service quality is also an important factor in online marketplaces. This includes the services provided during the purchase process, such as finding, ordering, tracking, and delivering products (Kim and Ahn, 2007). To provide a high-quality service, online marketplaces should be responsive and have a good reputation, as this demonstrates a commitment to providing quick feedback to consumers (Dholakia et al., 2001) and increases consumer trust (Kim and Lennon, 2013; Dachyar and Banjarnahor, 2017). Therefore, online marketplaces should be quick to respond to consumer needs, including cancellations, returns, quick delivery, exchanges, and refunds (Lin, 2007).

The quality of seller selection is also important for online marketplaces, as it can have a significant impact on the overall success of the platform. When a business is reliant on the sellers it chooses to feature (Kannan and Tan, 2002), it is important to carefully consider the criteria used to select these sellers. Research has found that factors such as product price, product quality, delivery cost, and delivery lead time can be important considerations in seller selection (Dachyar and Banjarnahor, 2017; Chen et al., 2015; Kopelman and Balijepalli, 2010). Ensuring high seller selection quality helps to ensure that the online marketplace is able to offer a high-quality selection of products to its customers. Based on the literature factor of each online marketplace quality dimensions have been identified as shown in figure 2.2.

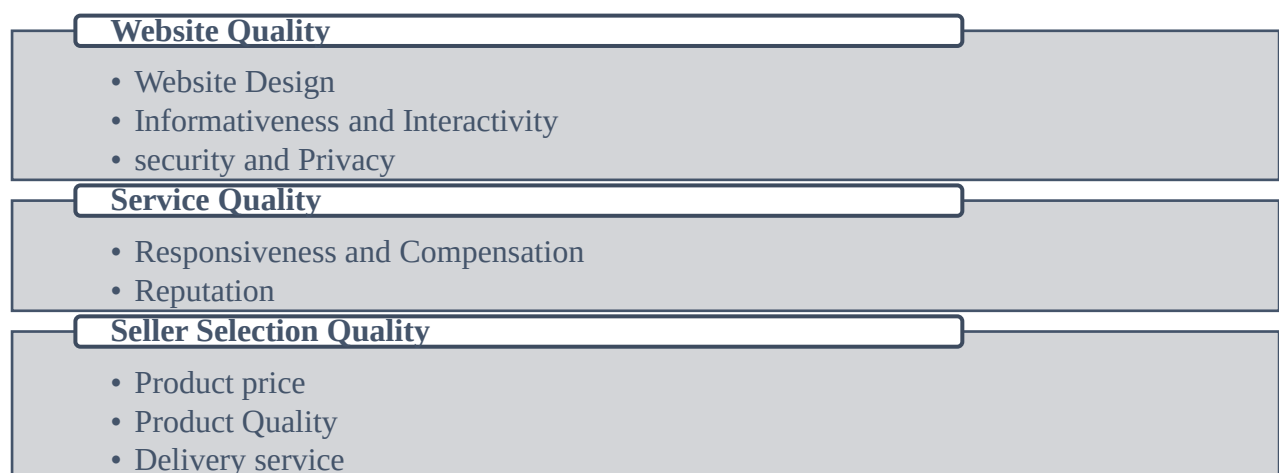


Figure 2.2: Online Marketplace Sub Dimensions

2.1.5.2 Website quality

“Website quality is an important factor that can influence customer satisfaction and their purchase intention” (Kim and Lennon, 2013). A well-designed and easy-to-use website can help to attract and retain customers, as it makes it easier for them to navigate the site and find what they are looking for (Lin, 2007). Accessibility is another important aspect of website quality (Dachyar and Banjarnahor, 2017). “An accessible website is one that can be used by people with disabilities, such as those who are blind or have low vision, hearing impairments, or mobility issues” (Dholakia et al., 2001). The appearance of the website, including its layout and design, can also play a role in its overall quality (Yang et al., 2015). A visually appealing website can make a positive impression on consumers and increase their likelihood of returning to the site (Chao, 2004). Functionality is another key factor in website quality (Cui et al., 2019). A website that is prone to errors or slow loading times can be frustrating for users and may drive them away (Rumble, 2020). Security and privacy are also key factors in website quality. Users need to feel confident that their personal and financial information will be protected when they make purchases through the website. This can involve measures such as secure socket layers (SSL) and secure payment gateways.

In order to deliver a high-quality website experience, online marketplaces must focus on all of these aspects of website quality (Kim and Lennon, 2013). Research has shown that the quality of an online marketplace's website can influence customer satisfaction and loyalty (Lin, 2007). Poor website quality can lead to a negative customer experience (Dholakia et al., 2001). On the other hand, investing in website quality can pay off for online marketplaces, as it can lead to increased customer satisfaction, higher levels of loyalty, and ultimately, greater success for the marketplace (Yang et al., 2015). Overall, it is important for online marketplaces to prioritize website quality in order to attract and retain customers. A high-quality website can help to build trust and confidence in the platform, leading to increased purchase intentions.

2.1.5.2.1 Website Design

Website design refers to the overall appearance and usability of a website. It encompasses various elements such as layout, visual design, navigation, and functionality (Nielsen, 1994). “A well-designed website can provide a positive user experience and make it easier for users to find the information and products they are looking for” (Lawrence and Tavakol, 2006). On the other hand, a poorly designed website can be confusing and frustrating for users, leading to a lower likelihood of purchases being made or returning to the website in the future (Ranganathan & Jha 2007). Several factors can impact the effectiveness of website design (Nielsen, 1994; Lawrence and Tavakol, 2006). These include in the figure

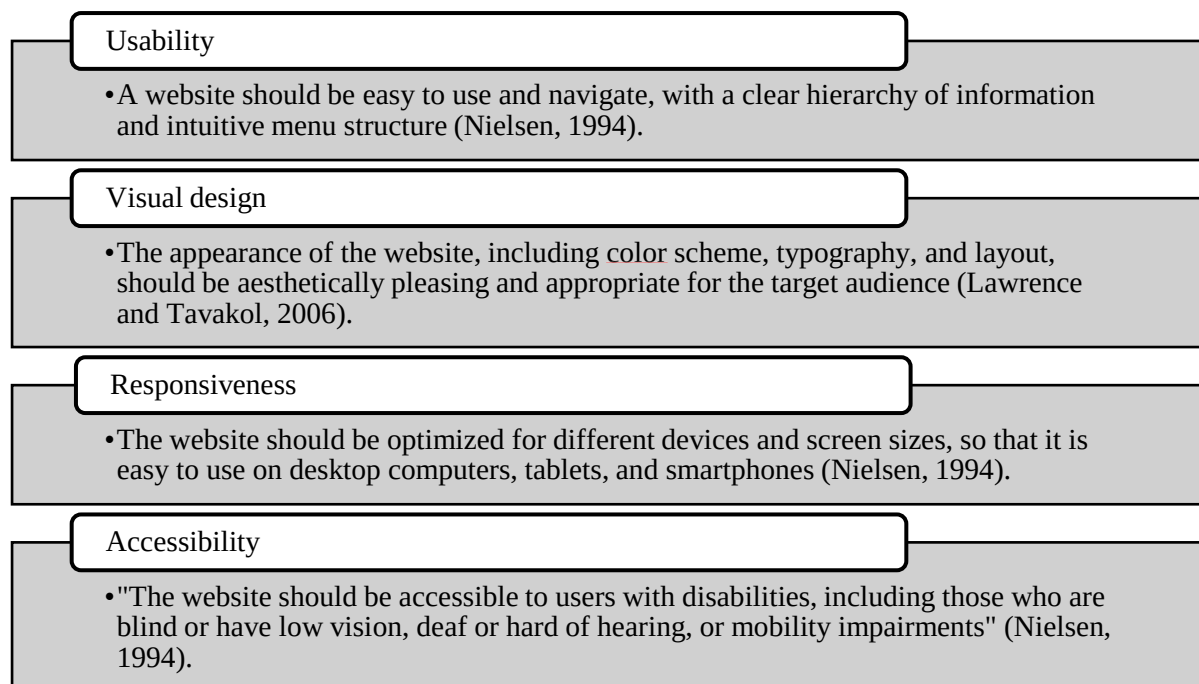


Figure 2.3: Website Design Attributes

In order to ensure that a website has a good design, “it is important to conduct user testing and gather feedback from target users. This can help to identify any issues or areas for improvement, and ensure that the website is effective at meeting the needs of its users” (Nielsen, 1994; Ranganathan & Jha 2007).

2.1.5.2.2 Informativeness

Informativeness refers to the accuracy and reliability of the information provided on a website. Consumers rely on the information provided on a website to make informed purchasing decisions (Kim et al., 2012). Therefore, it is important for websites to provide accurate and up-to-date information about products, prices, policies, and other relevant details (Lin, 2007). Inaccurate or incomplete information can lead to customer dissatisfaction and a lack of trust in the website (Santos, 2003). Interactivity refers to the ability of users to interact with a website, such as by leaving comments, rating products, or participating in forums (Dholakia et al., 2001). Interactivity can enhance the user experience and create a sense of community for users (Kim and Lennon, 2013). It can also provide valuable feedback for businesses, helping them to improve their products and services (Dachyar and Banjarnahor, 2017). Informativeness and interactivity are important factors in website quality, as they can impact consumer trust and purchase intention (Bai et al., 2008). There are several factors that can impact the informativeness and interactivity of a website. These include in figure

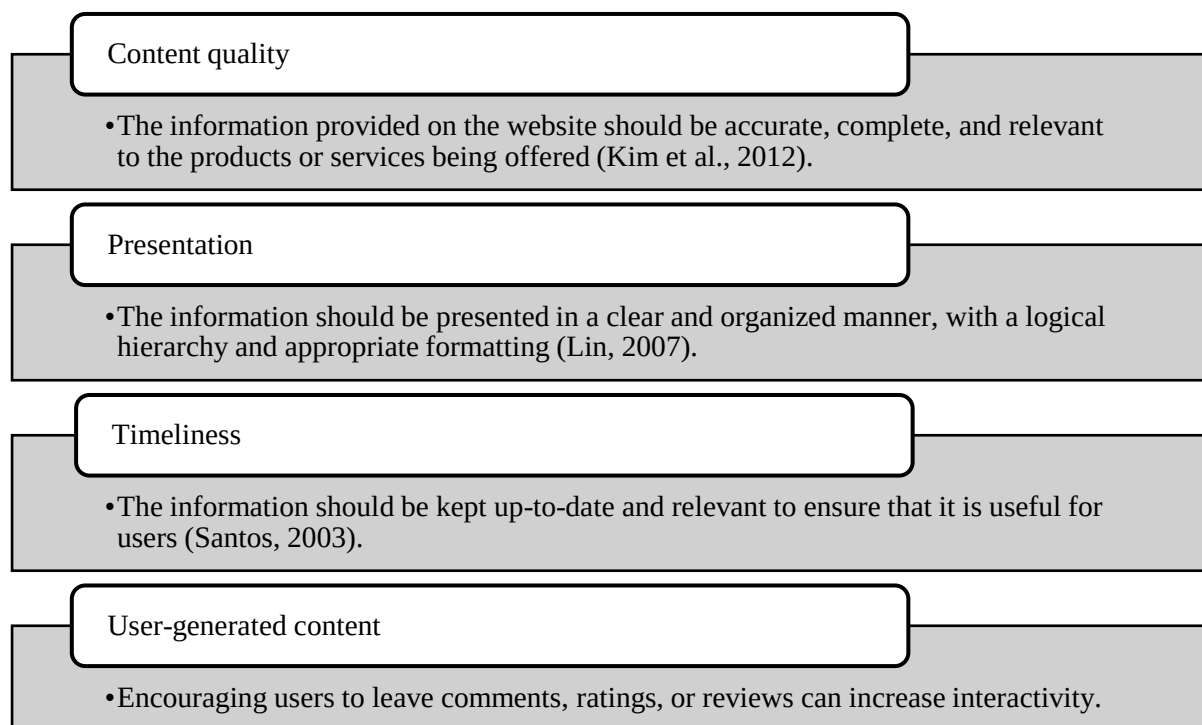


Figure 2.4: Informativeness Attributes

In order to ensure that a website is both informative and interactive, it is important to regularly review and update the content, and to consider the needs and expectations of the target audience (Lin, 2007). Additionally, incorporating interactive features can help to engage users and enhance their experience on the website (Kim and Ahn, 2007).

2.1.5.2.3 Website Security and Privacy

“Website security refers to the measures taken to protect against unauthorized access, use, disclosure, disruption, modification, or destruction of data” (Wang et al., 2015). This can include measures such as secure sockets layer (SSL) encryption, firewalls, and secure password policies (Kim et al., 2012). Ensuring that a website is secure can help to protect against cyber-attacks and protect sensitive customer information (Lin, 2007). Privacy refers to the collection, use, and disclosure of personal information by a website (Santos, 2003). “It is important for websites to have clear privacy policies that outline how personal information will be collected, used, and protected” (Kim and Lennon, 2013). This can help to increase consumer trust and encourage them to share personal information (Dachyar and Banjarnahor, 2017). Security and privacy are important considerations for any website, as they can impact consumer trust and willingness to share personal information (Chek et al., 2016).

There are various security measures that can be implemented to protect a website and its users.

These can include:

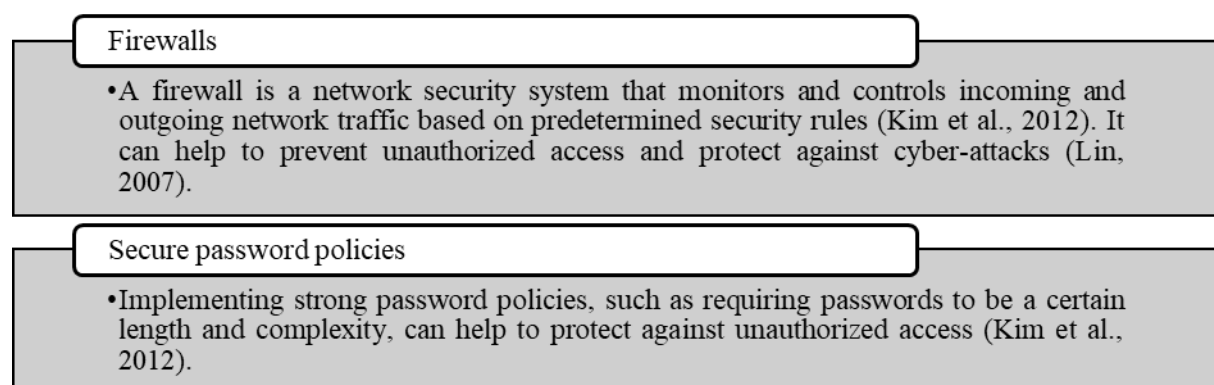


Figure 2.5: Website Security and Privacy

In order to ensure that a website is secure and respects privacy, it is important to implement appropriate security measures and have clear and transparent privacy policies (Lin, 2007). This can help to build trust with consumers and encourage them to engage with the website (Kim and Lennon, 2013).

2.1.5.3 Online Marketplace Service Quality

Service quality in online marketplaces is generally defined as the overall assessment of how well the online marketplace meets or exceeds customer expectations in the services it provides. “It can also define as overall evaluation and judgement of customers regarding the quality-of-service delivery provided by the virtual marketplace” (Lee and Lin, 2005). This can include various dimensions such as responsiveness represent reliability, assurance, empathy, and reputation (Kim and Ahn, 2007; Dachyar and Banjarnahor, 2017). Responsiveness refers to the ability of the marketplace to respond quickly and effectively to customer needs, such as cancellations, returns, quick delivery, exchanges, and refunds (Lin, 2007). Kim and Lennon, (2013) suggested that it refers to the ability of the marketplace to deliver products and services as promised in terms of time, quantity, and quality. Moreover it also provides assurance to the knowledge and courtesy of the marketplace employees and their ability to inspire trust and confidence in the customers (Dachyar and Banjarnahor, 2017) and provides caring, individualized attention to the customers by the marketplace employees (Dholakia et al., 2001). Online marketplace with a good reputation is perceived to be more likely to provide high-quality products and services and to handle customer complaints effectively (Lin, 2007).

Online marketplace service quality is a crucial aspect of the customer experience, as it can greatly impact consumer satisfaction, trust, and engagement and in the business or online marketplace website (Kim and Ahn, 2007). This is why it is important for online businesses and online marketplace websites to continuously monitor and evaluate their provided services

in order to identify areas for improvement and make necessary changes to ensure customer expectations.

2.1.5.3.1 Responsiveness

Responsiveness in online marketplaces refers to the ability of the marketplace to quickly respond to fulfil in customer demand, market conditions, and technology. It is an important factor in determining customer purchase intention, trust, and engagement in the digital age. Marketplaces that are able to quickly respond to changes in customer demand by providing real-time product and pricing information, as well as timely delivery, are able to improve customer satisfaction and purchase intention (Homburg, et al, 2007). Responsiveness in online marketplaces also includes the ability to quickly identify and respond to security threats and protect customer's personal and financial information (Zhou, et al, 2016). Here are some ways the online marketplace demonstrates responsiveness to its customers.

- Providing prompt and efficient customer service through multiple channels such as phone, email, or online chat (Parasuraman et al., 1988)
- Offering real-time updates on the status of customer requests or issues (Taylor & Cronin, 1994)
- Regularly reaching out to customers to gather feedback and make improvements to their products or services (Donabedian, 1966)
- Being proactive in addressing potential issues before they become problems (CAHPS)
- Providing clear and accurate information about products or services. (Lovelock & Wirtz, 2011)

The ability to provide fast and efficient customer service, whether through online chats, email, or phone support, also considered a crucial dimension of responsiveness in online marketplaces. Customers expect quick and accurate responses to their inquiries and issues

(Koufaris, 2002). Marketplaces that quickly address customer inquiries and issues make customers feel more secure and assured about their purchases, and increase their trust in the marketplace.

2.1.5.3.2 Reputation

Reputation in online marketplace refers to the general perception that customers have of the quality of service provided by an online marketplace. It is a critical aspect of service quality in because a marketplace with a good reputation is likely to inspire more trust and confidence in its customers, making them more likely to purchase from that marketplace and return for future purchases. Reputation can be built over time by consistently providing high-quality customer service, such as being responsive to customer inquiries, addressing customer issues promptly, and offering clear and accurate information about products or services. Here are several factors that contribute to the formation of reputation for an online marketplace. These factors can be categorized into different groups, such as:

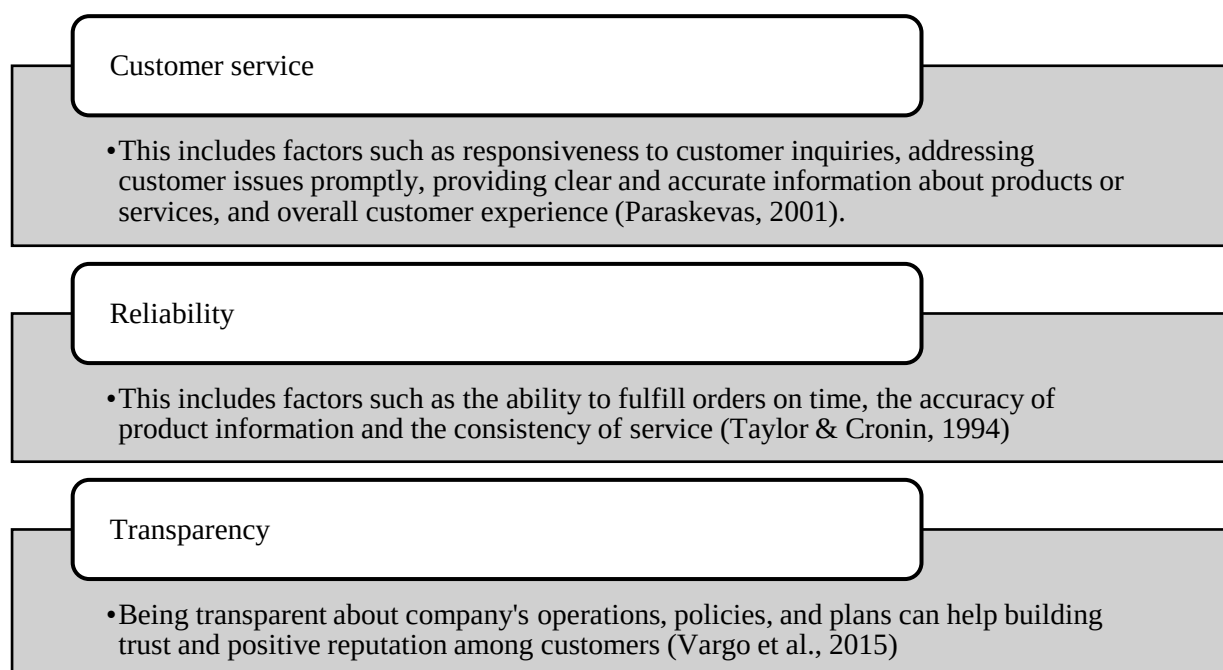


Figure 2.6: Reputation Attributes

Each of these elements is crucial in deciding how satisfied customers and purchase intention, and companies that prioritize the maintenance of a good service reputation are more likely to attract and retain customers.

In the online marketplace, reputation affects the e-WOM (electronic word of mouth) in the online marketplace, which is the influence of online customer reviews and recommendations on other customers' purchase decisions (Yoo and Gretzel, 2011). An online marketplace with good reputation is likely to receive positive e-WOM, which can help to attract new customers and increase customer retention, also increase the likelihood of customers to recommend the online marketplace to others (Bhattacharjee, 2001), whereas a marketplace with poor reputation would be more likely to receive negative e-WOM. Which is particularly important in online purchases where customers often cannot evaluate the quality of a product before buying it.

2.1.5.4 Seller Selection Quality

Selecting the most suitable seller on an online marketplace can be challenging, especially for buyers who do not have experience or interaction with all of the sellers on the platform. One of the main challenges is the potential for dishonesty among some sellers. They may provide false information about their products or services, or they may fail to deliver on their promises. This can make it difficult for buyers to make informed decisions about which sellers to choose. Even Whyte (1993) argued that providing excellent service is the most critical criterion for buyers when selecting a seller. This is particularly true when a business is reliant and dependent on the seller. In this context, the quality of the service provided by a seller can have a direct impact on the success of the online marketplace.

Quality of seller selection refers to the process of evaluating and comparing sellers based on various factors, such as their ratings, reviews, return and refund policies, and location. By using these factors, marketplace operators can aggregate information about different sellers and make

more informed decisions about which sellers to choose. Seller selection uses data mining techniques to analyze customer feedback and ratings. (Liu, Y. et al., 2017) found that this method was effective in identifying high-performing sellers, and suggested that it could be used by e-commerce marketplaces to improve the customer experience. A seller who provides poor service can lead to delays, lost sales, and damage to the online marketplace. On the other hand, a seller who provides excellent service can lead to increased customer satisfaction, improved efficiency, and increased sales.

An online marketplace stores data about supply chain participants and their activities in a central database, which has been used by online marketplace operators to match consumer demand with the appropriate seller. This can help to improve the overall consumer experience by ensuring that buyers quickly and easily find the products and services they are looking for. Model uses both quantitative and qualitative criteria to evaluate sellers at online marketplace. The model considered factors such as seller reputation, product quality, delivery performance, and pricing. The study found that the model was effective in identifying high-quality sellers and suggested that it could be used by online marketplaces to improve the customer experience (Kou, et al. 2018). Multiple criteria are used for selecting a seller on an online marketplace, such as product price, product quality, delivery lead time, and delivery cost. According to Kopelman and Balijepalli (2010) and Gaur and Sharma (2011), these criteria are considered to be the most important factors that influence a buyer's decision to purchase. Figure 4. present the most influenced factor while making a selection of seller at the online marketplace by the online marketplace operator.

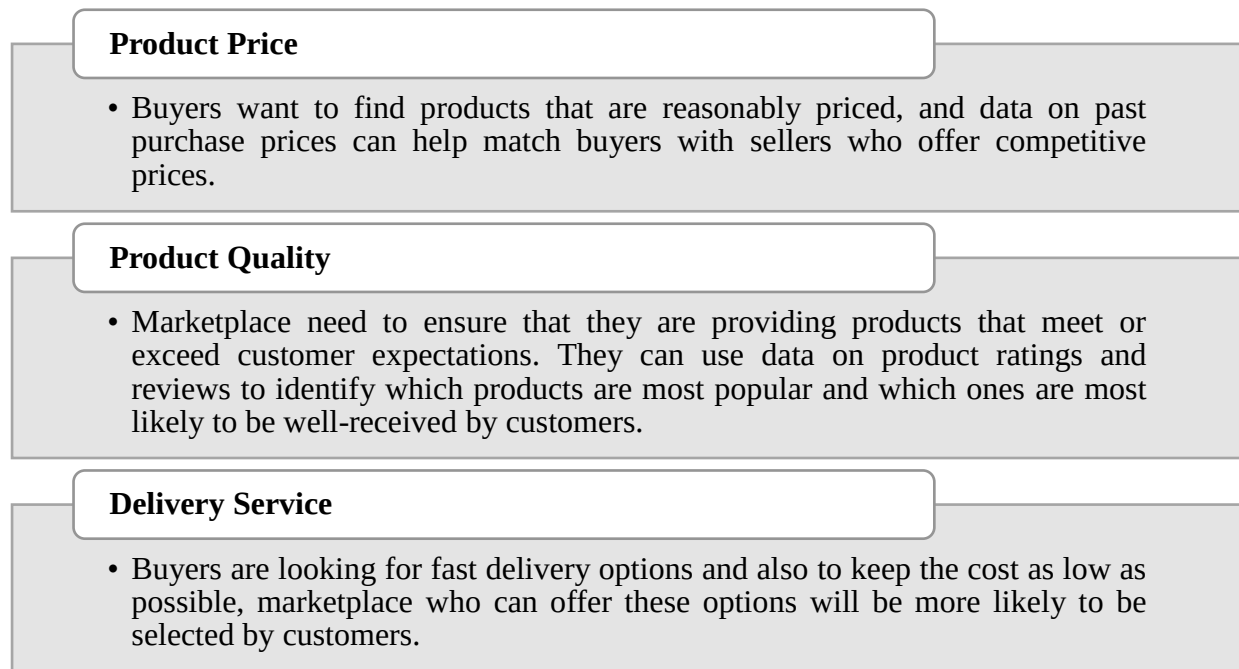


Figure 2.7: Seller Selection Dimensions

2.1.5.4.1 Perceived Price

Perceived price is an individual's evaluation of the monetary value of a product or service based on their own subjective perception. It is a cognitive construct that represents the consumer's overall evaluation of the price of a product, which may or may not reflect its actual cost. One of the key studies on perceived price is the “Anchoring and Adjustment” theory proposed by Tversky and Kahneman, (1974) which suggests that consumers use a reference point (or anchor) to evaluate prices, and then make adjustments to that anchor based on their personal evaluation of the product or service. This theory suggests that consumers tend to form judgments about value based on an initial anchor and make subsequent adjustments based on their beliefs, needs and preferences. Another study by Lichtenstein, Ridgway, and Netemeyer, (1993) found that perceived price is affected by a variety of factors, including brand name, product features, and packaging. They also found that consumers tend to assign higher perceived values to products that are associated with well-known brands, have more features, and are packaged more attractively.

Here in at online marketplaces consumers perceive price is an important factor as it can impact their purchasing decisions and satisfaction. One study found that consumers tend to perceive prices as being lower when they are shopping online as compared to in-store. “The study suggested that this may be because online marketplaces provide more information about prices and products, making it easier for consumers to compare prices and find deals” (Zhang, J. et al. 2015). Another study found that consumers tend to perceive prices as being more transparent and fairer when they are displayed with additional information such as the price comparison or the cost of production. When consumers have more information about the price, they have a better understanding of the value of the product and tend to be more satisfied with the price they pay (Dodds, 1991). Other research has found that the use of dynamic pricing strategies (pricing changes in real-time) by sellers in e-commerce marketplaces can affect consumer perceptions of prices.

2.1.5.4.2 Perceived Product Quality

"Perceived product quality is the consumer's overall assessment of the characteristics and features of a product or service, as well as the value that these characteristics and features represent for the consumer" (Paraskevas, A. 2000). Perceived quality refers to the customer's overall assessment of the characteristics and features of a product or service based on their own personal experience, expectations and influences. The perception of quality can be influenced by a variety of factors such as product features, brand reputation, packaging, and marketing communication.

Perception of quality is an important factor that can influence consumers' purchasing decisions, particularly in online marketplaces where buyers cannot physically inspect the product prior to purchase. One study by Jiuan, (1999) found that consumers tend to perceive the quality of products as being higher when they are offered by well-established brands. The study suggested that brand reputation can act as a signal of quality for consumers and can increase their

perceived quality of a product. Another study by Crilly, et al. (2018), found that consumers tend to perceive the quality of products as being higher when they are accompanied by detailed product information, such as detailed product specifications, images, and customer reviews. The study suggests that providing detailed product information can increase consumers' perceived quality of a product as they can better evaluate the product before purchasing. Additionally, a study Ivanov et al. (2022) found that the use of augmented reality in e-commerce can positively influence consumers' perception of product quality, as it allows them to virtually interact with the product and provides a more realistic understanding of the product before purchasing. In summary, consumers tend to perceive the quality of products as being higher when they are offered by well-established brands, accompanied by detailed product information and through use of augmented reality in e-commerce.

In summary, the product quality of the same product can differ among sellers at online marketplaces due to variety of suppliers and manufacturers, different sourcing methods, manufacturing processes, and brand reputation. Customers often rely on reviews and ratings to form an opinion of the product quality before making a purchase.

2.1.5.4.3 Delivery Service

Delivery service refers to the process of transporting goods from a seller or manufacturer to a customer. Delivery services can include a variety of transportation methods such as ground shipping, air shipping, and express delivery. In an e-commerce context, delivery service typically refers to the process of delivering products to customers who have ordered them online. Delivery service quality is considered a critical aspect of e-commerce as it can greatly impact consumer satisfaction and loyalty. Poor delivery service quality can lead to dissatisfaction and negative word-of-mouth, which can harm the reputation of an online marketplace and discourage future purchases.

Delivery services at online marketplaces vary significantly depending on the seller. Some sellers may offer a wide range of delivery options, such as same-day or next-day delivery, while others may only offer standard shipping (Pasaribu et al., 2022). Other found that the delivery quality, including the timeliness, reliability and condition of the products upon delivery, may also differ among sellers (Liu et al., 2017). Communication and tracking options provided by sellers can also vary, which can affect the overall quality of the delivery service. In summary, delivery service at online marketplaces can differ significantly among sellers due to variations in the type of delivery options offered to customers who often rely upon delivery options to form an opinion before making a purchase

2.2 Trust

“Trust is defined as a psychological state comprising the attitude of willingness to rely on an exchange partner in whom one has confidence. It is a belief in the reliability, integrity, and benevolence of an exchange partner” (Rousseau et al., 1998). Trust is an important factor in various types of relationships and transactions, including personal, professional and in the context of e-commerce.

Trust at online marketplaces refers to the level of confidence that consumers have in the online marketplace, and the sellers operating within it. It involves the belief that the online marketplace and its sellers will act in a trustworthy and reliable manner, such as by keeping personal and financial information secure, accurately describing products, and delivering products on time and in good condition and providing responsive customer service (Lin, 2007). Without trust, consumers may be hesitant to engage in online transactions, which can negatively impact the success of e-commerce.

The lack of trust among consumers can act as a significant barrier to their engagement in e-commerce marketplaces (Stockdale & Standing, 2006). When consumers do not trust an online

marketplace or its sellers, they may be less likely to make purchases or share personal and financial information, which can negatively impact the success of the marketplace (Kim et al., 2008). Or lack of trust can lead to consumer reluctance to engage in e-commerce transactions (Shao and Li, 2009). online consumer trust is a critical factor for the success of e-commerce as it can greatly impact consumer satisfaction, loyalty, and willingness to make future purchases. Trust can be enhanced through website design, privacy and security features, and the provision of clear and accurate information. The trust of consumers in online marketplaces is also influenced by the perceived delivery service quality and perceived quality of the products purchased (Chang et al., 2009).

2.3 e-Word of Mouth

“e-WOM, or electronic word-of-mouth, refers to the use of digital platforms and technology to facilitate the exchange of information and opinions about products and services” (Chu & Kim, 2011). This includes online reviews, comments on social media, and posts on forums. The concept of e-WOM was first proposed by Buttle (1998), who believed that the informal exchange of WOM could be accomplished through electronic means. Westbrook (1987) defines e-WOM as "all the informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers". Newman Jr (2003) defines e-WOM as a content exchange between at least two customers that is facilitated by a computer. Similarly, Hennig-Thurau et al., (2004) define e-WOM as "any positive or negative statement made by a potential, actual, or former customer about a product or a company, available to a multitude of people and institutions via the internet".

e-Word of Mouth (e-WOM) is a powerful tool that online marketplaces can leverage to build a strong engagement with their customers. Online marketplaces have an enormous potential for building a strong engagement for their consumer by using e-WOM. “User-generated e-

WOM is deemed to be the most influential and trustworthy source of information when compared to the firm-generated content” (Brown et al., 2007; Munnukka et al., 2015). The reason behind this is that customers tend to trust the reviews and recommendations from other customers more than the information provided by the company itself. Online marketplaces allow customers to communicate about products through their reviews (Chen & Xie, 2008). Therefore, an increasing number of consumers are approaching online marketplaces to find information about products or services listed on the website (Schivinski & Dabrowski, 2016). This is because online marketplaces provide customers with a platform where they can share their experiences and opinions about products with others, which can help other customers to make more informed purchasing decisions. Moreover, “online marketplaces can be considered as an appropriate platform for communication through e-WOM” (Knoll & Proksch, 2017). This is because online marketplaces provide a platform where customers can communicate with each other and share information about products, which can lead to increased sales and market share for the company.

e-Word of Mouth (e-WOM) plays a significant role in online marketplaces, as it allows consumers to share information, opinions, and recommendations about products and sellers. This information can greatly influence the purchasing decisions of other consumers and impact the perceived trustworthiness and credibility of a marketplace. A study by Dellarocas (2003) found that e-WOM can enhance the value of a marketplace by reducing the search costs for potential buyers. The study showed that e-WOM can provide valuable information to consumers, such as product reviews, ratings, and recommendations, which can help them make more informed purchasing decisions. Additionally, e-WOM can increase the credibility and trustworthiness of information provided by other consumers, which can lead to increased sales for sellers and greater customer satisfaction. Other found that e-WOM is particularly influential in the early stages of the product adoption process at online marketplace and that positive e-

WOM can lead to increased sales and market share for online marketplace (Chevalier and Mayzlin 2006). In addition, by monitoring and managing e-WOM, online marketplaces can identify any issues that customers may have with their products or services and take steps to address those issues, which can lead to increased customer satisfaction and loyalty.

In conclusion, e-WOM act as an essential role in online marketplaces, as it can greatly influence the purchasing decisions of consumers and impact the perceived trustworthiness and credibility of a marketplace. Therefore, it's essential for online marketplaces to leverage e-WOM to build a strong engagement with their customers and increase their sales and market share.

2.4 Online Purchase Intention

Purchase intention refers to a consumer's decision to buy a product or service, it can be defined as the degree to which a consumer has a specific, planned, and commitment to buy a particular product or service, in a particular context and at a particular time (Ajzen, 1991, p. 183). “According to the theory of reasoned action, consumer behavior can be predicted from their corresponding intentions. Intentional measures are more effective in drawing new customers as customers tend to overlook their true preferences due to external constraints” (Day, 1969; Ajzen and Fishbein, 1980). According to Salisbury et al. (2001), the idea of online purchase intention is the degree to which a buyer intends to buy goods or services online. When analysing online consumer behaviour, online purchase intention is a more useful indicator of desire to utilise a website or online marketplace. A consumer's desire to make an online purchase is significantly influenced by factors including the quality of the online marketplace and their past purchasing behaviour (Pavlou, 2003). To increase the likelihood of a customer making a purchase, online marketplace operators need to focus on these factors to trigger online purchase intention among consumers.

Purchase intention at an online marketplace refers to the level of willingness or desire of a customer to buy a product or service from an online marketplace (Zhou et al., 2018). It is a crucial aspect of online consumer behavior as it determines the likelihood of a customer making a purchase. Factors such as perceived risk, perceived ease of use, perceived usefulness, trust, and convenience have been identified as key determinants of purchase intention at an online marketplace (Zhou, 2011). Online marketplaces need to focus on these factors to increase the likelihood of purchases by customers. The quality of the online marketplace's website, the range of products, and the overall customer experience are also important factors that can influence purchase intention (Yi et al., 2017). Additionally, the quality of customer service, the selection of products, and the reputation of the online marketplace can also play a role in determining purchase intention (Zhou et al., 2019).

Purchase intention at an online marketplace is an important aspect of online consumer behavior because it directly impacts the likelihood of a customer making a purchase. Factors such as trust, e-word of mouth, customer service quality, seller selection quality, and website quality all play a critical role in determining purchase intention in an online marketplace (Zhou et al., 2018).

Trust is a key determinant of purchase intention at an online marketplace, as customers tend to be more likely to make a purchase when they feel they can trust the online marketplace and the sellers (Pavlou & Dimoka, 2006). e-WOM, which refers to the sharing of information about an online marketplace or product through online channels, also plays an essential role in determining purchase intention (Zhou et al., 2018). Positive e-WOM can increase trust and enhance the reputation of an online marketplace, leading to increased purchase intention (Zhou et al., 2018).

The quality of customer service and the selection of products offered by the online marketplace are also considered important factors that can influence purchase intention (Zhou et al., 2018). Customers tend to be more likely to make a purchase when they feel that their concerns and questions will be addressed in a timely and efficient manner (Yi et al., 2017). Additionally, a wide selection of products and a good range of options can increase the likelihood of customers finding the products they are looking for, leading to increased purchase intention (Zhou et al., 2019). Finally, website quality, which includes factors such as ease of navigation, user-friendly interface, clear product information, and efficient search functionality, is important in determining purchase intention in an online marketplace (Yi et al., 2017). Consumers tend to make a purchase when they feel that the website is easy to use and that they can easily find the products they are looking for (Yi et al., 2017). Overall, purchase intention at an online marketplace is an important aspect of online consumer behavior, and online marketplaces need to focus on providing a high-quality experience to increase the likelihood of purchase by customers. (Zhou et al., 2011).

2.5 Social Media Use

“Social media can be defined in several ways. It has been described as a group of internet-based applications that build on the technological foundations of Web 2.0 and allow for the creation and exchange of user-generated content. Another definition is that it is the production, consumption and exchange of information through online social interactions and platforms” (Marketo, 2010; Kaplan and Haelein, 2010). In a business context, “social media has been defined as the technological component of communication, transaction, and relationship building functions that leverage the network of customers and prospects to promote value co-creation” (Andzulis et al., 2012). Additionally, social media can be described in terms of its functionalities, such as identity, presence, sharing, relationships, groups, conversations, and reputation (Kietzmann et al., 2011). Bodnar and Cohen, (2011) defined as digital content and

network-based interaction that is developed and maintained by and between individuals. It can also be described as a “tool that provides a way for people to share ideas, content, thoughts, and relationships online” (Scott, 2009).

“Social media use plays an important role in affecting the way consumers search, decide, and purchase based on information” (Khan and Khan 2019; Zhan et al. 2016; Pitafi et al. 2020). Social media platforms allow consumers to access a wide range of information about products and services, which can influence the way they search for and decide on a purchase (Khan and Khan 2019). Social media platforms can provide customers with a wealth of information about products, including reviews, ratings, and recommendations from other customers (Zhan et al., 2016). This can help consumers to make more informed purchasing decisions by providing them with a broader range of information than they might otherwise have access to.

The role of social media use in online marketplaces is becoming increasingly important as more and more customers turn to social media to research products and make purchasing decisions. Social media platforms such as Facebook, Instagram, and Twitter have become powerful tools for online marketplaces to engage with their customers and promote their products (Liang et al., 2021). Social media in online marketplaces increases brand awareness and attract new customers. “Social media platforms allow online marketplaces to reach a wider audience and connect with potential customers in new ways” (Liang et al., 2021). Additionally, social media can be used to create a sense of community around an online marketplace, which can increase customer loyalty and retention (Zhang et al., 2019). Another key role of social media in online marketplaces is to provide customers with a more personalized shopping experience (Zhang et al., 2019). Social media platforms allow online marketplaces to gather data on customer preferences and behavior, which can be used to create targeted marketing campaigns and personalized product recommendations (Liang et al., 2021). This can help to increase purchase intention and customer satisfaction. Overall, social media in online marketplaces, provide a

powerful tool to increase awareness about product and services, attract new customers, create a sense of community, provide personalized shopping experience and increase purchase intention. (Liang et al., 2021).

Chapter-3

Conceptual Framework, Theoretical Foundation and Hypotheses Development

Overview

The present chapter aimed to establish a conceptual framework and theoretical underpinning for the study. Its objective, to provide a solid foundation for the research by presenting the relevant theories and concepts that will guide the investigation. The primary focus of the chapter is on explaining the context of the study, which in this case is the central idea of quality dimensions at online marketplaces. The chapter ends with the development of evidence-based hypotheses, which are statements that are derived from the literature review and the conceptual framework of the research. These hypotheses are used to guide the research process and provide a clear direction for the study. The chapter also includes a diagrammatic representation of purpose research model.

3.1 Conceptual Framework

There is no universally accepted definition of an online marketplace, as the concept is still evolving and the boundaries between online marketplaces and traditional firms are becoming increasingly blurred. In recent years, more traditional firms have started to embrace technology and adopt business models that are similar to online marketplaces, making it difficult to distinguish between the two. One way to define an online marketplace is to identify the characteristics that they share in below figure 3.1 given by (Fradkin, 2017). Therefore, by identifying these characteristics, it is possible to make a list of online shopping website that could be considered online marketplaces, and to consider what they have in common. However, it is important to keep in mind that online marketplaces can take different forms, serve different verticals, and use a variety of market designs, so the definition of an online marketplace will continue to evolve and adapt to new developments in technology and business models.

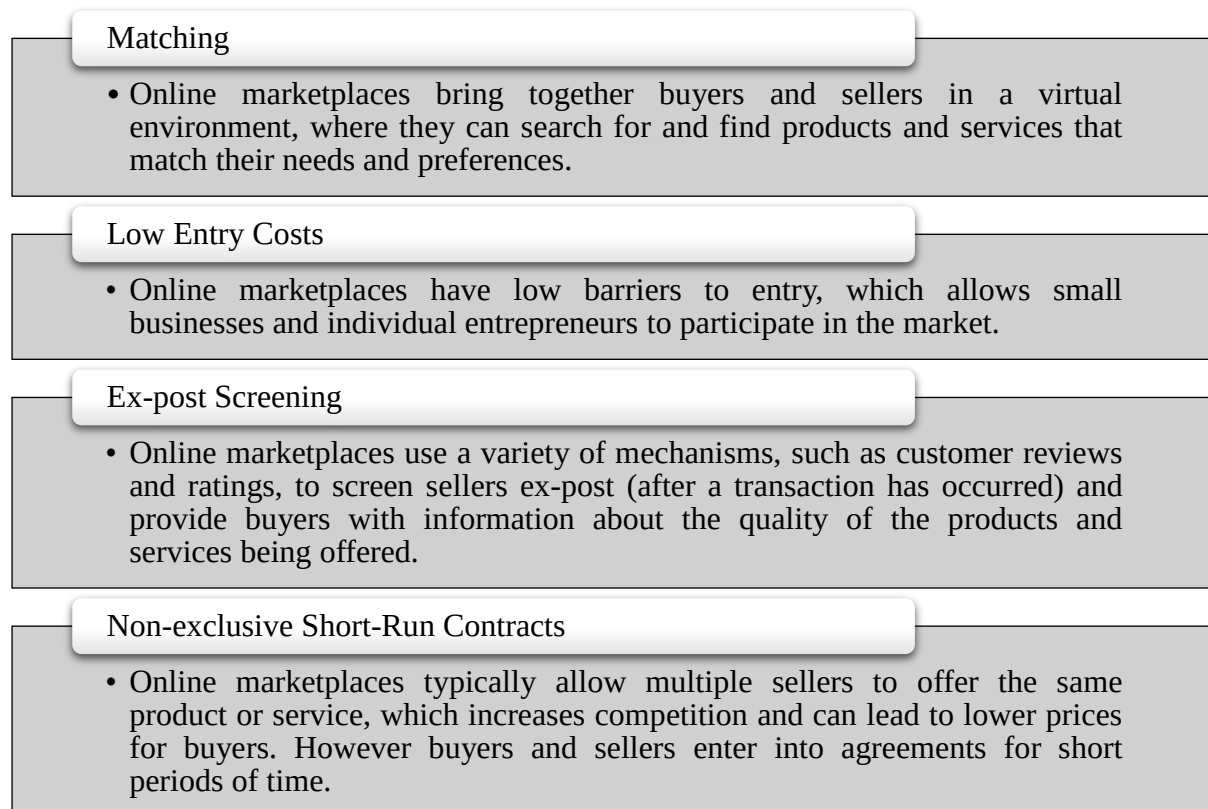


Figure 3.1: Online Marketplaces Characteristics

The characteristics of online marketplaces as described in the previous response, such as matching, low entry costs, ex-post screening, non-exclusive, and short-run contracts, allow the concept of an online marketplace to encompass a variety of terms commonly used in research and public discourse. These terms include “peer-to-peer”, “the sharing economy”, and “the on-demand economy”. These terms all refer to different business models that share similar characteristics with online marketplaces, but the specific details and nuances may vary. One key aspect that distinguishes an online marketplace from a reseller is the level of control that the marketplace has over pricing, advertising, customer service, and order fulfilment. In online marketplaces most of these control rights lies with the seller. “This means that the marketplace serves as an aggregator and matchmaker of heterogeneous and autonomous buyers and sellers, even in some cases the marketplace does participate as a buyer or seller in its own marketplace” (Hagiu and Wright, 2014).

Because technology has made it possible for new market mechanisms, such reputation systems, search engines, algorithmic suggestions, and signalling mechanisms, to be developed, designing online marketplaces now faces new obstacles. The user experience and general operation of the online market may be significantly impacted by these methods. Because of the scope of online marketplaces, choosing the right design is especially crucial. A single design change in an online marketplace can have an impact on millions of sellers and hundreds of millions of buyers. For example, a small change in the algorithm used to match buyers and sellers could lead to a significant change in the number and types of transactions that take place on the online marketplace.

The attractiveness of online marketplace is also endogenous and dynamic. This means that the attractiveness of online marketplace can change over time, and that online marketplace can invest in services, website designs, and technologies to enable new types of change at online marketplace. For example, an online marketplace that offers same-day delivery, advanced matching mechanisms for buyer and seller, and high-quality customer service may be more attractive to consumers than one that does not offer these features. In this way, the quality of online marketplaces is crucial in determining the overall user experience. By carefully considering these quality, online marketplaces can enable new types of online marketplace, improve the user experience, and increase the overall attractiveness of online marketplace. This can ultimately lead to an increase in the number of consumers and sellers participating in the marketplace, and ultimately drive purchase intention at marketplace.

There are billions of sellers who have listed their products on online marketplaces. While this can provide consumers with a wide variety of options to choose from, it also poses a significant challenge for the online marketplace. Imagine a buyer who is unhappy with a product or service that one of the sellers provides. They will likely direct their dissatisfaction towards the online marketplace, rather than the individual seller (Chao, 2004; Mou et al., 2019). This can result in

a recurring problem where consumers have negative experiences with the online marketplace service, which can escalate into a trust issue or social media backlash known as e-WOM (electronic word-of-mouth) (Rumble, 2020). This is why the quality of the online marketplace is crucial. A poor-quality online marketplace can result in a high number of negative reviews, complaints and unhappy customers and which can also lead to a loss of trust among consumers and can ultimately impact consumer purchase intention at online marketplace. To prevent this, the online marketplace needs to ensure that the products and services offered on their platform meet a certain level of quality and that the information provided by the sellers is accurate and reliable. This is where the online marketplace plays an important role in ensuring the quality of the products and services being offered by the sellers. Marketplaces use a variety of mechanisms such as product reviews, ratings, and third-party certifications to screen sellers and ensure that the products and services being offered on their platform meet a certain level of quality. When evaluating the quality of an online marketplace, it is important to consider the website quality and service quality of online marketplace, but also the quality of the sellers that are offering products and services on the online marketplace. This is because the quality of the sellers can have a significant impact on the overall customer experience, and can affect customer satisfaction, trust.

3.2 Theoretical Foundation

The present study uses various theories to understand consumer behavior at online marketplaces. These theories include Person-Environment Fit theory, Social Exchange Theory, Task-Technology Fit, Search and matching theory, Stimuli Organism Response Theory, and Signaling Theory. Each of these theories provides a different perspective on how consumers interact with online marketplaces and can help to explain different aspects of consumer behavior in the table 3.1.

3.2.1 Person-Environment Fit theory (PEF)

PEF theory suggests that individuals will have a higher level of satisfaction and engagement when they perceive a good fit between their own characteristics and the characteristics of the environment. In the context of online marketplaces, this could mean that consumers who perceive a good fit between their own preferences and the features of the marketplace, such as the product offerings and search functionality, will be more satisfied and engaged with the marketplace, and more likely to make purchases. On the other hand, consumers who perceive a poor fit between their own preferences and the characteristics of the marketplace may be less satisfied and engaged, and less likely to make purchases.

For example, a study by Wang, et al. (2022) found that the level of personalization of an online marketplace, such as personalized recommendations and search results, can influence consumers' perceived fit with the online marketplace environment, which in turn can influence their satisfaction, trust and purchase behavior. This theory can be applied in online marketplaces by considering how the website design of the platform and the products and services offered by the online marketplaces align with the needs and values of the consumers.

3.2.2 Social Exchange Theory

“Social Exchange Theory is a framework that explains how individuals engage in social interactions and relationships based on the perceived costs and benefits of those interactions. In the context of online marketplaces” (Cook et al., 2013). Social Exchange Theory can be used to understand how consumers make decisions about trust, and engagement with the platform and its sellers. “The theory suggests that individuals engage in social interactions when they perceive that the benefits of the interaction outweigh the costs” (Auld & Case, 1997). In the context of online marketplaces, this means that consumers engage with the platform and its sellers when they perceive that the benefits of doing so, such as access to a wide range of products at competitive prices, outweigh the costs, such as concerns about security and privacy.

A study by Gefen and Straub (2004) applied the Social Exchange Theory to understand the role of trust in online marketplaces. They found that trust is a key factor influencing consumer behavior in online marketplaces, and that consumers' trust in a marketplace is influenced by their perception of the benefits and costs of engaging with the platform. And Gefen, et al. (2003) also found that trust in an online marketplace can be enhanced by providing clear and transparent information about the platform and its sellers, as well as by providing a clear and easy-to-use dispute resolution process. They suggest that online marketplaces can use social exchange theory to understand how to create trust with consumers by providing information and services that help them to evaluate the benefits and costs of engaging with the platform.

3.2.3 Task-Technology Fit

Task-Technology Fit (TTF) theory is a framework that explains how the characteristics of technology and the characteristics of the task that the technology is being used for interact to influence the effectiveness and efficiency of the technology. In the context of online marketplaces, TTF theory can be used to understand how the design and features of an online marketplace platform and its user interface, and the tasks and goals of consumers using the platform interact to influence the effectiveness and efficiency of the online marketplace. TTF theory posits that the better the match between the characteristics of the technology and the characteristics of the task, the higher the effectiveness and efficiency of the technology will be. In the context of online marketplaces, this means that the better the design and features of the platform match the tasks and goals of consumers using the platform, the higher the effectiveness and efficiency of the online marketplace will be.

For example, a study by Wang et al. (2022) found that the match between the personalization features of an online marketplace and consumers' information search goals, can influence their satisfaction, trust and purchase behavior. This suggests that online marketplaces can use TTF

theory to understand how to design and develop features that match the tasks and goals of the consumers, which in turn can lead to increased satisfaction, trust and purchase intention.

3.2.4 Stimuli-Organism-Response Theory

The Stimuli-Organism-Response (S-O-R) theory, also known as the Stimulus-Organism-Response theory, is a psychological model that describes how individuals respond to stimuli in their environment. According to this theory, the response of an organism is determined by the nature of the stimuli and the characteristics of the organism itself. In the context of an online marketplace, the stimuli could be the website design, product price, images, and customer reviews, while the organism is the customer. The customer's response could be to purchase the product, leave a review, or not make a purchase at all.

One example of how S-O-R theory can be applied in the context of an online marketplace is found in a study by Bai et al., (2008) entitled "The impact of website quality on customer satisfaction and purchase intentions: An S-O-R perspective" published in the *International Journal of Information Management*. The study found that website quality (stimulus) had a positive effect on customer satisfaction (response) in an online marketplace (environment). Another example in the context of an online marketplace) found that online reviews on an e-commerce website can significantly impact consumer purchasing intentions, and that the overall valence (positive or negative) of the reviews was more important than the number of reviews. The study suggests that the stimulus (the online reviews) led to a cognitive and emotional response in the organism (the consumer) which then led to a behavioral response (the purchasing intention).

3.2.5 Signaling Theory

“The Signaling Theory is a framework that explains how individuals use different cues or signals to convey information about themselves to others in order to influence their behavior” (Wells, et al., 2011). In the context of an online marketplace, the theory can be applied to understand how customers use different signals to influence the behavior of other customers and the marketplace as a whole. In an online marketplace, customers can use signals such as product reviews, ratings, and social proof to influence the behavior of other customers. For example, a customer who leaves a positive review for a product is sending a signal to other customers that the product is of high quality and worth purchasing. Similarly, a customer who has a high rating on the marketplace is sending a signal that they are a trustworthy and reliable seller. Similarly, the online marketplace itself can use signals to influence the behavior of customers. For example, a marketplace that prominently displays badges indicating that a seller is verified or has a high rating is sending a signal to customers that they can trust the seller and their products.

The study by J.J. Grewal, et al. (2019), “signaling theory suggests that consumers rely on the signals provided by others to infer the quality of a product”. In other words, customers are more likely to trust and purchase a product if it has positive reviews and ratings from other customers. This is because reviews and ratings signal to customers that the product is of good quality and that other customers have had positive experiences with it. The study also found that customers are more likely to trust reviews and ratings from customers who are similar to them. For example, a customer who is looking for a high-end camera may be more likely to trust reviews and ratings from other photography enthusiasts.

By understanding the signaling theory in the context of an online marketplace, businesses can better understand how to design and market their products to appeal to their target customers and influence their behavior. Consumers use cues, such as website quality, to infer the quality

of a product or service. For example, by understanding that customers use purchase history, reviews, and ratings as signals of value, a business can focus on building a positive reputation and encouraging customers to leave positive reviews to increase conversions or should aim to create high-quality websites to signal the quality of their products or services, which can lead to positive e-word of mouth and increased purchase intention.

3.2.6 The Social Influence Theory

The Social Influence Theory suggests that social media use can be used to influence people's opinions and behavior, through the manipulation of information and the creation of social pressure. In the context of online marketplaces, this theory can be applied in a number of ways. One way is through the manipulation of information. For example, online marketplaces may use algorithms to curate the products and services that are presented to users, based on their browsing and purchasing history. This can influence what users see and what they believe to be popular, leading them to make purchasing decisions based on that information.

Another way is through the creation of social pressure. For example, online marketplaces may use features such as customer reviews, ratings, and social sharing to create a sense of social proof and social pressure. Seeing that many other people have purchased a product or service can create a sense of validation and increase the likelihood that a user will make a purchase. Additionally, “some online marketplaces use social media platforms like Facebook and Instagram to create a sense of community and connection with their customers” (Saravanakumar & SuganthaLakshmi, 2012). This creates a sense of social pressure as customers may feel compelled to buy products that are liked by other people in their social circle.

The Social Influence Theory suggests that social media can be used to influence individuals' perceptions, attitudes, and behaviors. In the context of an online marketplace, vendors and

advertisers can use social media to promote their products and services, and to shape consumer perceptions of the marketplace and its products. In conclusion, the Social Influence Theory highlights how vendors and advertisers can use social media to influence consumer behavior through the manipulation of information and social pressure, and it is important for consumers to be aware of these tactics in order to make informed purchasing decisions. All above theory has been explored in table 3.1.

Table 3.1: List of Theories and Concept

Theories	Concept	Reference
Person-Environment Fit theory	Suggests that consumers are more satisfied and perform better when there is a good fit between their abilities, needs and values, and the environment they are in.	Kristof-Brown, Zimmerman, & Johnson, 2005
Social Exchange Theory	“Suggests that people engage in social interactions with the expectation of receiving benefits and avoiding costs.”	Homans, 1958
Task-Technology Fit	Suggests that the effectiveness of technology depends on how well it aligns with the task it is being used for.	Goodhue and Thompson, 1995
SOR Theory	To understand how consumers make decisions in different types of markets. It states that consumer behavior is a function of the stimulus that the consumer is exposed to, the organism, and the response.	Mehrabian & Russell, 1973
Signaling Theory	Explains how individuals use certain actions or characteristics to signal certain information to others.	Michael Spence (1973)
The Social Influence Theory	Explains how individuals' behavior and attitudes are influenced by the actions and opinions of those around them	Cialdini (1987)

3.3. Hypotheses Devolvement

3.3.1 The relationship among online marketplace quality, purchase intention, trust and e-word of mouth

Online marketplace quality refers to overall consumer evaluations and judgments associated to the quality of website design, information quality, service quality provided and criteria of quality of seller selection such as product quality, product price, delivery lead time and delivery cost offered by the online marketplace. An online marketplace serves as a platform for buyers and sellers to connect and conduct transactions. Its main goal is to generate profit by facilitating these matches between parties. “In order for the marketplace to be successful, the value of these matches, including the cost of using the marketplace, must be greater than the value of the outside option for buyers and sellers” (Fradkin, 2017).

The way in which an online marketplace achieves this goal is through its marketplace quality, which encompasses both policies and technologies. Marketplace quality can vary depending on the industry, as well as over time within an industry and within a specific marketplace. Research suggests that the quality of the online marketplace plays a crucial role in its growth and competition. To understand the quality of online marketplaces it would be helpful to divide it into three dimensions. The first dimension, seller selection quality, pertains to how effectively the marketplace selects the method for matching customers and sellers. This guarantees reliable delivery of goods or services with the least amount of risk to customers. The second dimension, website quality, pertains to how product information is presented, including prices and fees. The third dimension, service quality, pertains to the mechanisms in place to ensure that customer queries are addressed in a timely manner. In this study we have developed separate hypotheses for each quality dimension of online marketplace with respect to purchase intention, trust and e-word of mouth.

3.3.1.1 The relationship among seller selection quality, trust, e-word of mouth, and purchase intention.

“In online marketplaces, buyers and sellers find each other through various mechanisms such as directed search, auctions, and centralized matching. These mechanisms have trade-offs between the quality of a match, the hassle costs of finding a match and the overall balance of matches between buyer and seller in the marketplace. The most common mechanism used for matching is the search engine, where customers form a consideration set through textual search and filtering. The results shown on each page are determined by an algorithm, which can be simple or complex. The online marketplace design for the search engine consists of the algorithm, the information presented about each option, the interface for search, and the manner in which the product and seller information is presented. Studies in economics, marketing, and computer science have found that search ranking matters and changes in the algorithm can improve match rates in these settings” (Fradkin 2017).

On the theoretical side, studies have shown that the structure of the search process in online marketplaces can affect equilibrium outcomes such as price dispersion, delivery lead time, delivery price (Baye and Morgan, 2001). This means that the way the search process is structured can impact the final prices of products in the marketplace because of the seller attributes. Additionally, intermediaries (such as search engines) “may have an incentive to divert search away from the social optimum” (Hagiu and Wright, 2014), meaning they may have an incentive to direct search in a way that is not in the best interest of the overall online marketplace.

On the empirical side, research has found that ranking of seller matters in online marketplaces (Ursu, 2016) and changes in the algorithm used for seller ranking can improve match rates (Fradkin, 2017). This means that the order in which products or sellers are displayed to customers can impact their purchasing decisions, and that improving the algorithm used for

ranking can lead to better matches between buyers and sellers. Additionally, studies have found “that there is substantial heterogeneity in the effects of ranking” (Goldman and Rao 2014), meaning that the impact of ranking may vary depending on the specific context of the online marketplace.

“Many online marketplaces have developed search advertising platforms that allow sellers to bid for paid placement next to the organic results determined by an algorithm. Paid advertising can have a number of effects on market outcomes. Firstly, it offers another way for the marketplace to earn revenue. By allowing sellers to bid for paid placement, the marketplace can generate additional income through advertising. Secondly, it allows sellers with private information about the returns to high placement to signal that information in a credible manner” (Zhang, 2017). Sellers who are willing to pay for higher placement in search results may have a better understanding of their product's value and are willing to pay to signal that information to potential buyers. Thirdly, paid advertising can potentially reduce the overall quality of a user's experience as sellers don't match customer desire.

Imagine buyers who are unhappy with their product or service or information which one of the sellers provides will direct their feeling to the online marketplace (Chao, 2004, Mou et al., 2019). As paid results are intermingled with organic results, it can be difficult for users to distinguish between the two, which can lead to confusion and a lack of trust in the online marketplace suggested seller. In contrast, it is known that seller uncertainty can be mitigated by trust, information and right e-WOM (Pavlou et al., 2007). Lastly, paid advertising gives sellers and products a way to be discovered. It allows sellers to increase their visibility and reach more potential buyers, which can increase the chances of making a sale. (Zhang, 2017) which can be the reason consumers are more likely to buy a product from a recommended seller than from sellers who have no recommendations (Adam, 2018); this also affects consumer trust and online purchase intention (Wang & Benbasat, 2004).

Seller selection is a process by which online marketplaces match a set of criteria with established seller selection criteria such as product price, quality, delivery cost, lead time, and geographical proximity (Kopelman & Balijepalli, 2010). Researchers suggest that online marketplaces should carefully consider these criteria in order to increase consumer trust and attract potential customers (Dachyar & Banjarnahor, 2017; Chen et al., 2015). However, there is still little understanding about how seller uncertainty regarding product quality and service delivery (Chao, 2004) and privacy (Mou et al., 2019) impact purchase intention, trust, and e-WOM.

When a wrong seller is allocated to a consumer while purchasing products, the characteristics of the seller may not match the consumer's desires, leading to a breach of consumer trust, and negative e-WOM (Chiu et al., 2014; Nieto et al., 2014; Kudeshia & Kumar, 2017). Selecting the most suitable seller can be challenging for buyers as they may not have suitable knowledge, experience or any interaction with the sellers (Riazati et al., 2019). An unhappy buyer who is dissatisfied with a product or service may direct their feelings towards the online marketplace, even though the actual product or service was delivered by a seller. This can be a recurring problem which makes consumers undergo the online marketplace service, or escalates into a trust issue or social-media backlash such as negative e-WOM (Rumble, 2020) thereby affecting purchase intention at online marketplace. Thus, this study derives the following hypothesis.

H₁ Seller Selection quality of online marketplace positively related to purchase intention in the online.

H₄ Seller Selection quality of online marketplace positively related to trust in the online marketplace

H₇ Seller Selection quality of online marketplace positively related to e-word of mouth in the online marketplace

3.3.1.2 The relationship among website quality, trust, e-word of mouth, and purchase intention.

Website quality refers to the ability of an e-commerce website to provide accurate, relevant, and easy-to-understand information (Lim et al, 2009). This is important because the website is often the first point of contact customers have with a business, and their perceptions of website quality can influence their perceptions of product quality (Wells et al., 2011). This, in turn, can affect their intentions to make a purchase. Website quality also plays a role in information satisfaction, which is a factor that can influence online behavioral intentions (Jeong et al., 2003; Noorian et al., 2014).

Website quality is a crucial element in the success of online marketplaces, as it can greatly impact shoppers' perceptions and decision-making related to purchases. Research on website quality has focused on “users' perceptions of the functional and instrumental qualities of a website, such as its controllability and effectiveness. Key aspects of website quality include navigability and the organization of information, as they are crucial in helping users find what they are looking for and make purchases” (Pee et al., 2018). Website quality can be defined as “the perceived ease of navigating the site or making purchases through the Internet” (Flavián et al., 2006). In this study, the focus is on the signaling effect of website quality.

“Website design, navigability, organization of information, security, and privacy are all commonly identified as relevant website-interface-related signals in prior studies of online e-commerce shopping websites quality” (Chek et al., 2016; Wang et al., 2015; Kim et al., 2012; Chen and Teng 2013; Schlosser et al., 2006; Lin, 2007; Santos, 2003). Prior research has shown that these aspects can send positive signals about a website, and that consumer perceptions regarding the website quality can drive their purchase intentions (Bai et al., 2008).

Website quality can be considered a signal for online shoppers since they can see it first-hand and make an informed judgement about. The user and their goals or tasks are the central focus when assessing the quality of a website. For an online marketplace website, users provide the primary source of information. Consequently, the website's design must prioritize what is important to the user. The evaluation of website quality hinges largely on users' performance, perceptions, and attitudes as they undertake essential tasks (Gould & Lewis, 1985). Therefore, website quality is contingent on being user-focused, observable, and measurable by users themselves, rendering them the most suitable candidates for appraising website quality.

For example, website design related filtering and sorting interface on a marketplace website even plays a significant role in shaping the outcomes of the marketplace. This is because the design of the interface affects the user experience and can influence how easily users are able to find and purchase the products they are looking for. Online marketplace managers recognize the importance of design and often hire user experience designers to create interfaces that are visually appealing and easy for users to navigate. These designers focus on creating visual cues that help guide users through the interface and make it more convenient to use and technological fit environment for the online shopper. The goal is to make the interface easy to understand and navigate, which can improve the overall user experience and ultimately affect purchase decisions (Fradkin, 2017). Proper IT infrastructure at online marketplace website includes privacy, security, informativeness, and website design, and found essential for increasing consumer trust and driving purchase intentions (Turban et al., 2006; Schlosser, 2006; Wang et al., 2015). A well-designed website that prioritizes these aspects can foster trust and drive purchase intention through positive e-WOM (See-To & Ho, 2014). Thus, the study derives the following hypothesis.

H₂ Website quality of online marketplace positively related to purchase intention in the online marketplace

H₅ Website quality of online marketplace positively related to trust in the online marketplace

H₈ Website quality of online marketplace positively related to e-word of mouth in the online marketplace

3.3.1.3 The relationship among service quality, trust, e-word of mouth, and purchase intention.

The relationship between service quality, trust, e-word of mouth, and purchase intention at online e-commerce has been widely studied in the literature. “Service quality is generally defined as the customers' perceptions of the overall excellence of a service” (Fu Tsang et al., 2010). According to Gefen et al. (2003), providing a superior level of service quality in the online marketplace can result in heightened levels of trust, while Zhang et al. (2019) suggest that this can also lead to positive e-word of mouth. As a consequence, purchase intentions can be positively impacted, as noted by Hennig-Thurau et al. (2004) and Wang et al. (2015).

The concept of service quality is a result of the detection of needs by and with the customer, which leads to the creation of a plan for delivering that service. Service delivery encompasses all aspects of the service, from the initial planning stage to the final consumption of the service by the customer. This includes the implementation of a service with the set operation capability (ability and resources) on the provider side, as well as the distribution of services to the customer. The distribution of services also encompasses all the activities of the online marketplace provider related to the consumption of the service, including support services and recovery services (Winkler & Wulf, 2019). This means that the provider not only needs to have the necessary resources and capabilities to deliver the service, but also needs to have a plan in place for how the quality service will be delivered to the customer, as well as a plan for how to handle any issues that may arise during the service delivery process.

In the realm of online shopping, trust heavily hinges on service quality, a notion supported by scholarly research (Al-dweeri et al., 2018; Hsu et al., 2018). Generally, service quality pertains to how consumers perceive the responsiveness, empathy, reputation, and assurance demonstrated by online vendors (Agag & El-Masry, 2017). “Online marketplace platforms can gain customer trust and build long-term relationships by providing high-quality services (Shafiee & Bazargan, 2018). Service quality also affects the acceptance of online marketplaces (Ibrahim et al., 2019) and a significant relationship has been found between online e-commerce service quality and trust” (Das, 2016). Providing high-quality services at online marketplace is crucial for building trust with customers. When customers perceive that online marketplace is responsive, empathetic, has a good reputation and provides assurance, they are more likely to trust the platform, create e-word of mouth, and make purchases.

“Service quality can be defined as the overall evaluations and judgments of customers regarding the excellence of service delivery in the virtual e-commerce” (Lee and Lin, 2005). It has been found to play a critical role in the online marketplace, as it can impact consumer trust, purchase intentions, retention, and e-word of mouth (Shafiee & Bazargan, 2018; Zehir & Narcikara, 2016; Kim & Lennon, 2013; Dachyar & Banjarnahor, 2017). Service quality is also closely tied to the purchase process in an online marketplace, including services such as finding, ordering, tracking, and delivering products (Kim and Ahn, 2007). Factors such as responsiveness, compensation, and reputation can represent the commitment towards providing quick feedback to consumers and increase consumer trust and e-WOM (Dholakia et al., 2000; Kim and Lennon, 2013; Liu & Lee, 2016; Dachyar and Banjarnahor, 2017). Studies have also found that service quality affects the acceptance of online marketplaces, indicating that high-quality services can increase the likelihood of customers using the online marketplace. Additionally, research has shown that there is a strong relationship between

online e-commerce service quality and trust and purchase intention. Thus, this study derives the following hypothesis.

H₃ Service quality of online marketplace positively related to purchase intention in the online marketplace

H₆ Service Quality of online marketplace positively related to trust in the online marketplace

H₉ Service quality of online marketplace positively related to e-word of mouth in the online marketplace

3.3.2 Trust at online marketplace positively related to purchase intention in the online marketplace

Trust plays a crucial role in the success of online marketplaces (Kim and Prabhakar 2000; Yeh and Li, 2009). It is a key factor that influences consumer behavior and decision-making in online marketplaces. Trust is defined as the belief in the reliability, integrity and credibility of an online marketplace (McKnight and Chervany 2002). Lack of trust has been identified as one of the reasons why customers do not engage in the online marketplace (Kim et al., 2008). When customers do not trust an online marketplace, they are less likely to make a purchase or use the platform. Trust is built through various factors such as service quality, website design, security, and privacy. When online marketplaces prioritize these factors, they increase the likelihood of building trust with consumers.

In online purchase intention, trust plays a significant role in making online purchase decisions (Yoon, 2002; Chen et al., 2010). When customers trust an online marketplace, they are more likely to make a purchase and have a positive experience. Trust affects consumer behavior by increasing their willingness to share personal information, reducing perceived risk and increasing their willingness to engage in online transactions (McKnight and Chervany 2002).

Trust also leads to increased customer engagement, purchases intention (Al-dweeri et al., 2018).

Trust is a crucial factor in the success of any online marketplaces, as it can greatly impact consumer purchase intentions. Research has found that trust in an online marketplace is positively related to purchase intention (Hsu et al., 2018). When consumers trust an online marketplace, they are more likely to make a purchase and have a positive experience. Trust is built through various factors such as service quality, website design, security, and privacy. When online marketplaces prioritize these factors, they increase the likelihood of building trust with consumers and ultimately increase purchase intentions (Agag & El-Masry, 2017). Thus, this study derives the following hypothesis.

H₁₀ Trust in the online marketplace positively related to purchase intention in the online marketplace

3.3.3 E-word of mouth at online marketplace positively related to purchase intention in the online marketplace

E-word of mouth (e-WOM) refers to the online communication of information about products or services, including online reviews, ratings, and comments. It is a powerful influence on purchase decisions of online consumers as it can help them to gather information about products and services before making a purchase. The online marketplace website facilitates an information sharing platform to share shopping experiences, which impacts consumer engagement (Chu and Kim, 2011). Research has found that e-WOM is significantly influence to consumer purchase intention in online marketplaces (Cheung and Lee, 2012; Hennig-Thurau et al., 2004; Wang and Fesenmaier, 2004). Consumers often rely on e-word of mouth to gather information about products and services before making a purchase decision.

The widespread use of the internet and technology has led to significant changes in the way consumers communicate with one another, particularly in online marketplaces. Online users have the opportunity to share advice related to consumption through their participation in online activities such as reading reviews, ratings, and comments about products and services. “Studies have shown that when customers gather pre-purchase information, they are more likely to accept online product feedback, which can vary in quality and polarity, from positive to negative comments” (Zhu & Zhang, 2010; Adjei et al., 2010; Sparks & Browning, 2011). The evaluations shared through online word of mouth can exert a noteworthy influence on customers' attitudes, perspectives, purchasing choices, and evaluations after using a product or service. According to Al-Debei et al., (2015), e-word of mouth evaluations can affect customers in many ways. For example, positive e-word of mouth can increase the perceived value or quality of the product or service, which in turn leads to an increase in purchase intentions.

Online reviews at online marketplace, in the form of e-word of mouth, play an essential role in online purchasing (Park et al., 2011; Erkan and Evans, 2016). Studies have shown that e-word of mouth is one of the crucial factors that affect purchase intentions in e-commerce (Chevalier and Mayzlin 2006; Pavlou and Dimoka, 2006; Park and Lee, 2009; Zhu and Zhang 2010). Positive e-word of mouth at online marketplace can increase consumer engagement in an online marketplace and increase the perceived value of a product or service. Negative e-word of mouth, on the other hand, can decrease consumer trust and decrease purchase intentions. This can lead to an increase in purchase intention as consumers are more likely to make a purchase when they perceive a product or service to be of high quality and valuable or creates a positive feedback loop where positive e-word of mouth leads to increased purchase intention, which in turn leads to increased e-word of mouth. Therefore, it is hypothesized that e-word of mouth has a significant positive impact on consumer purchase intention at online marketplace.

H₁₁ E-word of mouth at online marketplace positively related to purchase intention in the online marketplace

3.3.4 Mediating effect of trust at online marketplace

The success of an e-commerce marketplace is critically dependent on trust. Trust is a crucial factor that influences consumers' purchase intention, and it is a reliable antecedent of purchase intention (Kim & Prabhakar 2000; Yeh & Li, 2009, Chen et al., 2010). Without trust, consumers may be hesitant to engage in transactions on the marketplace, which can impede the success of the marketplace. A lack of trust acts as a restraining factor for the consumer to engage in an online marketplace (Kim et al., 2008). Consumers may be hesitant to provide personal information or make a purchase on a marketplace that they do not trust because of the perceived online marketplace quality and services. This can lead to lower purchase intention, which can harm the success of the marketplace.

Previous research has shown that the elements of online marketplaces quality dimensions such as website quality, customer service quality, and evaluations of sellers or products can have a direct impact on a customer's intention to make a purchase. Studies like Turban et al., 2006; Kim and Lennon, 2013; Dachyar and Banjarnahor, 2017; and Wei et al., 2019 have found that these elements can influence a customer's purchase intention directly. However, there are other studies like Yoo et al., 2015; and Kudeshia & Kumar, 2017; Giao et al., 2020 that have found that these elements can lead to trust, which in turn can influence a customer's intention to make a purchase. According to these studies, trust functions as a vital mediator in the connection between the quality of online marketplaces and the intention to purchase. When consumers trust an online marketplace, they are more likely to have positive perceptions of the marketplace's quality and, as a result, be more inclined to make a purchase.

It's crucial for an online marketplace to establish trust among its customers by providing a secure platform, clear and accurate information, and providing fair and transparent customer service. Trust can be built by providing customers with a sense of security and by being transparent about the marketplace's policies and practices. Additionally, by providing a high-quality customer service, the e-commerce marketplace can increase the degree of trust established with its customers can ultimately result in a heightened intention to purchase and the overall success of the marketplace. Therefore, it is hypothesized that the relationship between online marketplace quality dimensions and consumer purchase intention is mediated by consumer trust at online marketplace.

H₁₂ The relationship between website quality and consumer purchase intention is mediated by consumer trust at online marketplace.

H₁₄ The relationship between service quality and consumer purchase intention is mediated by consumer trust at online marketplace.

H₁₆ The relationship between seller selection quality and consumer purchase intention is mediated by consumer trust at online marketplace.

3.3.5 Mediating effect of e-word of mouth at online marketplace

E-Word of Mouth (e-WOM) plays a crucial role in shaping consumer perceptions and decision-making when it comes to online purchases. Research has shown that e-word of mouth can act as a mediator between online marketplace quality and consumer purchase intention. Previous research has shown that certain elements of online marketplaces, such as the quality of the website, the quality of customer service, and the evaluations of sellers or products, can have a direct impact on a customer's intention to make a purchase (Turban et al., 2006; Kim and Lennon, 2013; Dachyar and Banjarnahor, 2017; Wei et al., 2019). However, there are also a number of studies (Standing et al., 2016; Loureiro et al., 2018; Mukerjee, 2020; Kudeshia &

Kumar, 2017; Al-Bourini et al., 2021) that have found that these antecedent factors can lead to e-word of mouth, which in turn can influence a customer's intention to make a purchase.

E-word of mouth refers to the electronic communication of consumer opinions and experiences about a product or service through online marketplace platforms such as review, comments, and rating (Wang et al., 2015). When consumers perceive a high quality in an online marketplace, they are more likely to have a positive e-word of mouth, which in turn can increase their purchase intention (Chang et. al., 2013). It means that e-word of mouth at online marketplace can influence the relationship between the online marketplace quality and purchase intention by transmitting or conveying information about the product or service, thus affecting the consumer's decision-making process. Thus, implies that e-word of mouth can acts as a mediator between the online marketplace quality dimensions and purchase intention. This study derives the following hypothesis

H₁₃ The relationship between website quality and consumer purchase intention is mediated by consumer e-word of mouth at online marketplace.

H₁₅ The relationship between service quality and consumer purchase intention is mediated by consumer e-word of mouth at online marketplace.

H₁₇ The relationship between seller selection quality and consumer purchase intention is mediated by e-word of mouth at online marketplace.

3.3.6 Moderating effect social media use

The use of social media by individuals can be related to opportunity recognition through an understanding of technology development, changes, and market trends (Park et al., 2017). Social media platforms provide users with access to a wide range of information, including updates on technology development, changes in market trends, and industry news. This information can help individuals identify new opportunities that they may not have been aware

of otherwise. For example, social media can provide individuals with information about online marketplace services, new products, discount, and trend. This information can help them identify opportunities to evaluate the cost and benefit and help in purchase decision. As Kolb (1994) describes how socialization enables individuals to assimilate and integrate new information with their existing knowledge, enabling them to seek out the most reliable information and prevent errors. This process can facilitate the identification of numerous opportunities.

Similarly, social media can provide individuals with information about changes in market trends, such as shifts in consumer preferences or new product segments. This information can help consumers identify opportunities to know new products or services that align with these changes and increase purchase intention. The study by Zhan et al. (2016) suggests that “social media use plays an important role in affecting the way consumers search, decide, and purchase based on information”. The ability to establish social media and access digital content can help consumers gather information from different sources, evaluate alternatives, and make more informed decisions. Additionally, social media use can also create a sense of community and social influence, which can also influence consumer behavior (Khan and Khan 2019; Zhan et al. 2016; Pitafi et al. 2020).

Chen & Wei, (2019) found that social media use moderates the relationship between perceived value and purchase intention. The study found that the positive relationship between perceived value and purchase intention was stronger for individuals who frequently use social media compared to those who infrequently use it. The implication is that the utilization of social media can amplify the influence of perceived value on purchase intention. Additionally, social media can shape consumer behavior by fostering a sense of community and social influence. This can prompt consumers to place greater trust in a product or service and rely on information shared by people they know and trust, and be more likely to follow the recommendations of people in

their social networks, leading to a greater influence on their decision-making process in online marketplace. Therefore, it is hypothesized that the relationship between online marketplace quality dimensions and consumer purchase intention is moderated by social media use at online marketplace.

H₁₈ The relationship between seller selection quality and consumer purchase intention is moderated by social media use at online marketplace.

H₁₉ The relationship between website quality and consumer purchase intention is moderated by consumer social media use at online marketplace.

H₂₀ The relationship between service quality and consumer purchase intention is moderated by consumer social media use at online marketplace.

3.4 Proposed Model

The presented hypotheses suggest that the quality dimensions of online marketplaces, such as seller selection quality, website quality, and service quality, are positively linked to consumer trust, electronic word-of-mouth, and purchase intention. Moreover, trust and electronic word-of-mouth at online marketplaces are also positively associated with purchase intention. The influence of website quality and service quality on consumer purchase intention is mediated by consumer trust and electronic word-of-mouth at online marketplaces. Additionally, social media usage moderates the connections between seller selection quality, website quality, service quality, and consumer purchase intention. The visual representation of these relationships is depicted in the proposed model presented in figure 3.2.

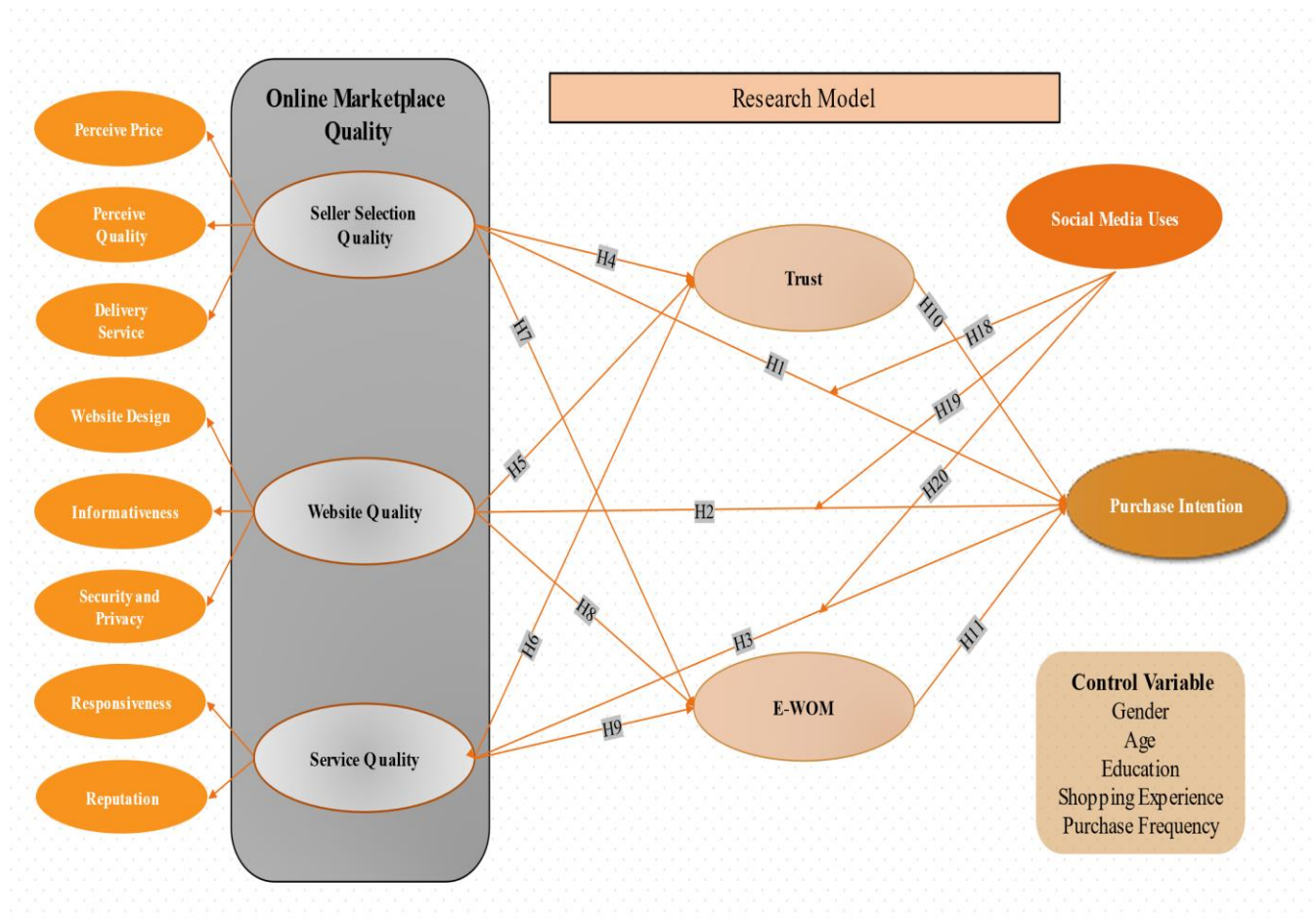


Figure 3.2: Proposed Research Model

3.5 Simple Mediation

This study seeks to examine how trust belief and e-word of mouth mediate the connection between various dimensions of online marketplace quality and purchase intention. The research employs the mediated regression analysis technique introduced by Baron and Kenny (1986) to investigate this association. The study follows four steps in this process:

1. The first step is to establish a significant relationship between the independent variable (online marketplace quality perceptions) and the dependent variable (purchase intention) without considering the mediating variables.
2. The second step is to establish a significant relationship between the independent variable (online marketplace quality perceptions) and the mediating variable (trust belief and e-WOM).

3. The third step is to establish a significant relationship between the mediating variable (trust belief and e-WOM) and the dependent variable (purchase intention).

When all three paths are deemed significant, it indicates that the proposed model has met the three necessary criteria, and the mediating variables (trust belief and e-word of mouth) are influential in the connection between the perception of online marketplace quality and purchase intention. The fourth step entails scrutinizing the direct effect of the independent variable on the dependent variable in the mediation model. If this effect is deemed less significant than the constrained model's direct relationship, it further supports the mediation model's validity, it indicates that mediating variable plays a partial mediating role, if not so, it's full mediation.

1. Direct Path

Regression equation for a direct relationship is $y = \alpha + cx + \epsilon$, where y is the dependent variable, x is the independent variable.

2. Simple Mediation equation is following

The first equation represents the relationship between the independent variable (X) and the mediator variable (M). It can be represented as:

$$M = \alpha + cX + \epsilon$$

The second equation represents the relationship between the mediator variable (M) and the outcome variable (Y). It can be represented as:

$$Y = \alpha + c'X + bM + \epsilon$$

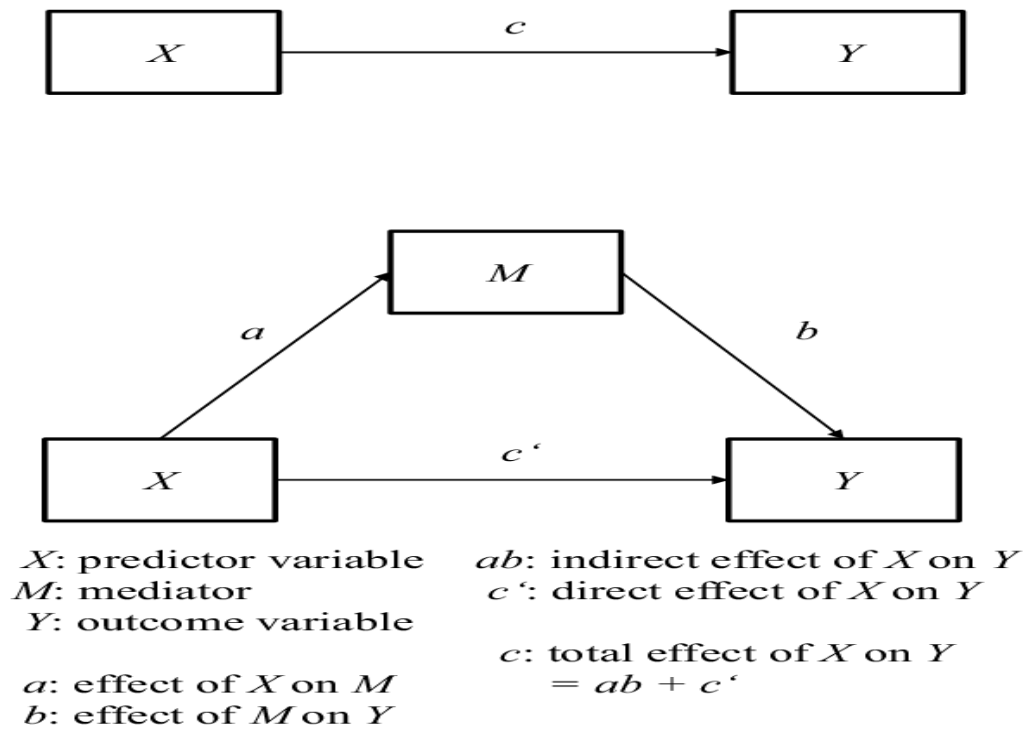


Figure 3.3: Mediation

Where in the equation analysis steps is as follows:

Step I: Simple regression equation with X variable predicts Y variable to test the c

Step II: Simple regression equation with X variable predicts M variable to test the a

Step III: Simple regression equation with M variable predicts Y variable to test the b

Step IV: Multiple regression equation with X and M predict Y variable to test the c'

If the value of c' significant indicate the partial mediation and value of c' insignificant indicate the full mediation.

3.6 Moderation Analysis

This study aims to investigate the role of social media use in moderating the relationship between online marketplace quality dimensions and purchase intention. Social media use may moderate the relationship between these two variables by influencing how consumers perceive and evaluate the quality of online marketplaces as hypotheses (H_{18} , H_{19} H_{20}). Moderating

regression is utilized to analyze the influence of a variable on the relationship between an independent variable and a dependent variable. The moderating effect is indicated by an interaction term between the independent variable and the moderating variable within a multiple regression model. A moderating variable is a factor that can alter the strength or direction of the relationship between an independent variable and a dependent variable. To investigate the moderating role the interaction between the independent variable and the moderating variable is tested within a regression model. The interaction term signifies the deviation from the predicted value of the dependent variable when the independent variable and the moderating variable are both at their mean values. The moderating variable can be either categorical or continuous, and in this study social media use is continuous variable. This study followed two steps to check the moderating effect.

1. Establish a significant relationship between the independent variable and the dependent variable: This step is necessary for there to be any moderation at all. It is usually done by running a simple regression analysis between the independent variable and the dependent variable.
2. Include the moderating variable in the regression model and test for an interaction effect: This is done by adding an interaction term between the independent variable and the moderating variable in the regression model. The statistical significance of the interaction term indicates whether the moderating variable has an effect on the relationship between the independent and dependent variables.

If the interaction term is statistically significant, this implies that the relationship between the independent variable and the dependent variable is contingent upon the level of the moderating variable. To interpret the nature of this effect, it is common to plot the simple slopes of the independent variable at different values of the moderating variable, or to estimate the

regression equation at different values of the moderating variable. The equation for a moderating regression can be represented as:

$$Y = a + b_1X + b_2M + b_3X*M + e \quad (1)$$

Where: Y is the dependent variable (Purchase intentions). X is the independent variable (Online marketplace quality dimensions). M is the moderating variable (Social media use). b_1 , b_2 , b_3 are the coefficients of the equation. “e” is the error term. b_1 represents the main effect of the independent variable (X) on the dependent variable (Y). b_2 represents the main effect of the moderating variable (M) on the dependent variable (Y). b_3 represents the interaction effect between the independent variable (X) and the moderating variable (M) on the dependent variable (Y)

If the interaction term (b_3) is statistically significant, it indicates that the effect of the independent variable on the dependent variable is different depending on the level of the moderating variable. In other words, the relationship between the independent variable and the dependent variable is moderated by the moderating variable. It's important to note that the moderating effect can be positive or negative, it has the ability to augment or diminish the degree of association between the independent and dependent variables, and it can also alter the direction of this relationship. In this study moderated regression analysis procedure is applied to check the significance of moderating hypothesis H_{18} , H_{19} H_{20} .

Chapter-4

Methodology

Overview

This dissertation delineates the research methodology employed in the study. The first four sections of this chapter discuss the research methodology employed, the research processes designed to accomplish the main objective, and the method used to gather data. In the following two sections, the data analysis approach, which includes techniques like structural equation modeling (SEM) and partial least squares (PLS), and the statistical analyses used to evaluate the reliability and validity of the research model, are discussed. Additionally, this chapter expounds upon the steps taken to develop the research instrument, such as pre-testing through a pilot study, as well as the refinement of the questionnaire to render it appropriate for the main study. Overall, the methodology section presents a comprehensive and detailed overview of the research methods utilized to conduct this dissertation and how they were implemented in the research.

4.1 Research Methodology

In this dissertation, “a thorough examination of data collection, data analysis, and the testing of key relationships between important constructs is carried out. Within the realm of quantitative research, survey research and experimental research are two common methodologies used by researchers” (Creswell, 2009). “The survey research methodology was chosen for this dissertation as it provides a standardized way to gather information about variables and examine the relationships between them” (Malhotra & Grover, 1998). This approach allows for a broad understanding of the subject matter and allows for the collection of a large amount of data in a relatively short time. By conducting a survey, the researcher can gather data from a large sample of participants, which increases the generalizability of the

findings. Additionally, survey research allows for the examination of a wide range of variables and the testing of multiple hypotheses in a single study.

Survey research is a valuable method for gathering information about a target population because it is quick, inexpensive, efficient, and accurate. According to Zikmund et al., (2003), “survey research is particularly useful when a study requires a quantitative method of inquiry with standardized information about a subject, such as individuals, groups, organizations, or communities”. Pinsonneault and Kraemer (1993) further outlined objectives for conducting survey: gathering data through a pre-defined structured instrument, testing hypotheses and relationships between variables, and being able to generalize information about a population's attitudes, behaviors, or characteristics through a small sample.

4.2 Research Process

The problem statement for this dissertation was formulated after an extensive review of literature concerning online marketplaces' quality and the variables that impact purchase intention. The literature review disclosed a requirement for a more profound comprehension of the determinants of purchase intention in the online marketplace context. In light of this, the primary aim of this dissertation is to explore the factors that influence purchase intention in online marketplaces and to attain a comprehensive understanding of how these factors interplay and affect consumer behavior in this domain.

In this dissertation, the research instrument used to collect data was developed by identifying measurement scales used in this research were identified from previous studies and adapted to suit the context of the current study. This process ensures that the items in the instrument are relevant and appropriate for measuring the constructs of interest. The validity and reliability of the research instrument were assessed using a multi-faceted approach. The validity and reliability of the research instrument were assessed using data collected from online surveys,

pre-testing, and a pilot study. The pilot study was conducted to ensure that the survey questions were understood by the participants and that the data collected was accurate. The pre-testing and pilot study helped in identifying any ambiguities or errors in the survey questions and making necessary adjustments. This multi-faceted approach ensured that the research instrument used in the study was robust and reliable, providing accurate and valid data for analysis and conclusions.

In this dissertation, data was collected using Google Survey, an online survey platform. The sample for the study was chosen using well-established sampling techniques to ensure that the sample represents the population of interest. The data collected was analyzed using Partial Least Square (PLS), a technique of Structural Equation Modelling (SEM). PLS is a statistical method that can be used to analyze and evaluate the relationships between multiple variables, which is suitable for this research. After analyzing the data, the results were interpreted, and the findings were documented in a clear and concise manner. The results were presented in tables and figures, along with a narrative interpretation, to allow for an easy understanding of the findings and conclusions. Figure 4.1 illustrate the research process.

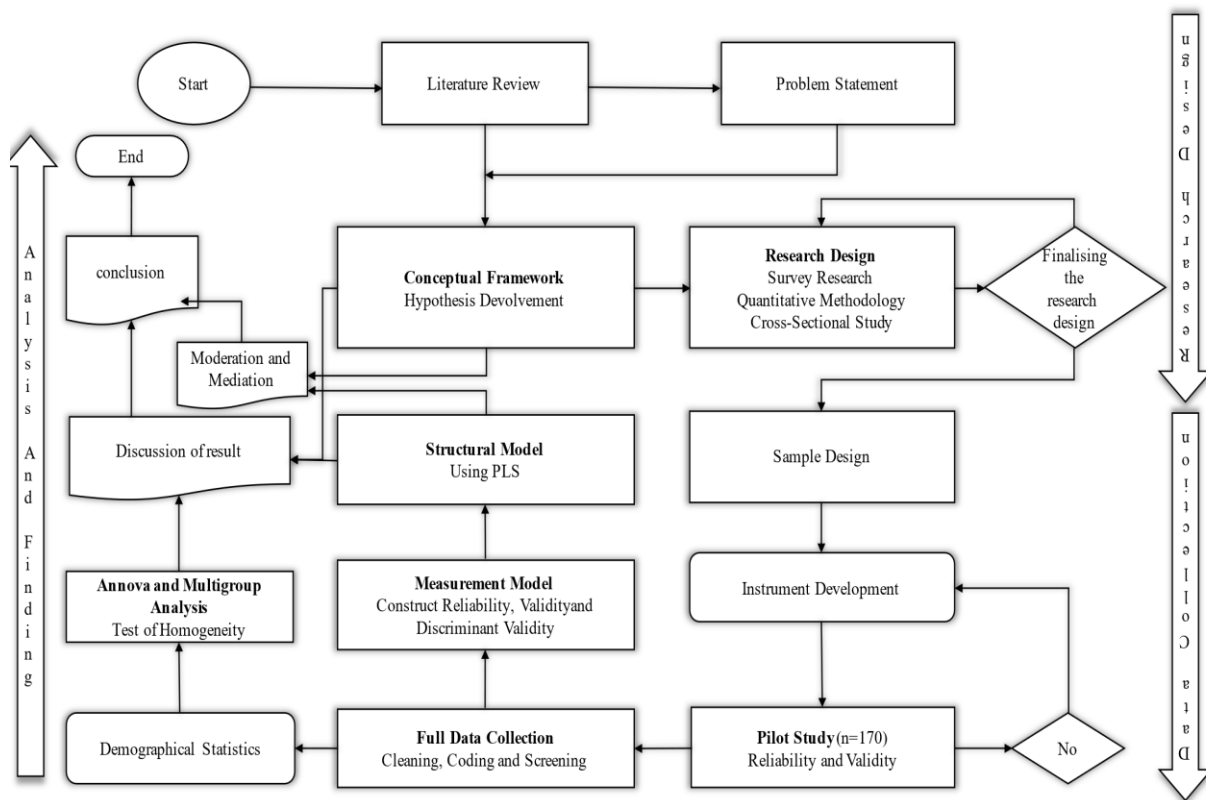


Figure 4.1: Research Process

4.3 Research Process finalise

In the preceding chapters and earlier in this chapter, the primary goals of the research process have been achieved, namely exploring the quality dimensions of online marketplaces, identifying predictors of purchase intention, and developing a conceptual model with a set of hypotheses. These goals guided the selection of a positivist philosophy and a quantitative survey method for data collection. The third step in the research process involves finalizing the process and stages for achieving the overall purpose of the study. To accomplish this, six steps or guidelines are taken into account to determine the purpose of the study, location or setting of the study, the type of study, researcher involvement in the study, the time horizon, and unit of analysis of the study, as outlined by Sekaran & Bougie (2016).

The underlying reasoning behind each decision is explicated below, and a synopsis of these choices is presented in Table 4.1. The study aims to scrutinize the quality dimensions of online

marketplaces, the determinants of purchase intention, and establish a conceptual model with a predetermined set of hypotheses. The research will be conducted in the online marketplace setting. A positivist philosophy with a quantitative survey method is the preferred approach for this study. The researcher will conduct the study independently. A cross-sectional time horizon will be employed, and the unit of analysis will be individuals.

Table 4.1: Research Process

Research process steps suggested by Sekaran (2000)	Research process selected for this research:
Purpose of the study	Hypothesis testing
Type of investigation: Causal, Correlational	Correlational
Select the type of study	Non-contrived
Decide the researcher's extent within the study	Minimal interference of researcher
Determine the time horizon	The time horizon is cross-sectional
Identify the unit of analysis	The unit of analysis is individuals.

4.4 Population and Sampling

The following steps in research design are crucial for a successful outcome. After determining the most suitable research process, the subsequent step involves designing a targeted sample. Sampling involves selecting a representative portion of the population to study with the objective of drawing generalizable conclusions about the larger population (Schindler & Cooper, 2003; Bryman & Bell, 2022). In this study, the sample design will be developed based on the critical factors specified by Fowler (2013). The sample selection process should be planned carefully to ensure that it accurately represents the population and meets the research objectives. There are following steps taken for sample designing

1. In research design, the selection of an appropriate sample is a crucial aspect. Sampling methods can be broadly classified into two types: probability and non-probability

sampling. Probability sampling entails randomly selecting a sample from the population, ensuring that every member of the population has an equal chance of being chosen. Non-probability sampling, on the other hand, does not use random selection and includes methods like convenience, purposive, and quota sampling.

2. A sample frame is a list of the specific units of the population that are required to be included in the sample.
3. The size of the sample refers to the number of subjects that need to be included in the study. This will depend on the research question and the goals of the study.
4. The response rate is the ratio, expressed as a percentage, of the number of subjects who were sampled and actually participated in the study. A high response rate is desirable, as it increases the representativeness and validity of the findings.

4.4.1 Choice of Sample

Before commencing data collection, it is essential to recognize the importance of participants and their information in obtaining all relevant data for the specified objective. Sampling is a crucial aspect of research design, and there are two primary sampling methods: probability and non-probability sampling. Probability sampling involves selecting a sample using a random selection method, ensuring that each member of the population has an equal and known likelihood of being selected. On the other hand, non-probability sampling does not use random selection and includes methods such as convenience, purposive, and quota sampling.

The study uses a Purposive sampling method, which is a non-probability sampling technique. In non-probability sampling, the samples are selected based on the judgment, rather than being selected randomly. This study chose to use a Purposive method because it is considered to be the most appropriate for their research goals. The targeted population in this study are individuals who have shopping experience in online marketplaces and are categorised based on demographic factors age, gender, educational level, and experience with online shopping

and social media usage. The purpose of this categorization is to ensure that the sample selected for the study represents the population of interest, i.e., those who have shopped online and have demographic characteristics relevant to the research question.

“This method is deemed as appropriate in the present study because the purpose of the study is not to provide point and interval estimates of the variables, but to explore the relationships among the variables” (Espinoza, 1999). The use of purposive sampling in this study is justified because the aim of the research is not to estimate the population parameters, but to gain a deeper understanding of the relationships between variables. This type of sampling allows the researcher to select participants who are most relevant to the research question, and provides a more in-depth understanding of the relationships between the variables. Also, the challenge of studying consumers of online marketplaces is due to the continuously growing population size and the lack of a clear definition of the population. Utilizing purposive sampling enabled the researchers to surmount this obstacle and procure data from a sample that accurately reflected the population of interest.

4.4.2 Target Population

The online shopping industry in India is experiencing significant growth; this growth is expected to continue, with projections indicating that the number of online shoppers in India will reach 220 million by 2025. Additionally, the annual e-commerce revenue rate in India is projected to increase by 51%, which is the highest growth rate in the world, according to a report by the India Brand Equity Foundation (IBEF) in May 2019. By surveying online marketplace consumers in India, the study aims to gain a better understanding of the factors that are driving this growth, and what is contributing to the high purchase intention among consumers in this region.

The main study target population for the research is individuals who have experience with online shopping through online marketplaces and who fall within the age range of 16 to 39. This target population was selected based on findings from previous research conducted by McKnight et al. (2002), who suggested that individuals with prior experience in online shopping are an ideal group to study when investigating online purchase intention. Additionally, data from the Statista Global Consumer Survey (2021) shows that 84% of consumers in India belong to the age group of 16-39, further justifying the choice of this demographic as the target population. By focusing on individuals with online shopping experience and within the age range of 16-39, the research aims to gain a deeper understanding of the factors that influence online purchase intention within this particular demographic.

4.4.3 Sample Size

The task of determining a suitable sample size can be quite challenging and requires thoughtful consideration of multiple factors. The sample size must be large enough to provide reliable results, but not so large as to waste resources and time. If the sample size is too small, it may result in a higher risk of failure convergence, incorrect solutions, and low accuracy in parameter estimation (Hair et al., 2011; Comrey & Lee, 2013). On the other hand, a larger sample size than necessary will lead to unnecessary expenses and time-consuming processes for collecting data (Bell & Bryman, 2007). In order to establish the sample size for the current study, the guidelines most commonly referenced for determining sample size in multivariate analysis were taken into account. Additionally, the requirements of the data analysis techniques used in the study, such as structured equation modeling (SEM) and variance-based techniques like partial least squares (PLS), were also taken into account. This approach was chosen to ensure that the sample size selected was adequate for generalizing results to the entire target population and to obtain trustworthy results.

Past researchers have proposed different sample sizes for conducting factor analysis. According to Gorsuch (1988), a sample size of at least 100 respondents is recommended. Kline (2004) agrees with this recommendation later Kline (2011) recommends a sample size of not less than 200 for SEM. Barclay et al. (1995) proposed the 10-times rule in PLS-SEM literature while Hair et al., (2009) suggested that, in order to conduct Structural Equation Modeling (SEM) with numerous constructs, some having lower commonalities, and less than three measured items, a sample size of 500 is suggested. Meanwhile, the current study adheres to the guidelines of Roscoe (1975), which stipulate that the sample size should be greater than 30 and preferably close to 500. Therefore, the present study determines the sample size to be 549. And the present study uses 11 constructs and 43 items, and the sample size of 549 is deemed adequate to represent the population of interest.

4.5 Measurements

Once the sample has been designed and the sample size selected, the subsequent task is to devise the instrument for gathering the data. This step is crucial as the quality of the research depends on the quality of the data collected. Therefore, choosing the right instrument to collect the data is of utmost importance. Utilizing survey research is a common approach to accomplish research goals and objectives, but the intricate process of designing and selecting the appropriate instrument is widely acknowledged. The instrument should be relevant to the research questions and provide accurate results. The following stage in the research procedure, depicted in figure 4.1, involves establishing the tool used to gather data. This is a critical and intricate aspect of survey research aimed at fulfilling the research aims and objectives. The instrument must be appropriate and precise to answer the research questions and assess the construct's validity and reliability. The instrument must be capable of assessing what needs to be assessed and how it should be assessed, as highlighted by (Zikmund et al., 2003; Sekaran & Bougie, 2016).

In the present research, the measurement tools have been derived from pre-existing and validated constructs. According to Straub (1989), it is recommended to utilize previously because it saves time and resources that would otherwise be spent on developing and tested validating new measures and validated instruments when conducting survey research. This is because using established measures eliminates the need for the researcher to assess their reliability and validity, as this has already been established through previous testing. Furthermore, when a construct is tested and validated with diverse samples across different contexts and timeframes, it can confirm its homological validity (Straub et al., 2004). As noted by Bell and Bryman (2007), utilizing established measures can provide the researcher with a sense of assurance in the reliability of the measurements.

Prior to administering the ultimate survey, it is imperative to refine the questionnaires to ensure that they include the appropriate questions. The questionnaires should undergo thorough examination in terms of their readability, practicality, coherence, format, writing style, and the clarity of the language used (Trochim & Donnelly, 2006). Once the data has been collected, the research should proceed to perform appropriate analysis using appropriate selection methods. The survey instrument has been expertly crafted utilizing established scales derived from previous relevant studies. These scales have proven their efficacy and are widely used in the field.

This dissertation evaluates 11 distinct constructs through the use of multiple items. To match the context of the online marketplace, the wording of each question was altered. The quality of the overall website is determined by three dimensions and nine sub-dimensions, with 29 items obtained from various sources listed in Table 4.2. The concepts of electronic word of mouth and trust are evaluated using five items each, sourced from Jalilvand and Samiei (2012) and Jarvenpaa and Tractinsky (1999). The intention to make an online purchase was measured using three questions from Ponte et al. (2015).

Table 4.2: Survey Instrument Details

Construct	Scale Adopted From	No of Item
Perceive Price	Gupta and Kim, (2007)	3
Perceive Quality	Kim et al., (2012)	3
Delivery Service	Ahn et al., (2004)	4
Website Design	Kim and Lee, (2002)	4
Informativeness	Srinivasan, (1985)	3
Security & Privacy	Park and Kim, (2003)	3
Responsiveness	Parasuraman et al., (1988)	5
Reputation	Kim et al., (2008)	4
Trust	Jarvenpaa and Tractinsky, (1999)	5
E-Word of Mouth	Jalilvand and Samiei, (2012)	5
Purchase Intention	Ponte et al., (2015)	3

4.5.1 Pre-test

A five-point Likert scale is utilized to assess all items, with responses spanning from "strongly disagree" (1) to "strongly agree" (5). While the measurement scales employed in the study were obtained from prior research, it is crucial to establish their reliability and validity. Validating the measurement scale relies on the evidence gathered from data, which helps to corroborate the structural model and its constituents. The first stage of this process is conducted via a pre-test.

“To evaluate the suitability of the instrument, a pre-test was carried out. Participants were asked to complete the instrument and provide feedback on its initial design, including format, content, understandability, terminology, and ease and speed of completion” (Lewis et al., 2005). Feedback on measuring online marketplace quality and the questionnaire design was obtained from several experts. The pre-test survey was administered to 15 post-graduated and doctorate students who have shopping experience to assess its understandability and speed of completion.

4.6 Data collection procedure

The survey used in this study is divided into four main sections. The research's purpose is introduced in the first section, which also includes a guarantee of confidentiality and anonymity. There is a filtering question in the second section that is used to determine whether the applicant has experience shopping at online marketplaces. Only consumers who use online marketplaces for their online shopping were allowed to participate in the survey because the study's main goal is to understand how quality influences consumer behavior. Respondents who selected "No" to the filtering question "Do you make purchases at online marketplaces?" were then directed to the survey's end (with a message describing why the survey ended for them). The third question of the survey was directed to respondents who replied "Yes."

In the third section, participants respond to 42 questions about the quality of the online market and how it affects consumer behavior and trust. Respondents were made to complete the entire survey by using the control function. Provided personal demographic data for statistical purposes in the previous section. The fourth section of the survey was a series of open-ended questions that allowed participants to provide additional feedback and comments about their experience with online marketplaces.

4.7 Data Analysis Approach: SEM

“Structural Equation Modeling (SEM) is a powerful statistical technique that allows researchers to examine the relationships between one or more independent latent variables and one or more dependent latent variables” (Gefen et al., 2000). “SEM combines multiple multivariate statistical techniques, including regression analysis, path analysis, factor analysis, canonical correlation analysis, and growth curve modelling” (Urbach and Ahlemann, 2010).

SEM, in comparison to other statistical techniques, offers several notable advantages. Firstly, it has the capacity to evaluate the overall fitness of a model and test the structural model in its

entirety, as indicated by research studies (Chin, 1998b; Gefen et al., 2000). Secondly, SEM allows for the appraisal of connections between a construct and its corresponding measures while offering researchers the flexibility to examine the interplay between theory and data (Chin, 1998a).

Furthermore, SEM permits researchers to construct unobservable latent variables, model associations between multiple predictor and criterion variables, incorporate measurement errors for observed variables, and statistically evaluate a priori theoretical and measurement assumptions against empirical data (Chin, 1998a). Additionally, the use of the Partial Least Squares (PLS) approach within SEM avoids many of the constraints underlying Maximum Likelihood (ML) techniques, safeguarding against inappropriate solutions and factor indeterminacy (Fornell and Bookstein, 1982).

4.7.1 Why Partial Least Square (PLS)

As a researcher, it is crucial to comprehend the assumptions that underlie the statistical techniques utilized in order to make well-informed decisions about which methods to employ. The decision to use either Confirmatory-Based Structural Equation Modeling (CB-SEM) or Partial Least Squares Structural Equation Modeling (PLS-SEM) may depend on several factors, including the research goals, the types of measurement model specifications, the modeling of the structural model, data characteristics, and model evaluation (Hair et al., 2011). According to Hair et al. (2011), various guidelines or "rules of thumb" can assist in selecting between PLS-SEM and CB-SEM. Based on the research objectives, measurement model specifications, structural model, data characteristics, and model evaluation of this study, PLS-SEM was deemed to be appropriate.

4.7.1.1 Partial Least Square (PLS)

Partial Least Square (PLS) is a multivariate statistical method that was developed by Herman Wold in the 1970s. It is an extension of principal component analysis and canonical correlation analysis and is used for exploring relationships between sets of variables. The PLS method comprises of two primary models, namely the measurement model and the structural model. The measurement model, also known as the outer model, explains the connection between the latent variables and the manifest variables (items). On the other hand, the structural model, referred to as the inner model, establishes the relationships between the latent variables and their corresponding manifest variables (Henseler et al., 2009).

The PLS algorithm involves a sequence of regressions conducted using weight vectors. The basic algorithm involves several stages that are crucial to the PLS process. Firstly, it starts with weight estimation, where the weight vectors are calculated based on the covariance between the latent and manifest variables. In the second stage, scores are calculated by using the estimated weight vectors. The scores represent the contribution of each latent variable to the manifest variables. In the third stage, the structural model is estimated based on the scores and weight vectors. The structural model is a regression model that predicts the relationships between latent and manifest variables. Finally, the model is validated using various statistical techniques such as cross-validation and bootstrapping.

4.8 Data Analysis Process

This study's research design incorporates two distinct stages for data analysis and findings: preliminary data analysis and evaluation of the structural model. The initial stage, which is the preliminary data analysis, involves the presentation of descriptive statistics to provide an overall summary of the participants' data and their responses to the survey instrument. It also involves the initial examination of the collected data to get a general idea of the information

contained in the data and to check for any outliers or anomalies. The purpose is to gain a preliminary understanding of the data and to identify any potential issues that need to be addressed before moving on to more advanced statistical analysis. To perform these tasks, various tests have been conducted, which are briefly outlined in Chapter 5.1 with a detailed description of each task.

The second phase of the analysis involves evaluating the structural model, which explores the connections between several independent and dependent variables associated with the quality of online marketplaces and consumer behavior. This evaluation will utilize a hierarchical two-step approach. Firstly, the measurement model will be scrutinized by conducting psychometric tests for each construct utilized in the study, in order to assess reliability and validity. Secondly, multiple regression techniques will be utilized to evaluate the structural paths or hypothetical relationships, taking into account the sign, magnitude, and significance levels. To derive the t-value for the significance of the hypothetical relationships, the study employed the bootstrap method.

4.9 Pilot Study

The conduction of pilot studies is a vital phase in the research process, as it provides an opportunity for researchers to examine and improve their methods and procedures before executing the primary study. This preliminary test serves several important purposes, including establishing feasibility, evaluating the measures being used, and refining the study designs (Veal, 2005). The pilot study provides an opportunity to detect and address any potential issues with the study before it is carried out on a larger scale. For example, they can assess the validity and reliability of the measures being used, and make necessary adjustments (Peter, 1979). Additionally, the results of the pilot study can be used to estimate the sample size needed for

the main study. By conducting a pilot study, researchers can ensure the quality and validity of the results, and avoid any problems that may arise during the main study.

In March 2020, an additional evaluation and refinement of the instrument were carried out through a pilot study, which served as a dress rehearsal with a comparable sample (Lewis et al., 2005). The objective of the study was to recognize any problems with the measures and survey design concerning the similar target sample. The pilot study followed the same procedures as the actual study and involved participants with prior experience shopping online at an online marketplace.

The study collected a sample of 141 Master's and Doctoral students from various departments at the University of Hyderabad. The data was collected using a Google Survey questionnaire that was administered to the students. The responses were analyzed using a Measurement Model to determine whether the measurement items were all related to a single factor. The purpose of the pilot study was to gather preliminary data and assess the feasibility of conducting a full-scale study on the usage of online marketplaces by students. The selection of a student sample was based on the convenience of collecting data and the assumption that students would be well-versed in the use of online marketplaces.

4.9.1 Improvement and Accuracy of Measurement Scales

The improvement and accuracy of measurement scales is a crucial aspect of research and data collection. The use of reliable and valid measurement scales is essential for making accurate inferences about the phenomena being studied. According to Dimitrov (2014), several factors contribute to the accuracy of measurement scales, including reliability, validity, precision, bias, and range. Reliability refers to the consistency of results obtained by the same measure, at different times or by different observers. Validity refers to the extent to which a measure accurately reflects the concept it is intended to measure (Babbie, 2004). Precision refers to the

degree of detail or resolution with which the measure captures information. Bias refers to the systematic error that affects a measure in a particular direction. Range refers to the extent of the scale's coverage of the concept it is measuring.

The data collected in the study underwent analysis using IBM SPSS Version 22. To assess the effectiveness of the research data variables, two tests were utilized: Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) Test of sampling adequacy. Bartlett's test compares the observed correlation matrix with the identity matrix, and verifies the redundancy among variables which can be summarized into fewer factors. The KMO index, on the other hand, compares the correlations and partial correlations between variables.

The overall results of the pilot study are presented in Table 4.3. Bartlett's test of sphericity showed a significant result with a p-value of less than 0.001 and degree of freedom of 861. The Kaiser-Meyer-Olkin (KMO) Test result was 0.7, which is higher than the commonly used threshold value of 0.5 (Kline, 2014), indicating that the correlations between the underlying constructs were significant and sufficient. Principle component analysis (PCA) was conducted on the pilot study data to know the bias and measurement model in Smartpls to access the item and construct reliability.

Table 4.3: Pilot data KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.869
	Approx. Chi-Square	3746.691
Bartlett's Test of Sphericity	Df	861
	Sig.	0.000

Principal component analysis revealed that all eleven variables were unidimensional, with an Eigenvalue of 1 each. The cumulative variance explained by the total of eleven factors was 73.12% shown in table 4.4 total variance explained by single factor is 33.37%, which is less than 50% indicated that data is free from bias.

After content validity, the next stage in the purification process of the instrument is to assess its reliability. This ensures that the measures are error-free and produce consistent results (Peter, 1979). The overall reliability of the items in the pilot study was above 0.5, which is higher than the recommended threshold of 0.5 (Fornell and Cha, 1994). The overall reliability of the construct ranged from 0.645 to 0.898, which is also above the recommended threshold of 0.6 (Hair et al., 2006). And the construct reliability of the whole construct ranges from 0.775 to 0.931, above than threshold value 0.7 (Nunnally and Bernstein, 1994). This suggests that the instrument is reliable and produces consistent results.

Table 4.4: Pilot Study Construct Reliability

Construct	Cronbach's alpha	CR
Purchase Intention	0.889	0.931
Trust	0.893	0.921
E-Word of Mouth	0.803	0.931
Perceive Price	0.837	0.902
Perceive Quality	0.645	0.775
Service Delivery	0.733	0.832
Reputation	0.813	0.878
Responsiveness	0.845	0.89
Informativeness	0.773	0.834
Website Design	0.733	0.869
Security & Privacy	0.707	0.837

Table 4.5: Pilot Study- Harman's Single Factor

Component	Total Variance Explained					
	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.489	35.339	35.339	11.166	27.235	27.235
2	2.645	6.452	41.791	3.510	8.561	35.795
3	2.125	5.182	46.974	2.311	5.637	41.432
4	1.997	4.871	51.845	2.155	5.256	46.688
5	1.528	3.727	55.572	1.846	4.503	51.191
6	1.416	3.452	59.024	1.721	4.198	55.389
7	1.316	3.210	62.234	1.674	4.082	59.471
8	1.288	3.143	65.377	1.598	3.898	63.369
9	1.203	2.934	68.310	1.548	3.774	67.143
10	1.025	2.501	70.811	1.504	3.668	70.811
11	1.012	2.318	73.127	1.304	2.316	73.127
12	0.867	2.115	75.192			
13	0.779	1.901	77.093			
14	0.739	1.803	78.896			
15	0.689	1.680	80.576			
16	0.650	1.586	82.162			
17	0.582	1.420	83.582			
18	0.539	1.314	84.896			
19	0.528	1.287	86.183			
20	0.498	1.213	87.396			
21	0.476	1.160	88.557			
22	0.452	1.102	89.659			
23	0.401	0.977	90.636			
24	0.376	0.918	91.554			
25	0.338	0.824	92.378			
26	0.316	0.771	93.149			
27	0.306	0.746	93.895			
28	0.294	0.717	94.612			
29	0.253	0.616	95.228			
30	0.239	0.583	95.811			
31	0.222	0.542	96.353			
32	0.211	0.515	96.868			
33	0.205	0.499	97.368			
34	0.182	0.444	97.811			
35	0.169	0.413	98.225			
36	0.152	0.371	98.596			
37	0.137	0.335	98.931			
38	0.130	0.317	99.248			
39	0.121	0.295	99.543			
40	0.111	0.270	99.813			
41	0.077	0.187	99.913			
42	0.074	0.177	100.000			

4.10 Final Survey

The survey procedure comprises several stages, such as data preparation, response coding, database entry, data filtering, and identification of any missing responses. Online surveys facilitate automatic database storage of the gathered data. However, it is still necessary to review the responses to ensure they are complete and valid. In the given scenario, out of 564 responses, 15 were found to be either incomplete or invalid, and it is important to identify the reasons for this. These types of responses can negatively impact the accuracy and reliability of the survey results and should be identified and removed from the data before analysis. The two reasons for invalid or incomplete responses as stated in the question are:

- a) The respondent provided identical responses for all questions, such as answering "5" for all questions.
- b) The respondent discontinued the questionnaire before finishing it.

Upon scrutinizing and refining the survey responses, the 549 valid instances were imported into SPSS version 22.0 software for examination. Descriptive statistical summaries were produced to furnish fundamental details about the variables within the dataset. Additionally, exploratory analyses were conducted on each variable to detect any deficient or erroneous data. Additionally, normality tests, checks for response bias, and common method bias were conducted to ensure the validity and reliability of the results. And for partial least squares structural equation modeling (PLS-SEM) analysis, Smart PLS 4.0 was used as the software application. To use Smart PLS, the survey data converted as CSV file format for the application to process. This step is necessary for the analysis of the measurement and structural models in PLS-SEM.

Chaper-5

Data Analysis and Results

Overview

The next section, after the research methodology, is data analysis. Data analysis for this study has been primarily divided into three stages: Pre-test analysis, reflective model evaluation and structural model evaluation of the proposed model.

The first stage starts with the pre-test analysis related to preliminary data analysis which included to identify trends, patterns, and relationships that may be useful for further analysis. This has been done using statistical techniques such as descriptive statistics, graphs, and visualizations. Exploring the data and detecting possible issues or biases that may impact the validity of the findings is a crucial undertaking in the data analysis process. The result helps to understand the respondent's information, sample adequacy, multicollinearity and areas for further investigation and can inform the development of research hypotheses or the selection of appropriate statistical techniques for more in-depth analysis. This step plays a significant role in guaranteeing that the results are both precise and relevant. Second stage of analysis related to the survey instrument and construct evaluation. Instrument evaluation refers to the process of assessing the validity, reliability, and feasibility of a research instrument, such as a survey or test and construct evaluation, on the other hand, refers to the process of assessing the validity and reliability of a theoretical construct. This process involves examining the evidence for the existence and meaningfulness of the construct, as well as its relationship to other concepts and variables. The results present the instrument reliability and validity for lower and higher order construct. It also confirms the item relation under the construct as exploratory factor analysis for all lower and higher order construct. The third stage of analysis is structural model evaluation related to examination of relationship between exogenous and endogenous variable based on multiple regression. It is an important step in the process of developing and

refining statistical models, as it helps to ensure that the models are reliable and accurate, and that they can be used effectively to make predictions and inform decision-making. The result indicates the demographic impact and structural paths with direction, effect size and significance level. For these three stages of analysis, table 5.1 represent list of tests with description and needs.

Table 5.1: Data Analysis Tool

Test	Purpose	Software	Reference	Threshold Value
The KMO	It represents the degree to which each variable in a set is predicted without error by the other variables	SPSS	Kaiser, 1974	>0.6
Bartlett test	It tests for the presence of correlations among variables	SPSS	Bartlett, 1954	<0.3
Harman's single factor test	To ensure that survey data is free from multicollinearity	SPSS	Podsakoff et al. 2003	<0.5
Variance Inflation Factor	To address the common method bias in survey data	SmartPls	Kock (2015)	<3.3
Demographic	To Examine the respondents background information	Excel	NA	NA
Descriptive Statistics	To determine the data normality though skewness and kurtosis	Excel	NA	NA
ANOVA	To determine the difference in mean within the demographical group	SPSS	NA	NA
Regression Analysis	To know the mean difference within the product category	Stata	NA	NA
Reflective Model	It examines the indicator and construct reliability, validity and discriminant validity.	SmartPls	Refer: table 5.14	Refer: table 5.14
Structural Model	It used to represent the relationships between different economic variables	SmartPls	Refer: table 5.23	Refer: table 5.23
Mediation Analysis	It examines indirect effects of one variable on another through a mediating variable	SmartPls	NA	NA
Moderation Analysis	It used to examine the interaction between two variables in a regression model	SmartPls	NA	NA

5.1. Pre-test Analysis

Pre-test analysis in this study refers to the process of analysing data collected before a research study or experiment has been conducted. This analysis is typically conducted to identify any patterns or trends in the data that may be relevant to the research question or hypotheses being tested.

The primary objective of conducting a pre-test analysis in this study is to establish a fundamental comprehension of the data that will be utilized and to pinpoint any possible concerns or predispositions that could impact the findings of the investigation. This analysis is often conducted as part of the research planning process, and can help to refine research question, hypotheses, or study design in order to better address the research problem.

Pre-test analysis has been conducted using a variety of statistical techniques, such as descriptive statistics, inferential statistics, or more advanced techniques such as multivariate analysis. The specific techniques used are depend on the nature of the data and the research question being addressed. Overall, pre-test analysis is an important step in the research process, as it helps researchers to understand the characteristics of their data or sample and to identify any potential issues that may impact the validity of their results.

5.1.1. Kaiser-Meyer-Olkin (KMO) Test

The Kaiser-Meyer-Olkin (KMO) Test is employed as a statistical gauge to assess the appropriateness of a dataset for factor analysis. Its purpose is to gauge the extent to which a group of shared factors can account for the variance among the variables. In order to carry out the KMO Test, the correlation matrix of the variables is first computed, and then each variable's variance proportion is compared to the overall matrix variance. A KMO value that exceeds 0.6 is deemed satisfactory for factor analysis, whereas a value that is below 0.5 is regarded as

inadequate. Table 5.2 indicated that the KMO values are 0.940, greater than the suggested 0.6, establishing that data is acceptable for factor analysis.

5.1.2. Bartlett Test

The Bartlett Test is a statistical procedure utilized to establish if the correlation matrix of a variable set deviates significantly from an identity matrix. In factor analysis, the Bartlett Test is used to determine the suitability of the data for factor analysis, as it assesses whether the correlations between the variables are strong enough to warrant further analysis. To conduct the Bartlett Test, the researcher calculates the determinant of the correlation matrix, which is a measure of the strength of the correlations between the variables. A determinant value that differs significantly from zero indicates robust correlations between the variables, thereby indicating the suitability of factor analysis. In the event that the determinant is not markedly distinct from zero, it implies that the associations between the variables are feeble and factor analysis may not be a suitable. Table 5.2 shows that determinant is significant at p value less than 0.05, indicates correlations between the variables are strong and that factor analysis is appropriate.

The Bartlett Test is frequently employed alongside other assessments, including the Kaiser-Meyer-Olkin Measure of Sampling Adequacy, to evaluate the appropriateness of data for factor analysis. It is worth highlighting that the Bartlett Test does not appraise the quantity or configuration of factors within the data, but rather the general appropriateness of the data for factor analysis.

Table 5.2: The KMO and Bartlett test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.94
Bartlett's Test of Sphericity	Approx. Chi-Square	12948.625
	Do	861
	Sig.	0.000

5.1.3 Common Method Bias

Common method bias, also known as the "same source bias," refers to the potential error in research results that occurs when all data is collected using the same method or when the independent and dependent variable obtained from the same person from a self-reported questionnaire. This can lead to a biased sample, as the method may not be appropriate or effective for collecting data on all variables or subjects.

Addressing common method bias is important because it can lead to inaccurate or misleading conclusions about the research topic. If common method bias is not taken into account, the results of the study may be biased and may not accurately reflect the true relationship between the variables being studied. Furthermore, failing to address common method bias can lead to a lack of credibility and reliability in the research, as other researchers may not be able to replicate the study or may question the validity of the findings.

Therefore, it is important to address common method bias in research by using multiple methods to collect data, using objective measures whenever possible, and being aware of and controlling for personal biases during the research process. In this study, we have employed two statistical techniques to test common method bias. First using Harman's single factor technique based on exploratory factor analysis and secondly, the variance inflation factor (VIF) score used to test the common method bias.

5.1.3.1. Harman's single factor test

In statistics, multicollinearity refers to the presence of strong correlations among predictor variables in a regression model. This can cause problems with interpretation of the model's coefficients, as well as with the stability and reliability of the model as a whole. One way to detect multicollinearity is through the use of Harman's single factor test.

The Harman's single factor test is a statistical technique that is utilized to ascertain if a collection of variables can be attributed to a solitary underlying factor, or if there are multiple factors at play. This method is frequently employed in exploratory factor analysis, which is a statistical approach utilized to identify and investigate the fundamental structure of a group of variables. To conduct the Harman's single factor test, the first step involves computing the factor loadings for each variable. Factor loadings are the correlations between a given variable and the underlying factor. These factor loadings are then squared and added up to determine the total variance accounted for by the single factor. This value is subsequently compared to the total variance of all the variables. If the variance accounted for by the single factor is equal to or greater than 50%, it is concluded that the variables can be attributed to a single factor. On the other hand, if the variance accounted for by the single factor is less than 50%, it is deemed that there are multiple factors at play (Podsakoff et al. 2003). As finding indicate in Table 5.3, the total variance accounted for by the single factor is 33.37%, which is less than 50%. This implies that the data is free from bias, and multiple factors are likely at play.

5.1.3.2. Variance Inflation Factor

The variance inflation factor (VIF) is a measure of multicollinearity in a multiple regression model. It is used to assess whether the independent variables are correlated with each other, which can affect the stability and interpretability of the model. One way to assess multicollinearity in data is to compute the ratio of the variance of the regression coefficient to the variance of the residuals or other way the correlations between the observed variables and the factor scores. A high VIF indicates that there is a strong relationship between two or more predictor variables, which can lead to unstable and unreliable results. A VIF greater than 3.3 is generally considered an indication of multicollinearity, and the predictor variables with high VIFs should be removed or combined in some way. Table 5.3 shows the VIF values of all the measures, the highest value was 3.419 for fourth item of responsiveness reason it became

necessary to remove that variable from the model to reduce multicollinearity. Later all the measures found that value was less than 3.3, Figure 5.1 indicated data is free from bias.

Table 5.3: Single Harman's Factor and VIF

Variance Inflation Factor			Harman's single factor test						
	Collinearity Statistics		Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Tolerance	VIF		Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
PI1	.333	3.002	1	14.651	34.883	34.883	14.015	33.370	33.370
PI2	.297	3.172	2	2.940	7.000	41.884			
PI3	.292	3.221	3	2.056	4.895	46.779			
EW1	.385	2.595	4	1.707	4.065	50.843			
EW2	.514	1.945	5	1.488	3.542	54.386			
EW3	.412	2.427	6	1.347	3.207	57.593			
EW4	.358	2.796	7	1.209	2.879	60.472			
EW5	.467	2.141	8	1.022	2.433	62.905			
TR1	.357	2.801	9	1.015	2.302	65.207			
TR2	.344	2.904	10	1.012	2.218	67.425			
TR3	.337	2.964	11	0.809	1.925	69.350			
TR4	.386	2.591	12	0.766	1.824	71.174			
TR5	.435	2.300	13	0.732	1.743	72.917			
SR1	.331	3.021	14	0.694	1.653	74.570			
SR2	.374	2.673	15	0.662	1.575	76.146			
SR3	.449	2.226	16	0.640	1.525	77.671			
SR4	.536	1.865	17	0.586	1.396	79.067			
SRP1	.377	2.652	18	0.557	1.326	80.393			
SRP2	.478	2.093	19	0.553	1.317	81.709			
SRP3	.469	2.134	20	0.515	1.226	82.936			
SRP4	.292	3.219	21	0.493	1.174	84.110			
SRP5	.440	2.274	22	0.488	1.162	85.272			
WS1	.541	1.848	23	0.467	1.112	86.384			
WS2	.582	1.720	24	0.444	1.057	87.442			
WS3	.464	2.157	25	0.420	1.000	88.442			
WIF1	.488	2.051	26	0.403	0.959	89.401			
WIF2	.479	2.088	27	0.386	0.919	90.321			
WIF3	.498	2.007	28	0.377	0.897	91.218			
WQ1	.468	2.139	29	0.365	0.868	92.086			
WQ2	.493	2.029	30	0.349	0.830	92.916			
WQ3	.550	1.818	31	0.320	0.763	93.679			
WQ4	.489	2.046	32	0.309	0.736	94.415			
SD1	.516	1.938	33	0.291	0.692	95.107			
SD2	.618	1.619	34	0.280	0.667	95.774			
SD3	.654	1.530	35	0.273	0.649	96.423			
SD4	.559	1.788	36	0.249	0.593	97.017			
PQ1	.484	2.067	37	0.242	0.577	97.594			
PQ2	.639	1.564	38	0.235	0.560	98.154			
PQ3	.459	2.179	39	0.218	0.519	98.672			
PP1	.480	2.083	40	0.204	0.485	99.157			
PP2	.457	2.186	41	0.185	0.441	99.598			
PP3	.410	2.438	42	0.169	0.402	100.000			

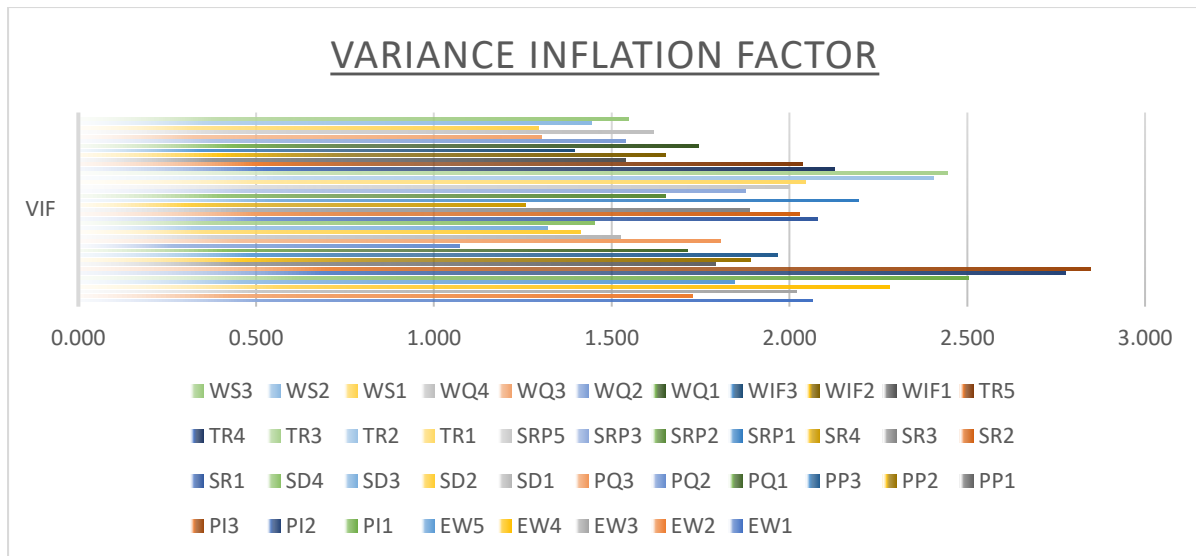


Figure 5.1: Variance Inflation Factor

5.1.4. Demographics

In this study, we aimed to examine the relationship between online marketplace quality and purchase intention with experienced shopping consumer age between 16 to 39. The data was collected during May 2022 to Jun 2022. Total 549 response has 1 to 10 years' experience in shopping at online marketplace and belong to age group 16 to 39 from diverse educational backgrounds, including under graduate (17%), graduate (36%), post graduate (37%), and doctorate (10%). The majority of participants were belonged to age group 21-30 (67%), 13% in group 16-20 and 31-35 each and lowest one was beyond 35 year (7 %). The gender equally distributed through male (53%) and female (47%). All participants had at least one year of shopping experience with online marketplace, with majority of 69% experience was between 1 to 6 years followed by more than 6 year 24% and 85% of participant purchase monthly and half yearly followed by weekly 11%. Demographic table 5.4 present the respondent detailed information. In this study there is no any gender bias because data was equally collected from the male and female participants. The data matches the pre-defined criteria as discussed in the methodology section.

Table 5.4: Demographic Information

Category	Group	No. of Respondents	Percentage
Gender	Female	256	47%
	Male	293	53%
	Grand Total	549	100%
Age	16-20	74	13%
	21-25	204	37%
	26-30	162	30%
	31-35	69	13%
	Above 35	40	7%
	Grand Total	549	100%
Education Level	Under Graduate	96	17%
	Graduate	195	36%
	Post Graduate	201	37%
	Doctoral	57	10%
	Grand Total	549	100%
Experience	Less than 1 year	44	8%
	1-3 Years	166	30%
	4-6 Years	215	39%
	More than 6 Years	134	24%
	Grand Total	549	100%
Social Media Use	Less than 2 Hours	72	13%
	2-5 Hours	291	53%
	6-10 Hours	136	25%
	More than 10 Hours	50	10%
	Grand Total	549	100%
Purchase Frequency	Weekly	63	11%
	Monthly	268	49%
	Half yearly	195	36%
	Yearly	23	4%
	Grand Total	549	100%

5.1.4.1. Background of Social Media Use

In this study, one of the objectives to study the moderating role of social media use in relationship between online marketplace quality and purchase intention. Therefore, the number of hours spend on social media was obtained (table 5.4). The result shows based on time spend on social media, 53% of the respondents spend 2 to 5 hours daily of the social media followed by 6 to 10 hours 25% and 13% uses less tha 2 hours. Even we found that some respondents use

more than 10 hours of social media in day (10%). The overall pattern of user experience reveals that withing the online marketplace sopper has good experience of social media uses. “Social media use is the most effective tool for combining, comparing and evaluating information for purchase decision making on online marketplace” (Chen et al., 2019).

5.1.4.2. Background of Product categories

The aim of this study is to evaluate how various product categories impact consumer trust, electronic word-of-mouth (e-WOM), and purchase intention or to find the mean difference between the product categories. We have categories the product based on 13 broader category and their frequency and percentage was calculated using SPSS multiple response option. The result indicates more than 50% respondents purchase product from one these categories fashion, mobiles & tablets, books, computer & accessories, and homes and kitchen product indicated in the table 5.5.

Table 5.5: Product Category Response

		Responses		Percent of Cases
		N	Percent	
Multiple scale ^a	Mobiles & Tablets	415	15.1%	75.6%
	Computers & Accessories	303	11.1%	55.2%
	TV Audio & Cameras	165	6.0%	30.1%
	Appliances	99	3.6%	18.0%
	Fashions	475	17.3%	86.5%
	Home & Kitchen	277	10.1%	50.5%
	Sports & Fitness	189	6.9%	34.4%
	Pet Supplies	29	1.1%	5.3%
	Bags & Luggage	323	11.8%	58.8%
	Video Games	28	1.0%	5.1%
	Car & Motorbike Accessories	56	2.0%	10.2%
	Books	371	13.5%	67.6%
	Industrial Supplies	12	.4%	2.2%
Total		2742	100.0%	499.5%

5.1.4.3. Descriptive Statistics

Descriptive statistics serve to encapsulate and elucidate the attributes of a given sample. This methodology entails the arrangement and delivery of data in a manner that facilitates comprehension and analysis. In reference to the sample's descriptive statistics, Table 5.6 outlines the variables' minimum and maximum values, mean, and standard deviation, along with measurements of skewness and kurtosis. All the variables standard deviation we found to be near 1 and mean score range between 3 to 4 found to be favourable value (Teo et al., 2009). The mean score of the e-WOM was higher indicated that consumer highly refer to product comment and reviews of other consumers while making purchase decision at online marketplace. The lease score was product quality at marketplace refers the meaning that consumer feels that the product available on the online marketplace has lower quality.

Shape of the distribution can be measured using the skewness and kurtosis (Pallant, 2020). Skewness is a statistical measure that quantifies the degree of symmetry of a probability distribution. Kurtosis, on the other hand, is a measure of the peakedness of a distribution. A left-skewed distribution (with negative skewness) implies that the data is concentrated on the right side of the distribution, with a long tail on the left. Conversely, a right-skewed distribution (with positive skewness) suggests that the data is concentrated on the left side of the distribution, with a long tail on the right (Hair et al., 2006). A leptokurtic distribution, with high kurtosis, indicates a sharper peak and a narrower spread compared to a normal distribution. Conversely, a platykurtic distribution, with low kurtosis, implies a flatter peak and a wider spread than a normal distribution. A distribution with the same kurtosis as a normal distribution is known as mesokurtic, it means that it has a peak and spread similar to that of a normal distribution. The kurtosis value less ± 1 consider as negligible, value more than ± 1 to ± 10 moderated and value more than ± 10 consider as abnormality (Holmes-Smith, Cunningham & Coote, 2006). Table 5.6 present that all variables skewness and kurtosis are in the normal

range i.e., ± 1 . However, the score in positive and negative values does create problem until their values lies in withing the given range.

Table 5.6: Construct Descriptive Statistics

Variables	Minimum	Maximum	Mean	Std.Dev	Skewness	Kurtosis
PP	1	5	3.899	0.886	-0.630	0.320
PQ	1	5	3.639	1.066	-0.277	-0.693
SQ	1	5	3.778	1.035	-0.706	0.010
WD	1	5	3.993	0.848	-0.660	0.383
WIF	1	5	3.872	0.906	-0.662	0.315
WS	1	5	3.715	1.018	-0.697	0.173
SRP	1	5	3.695	0.961	-0.566	0.120
SR	1	5	3.841	0.887	-0.502	0.007
TR	1	5	3.622	0.909	-0.428	0.172
EW	1	5	4.144	0.910	-0.756	0.903
PI	1	5	3.829	0.906	-0.637	0.314

5.1.5. Analysis of Variance

ANOVA, short for Analysis of Variance, is a statistical tool employed to assess the difference in means among various groups or samples. It is employed to ascertain whether the disparities in means between groups are statistically significant or merely random occurrences. ANOVA is based on the concept of variance, which is a measure of how much a set of data differs from the mean. When the variance is large, it means that the data is spread out and there is a lot of variability. When the variance is small, it means that the data is more consistent and there is less variability.

To conduct an ANOVA analysis, the null hypothesis must be established first, which assumes that there is no significant difference between the means of the various groups. Conversely, the alternative hypothesis proposes that there is indeed a notable difference between the means of the groups. The variance is utilized to examine the hypothesis that the means of distinct groups or treatments are equal. If the variance between the groups is markedly different from the

variance within the groups, it suggests that there are variations between the means of the groups. In this particular study, a one-way ANOVA is employed, as only one independent variable is being evaluated at a time, and the data is categorized into multiple groups based on the variable's levels.

For this study data was collected from the consumer who was having experience in purchasing at online marketplace. The purchase intention or trust or e-WOM among the experience group can might can differ from different group of experience consumer. Same way can possibly gender, age, education, time spend and purchase frequency group might differ in purchase behaviours. To examine the difference between male and female respondents purchase behaviour t-test has been conducted to compare the mean of all their outcomes variables namely, purchase intention, trust and e-WOM. For rest of the group age, education, experience, hours spend, and purchase frequency, one-way ANOVA between the groups has been performed to calculate mean difference with respect to purchase intention, trust and e-WOM.

First the effect of gender group with respect to purchase intention, trust and e-WOM mean was compared using t-test, the result reveal that non-significant difference between the male and female group. For other group we performed one-way ANOVA to compare the mean of purchase intention, trust and e-WOM. Table 5.7 represent the result on one-way ANOVA where we found that age and education group have insignificant difference with respect to consumer purchase behaviour. Within the experience group we found that significant difference with respect to purchase intention and e-WOM and insignificant defence with respect to trust mean score. Within the hours spend group we found significant difference with respect to e-WOM mean score and insignificant difference with respect to purchase intention and trust mean score. Within the purchase frequency group, a significant difference was found with respect to purchase intention and insignificant difference with respect to trust and e-WOM mean score. The impact of experience group on purchase intention and e-WOM, similarly

impact of hours spend on e-WOM and the impact of purchase frequency group on purchase intention, where all found to be significant, reason we have conducted the post-hoc test and Tukey's HSD test. Both the test will help to in deeper understanding of the difference in the group.

Table 5.7: Variance Analysis

T-Test				
		Purchase Intention	Trust	e-WOM
	Df	T-value	T-Value	T-value
Gender	547	-0.6588	0.1351	-1.4588
ANOVA				
	Df	F	F	F
Age Group	4, 544	0.378	0.922	1.837
Education	3, 545	1.149	1.365	0.927
Experience	3, 545	14.222***	0.62	12.949***
Hours Spend	3, 545	1.628	1.093	3.551**
Purchase Frequency	3, 545	4.908***	1.442	0.225
*Statistically significant difference *** p<0.01, ** p<0.05, * p<0.1				

5.1.5.1. Post-hoc Test

Post-hoc tests are statistical tests that are used to compare the means of specific pairs of groups after an initial ANOVA test has been conducted. It used to identify which pairs of groups are significantly different from one another or when you have multiple groups and want to know which groups are significantly different from each other, rather than just knowing that at least one group is significantly different from the others. There are several different types of post-hoc tests that can be used, including the Tukey's test, the Bonferroni correction, and the Scheffe test. These tests all use different methods to calculate the p-value, which is the probability that the observed differences between the groups occurred by chance. Here in this study, we have conducted Tukey's test to identify which pairs of groups are significantly different from one another.

It was suggested that post-hoc tests should only be used if the initial ANOVA test is significant, as they are used to follow up on a significant result. If the initial ANOVA test is not significant, it is not necessary to conduct a post-hoc test. As our initial ANOVA test (table 4.7) we found insignificant difference withing age and education group with respect to all three-outcome variable purchase intention, trust and e-WOM, insignificant difference withing educational group with respect to trust, insignificant difference within hour spend group respect to purchase intention and trust, and insignificant difference within purchase frequency group with respect to trust and e-WOM, it's not necessary to perform post-hoc test. However, we found significant difference withing the experience group with respect to purchase intention and trust, Significant difference within hour spend with respect to e-WOM and significant difference within purchase frequency group with respect to purchase intention, it become necessary to conduct post-hoc to know which pairs of groups are significantly different from one another. We have performed post-hoc test for each significant difference group to which groups are significantly different from each other.

5.1.5.1.1. Shopping experience and Purchase intention

The shopping experience at an online marketplace can significantly impact a consumer purchase intention because there are several factors like delivery service, website interface, product selection, pricing can influence the shopping experience and purchase intention at online marketplace. Imagine when consumer visit the online marketplace and feels easy interaction with interface and easy to find the product related information, they are looking for they may be more likely to make a purchase even if they were initially unsure about it.

A post-hoc is conducted after the completion of ANOVA in order to explore the relationships between shopping experience and purchase intention and to compare experience groups. Table 5.8 present the result of post-hoc test, indicates within experience groups some are significant and some are insignificant difference from each other. Consumer with one year experience has

significant less purchase intention mean score compare to all higher experienced group. Consumer having more than 6-year experience and 4-to-6-year experience has insignificant difference in purchase intention score. The result indicates that higher the consumer experience at online marketplace higher they have purchase intention till 4 years of experience, later it becomes insignificant change in their purchase intention.

Table 5.8: Post-Hoc Test (Shopping Experience and Purchase intention)

Purchase Intention Mean		Mean Difference	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1 Year	1-3 Years	-.344*	.151	.024	-.642	-.047
	4-6 Years	-.671*	.149	.000	-.963	-.379
	More than 6 Years	-.774*	.155	.000	-1.078	-.471
1-3 Years	1 Year	.344*	.151	.024	.047	.642
	4-6 Years	-.327*	.082	.000	-.489	-.166
	More than 6 Years	-.430*	.092	.000	-.612	-.249
4-6 Years	1 Year	.671*	.149	.000	.379	.963
	1-3 Years	.327*	.082	.000	.166	.489
	More than 6 Years	-0.103	.088	.239	-.275	.069
More than 6 Years	1 Year	.774*	.155	.000	.471	1.078
	1-3 Years	.4304*	.092	.000	.249	.612
	4-6 Years	0.103	.088	.239	-.069	.275

5.1.5.1.2. Shopping experience and e-WOM

Shopping experience is process of purchasing goods or services, and it can encompass a wide range of activities, including finding and researching products, comparing prices, making a purchase, and receiving and using the product. The service related to product reviews, rating and comment work as e-WOM at online marketplace which can influence the consumer shopping experience and purchase intention at online marketplace. Imagine when consumer visit the online marketplace and can able to difference and understand the product quality by their reviews and comments and they may be more likely to make a purchase if they look the rating or comments of the product or services.

A post-hoc is conducted after the completion of ANOVA in order to explore the relationships between shopping experience and purchase intention and to compare experience groups. Table 5.9 present the result of post-hoc test, indicates within 1 year and 1-to-3-year experience group nonsignificant difference in e-WOM mean score and within the 4-to-6-year experience and more than 6 years' experience their e-WOM means also has insignificant difference. Moreover, the e-WOM mean score for 1 year and 1-to-3-year experience was significantly lesser than the 4 to 6 years' experience and more than 6-year experience. It indicates with increases of shopping experience the e-WOM mean score increases as initial 3 years consumer has same e-WOM, later increases till 4 year and become constant e-WOM mean.

Table 5.9: Post-Hoc (Test Shopping experience and e-WOM)

e-WOM Mean		Mean Difference	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1 Year	1-3 Years	-.1403	.1351	.299	-.406	.125
	4-6 Years	-.5140*	.1326	.000	-.774	-.254
	More than 6 Years	-.4853*	.1378	.000	-.756	-.215
1-3 Years	1 Year	.1403	.1351	.299	-.125	.406
	4-6 Years	-.3737*	.0731	.000	-.517	-.230
	More than 6 Years	-.3450*	.0822	.000	-.507	-.183
4-6 Years	1 Year	.5140*	.1326	.000	.254	.774
	1-3 Years	.3737*	.0731	.000	.230	.517
	More than 6 Years	.0286	.0781	.714	-.125	.182
More than 6 Years	1 Year	.4853*	.1378	.000	.215	.756
	1-3 Years	.3450*	.0822	.000	.183	.507
	4-6 Years	-.0286	.0781	.714	-.182	.125

5.1.5.1.3 Hours spent on Internet and e-WOM

The use of the internet has exploded in recent years, with more and more people turning to online sources for information, communication, and entertainment. One aspect of internet use that has garnered increasing attention is the amount of time that people spend online. This is particularly relevant in the context of electronic word-of-mouth (e-WOM), as the internet has

become a key platform for the sharing of product and service recommendations. Kwon and colleagues (2013) found that the more time individuals spent on the internet, the more likely they were to engage in e-WOM behaviour on social media platforms or online marketplace.

A post-hoc is conducted after the completion of ANOVA in order to explore the relationships between time spend on internet and e-WOM and to compare time spend groups. Table 5.10 present the result of post-hoc test, indicates that except the group 6 to 10 hours all the group has non-significant difference in e-WOM mean. It also indicates that the mean score was significantly higher for 6 to 10 hours group compare to others group, realizing that consumer who spend 6 to 10 hours on internet has higher e-WOM compare to all the group even who uses more than 10 hours of internet. Consumer who spends less than 5 hours or spend more than 10 hours has equal level of e-WOM at marketplace.

Table 5.10: Post-Hoc (Hours spent on Internet and E-WOM)

e-WOM Mean		Mean Difference	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 2 Hour	2-5 Hours	-.0961	.1045	.358	-.301	.109
	6-10 Hours	-.2626*	.1140	.022	-.487	-.039
	More than 10 Hours	.0532	.1318	.686	-.206	.312
2-5 Hours	Less than 2 Hour	.0961	.1045	.358	-.109	.301
	6-10 Hours	-.1665*	.0755	.028	-.315	-.018
	More than 10 Hours	.1493	.1004	.137	-.048	.346
6-10 Hours	Less than 2 Hour	.2626*	.1140	.022	.039	.487
	2-5 Hours	.1665*	.0755	.028	.018	.315
	More than 10 Hours	.3158*	.1102	.004	.099	.532
More than 10 Hours	Less than 2 Hour	-.0532	.1318	.686	-.312	.206
	2-5 Hours	-.1493	.1004	.137	-.346	.048
	6-10 Hours	-.3158*	.1102	.004	-.532	-.099

5.1.5.1.4 Purchase frequency and Purchase intention

Purchasing frequency on the Internet refers to how often individuals make purchases online. It is a measure of consumer behavior that can help businesses understand how likely their customers are to make a purchase, and how often they are likely to make a purchase. There are

several factors that can influence purchasing frequency on the online marketplace. One of the most important factors is the convenience of the online shopping experience. When consumers can easily find what they are looking for and complete their purchases quickly and easily, they are more likely to make more frequent purchases online. Another factor that can influence purchasing frequency on the online marketplace is the availability of discounts and promotions. Many online marketplaces offer special discounts and promotions to encourage consumers to make purchases, and these can be a powerful motivator for increasing purchasing frequency.

A post-hoc is conducted after the completion of ANOVA in order to explore the relationships between purchase frequency and purchase intention and to compare frequency groups. Table 5.11 present the result of post-hoc test, indicates except half yearly group weekly and monthly and yearly has nonsignificant difference between the group purchase intention mean score. It also indicates that consumer purchase intention mean score of half-yearly is significantly lower than consumer who purchase weekly, monthly and yearly.

Table 5.11: Post-Hoc (Purchase frequency and Purchase intention)

Purchase Intention Mean		Mean Difference	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Weekly	Monthly	.1762	.1137	.1217	-.0471	.3995
	Half yearly	.398*	.1181	.0008	.1666	.6304
	Yearly	.1404	.2482	.5717	-.3471	.6279
Monthly	Weekly	-.1762	.1137	.1217	-.3995	.0471
	Half yearly	.222*	.0761	.0036	.0729	.3718
	Yearly	-.0358	.2312	.8770	-.4899	.4183
Half yearly	Weekly	-.398*	.1181	.0008	-.6304	-.1666
	Monthly	-.222*	.0761	.0036	-.3718	-.0729
	Yearly	-.2581	.2334	.2692	-.7165	.2003
Yearly	Weekly	-.1404	.2482	.5717	-.6279	.3471
	Monthly	.0358	.2312	.8770	-.4183	.4899
	Half yearly	.2581	.2334	.2692	-.2003	.7165

5.1.6. Product categories Multiple response

"Multiple Response" set is a type of data set that allows you to analyse multiple responses for a single participant. This is useful when you have a list of items and the participant can select more than one item as a response. Here in this study, we asked participant to select all of the product categories that they bought from a list of options, and they selected multiple product categories. To analyse these multiple categories response we used two methods, first we created multiple response analysis using cross tabulation by defining all the product categories and second using regression analysis.

5.1.6.1 Cross Tabulation

Multiple response cross tabulation is a useful tool for analysing complex relationships between multiple categorical variables. It allows you to see which combinations of responses are most common. To perform a multiple response cross tabulation, the counts or frequencies of each product categories of responses with gender and age are calculated and presented in a table 4.12.

The result indicated that female most purchase from fashion, books and mobile and tablet moderated purchase from bags & luggage, homes & kitchen and computer accessories followed by followed by sports & fitness, tv audio & cameras and appliances. However male mostly purchase from fashion, mobiles, books, computers and bags and luggage, moderate purchase from sports, audio & cameras and homes & kitchen followed by appliances and car & motors accessories. Female more purchase compare to male in fashions, books, homes & kitchen at online marketplace. And male purchase mobiles, camera, computer accessories more than female consumer at online marketplace reported in table 5.12.

The result within the age group and product categories, we found that age group 21 to 30 has similar percentage of purchase from all the product categories at online marketplace. Age group

16 to 20 purchase more from audio & camera, video game, car & motors accessories and books compare to the age above 21 years at online marketplace. And age group above 30-35 purchase more from mobiles & tablets, computer & accessories, appliances, fashion and fitness categories compare to age below 30 years at online marketplace.

Table 5.12: Cross Tabulation for Multiple Product Categories Gender Wise

Product Categories		Gender		Total
		Male	Female	
Mobiles & Tablets	Count	231	184	415
	Percentage	78.8%	71.9%	
Computers Accessories	Count	176	127	303
	Percentage	60.1%	49.6%	
TV Audio & Cameras	Count	101	64	165
	Percentage	34.5%	25.0%	
Appliances	Count	57	42	99
	Percentage	19.5%	16.4%	
Fashions	Count	246	229	475
	Percentage	84.0%	89.5%	
Home & Kitchen	Count	136	141	277
	Percentage	46.4%	55.1%	
Sports & Fitness	Count	116	73	189
	Percentage	39.6%	28.5%	
Pet Supplies	Count	14	15	29
	Percentage	4.8%	5.9%	
Bags & Luggage	Count	178	145	323
	Percentage	60.8%	56.6%	
Video Games	Count	20	8	28
	Percentage	6.8%	3.1%	
Car & Motorbike Accessories	Count	33	23	56
	Percentage	11.3%	9.0%	
Books	Count	192	179	371
	Percentage	65.5%	69.9%	
Industrial Supplies	Count	8	4	12
	Percentage	2.7%	1.6%	
	Count	293	256	549

5.1.6.2. Multiple regression Analysis

A regression analysis was executed to determine the average disparity among the product categories concerning purchase intention, trust, and the mean of e-WOM. The positive and negative significant value indicates variable means score has higher or lower compare to the other categories. To run the regression, we have taken the dependent variable purchase

intention, trust and e-WOM mean score and independent variable all the product categories expect one which indicates constant value in this model given below

$$Y = x1Cat1 + x2Cat2 + x3Cat3 + x4Cat4 + \dots + x12Cat12 + c$$

The dependent variable, Y refers to purchase intention, trust and e-WOM means score. The independent variable “Cat” refers to product categories dummy variables and “c” a mean-zero error term with a normally distributed distribution. For all three dependent variables with respect to product categories, we run the multiple regression. Table 5.13 represent the result of all three dependent variables.

The result indicates that among 13 categories purchase intention mean score in fashions, appliances, books and pet supplier significantly higher and trust mean score in fashions category found to be significant higher moreover in pet suppliers and industrial supplies categories found significant lower. e-WOM mean score in appliances and fashion categories found significantly higher than all other categories.

Table 5.13: Multiple Regression Result

	Purchase Intention		Trust		e-WOM	
	Coefficient	Std.Er	Coefficient	Std.Er	Coefficient	Std.Er
Mobile & Tablets	0.0481	-0.53	0.0036	-0.04	-0.0493	(-0.60)
Computers & Accessories	-0.143	(-1.83)	-0.0745	(-1.03)	0.0621	-0.89
TV audio & cameras	0.0826	-0.91	0.0167	-0.2	0.0323	-0.4
Appliances	0.167*	-1.6	0.0855	-0.88	0.169*	-1.82
Fashions	0.241**	-2.23	0.270***	-2.69	0.322***	-3.33
Home & kitchen	0.102	-1.35	0.0706	-1.01	0.0595	-0.88
Sports & Fitness	0.0377	-0.45	0.0412	-0.52	-0.109	(-1.44)
Pet supplies	0.215*	-1.27	-0.201*	(-1.28)	-0.097	(-0.64)
Bags & luggage	0.0957	-1.21	0.0289	-0.39	0.0558	-0.79
Video Games	0.0157	-0.08	0.207	-1.2	0.132	-0.8
Books	0.164*	-2.05	0.058	-0.78	0.06	-0.84
Industrial Supplies	-0.123	(-0.47)	-0.281*	(-1.15)	0.0521	-0.22
_cons	3.371***	-26.71	3.295***	-28.07	3.754***	-33.26
R-Square	0.079		0.066		0.047	
N	549		549		549	

*Statistically significant difference *** p<0.01, ** p<0.05, * p<0.1

5.2 Evaluation of PLS-SEM Results

The assessment of PLS-SEM analysis results encompasses two distinct phases, as illustrated in Figure 5.2. The first stage entails scrutinizing the measurement models, which may differ depending on whether they incorporate reflective measures (Stage 1.1), formative measures (Stage 1.2), or both. Assuming that the measurement model evaluation is deemed satisfactory, the evaluation will proceed to Stage 2, which is centered on appraising the structural model. In summary, in this study Stage 1 focuses on the measurement theory of reflective measures because all the variable in this study is reflective, while Stage 2 covers the structural theory, including evaluating the significance and meaningfulness of the structural relationships and testing hypotheses (Garver & Mentzer, 1999).

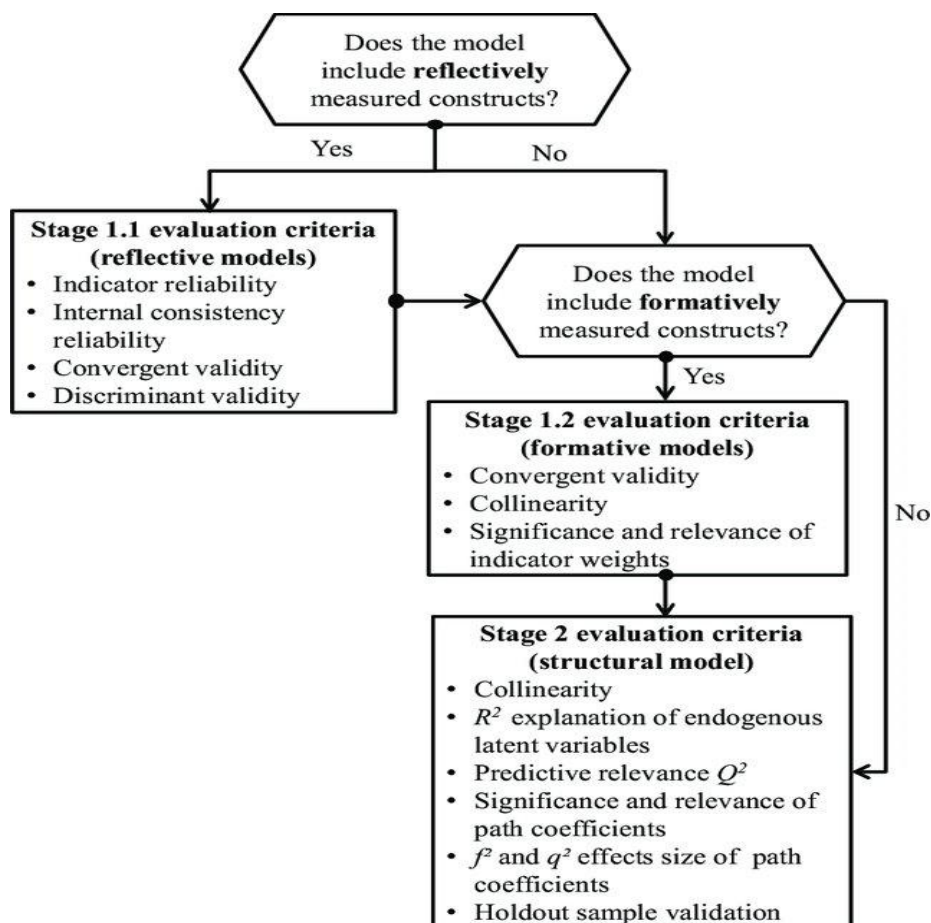


Figure 5.2: PLS-SEM evaluation guideline.

Source: Adapted from Sarstedt, Ringle, Smith, Reams, & Hair, (2014).

5.2.1. Reflective Measurement Model

“The measurement model is used to specify the relationships between the latent (unobserved) variables and the observed (measured) variables in the data” (Bollen & Lennox, 1991). In a reflective measurement model, the observed variables are indicators of the latent variable, and the strength of the relationship between the latent variable and the observed variables is measured by the factor loadings. It helps to assess the quality of the measure of the latent variable being studied and to ensure that the observed variables are reliable indicators of the latent variable (Hair et al., 2017).

To evaluate the quality criteria of reflective measurement, the assessment process typically commences with an examination of factor loading. This is then succeeded by an evaluation of construct reliability, convergent validity, and discriminant validity. Reliability accessed using item reliability, Cronbach's alpha, and composite reliability. Convergent validity has been accessed through average variance extracted (AVE), and discriminant validity through three methods Fornell-Larcker Criterion, Hetrotrait-Monotrait Ratio (HTML) and Cross loading. Table 5.14 present the step wise reflective measurement model criterion presented.

Table 5.14: Measurement Model Fitting

Measurement Model	Criteria	Purpose	Acceptable value
Indicator Reliability	Factor Loading	It indicates that the observed variables are good indicators of the latent variable.	>0.5 (Hair et al., 2010)
	Cronbach's α	It measures internal consistency and indicate that the observed variables are measuring the same underlying construct.	>0.6 (Nunnally and Bernstein, 1994)
Construct Reliability and Validity	Composite Reliability	It indicates internal consistency reliability of construct.	>0.7 (Hair et al., 2017)
	Average variance extracted (AVE)	Indicate that the latent variables are explaining a significant amount of variance in the observed variables.	>0.5 (Fornell & Larcker, 1981)
	Fornell-Larcker Criterion	It ensures the measurement model is measuring distinct latent variables.	Square root of AVE > latent variable correlation
Discriminant Validity	Hetrotrait-Monotrait Ratio (HTML)	It indicates that the latent variables in the measurement model are distinct and not redundant.	<0.90 (Hair et al., 2017)
	Cross loading	It examines the factor loadings of the observed variables.	NA

5.2.1.1 Indicator Reliability

Item reliability can be assessed using factor loadings in a measurement model (Hair et al., 2017). Specifically, items factor loadings of a measurement scale can be used to assess the consistency of scale. A high factor loading is indicative of consistent results from the items on the scale, and accurate measurement of the latent variable. Conversely, a low factor loading suggests inconsistent results from the items on the scale, and possible inaccuracies in the measurement of the latent variable. Factor loadings are used to assess the quality of a measurement model and to identify observed variables that may not be good indicators of the latent variables. It is generally recommended that factor loadings be above 0.5 to indicate a strong relationship between the latent and observed variables (Hair et al., 2010). Table 5.15 present the result of the factor loading of each latent variable with their items.

Figure 5.3 present the radar graph to compare the factor loading of all the construct. The data points on the graph represent the factor loading for each construct indicator, with a score of 0.000 representing the lowest level of factor loading and a score of 1.000 representing the highest level of factor loading. The data point on the graph indicated that factor loading of one item perceived quality PPQ2 has the lowest loading ranging between 0.50 to 0.060. One item of the reputation SR4 factor has second lowest loading below the average ranging between 0.600 to 0.700. Two item of product price PP2 and PP3 has the highest loading factor ranging between 0.900 to 1.00. Other all construct indicators factor loading ranging between 0.700 to 0.900 indicates. All the constructs indicator factor loading are ranging from 0.500 to 1.00. When each indicators loading estimate is greater than 0.5, a measurement model is deemed to have adequate indicator reliability (Hair et al., 2010).

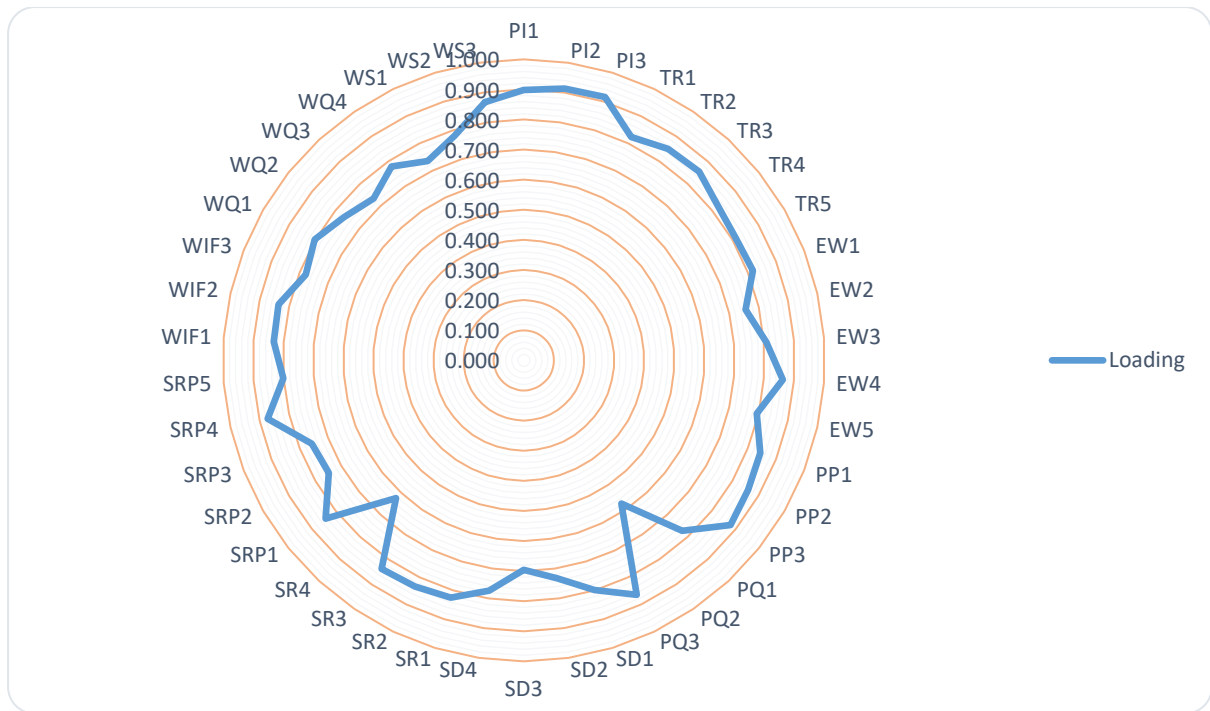


Figure 5.3: Factor loading Radar Graph

Table 5.15: Indicator factor loading

Construct	Item	Loading	Construct	Item	Loading
Purchase Intention	PI1	0.898	Service Delivery	SD1	0.798
	PI2	0.913		SD2	0.732
	PI3	0.915		SD3	0.696
Trust	TR1	0.823		SD4	0.774
	TR2	0.850	Reputation	SR1	0.825
	TR3	0.856		SR2	0.834
	TR4	0.824		SR3	0.839
	TR5	0.813		SR4	0.625
E-Word of Mouth	EW1	0.818	Responsiveness	SRP1	0.843
	EW2	0.756		SRP2	0.748
	EW3	0.808		SRP3	0.757
	EW4	0.863		SRP4	0.873
	EW5	0.794		SRP5	0.801
Perceive Price	PP1	0.844	Informativeness	WIF1	0.833
	PP2	0.861		WIF2	0.836
	PP3	0.878		WIF3	0.778
Perceive Quality	PQ1	0.773	Website Quality	WQ1	0.802
	PQ2	0.576		WQ2	0.764
	PQ3	0.865		WQ3	0.734
Website Security & Privacy	WS1	0.735		WQ4	0.780
	WS2	0.781			
	WS3	0.867			

5.2.1.2 Internal consistency reliability

Internal consistency reliability is a metric that gauges the consistency or reliability of a set of constructs or items. It measures the extent to which the items are evaluating the same underlying concept or attribute (Pallant, 2020). In the context of Partial Least Squares Structural Equation Modeling (PLS-SEM), Cronbach's alpha and composite reliability are utilized to evaluate internal consistency reliability. When assessing the dependability of a measurement model, higher values of Cronbach's alpha and composite reliability indicate greater levels of reliability. In exploratory research, values ranging from 0.60 to 0.70 are typically deemed satisfactory, while values ranging from 0.70 to 0.95 are regarded as good to excellent (Hair et al., 2012; Nunnally and Bernstein, 1994). Values of composite reliability that exceed 0.95 may indicate issues with the measurement model, as they suggest that the survey items are redundant. “This can lead to issues such as undesirable response patterns, such as straight lining, and inflated correlations among indicator error terms” (Drolet & Morrison, 2001). The value of composite reliability of constructs ranging between 0.787 to 0.935, which is in the given threshold value 0.70 to 0.95. Cronbach’s alpha value ranging from 0.682 to 0.895, which is also above the threshold value 0.60 (Table 5.16) indicates that all our construct has adequate internal consistency reliability.

Table 5.16: Construct Reliability

Construct	Composite reliability (CR)	Cronbach's alpha
Purchase Intention	0.934	0.895
Trust	0.919	0.89
E-Word of Mouth	0.904	0.868
Perceive Price	0.896	0.826
Perceive Quality	0.787	0.682
Service Delivery	0.838	0.742
Reputation	0.865	0.788
Responsiveness	0.902	0.864
Informativeness	0.857	0.749
Quality	0.854	0.772
Security & Privacy	0.838	0.712

5.2.1.3 Convergent Validity

“Convergent validity refers to the extent to which different measures of a construct are related to each other in a way that is expected based on their shared definition of the construct” (Campbell & Fiske, 1959). When examining the convergent validity of a construct, here we determine whether the different indicators of the construct are converging in a way that is expected based on their shared definition of the construct. This helps to ensure that the different measures are all measuring the same underlying concept, rather than measuring something different or unrelated. One way to assess convergent validity is by examining the variance of the indicators that are used to measure the construct. If the different indicators of the construct are able to explain a large portion of the variance in the items, then this can be taken as evidence of strong convergent validity (Bagozzi & Yi, 1988). This helps to ensure that the different measures are all measuring the same underlying concept, rather than measuring something different or unrelated.

To assess convergent validity in this way, calculated the average variance extracted (AVE) for all the items associated with a construct. The AVE is calculated as the mean of the squared loadings for all the indicators associated with the construct (Fornell & Larcker, 1981). The square loadings depict the portion of variance in the items that the construct accounts for. Typically, an AVE value of 0.50 or greater is deemed satisfactory as it indicates that the construct accounts for more than 50% of the variance on average among its items (Hair et al., 2006).

The value of the average variance extracted (AVE) ranging between 0.559 to 0.826. Perceive quality has lowest AVE and the purchase intention has highest. The AVE value of all our construct was above the threshold value 0.50 as presented in table 5.17. This indicates evidence of strong convergent validity for all constructs in this study

Table 5.17: Convergent Validity

Construct	Average variance extracted (AVE)
Purchase Intention	0.826
Trust	0.695
E-Word of Mouth	0.654
Perceive Price	0.742
Perceive Quality	0.559
Service Delivery	0.564
Reputation	0.618
Responsiveness	0.649
Informativeness	0.666
Quality	0.594
Security & Privacy	0.634

5.2.1.4 Discriminant Validity

“Discriminant validity refers to the extent to which a measure is able to distinguish between constructs that are theoretically distinct from each other” (Campbell & Fiske, 1959). In other words, it refers to the ability of a measure to differentiate between different constructs or variables that are supposed to be unrelated or independent of each other. This is an important consideration in the validation of a measure, as it helps to ensure that the measure is not confounded with other related constructs or variables.

There are several methods that can be used to assess discriminant validity. One common method for assessing discriminant validity is to examine factor structure of constructs being measured. If the constructs are loading onto separate factors, rather than overlapping, this can be taken as evidence of strong discriminant validity (Fornell & Larcker, 1981). Another method is to examine the correlations between a construct and other constructs that it should not be related to. If the correlations between the constructs are low or not statistically significant, this can be taken as evidence of strong discriminant validity (Bagozzi & Yi, 1988). To access the discriminant validity in this study we used three techniques namely Fornell-Larcker Criterion, Hetrotrait-Monotrait Ratio (HTMT) and cross loading.

5.2.1.4.1 Fornell-Larcker Criterion

The Fornell-Larcker criterion is a measure of discriminant validity that is used to assess the extent to which a construct is distinct from other constructs that it should not be related (Fornell & Larcker, 1981). As per the Fornell-Larcker criterion, a construct can be deemed to possess discriminant validity if the variance of the construct is greater than the square of its correlation with other constructs. Stated differently, the criterion suggests that for a construct to demonstrate discriminant validity, its variance should exceed the squared correlations between the said construct and other constructs.

The Fornell-Larcker criterion is commonly used, where it can be used to assess the fit of a proposed model to the data. If the fit of the model to the data meets the Fornell-Larcker criterion, this can be taken as evidence of strong discriminant validity (Hair et al., 2006). Table 5.18 indicate that square of AVE correlation between the construct is higher than another construct indicated diagonally, which shows all our construct of this study has strong discriminant validity.

Table 5.18: Fornell-Larcker criterion

	1	2	3	4	5	6	7	8	9	10	11
1.Purchase Intention	0.909										
2.Trust	0.598	0.833									
3.E-Word of Mouth	0.514	0.440	0.809								
4.Perceive Price	0.445	0.420	0.302	0.861							
5.Perceive Quality	0.424	0.480	0.351	0.344	0.747						
6.Service Delivery	0.484	0.531	0.371	0.348	0.417	0.751					
7.Reputation	0.523	0.732	0.427	0.361	0.415	0.496	0.786				
8.Responsivness	0.458	0.620	0.377	0.331	0.309	0.475	0.679	0.806			
9.Informativness	0.481	0.607	0.404	0.460	0.450	0.519	0.560	0.529	0.816		
10.Quality	0.571	0.546	0.514	0.443	0.443	0.509	0.518	0.440	0.621	0.771	
11.Security & Privacy	0.418	0.605	0.387	0.339	0.406	0.445	0.600	0.528	0.551	0.530	0.796

5.2.1.4.2. Hetrotrait-Metrotrait Ratio

The Hetrotrait-Monotrait Ratio (HTMT) is a statistical measure used to assess the convergent validity of a latent construct in structural equation modeling (SEM). According to Hair et al., (21017) “It is calculated as the ratio of the average variance explained by the latent construct (AVE) to the average variance explained by the observed variables used to measure the latent construct”. According to Hair, Hult, Ringle, and Sarstedt (2017), The Hetrotrait-Monotrait Ratio (HTMT) is based on the estimation of the correlation between the latent construct and the observed variables used to measure it. It helps to determine the extent to which a latent construct is able to explain the variance in the observed variables that are used to measure it.

There is no strict threshold value for the HTMT ratio that is universally accepted as indicative of good convergent validity. Teo et al. (2009) put forward the suggestion that a HTMT ratio of less than 0.90 is indicative of good convergent validity, while Kline (2015) proposed that a HTMT ratio of less than 0.85 is considered acceptable for the same purpose. Table 5.19 present the HTMT ratio, all the value found to within the threshold limit 0.90 indicate our construct has discriminant validity

Table 5.19: HTMT Ratio

	1	2	3	4	5	6	7	8	9	10	11
1.Purchase Intention											
2.Trust	0.669										
3.E-Word of Mouth	0.580	0.493									
4.Perceive Price	0.517	0.487	0.356								
5.Perceive Quality	0.591	0.666	0.493	0.499							
6.Service Delivery	0.590	0.649	0.459	0.439	0.630						
7.Reputation	0.625	0.867	0.521	0.449	0.617	0.646					
8.Responsivness	0.518	0.702	0.430	0.389	0.430	0.584	0.820				
9.Informativness	0.585	0.746	0.489	0.582	0.687	0.693	0.732	0.657			
10.Quality	0.681	0.649	0.624	0.557	0.661	0.664	0.668	0.533	0.813		
11.Security & Privacy	0.515	0.754	0.471	0.440	0.625	0.597	0.799	0.663	0.754	0.706	

5.2.1.4.3 Cross-Loading

Cross-loading refers to the situation in which an observed variable load significantly on more than one latent construct in a structural equation model (SEM). This can occur when an observed variable is measuring more than one construct, or when the observed variable is measuring a construct that is correlated with another construct (Furr and Bacharach, 2021). Cross-loading is an important consideration in the assessment of discriminant validity, as it can impact the ability of a measure to discriminate between different constructs. All the indicator factor loading to its parent construct is higher as shown in table 5.20 highlighted diagonally, indicates cross-loading validity was established.

Table 5.20: Cross-Loading

Items	PI	TR	EW	PP	PQ	SD	SR	SRP	INF	WQ	WSP
PI1	0.898	0.525	0.493	0.399	0.369	0.421	0.458	0.400	0.402	0.515	0.357
PI2	0.913	0.552	0.469	0.412	0.418	0.452	0.457	0.412	0.447	0.542	0.390
PI3	0.915	0.552	0.440	0.403	0.370	0.446	0.510	0.435	0.461	0.500	0.393
TR1	0.524	0.823	0.377	0.391	0.453	0.449	0.583	0.485	0.486	0.511	0.555
TR2	0.480	0.850	0.329	0.337	0.388	0.423	0.573	0.567	0.502	0.452	0.540
TR3	0.488	0.856	0.355	0.376	0.349	0.469	0.609	0.583	0.532	0.450	0.471
TR4	0.464	0.824	0.364	0.313	0.423	0.433	0.576	0.478	0.522	0.404	0.480
TR5	0.532	0.813	0.408	0.330	0.387	0.439	0.557	0.467	0.487	0.452	0.471
EW1	0.399	0.303	0.818	0.262	0.243	0.257	0.330	0.266	0.315	0.419	0.279
EW2	0.356	0.331	0.756	0.224	0.288	0.278	0.277	0.275	0.286	0.325	0.283
EW3	0.403	0.264	0.808	0.205	0.250	0.296	0.300	0.275	0.263	0.410	0.288
EW4	0.475	0.435	0.863	0.276	0.352	0.352	0.431	0.349	0.392	0.512	0.394
EW5	0.430	0.416	0.794	0.248	0.272	0.306	0.362	0.345	0.356	0.388	0.301
PP1	0.347	0.332	0.291	0.844	0.270	0.274	0.271	0.221	0.353	0.342	0.237
PP2	0.402	0.346	0.242	0.861	0.308	0.313	0.300	0.276	0.388	0.381	0.277
PP3	0.400	0.405	0.251	0.878	0.310	0.311	0.359	0.353	0.443	0.420	0.355
PQ1	0.331	0.386	0.146	0.307	0.773	0.263	0.272	0.198	0.302	0.270	0.275
PQ2	0.290	0.255	0.375	0.203	0.576	0.289	0.326	0.228	0.345	0.421	0.320
PQ3	0.324	0.421	0.261	0.258	0.865	0.369	0.326	0.260	0.354	0.302	0.310
SD1	0.418	0.456	0.274	0.297	0.381	0.798	0.384	0.385	0.424	0.424	0.403
SD2	0.347	0.361	0.245	0.202	0.219	0.732	0.320	0.316	0.310	0.332	0.272
SD3	0.304	0.352	0.277	0.228	0.344	0.696	0.330	0.283	0.387	0.316	0.260
SD4	0.375	0.416	0.318	0.306	0.302	0.774	0.446	0.428	0.431	0.443	0.383
SR1	0.419	0.670	0.263	0.266	0.349	0.378	0.825	0.590	0.429	0.438	0.521
SR2	0.399	0.643	0.256	0.250	0.293	0.410	0.834	0.587	0.435	0.315	0.453
SR3	0.441	0.579	0.351	0.340	0.369	0.429	0.839	0.537	0.488	0.416	0.496
SR4	0.381	0.382	0.495	0.280	0.290	0.335	0.625	0.405	0.407	0.470	0.410

SRP1	0.379	0.577	0.297	0.270	0.338	0.419	0.571	0.843	0.432	0.373	0.509
SRP2	0.398	0.464	0.387	0.296	0.246	0.401	0.531	0.748	0.446	0.423	0.431
SRP3	0.305	0.421	0.249	0.268	0.171	0.328	0.499	0.757	0.398	0.271	0.366
SRP4	0.381	0.546	0.274	0.280	0.264	0.403	0.603	0.873	0.455	0.387	0.438
SRP5	0.371	0.471	0.304	0.220	0.206	0.350	0.523	0.801	0.394	0.300	0.367
WIF1	0.442	0.467	0.430	0.385	0.337	0.437	0.466	0.437	0.833	0.566	0.396
WIF2	0.380	0.473	0.324	0.436	0.386	0.406	0.438	0.415	0.836	0.490	0.430
WIF3	0.350	0.550	0.223	0.304	0.384	0.427	0.468	0.443	0.778	0.458	0.532
WQ1	0.409	0.397	0.377	0.407	0.362	0.421	0.390	0.314	0.519	0.802	0.390
WQ2	0.462	0.393	0.411	0.358	0.310	0.360	0.371	0.347	0.489	0.764	0.417
WQ3	0.474	0.493	0.341	0.265	0.397	0.404	0.425	0.323	0.439	0.734	0.366
WQ4	0.401	0.381	0.461	0.346	0.282	0.380	0.403	0.371	0.469	0.780	0.466
WS1	0.257	0.498	0.187	0.233	0.268	0.324	0.448	0.367	0.401	0.337	0.735
WS2	0.323	0.395	0.297	0.302	0.303	0.319	0.455	0.402	0.411	0.414	0.781
WS3	0.402	0.545	0.411	0.277	0.386	0.410	0.526	0.481	0.496	0.499	0.867

5.2.1.5 Higher Order Construct

“Higher-order constructs are second-order constructs that are composed of multiple first-order constructs that are related to a broad theme or concept. In other words, higher-order constructs are broad, umbrella constructs that are composed of more specific constructs”. (Bagozzi and Yi, 1988). A second-order construct is a latent construct that is composed of two or more first-order constructs. In other words, a second-order construct is a construct that is composed of other, more specific constructs (Hair et al, 2017). Here we have three higher order constructs namely seller selection quality, website quality, and service quality of the marketplace. Seller selection has three first order construct namely, perceive price, product quality and delivery service. Website quality has three first order construct website design, informativeness, security and privacy. Service quality has two first order construct reputation and consumer responsiveness. “Reliability and validity of higher-order constructs is important because they are often used as the basis for research studies and theories. If a higher-order construct is not reliable or valid, it can lead to flawed research findings and theories, which can have significant implications for scientific understanding and practical applications” (Bagozzi and Yi, 1988).

In order to evaluate the dependability and accuracy of the higher order concept, we utilized the method of repeated indicators as recommended by (Sarstedt et al., 2019).

5.2.1.5.1 Repeated Indicator Approach

The repeated indicators approach is a statistical method that can be used to assess the reliability and validity of higher-order constructs. This approach involves using multiple indicators (observed variables) to measure a higher-order construct and examining the extent to which the higher-order construct is able to explain variance in the indicators. If the higher-order construct is able to explain a significant amount of variance in the indicators, it is considered to be reliable and valid. (Hair et al., 2017).

Convergent reliability and validity of the higher order construct was accessed using repeated indicator approach as suggested by Sarstedt et al., (2019). Cronbach's alpha, C.R, and AVE of each higher-order construct value are above the recommended limit of 0.60, 0.070, and 0.50, respectively shown in table 5.21 for all three higher order construct. This suggests that the Cronbach alpha coefficient, composite reliability (C.R.), and average variance extracted (AVE) of the higher-order constructs are all above the recommended limits for convergent validity. This indicates that the higher-order constructs have suitable convergent reliability and validity.

Table 5.21: Convergent Reliability and Validity of Higher order construct

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Seller Selection Quality	0.678	0.804	0.578
Services Quality	0.809	0.912	0.839
Website Quality	0.797	0.881	0.711

Discriminant validity of higher-order constructs can be accessed by compare the higher-order construct to its lower-order constructs. Lower-order constructs are more specific constructs that are related to the higher-order construct being studied. If the higher-order construct

significantly explains the variance in its lower-order constructs, it is considered to have discriminant validity (Hair et al., 2017). Discriminant validity was established for the higher order construct with first order construct purchase intention, trust and e-WOM, using two techniques Fornell-Larcker criterion and Hetrotrait-Monotrait Ratio (HTMT). Table 5.22 indicate both Fornell-Larcker criterion and HTMT technique, where indicate that square of AVE correlation between the construct is higher than another construct indicated diagonally, and HTMT ratio value found to within the threshold limit 0.90. Which indicates that all our higher order construct with first order construct of this study has strong discriminant validity.

Table 5.22: Higher Order Discriminant Validity

Fornell-Larcker Criterion	1	2	3	4	5	6
1.Purchase Intention	0.909					
2.Trust	0.598	0.833				
3.e-WOM	0.514	0.439	0.809			
4.Seller Selection Quality	0.593	0.63	0.45	0.762		
5.Service Quality	0.537	0.742	0.44	0.578	0.916	
6.Website Quality	0.584	0.692	0.518	0.698	0.684	0.844
Hetrotrait-Monotrait Ratio	1	2	3	4	5	6
1.Purchase Intention						
2.Trust	0.669					
3.e-WOM	0.580	0.493				
4.Seller Selection Quality	0.784	0.831	0.598			
5.Service Quality	0.629	0.868	0.517	0.794		
6.Website Quality	0.688	0.824	0.613	0.874	0.853	

The validation of the measurement model for both lower-order and higher-order constructs has been established based on the criteria for reliability, convergent validity, and discriminant validity. This provides evidence that the measurement items utilized for the constructs are dependable and appropriate for estimating the parameters of the structural model.

4.2.2 Structural Model

Once a reliable and validated measurement model, known as the outer model, has been established in a partial least squares structural equation modeling (PLS-SEM) analysis, the subsequent step involves estimating the linear relationships assumed between the exogenous (independent) and endogenous (dependent) latent variables. This estimation is carried out by computing the inner model, which is made up of a series of structural equations that represent the proposed model. Unlike covariance-based approaches, PLS-SEM lacks a standard goodness-of-fit statistic, and as a result, non-parametric statistical tests are often utilized to assess the overall fit of the model. There are several commonly used criteria for evaluating the quality of a PLS-SEM model, including the coefficient of determination (R^2), path coefficient (β), effect size (f^2), and prediction relevance (q^2) (Chin, 2010; Henseler et al., 2009). Table 5.23 provides a detailed overview and threshold values for each non-parametric criterion to assess the structural model quality.

Table 5.23 Structural Model Assessment

Criterion	Purpose	Threshold Value	Citation
Coefficient of determination (R-Square)	It indicates the proportion of the variance in the endogenous construct that is explained by the predictor constructs in the model.	>10%	(Falk and Miller, 1992).
Cross-validated redundancy (Q-Square)	It indicates the ability of the model to predict the endogenous construct.	>0	(Hair et al., 2017)
Path coefficients (β)	To measure the strength and direction of the relationship between two latent variables.	$t > 1.96$ at 5% Significance	(Hair et al, 2006)
Effect Size (f-Square)	To defined the proportion of variance in the dependent variable that is explained by the independent variable.	>0.02	(Chin, 1998)
SRMR	To measures the discrepancy between the observed covariance matrix and the model-implied covariance matrix. It indicates the overall model fit	<0.08	(Dijkstra and Henseler, 2015)

5.2.2.1 Coefficient of determination (R^2)

“The coefficient of determination (R^2) is a measure of the fit of a model to the data, and is defined as the proportion of variance in the dependent variable that is explained by the independent variables” (Keil et al., 2000). In a structural equation model, R^2 can be used to evaluate the ability of the model to explain the variance in the endogenous (dependent) variables. “R square represents the level of the latent constructs explained variance, and can be used to measure the goodness of fit of the model against the observed items” (Chin, 1998). The value of R^2 may vary depending on the number of independent variables in the model. Typically, a greater quantity of independent variables is anticipated to generate a greater R^2 value, whereas a smaller quantity of independent variables is expected to yield a lower R^2 value. As per Chin's (1998) recommendations, R^2 values of 0.67, 0.33, and 0.19 are considered significant, moderate, and weak, respectively, in regards to the degree of fit between the model and the data.

In this study SmartPLS algorithm function been used to calculate R^2 . Bootstrap function heled in generating 2000 resample and in accessing t-statistics value. Result of our structural model shows that online marketplace quality dimensions explain 63.5% variance in trust and 32.5% variance in e-word of mouth. Additionally, trust and e-word of mouth with all online marketplace quality dimensions explain 53.5% variance in purchase intention (Figure 5.4). The result indicates this model explain large variation in trust, and least in e-word of mouth, which later contribute with together and explain variation in purchase intention. Based on the R^2 values for the endogenous variables in the model, it can be inferred that the structural model possesses a sufficient predictive capacity (Chin, 1998).

5.2.2.2 Cross-Validation Redundancy (Q^2)

An alternative means of evaluating the predictive significance of a structural model is by utilizing the cross-validated redundancy (Q^2) statistic. This metric relies on the notion of "blindfolding," which entails withholding a segment of the data matrix, estimating the model parameters using the remaining data, and subsequently predicting the withheld section with the previously computed estimates. The Q^2 statistic is derived by computing the difference between the predicted and original values for the withheld data. A lesser discrepancy between these values implies a higher Q^2 value. According to Hair et al. (2013), Q^2 values of 0.02, 0.15, and 0.35 are categorized as weak, moderate, and strong indicators of the model's predictive relevance.

Q^2 is considered a measure of out-of-sample prediction because it estimates the model's ability to accurately predict values that were not used in the model's estimation. According to Rigdon (2014) and Sarstedt et al. (2017), " Q^2 values greater than zero for a particular endogenous construct indicate that the model's predictive accuracy is acceptable for that construct. There are two approaches to calculating Q^2 : cross-validated redundancy and cross-validated communality" Hair et al. (2012). Recommends to use of cross-validated redundancy as the preferred method. The result indicate that trust has highest Q^2 value 0.63, followed by purchase intention 0.53 and least 0.292 for e-word of mouth (Table 4.25). Based on the Q^2 values for the endogenous variables in the model, can be concluded that structural model has strong predictive relevance (Rigdon, 2014).

5.2.2.3 Path Coefficient

Path coefficients are a key aspect of structural equation modeling (SEM) and are used to represent the strength and direction of the relationship between two latent variables (also known as hypothetical constructs). These coefficients are calculated using ordinary least squares regression and can be interpreted as standardized beta coefficients (Hair, Hult, Ringle,

& Sarstedt, 2017). One of the primary purposes of path coefficients is to confirm or disconfirm hypotheses about the relationships between the constructs and used for path coefficients to test this hypothesis and determine whether it is supported by the data.

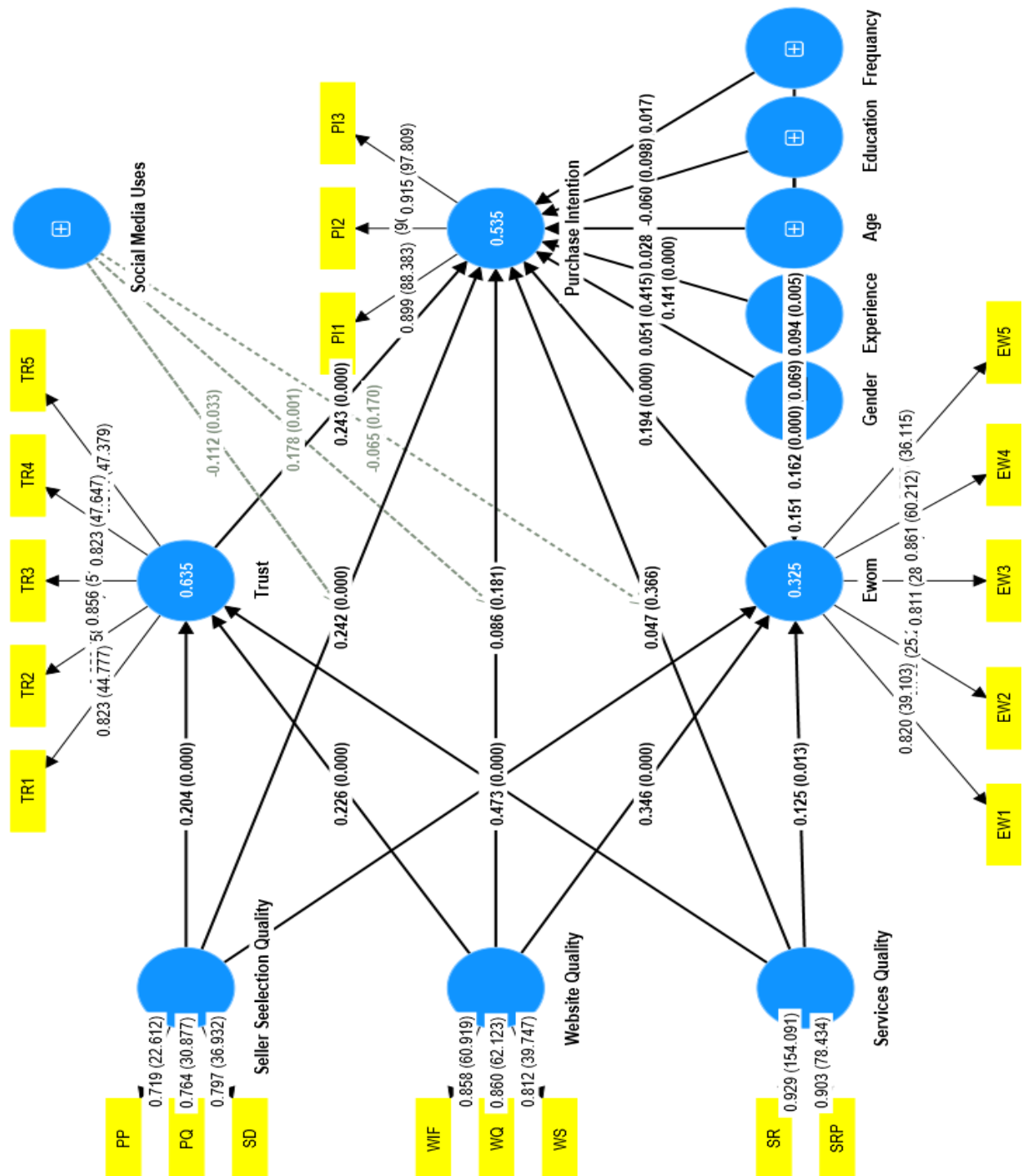


Figure 5.4: Analysed Structural Model

To determine the significance of path coefficients, used the SmartPls bootstrapping technique to calculate t-statistics (Hair et al., 2017). This enables to evaluate whether the associations between the constructs are statistically meaningful. Table 5.25 displays the path coefficients, t-statistics, and significance levels for all proposed relationships, while figure 5.4 depicts the analyzed structural model with path coefficients and p-values. Depending on the outcomes of the path analysis, each proposed hypothesis is either accepted or rejected. These findings are subsequently discussed in the succeeding section.

5.2.2.4 Hypotheses Testing

To assess the suggested hypotheses and structural model, the path coefficients linking the latent variables were analyzed. As per Wetzels et al. (2009), a path coefficient value of at least 0.1 is necessary to signify a significant influence within the model. Path coefficients are standardized on a scale ranging from -1 to +1, with coefficients nearing +1 representing strong positive relationships and coefficients nearing -1 indicating strong negative relationships (Hair et al., 2011). It is important to interpret the meaning of the size of the coefficient in the context of the research being conducted. Assessing the potency of the association between variables becomes more meaningful when the magnitude of the path coefficient is evaluated in the context of the study. In this particular model, eleven of the proposed hypotheses were supported based on the path coefficient values presented in Table 5.25. All supported hypothesis is significant at 5% ($p < 0.05$) level at positively direction as proposed and value of path coefficient range between 0.119 to 0.473.

As shown in the table 5.25, all the dimensions of online marketplace quality namely seller selection quality, website quality and marketplace service quality are positively related to trust ($\beta = 0.204$; $p < 0.00$, $\beta = 0.226$; $p < 0.00$, $\beta = 0.473$; $p < 0.00$), supporting H4, H5 and H6. Similarly, all three dimensions of online marketplace quality is positively related to e-word of mouth ($\beta = 0.119$; $p < 0.02$, $\beta = 0.346$; $p < 0.00$, $\beta = 0.125$; $p < 0.01$), supporting H7, H8 and H9. However, two

dimensions of the online marketplace website quality and service quality not significant related to purchase intention ($\beta = 0.086$; $p > 0.18$, $\beta = 0.047$; $p > 0.37$), rejecting H2 and H3. And one dimension seller selection quality found positive related to purchase intention ($\beta = 0.242$; $p < 0.00$), supporting H1. Further trust is positive related to purchase intention ($\beta = 0.243$; $p < 0.00$), supporting H10. Similarly, e-word of mouth positively related to purchase intention ($\beta = 0.194$; $p < 0.00$), supporting H11.

All paths connecting the quality dimensions of the online marketplace with trust and e-word of mouth were significant and consistent with the proposed theoretical model. The strongest path coefficient was observed between service quality and trust. followed by website quality and e-word of mouth and the least was between seller selection quality and e-word of mouth. Marketplace service quality is major antecedent of trust, and for e-word of mouth website quality is major antecedent at online marketplace.

Table 5.25: Path Coefficient

Path	Beta Coefficient	T statistics	P values	2.50%	97.50%	HYP	Status
TR -> PI	0.243	4.631	0.00	0.135	0.337	H10	Accepted
EW -> PI	0.194	4.376	0.00	0.105	0.274	H11	Accepted
SSQ -> PI	0.242	5.062	0.00	0.148	0.333	H1	Accepted
SQ -> PI	0.047	0.904	0.37	-0.048	0.152	H3	Rejected
WQ -> PI	0.086	1.339	0.18	-0.039	0.204	H2	Rejected
SSQ -> TR	0.204	5.101	0.00	0.128	0.284	H4	Accepted
SQ -> TR	0.473	11.544	0.00	0.399	0.551	H6	Accepted
WQ -> TR	0.226	4.751	0.00	0.134	0.324	H5	Accepted
SSQ -> EW	0.119	2.283	0.02	0.006	0.215	H7	Accepted
SQ -> EW	0.125	2.493	0.01	0.03	0.22	H9	Accepted
WQ -> EW	0.346	5.616	0.00	0.221	0.461	H8	Accepted

5.2.2.5 Effect size (f^2)

Effect size (f^2) is a statistical measure that quantifies the strength of the relationship between variables in a model. It is commonly used to compare the strength of various relationships within a model or between different models. Effect size is calculated by dividing the explained variance by the total variance in the model. A larger value of f^2 indicates a stronger relationship between the variables, while a smaller value indicates a weaker relationship. Additionally, the F-square represents the change in R-square when an exogenous variable is removed from the model. According to Wong (2013), Q^2 values of 0.02, 0.15, and 0.35 are considered to indicate weak, moderate, and strong effects, respectively.

Based on the data presented in table 5.26, most of the relationships in the model showed a moderate effect size, as evidenced by an f^2 value exceeding 0.02. This indicates that including additional independent variables or paths has little impact on the shared variance of the dependent variable. Regarding the path leading to trust and e-word of mouth, all of the marketplace quality dimensions were found to have significant f^2 values, ranging from 0.20 to 0.294. Partially significant paths were observed for the dependent variable purchase intention, with only trust, e-word of mouth, seller selection quality, and one control variable, shopping experience, having significant effects, with f^2 values of 0.046, 0.052, 0.056, and 0.035, respectively. The moderately strong relationship between these variables was indicated by the significant β value and its corresponding f^2 value.

5.2.2.6 Model Goodness

The evaluation of a statistical model's goodness typically depends on the strength of the structural paths and the R-square value of the dependent variable. The R-square value determines the predictive ability of the model, indicating the extent to which independent variables explain the variance in the dependent variable. Q-square determines the predictive relevance of the model, reflecting the degree to which a variable's inclusion improves the

prediction of the dependent variable. F-square measures the change in R-square when an exogenous variable is removed from the model and quantifies the contribution of a particular variable to the overall prediction of the dependent variable. Adding high F-square exogenous variables can significantly enhance the model's predictive ability. SRMR assesses the fit of a structural equation model by measuring the root mean square of the residuals, standardized by the observed variable variance. In SmartPLS, an SRMR value below 0.08 indicates a good model fit, as per Hair et al.'s (2006) recommendation.

Overall, the goodness of a statistical model is determined by a combination of these measures, and a model with strong structural paths and high R-square and Q-square values is generally considered to be a good fit for the data. Table 5.26 present the overall model goodness values R^2 , Q^2 , f^2 and SRMR, the value shows that overall, our model is moderately strong.

Table 5.26: Model Goodness

Variables	Outcomes	R Square	Q Square	f Square	SRMR
Trust	Purchase Intention	0.535	0.456	0.046**	0.047
E-Word of Mouth				0.052**	
Seller Selection Quality				0.056**	
Service Quality				0.004	
Website Quality				0.006	
Gender				0.001	
Age				0.001	
Education				0.005	
Experience				0.035**	
Hours Spend				0.011	
Frequency				0.008	
Seller Selection Quality	Trust	0.634	0.623	0.051**	
Service Quality				0.294***	
Website Quality				0.063**	
Seller Selection Quality	E-Word of Mouth	0.312	0.292	0.027*	
Service Quality				0.02*	
Website Quality				0.052**	

5.2.2.7 Model Comparison

Model comparison refers to the process of evaluating and comparing different statistical models in order to determine which model best represents the data. When comparing models with and without control variables, the goal is to determine whether the inclusion of the control variables improves the fit of the model or change the relationship between the dependent and independent variable.

Evaluating the influence of control variables on the dependent variable is a crucial stage in statistical analysis. Control variables are used to hold constant other factors that might influence the relationship between the independent and dependent variables. By holding these factors constant, we can more confidently attribute any observed relationship between the independent and dependent variables to the factors being tested. In this study, several control variables were incorporated in the analysis, namely gender, educational background, age, shopping experience, and number of purchases. The purpose of including these variables was to control for potential effects that are not related to the tested hypothesized relationships.

To assess the effect of the control variables on the dependent variable, a post-hoc analysis was conducted using SmartPLS, a structural equation modeling software. This analysis involved treating the control variables as independent variables and examining the path coefficients and significance of the values. The results of this analysis indicated that the relationships between the independent variables and the dependent variable were not changed, even when the control variables were included in the model. However, control variable improves the model fit R^2 value from 50.8% to 53.5%. Based on the results, it can be inferred that the independent and dependent variables were not significantly affected by the control variables, but have significant in improving model fit shown in table 5.27.

Some of the control variable found to be significantly related dependent variable. Number of year shopping experience and purchase frequency has significant effect on purchase intention. Gender, age, experience and, purchase frequency has significant effect of e-word of mouth, and none of this control has significant effect on trust. Out of all control variable shopping experience found to be highly related to purchase intention ($\beta = 141$; $p < 0.00$) and e-word of mouth ($\beta = 0.161$; $p < 0.00$) and lowest purchase frequency and purchase intention ($\beta = 0.073$; $p < 0.018$) and age and e-word of mouth found to be negatively significant ($\beta = -0.094$; $p < 0.070$). Gender and purchase frequency has significant effect on e-word of mouth ($\beta = 151$; $p < 0.039$; $\beta = 0.096$; $p < 0.004$).

Table 5.27: Path coefficient with and without control variable

	Without Control			With Control		
	Beta Coefficient	T statistics	P values	Beta Coefficient	T statistics	P values
Trust -> PI	0.237	4.519	0.000	0.243	4.627	0.000
e-WOM -> PI	0.206	4.659	0.000	0.192	4.316	0.000
SSQ -> PI	0.257	5.281	0.000	0.239	4.96	0.000
SQ -> PI	0.038	0.711	0.477	0.045	0.867	0.386
WQ -> PI	0.105	1.595	0.111	0.092	1.409	0.159
SSQ -> Trust	0.194	4.844	0.000	0.194	4.844	0.000
SQ -> Trust	0.467	11.253	0.000	0.467	11.253	0.000
WQ -> Trust	0.237	4.915	0.000	0.237	4.915	0.000
SSQ -> e-WOM	0.146	2.817	0.005	0.13	2.464	0.015
SQ -> e-WOM	0.133	2.61	0.009	0.134	2.67	0.008
WQ -> e-WOM	0.325	5.07	0.000	0.336	5.388	0.000
Gender -> PI				0.051	0.812	0.417
Age -> PI				0.028	0.844	0.399
Education -> PI				-0.06	1.642	0.100
Experience -> PI				0.141	4.086	0.000
Frequency -> PI				0.073	2.371	0.018
Gender -> e-WOM				0.151	2.063	0.039
Age -> e-WOM				-0.094	1.814	0.070
Education -> e-WOM				0.046	1.125	0.261
Experience -> e-WOM				0.161	4.249	0.000
Frequency -> e-WOM				0.096	2.854	0.004
R-Square	0.508			0.535		

5.2.2.8 Mediation Testing

Mediation testing is a statistical technique that helps determine whether a relationship between two variables is indirect, or mediated, through one or more other variables. Its aim is to examine whether a third variable, known as a mediator, explains the relationship between an independent variable and a dependent variable. To conduct mediation testing, one needs to estimate the strength of the total effect between the independent and dependent variables, the direct effect between the independent variable and the mediator, and the indirect effect between the mediator and the dependent variable. If the indirect effect is statistically significant, this indicates that the mediator is indeed influencing the relationship between the independent and dependent variables.

In this particular study, mediating effect of trust and e-word of mouth between the online marketplace quality dimension and purchase intention evaluated using SmartPLs bootstrap function. Based on the analysis of total effects, it appears that the relationship between online marketplace quality dimensions and purchase intention may be mediated by trust and e-WOM. In order to test this potential mediating effect, it is necessary to answer the following research questions (Hair et al., 2014):

1. Is the relationship between online marketplace quality dimensions and purchase intention statistically significant when trust and e-word of mouth are excluded from the model?
2. Is the relationship between online marketplace quality dimensions and purchase intention statistically significant when trust and e-word of mouth are included in the model?
3. How much of the relationship between online marketplace quality dimensions and purchase intention is explained by trust and e-word of mouth?

Answering these research questions can help to determine whether trust and e-word of mouth are indeed mediators in the relationship between online marketplace quality dimensions and

purchase intention. In the first research question found a statistically significant result between online marketplace quality dimensions and purchase intention, and the second research question also found mediator has significant relationship with online marketplace quality dimensions and purchase intention. Results in table 5.28 indicate that are reduced in magnitude compared to the first research question, this suggests that trust and e-word of mouth are mediating the relationship between these variables. The third research question provide insight into the relative importance of the mediators in explaining the relationship between the independent and dependent variables.

All the hypothesized mediating effect between online marketplace quality and purchase intention found to be significant as indicated in table 5.28. The difference between indirect effect through trust and e-word of mouth is 0.104, which indicate that trust has stronger mediating effect than e-word of mouth. Trust and e-word of mouth partially mediates the relationship between seller selection quality and purchase intention, supporting H16, and H17. However, trust and e-word of mouth full mediating the relationship between online marketplace service quality and purchase intention, supporting H14, and H15, and also between online marketplace website quality and purchase intention, H12, and H13. The VAF value range for all online marketplace quality dimensions and purchase intention ranging from 24% to 76%. The VAF for indirect effect between seller selection quality and purchase intention was lowest 24%, indicating partial mediation, VAF value for indirect effect between service quality and purchase intention was 76%, indication fully mediation and VAF for indirect effect website quality and purchase intention was 58%, fully mediation suggested by Hair Jr et al. (2014).

Table 5.28: Mediating Effect

Path	Total Effect	T Value	P value	Direct Effect	T Value	P value	Indirect Path	Indirect Effect	T value	P Value	HYP	Status
WQ -> PI	0.212	3.36	0.001	0.092	1.443	0.150	WQ -> TR -> PI	0.059	3.566	0.000	H12	Accepted
							WQ -> EW -> PI	0.062	3.143	0.002	H13	Accepted
SQ -> PI	0.184	3.76	0.000	0.045	0.853	0.394	SQ -> TR -> PI	0.114	4.484	0.000	H14	Accepted
							SQ -> EW -> PI	0.026	3.143	0.020	H15	Accepted
SSQ -> PI	0.314	6.16	0.000	0.239	4.930	0.000	SSQ -> TR -> PI	0.047	3.064	0.002	H16	Accepted
							SSQ -> EW -> PI	0.028	2.335	0.020	H17	Accepted

5.2.2.9 Moderation Analysis

Moderation analysis is a statistical approach utilized to explore the relationship between two variables and how it is affected by a third variable, known as the moderator. The purpose of moderation analysis is to test the theory that the relationship between two variables varies depending on the level of the moderator variable. Moderation regression, relationship between two variables is examined using a multiple regression model, with the moderator variable included as an interaction term.

In this particular study, moderating effect of social media use between the online marketplace quality dimension and purchase intention evaluated using SmartPls bootstrap function. The results as shown in table 5.29 suggest that social media use negatively moderate the relationship between seller selection quality and purchase intention ($\beta = -112$; $p < 0.033$) as total effect of seller selection quality on purchase intention positively significant supporting H₁₈, and positively moderate between website quality and purchase intention ($\beta = 178$; $p < 0.028$) as total effect between website quality and purchase intention positively significant, supporting H₂₀. However social media use not moderating between marketplace service quality and purchase intention ($\beta = 0.112$; $p > 0.028$), rejecting hypothesis H₁₉.

Table 5.29: Moderation Analysis

	Social Media Uses x SSQ -> PI (H18)	Social Media Uses x SQ -> PI (H19)	Social Media Uses x WQ -> PI (H20)
Beta Coefficient	-0.112	-0.065	0.178
T statistics	2.129	1.373	3.229
P values	0.033	0.17	0.001
F square	0.024	0.004	0.028
2.50%	-0.222	-0.156	0.07
97.50%	-0.018	0.031	0.283
Status	Accepted	Rejected	Accepted
R Square Before		0.518	
R Square After		0.535	

5.2.2.9.1 Interaction Graph

An interaction graph is a visual tool used to represent the moderating effect of a variable on the relationship between two other variables. It displays how the relationship between the two variables changes based on the level of the moderator variable. The interaction graph plots the relationship between the two main variables for different levels of the moderator variable. When the lines on the graph are parallel, this indicates that the moderator variable has no impact on the relationship between the two main variables. However, when the lines are not parallel, it suggests that the moderator variable has an effect on the relationship.

Figure 5.5 presents an interaction graph illustrating the moderating effect of social media use on the relationship between online marketplace quality and purchase intention. The graph shows that the relationship between seller selection quality and purchase intention is weaker at higher levels of social media use but stronger at lower levels of social media use. On the other hand, the relationship between online marketplace website quality and purchase intention is stronger for people who use social media frequently compared to those who use it less often.

These findings suggest that social media use has a moderating effect on the relationship between these variables.

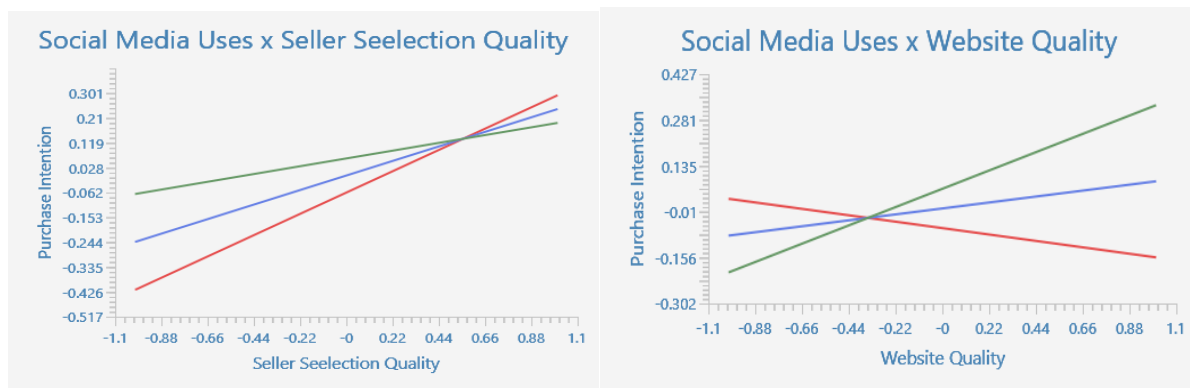


Figure 5.5: Slope analysis

Summary

SmartPLS was used to analyse the marketplace quality dimensions that contribute to online purchase intention and its impact on consumer trust and e-word of mouth. The analysis of both the measurement and structural models yielded a number of important findings.

Firstly, the pre-test analysis of the survey data showed that the sample was adequate and the data were free from bias. The demographic details of the sample were representative, and the data were normally distributed. Experience, the number of hours spent on the online marketplace, and purchase frequency had a significant effect on purchase intention. In some product categories, there were higher or lower levels of purchase intention, trust, and e-word of mouth.

The second key finding of this study pertains to the reliability and validity of the structural model. The composite reliability values for all constructs were above 0.7, indicating good reliability. Additionally, all item loadings were significant at the level of 0.001 and fell within the recommended range, indicating good construct validity. The measurement model also demonstrated good convergent and discriminant validity, as evidenced by the average variance

extracted (AVE) values that fell within the recommended range. All manifest variables loaded onto their respective latent variables, and the square roots of AVE for each construct were greater than their inter correlations, indicating good discriminant validity.

Thirdly, the validation of the structural model yielded satisfactory outcomes. The R² values were considerable, ranging from moderate to satisfactory levels. Moreover, nine out of the eleven proposed paths in the structural model were validated, with beta (β) values exceeding 0.1 and being statistically significant at the 0.05 level. These findings suggest that the model is able to explain a significant portion of the variance in the data and that the proposed relationships are supported by the data.

The structural model revealed the presence of two moderating variables, namely trust and e-word of mouth, which fully mediated the association between website quality and purchase intention, as well as service quality and purchase intention. In addition, they exhibited a partial mediation effect on the link between seller selection quality and purchase intention. Furthermore, this study investigated the moderating impact of consumer social media use on the correlation between online marketplace quality dimensions and purchase intention. The findings indicated that the association between seller selection quality and purchase intention was weaker at higher levels of social media use, while it was stronger at lower levels of social media use. In contrast, the relationship between website quality and purchase intention was reversed. The correlation between service quality and purchase intention was found to be insignificant.

Chapter-6

Discussion and Conclusion

Overview

In this particular chapter, the results that were presented in chapter 5 would be further elaborated upon and examined. The findings of the study has been analyzed and interpreted into two parts firstly result from the pre-test analysis and second from the structural equation modelling analysis to identify any theoretical and managerial implications that may have arisen as a result of the research. Furthermore, this chapter also acknowledged the limitations of the research and highlight any areas that may require further exploration in future studies. Finally, suggestions for future research have been provided, which include potential directions for further exploration in the field, approaches, or identifying areas where additional research is needed to build on the current findings.

6.1 Discussion

This dissertation has focused on exploring possible dimensions of online marketplace quality and its effect on consumer trust, electronic word-of-mouth (e-WOM), and purchase intention by experience consumers. The research was conducted using a model based on signaling theory, social exchange theory, social influence theory, Stimulus-Organism-Response (SOR) theory, and trust theory with social media use to find the effect on purchase intention.

6.1.1 Demographic effect on consumer trust, E-WOM and Purchase intention

The data was collected from the consumer having shopping experience in purchasing at online marketplace. The purchase intention or trust or e-WOM among the experience group can might can differ from different group of experience consumer. Same way possible that gender, age, education, time spend and purchase frequency group might differ in purchase behaviours. The study found that gender, age and education group had no significant difference with respect to consumer trust, e-WOM, and purchase intention. This result has been consistent with previous

research which found no significant relationship between age and education and online consumer behavior (Bhatnagar, Misra, & Rao, 2000; Al-maghrabi & Dennis, 2010).

Findings also suggested that there was a significant relationship between consumer shopping experience at online marketplaces and purchase intention mean score. Specifically, the results indicated that consumers with one year of experience have a significantly lower purchase intention mean score compared to all higher experienced groups. Additionally, consumers with more than four years of shopping experience have similar purchase intention score. This suggests that higher consumer shopping experience at online marketplaces leads to higher purchase intention up to four years of experience, after which it becomes relatively stable. Previous research has also highlighted the impact of consumer shopping experience on purchase intention (Lin et al., 2011; Huang et al, 2021). The current study's findings extend this literature by demonstrating that the impact of shopping experience on purchase intention is not linear and may vary depending on the duration of the shopping experience.

Furthermore, finding indicated that there is a positive relationship between shopping experience and e-WOM mean score. The results demonstrate that the initial three years of shopping experience led to similar e-WOM mean scores, after which the score increases until four years of shopping experience and then becomes relatively constant. This suggests that consumers with more experience are more likely to engage in e-WOM activities and provide positive feedback about the online marketplace up to four years of shopping experience, after which it becomes relatively stable.

The study's findings also revealed that there is a significant relationship between the amount of time spent on the internet and e-WOM mean score. Specifically, consumers who spend six to ten hours on the internet have a higher e-WOM score compared to those who use less than

six hours. This result highlights the importance of targeted marketing strategies for online marketplaces to engage with consumers who spend a moderate amount of time on the internet.

The study's findings suggest that consumer shopping experience at online marketplaces has a significant impact on purchase intention mean score and e-WOM mean score. The results demonstrate that higher consumer experience leads to higher purchase intention up to four years of experience, after which it becomes relatively stable. Additionally, the results suggest that consumers with more shopping experience and a greater number of hours spend on internet are more likely to engage in e-WOM activities and provide positive feedback about the online marketplace. These findings have practical implications for online marketplaces, emphasizing the importance of building long-term relationships with customers and targeting marketing efforts towards consumers who spend a moderate amount of time on the internet.

6.1.2 Role of Product Category with respect to Purchase Intention, Trust and e-WOM

The study results indicated that there are significant differences in purchase intention, trust, and e-WOM mean scores across different product categories. Specifically, the purchase intention mean score found to be significantly higher in fashion, appliances, books, and pet supplies categories. On the other hand, the trust mean score found to be significantly higher in the fashion category, while it has significantly lower in the pet supplies and industrial supplies categories. Additionally, the e-WOM mean score significantly higher in the appliances and fashion categories than all 11 other categories.

These findings are consistent with previous research on the impact of product categories on consumer behavior (Cheung et al., 2008; Yoo & Gretzel, 2011). The current study's results extend this literature by demonstrating that the relationship between product categories and consumer behavior is not limited to purchase intention but also affects trust and e-WOM. Purchase intention mean score is significantly higher in fashion, appliances, books, and pet

supplies categories suggested that consumers are more likely to purchase products in these categories compared to other categories. These results attributed to the fact that these categories are more popular among consumers or that consumers perceive products in these categories to be of higher quality or value.

Furthermore, the finding that trust mean score significantly higher in the fashion category suggests that consumers have a higher level of trust in fashion products compared to other categories. This finding explained by the fact that fashion is a highly visible and socially significant product category, and consumers may feel more comfortable purchasing from trusted sources in this category. Finally, founded that e-WOM mean score significantly higher in the appliances and fashion categories suggests that consumers are more likely to share positive or negative experiences about products in these categories at online marketplace. This finding may be due to the fact that these categories have a higher level of engagement and involvement among consumers, leading to more opportunities for creating e-WOM.

The study's findings indicated practical implications for businesses in different product categories. Businesses need to be aware of the unique consumer behavior patterns across different product categories and tailor their marketing strategies accordingly. For example, businesses in the pet supplier and industrial supplies category may focus on building trust with consumers to enhance purchase intention, while businesses in the appliances category may leverage e-WOM to promote positive experiences.

6.1.3 The relationship between online marketplace quality and purchase intentions (H₁, H₂, H₃).

The present study aimed to investigate the quality factors of online marketplace that predict purchase intention among online shoppers. The results showed that service quality and website quality of online marketplace were not significant predictors of purchase intention, which

contrasts with the findings of previous studies (Zeithaml, Parasuraman, & Malhotra, 2002; Lin, 2007; Liang et al., 2011; Kim et al., 2012; Mohamad & Khalifa, 2017; Meents & Verhagen, 2018), which consistently found that these factors were key predictors of purchase intention.

The discrepancy between our findings and those of previous studies may be due to changes in consumer perceptions during the purchase decision process. Specifically, the quality of service and website provided by major online marketplaces is almost identical, and as a result, consumers may no longer perceive these quality factors as significant differentiators in their purchase decision-making process. This finding is consistent with previous research that suggested that as online shopping becomes more commonplace, consumers may become less sensitive to website quality and service quality, as these become expected aspects of the online shopping experience (Wang et al., 2019).

Our study also found that online marketplace quality dimensions, specifically seller selection quality, have a significant positive influence on purchase intention. This finding is consistent with the previous studies by Dachyar and Banjarnahor (2017) and Chen et al. (2015), which suggest that seller evaluation quality influence purchase intention. This study provided empirical evidence for these relationships. Indicating that online marketplaces should shift their focus from website and service quality to seller selection quality in order to remain competitive in the market. By improving their delivery services and offering competitive prices, online marketplaces can better meet the changing needs and preferences of consumers and improve their overall purchase intention.

This finding supported the idea that customers may prioritize factors such as perceive price and delivery lead time, delivery cost, and perceive product quality over other factors when making purchasing decisions, particularly when the overall website and service quality is similar across different e-retailers. This finding is in line with previous study which found that even small

differences in price or delivery lead time can have a significant impact on customer decision-making (Kalia and Paul 2021).

6.1.4 The relationship between Online Marketplace Quality and Trust (H₄, H₅, H₆)

The present study found a significant and positive effect of website quality and service quality seller selection on consumer trust, which is consistent with the results of previous research studies (Turban et al., 2006; Wei et al., 2019; Kim & Lennon, 2013; Yoo et al., 2015). This finding implies that online marketplace operators can build trust among their customers by improving these quality dimensions. A well-designed website with easy navigation, secure and user-friendly features, high-quality services such as prompt and responsive, can all contribute to building customer trust in the online marketplace. However, this study also identifies a new quality dimension, namely seller selection quality, which has a positive and significant effect on trust.

The findings of this study have importance for online marketplace, as they suggest that enhancing website quality, service quality, and seller selection quality could help to build trust with customers. In particular, online marketplace should focus on improving the quality of their seller selection process, including delivery service, perceived product quality, and product price, to enhance trust in the online marketplace. This is consistent with the results of previous studies that have emphasized the importance of improving trust in online transactions (Chen & Barnes, 2007; Gefen & Straub, 2004, Kim et al., 2012).

The present study also found that service quality had a higher effect on consumer trust compared to website quality and seller selection quality in online marketplaces. This finding been consistent with previous studies that have also found service quality to be a crucial factor in building consumer trust in online platforms (Yen et al., 2008; Lui et al., 2016; Paraskevas & Altinay, 2015; Li et al., 2019; Liu et al., 2020). Service quality, such as customer support and

responsiveness, has become essential for creating a positive shopping experience and promoting trust in the online marketplace. When customers receive high-quality service, they are more likely to trust the marketplace and make repeat purchases. Although website quality and seller selection quality also found to have a significant effect on consumer trust, their effect has not as strong as that of service quality. This may be due to the fact that many online marketplaces have similar website designs and product offerings, making it difficult for these factors to distinguish one marketplace from another. On the other hand, service quality is more tangible and can highly impact the customer trust.

6.1.5 The relationship between Online Marketplace quality and trust (H₇, H₈, H₉)

The current study provided empirical evidence that website quality and service quality have a positive and significant effect on e-WOM. This finding is consistent with previous studies (Hennig-Thurau et al., 2004; Sparks & Browning, 2011; Yang et al., 2015) which suggested that website quality and service quality are important factors influencing e-WOM. However, our study extends the previous research by identifying a new quality dimension, seller selection quality, which also has a positive and significant effect on e-WOM. This finding suggests that the online marketplace can enhance e-WOM by improving the quality of seller selection, including delivery service, Delivery lead time, perceived product quality, and product price.

The importance of seller selection quality in influencing e-WOM have been explained by the fact that consumers often rely on the feedback of other consumers when making a purchase decision. Positive feedback from previous customers regarding the quality of seller selection, such as fast delivery, good quality products, and competitive prices, create a positive image of the online marketplace and lead to more favorable e-WOM.

The current finding also suggested that website quality has a higher impact on e-WOM (electronic word-of-mouth) compared to online marketplace service quality and seller selection

quality. This finding is consistent with previous studies that have reported similar results (Chu & Kim, 2011; Kim & Ko, 2012; Ginting et al., 2023). Indicating that the website act as the primary interface between the online marketplace and the consumer. Therefore, a high-quality website can provide a positive first impression, enhance the user experience, and increase the likelihood of positive e-WOM. Additionally, a user-friendly and visually appealing website improve consumers' perceptions of the overall quality of the online marketplace. However, it is important to note that while website quality may have a higher impact on e-WOM, online marketplace service quality and seller selection quality still have a significant influence. Online marketplace service quality can enhance the overall consumer experience, increase satisfaction, and ultimately lead to positive e-WOM. Similarly, a high-quality seller selection that offers fast and reliable delivery, good product quality, and competitive pricing also contribute to positive e-WOM. While, website quality has a higher impact on e-WOM, online marketplace service quality and seller selection quality has also important quality factors that should not be overlooked by online retailers. A comprehensive approach that addresses all three quality dimensions can improve the overall consumer experience and increase the likelihood of positive e-WOM.

6.1.6 The relationship between Trust, e-WOM and Purchase Intention (H₁₀, H₁₁)

The present study found that trust and e-WOM are positively and significantly associated with purchase intention in the context of online marketplace. This result is consistent with prior studies (Kim and Prabhakar 2000; Yeh and Li 2009; Chen et al., 2010; Damayanti et al., 2017; Fhonna and Utami, 2018) who have reported similar findings regarding the relationship between trust and purchase intention. In addition, this study also supports previous research on the relationship between e-WOM and purchase intention (Park et al., 2011; Chu and Kim 2011; Yan et al., 2018; Matute et al., 2016; Kudeshia and Kumar, 2017; Wandoko and Panggati, 2022).

The finding suggests that establishing trust and encouraging positive e-WOM helps to increase purchase intention at the online marketplace. Trust can be developed by improving website and service quality, as well as by enhancing seller selection quality. These results have implications for online marketplace operators who can focus on enhancing the quality of their website and service, and ensuring that sellers provide high-quality products and services to improve trust and e-WOM, ultimately leading to increased purchase intention.

6.1.7 Mediating Role of Trust and E-WOM in Relationship between Online Marketplace Quality and Purchase Intention (H₁₂, H₁₃, H₁₄, H₁₅, H₁₆, H₁₇)

6.1.7.1 Mediating Role of Trust and E-WOM in Relationship between Website Quality and Purchase Intention (H₁₃, H₁₄)

The current study examined the mediating effect of both trust and e-WOM in the relationship between online marketplace quality and purchase intention. This finding highlighted the importance of considering both trust and e-WOM as simultaneous mediators, rather than treating them as separate moderating variables. Previous studies have mostly examined either trust or e-WOM as a single moderating variable, overlooking the potential joint effect of both in mediating the relationship between online marketplace quality and purchase intention.

The finding of this study indicated that trust and e-WOM fully mediate the relationship between website quality and purchase intention in the context of the online marketplace. This means that the effects of website quality on purchase intention are entirely dependent on the level of trust and e-WOM that customers have towards the online marketplace. This finding is consistent with previous literature, which has suggested that trust and e-WOM are important mediators in the online marketplace (Liu & Lee, 2016).

Interestingly, this study also found that considering both mediators, i.e., trust and e-WOM, can be the reason for full mediating. Wang et al., (2015) discovered that trust partially mediates the

relationship between website quality and purchase intention, while Napawut et al., (2022) suggested that e-WOM partially mediates the relationship between website quality and purchase intention. However, this study's finding suggests that considering both trust and e-WOM as mediators lead to full mediating of the relationship between website quality and purchase intention in the online marketplace.

6.1.7.2 Mediating Role of Trust and E-WOM in Relationship between Service Quality and Purchase Intention (H₁₅, H₁₆)

The current study found that trust and e-WOM fully mediate the relationship between online marketplace service quality and purchase intention. This finding supports previous literature that has emphasized the role of trust in online transactions (Leong et al., 2019; Chang et al., 2009) and the importance of e-WOM as a significant driver of online purchasing behavior (Duarte et al., 2018). The result also highlights the zero effect of service quality on purchase intention, which may be attributed to the fact that customers perceive merchant's trustworthiness through their service interaction, experience and opinions as an important source of information to form their purchase intention, rather than just being influenced by their service experience with the merchant and thus the relationship between service quality and purchase intention is entirely dependent on trust and e-WOM. This finding is in line with the view that social influence plays a crucial role in shaping customers' attitudes and behaviors in the online marketplace (Zha et al., 2018, Leong et al., 2019).

Finding highlights the importance of trust and e-WOM as mediating factors in the relationship between online marketplace service quality and purchase intention. The result suggested that service quality alone may not be enough to drive purchase intention, and merchants should focus on building trust with their customers and leveraging the power of e-WOM to influence customers' purchase decisions.

6.1.7.3 Mediating Role of Trust and E-WOM in Relationship between Seller Selection

quality and Purchase Intention (H₁₇, H₁₈)

The present study provided evidence that seller selection quality is an important factor that influences consumer purchase intentions in the context of online marketplaces. Our findings support previous research that has highlighted the importance of including seller selection quality as a dimension of online marketplace quality. The results indicated that seller selection quality has a significant positive influence on purchase intention, both directly and indirectly through the mediating effects of trust and e-WOM. The significance of seller selection quality consistent with previous research (Kim et al., 2012; Dachyar and Banjarnahor, 2017; Chen et al., 2015), which has highlighted the importance of including seller evaluation as an important factor in predicting purchase intentions in online marketplaces. This finding suggested that consumers' evaluations of seller-related factors such as product quality, delivery lead time, product cost, and delivery cost play a critical role in shaping their purchase intentions directly and indirectly.

The inclusion of seller selection quality as a dimension of online marketplace quality strengthens the ability to predict purchase intentions, as consumers evaluate factors such as product quality, delivery lead time, product cost, and delivery cost when making purchasing decisions. Furthermore, the insignificant direct effect of website quality and service quality on purchase intention has been explained by the fact that they only indirectly influence purchase intention through their impact on trust and engagement in e-WOM. Because Kim et al. (2012) suggested that the quality dimensions of online marketplaces, such as website quality and service quality, are inadequate in predicting consumer purchase intentions when the product evaluation criteria and seller evaluation not considered. This finding highlights the importance of considering multiple dimensions of online marketplace quality in predicting consumer purchase intentions. By incorporating seller selection quality alongside website quality and

service quality, online marketplace operators can better understand consumer behavior and tailor their strategies to meet the needs and preferences of their customers.

6.1.9 Moderating Role of Social Media Use in relationship between Online Marketplace Quality and Purchase Intention (H₁₉, H₂₀)

The current study investigated the moderating role of social media use on the relationship between online marketplace quality dimensions (website quality, service quality, and seller selection quality) and purchase intention. The findings indicated that social media use has a positive and significant effect on website quality and purchase intention, which found consistent with the study conducted by Vikas (2019) in the context of hotel booking websites and purchase intention. This suggests that consumers who actively use social media platforms are more likely to have positive perceptions of information quality and increase engagement at website, which leads to increased purchase intention.

On the other hand, the moderating role of social media use has an insignificant effect on the relationship between service quality and purchase intention. This indicate that social media use not significantly influence consumers' perceptions of service quality in the online marketplace because major of online marketplace provide similar services like responsiveness, customer support. This finding contrary to previous studies that have suggested a positive relationship between social media use and service quality (Tian et al., 2020).

Moreover, the moderating role of social media use has a negative and significant effect on seller selection quality and purchase intention. This suggests that consumers who frequently use social media are more likely to experience problems with increasing costs, unavailability of products, and delayed delivery times. This finding aligns with the study by Statista (2022), which reported that consumers who experienced delivery issues were less likely to make repeat purchases.

In conclusion, the results suggest that social media use plays a significant role in influencing consumers' purchase intention in the online marketplace. However, the effects vary depending on the specific online marketplace quality dimension. Hence, online marketplace providers should take into consideration the moderating role of social media use and work towards enhancing website quality, service quality, and seller selection quality to increase purchase intention among consumers who actively use social media platforms.

6.2 Managerial Implications

The findings from demographic and product categories have important managerial implications for online marketplace operators. First, it is important to recognize that consumer shopping experience has a significant impact on purchase intention and e-WOM. Thus, online marketplace operators should focus on building long-term relationships with customers to increase their shopping experience and encourage them to engage in positive e-WOM activities. This can be achieved by providing high-quality products, excellent customer service, and creating a user-friendly online platform that meets the needs and preferences of consumers.

Second, the study found that the impact of shopping experience on purchase intention and e-WOM is not linear, and it varies depending on the duration of the shopping experience. Online marketplace operators should recognize that consumers with one year of experience have a significantly lower purchase intention mean score compared to all higher experienced groups. Therefore, online marketplace operators should pay particular attention to customers with one year of experience and provide them with targeted marketing efforts to increase their purchase intention and e-WOM.

Third, the study found that product categories have a significant impact on consumer behavior, including purchase intention, trust, and e-WOM. Online marketplace operators should be aware of these differences and tailor their marketing strategies accordingly. For example, businesses

in the pet supplier and industrial supplies category may focus on building consumer trust to enhance purchase intention, while businesses in the appliances category may leverage e-WOM to promote positive shopping experiences.

The discussions above indicate the importance of considering multiple dimensions of online marketplace quality when analysing consumer purchase intentions. It is evident that website quality, service quality, and seller selection quality all have significant effects on consumer trust, e-WOM, and purchase intentions. Therefore, online marketplaces must focus on ensuring that their websites are of high quality and provide excellent service to their customers. Moreover, online marketplaces should carefully select their sellers and monitor their performance closely to ensure that customers have a positive shopping experience. By providing consumers with high-quality products, fast delivery times, and reasonable prices, online marketplaces can build trust and increase the likelihood of repeat purchases.

Furthermore, social media use has a significant impact on the relationship between online marketplace quality dimensions and purchase intention. Thus, online marketplaces should consider the role of social media in shaping consumer perceptions and behaviors. They should actively monitor and engage with consumers on social media platforms to address their concerns and improve their experiences.

The discussions above also suggest that inclusion of seller selection quality except website quality and service quality as a dimension of online marketplace quality plays crucial for predicting purchase intentions. Online marketplace operators need to focus on improving seller selection quality by providing a better perception of product quality, delivery lead time, product cost, and delivery cost. Online marketplaces must be focus on providing competitive pricing and delivery options to attract and retain customers in a highly competitive marketplace. Even small differences in price or delivery lead time significantly influence customer purchasing

decisions, because finding indicates that website quality and service quality are similar across multiple online marketplaces and it has no direct effect of purchase intention. Online marketplaces should also prioritize their seller selection quality, as this can be a key differentiator that drives customer purchasing decisions. By ensuring the quality and reliability of third-party sellers on their platform, online marketplaces can address concerns that customers may have about discrepancies in product quality or service levels among different sellers.

Marketplace operators can also use this study to develop more effective seller selection strategies, which can improve consumer retention rates. By focusing on the quality and reliability of third-party sellers, operators can ensure that customers consistently receive satisfactory products and services, leading to address complaints related to deliveries and product quality by ensuring that seller selection quality matches consumer desires. By addressing consumer concerns and offering high-quality products and services through the marketplace, operators improve customer retention rates and gain a competitive advantage in the marketplace.

6.3 Theoretical Contribution

The current study contributes to the literature on online consumer behavior by examining the impact of various demographic and experiential factors on consumer trust, e-WOM, and purchase intention in the context of an online marketplace. The findings suggest that shopping experience at online marketplaces is a crucial factor that affects consumer behavior, including purchase intention and e-WOM. The study highlights the nonlinear relationship between shopping experience and consumer behavior, demonstrating that the impact of shopping experience on purchase intention and e-WOM may vary depending on the duration of the shopping experience. The study also contributes to the literature on the impact of product

categories on consumer behavior, showing that product category has a significant effect on consumer trust, e-WOM, and purchase intention.

These findings consistent with previous research that has examined the impact of shopping experience on online consumer behavior (Kircova et al., 2021; Gull et al., 2022). The current study extended this literature by providing insights into the nonlinear relationship between shopping experience and consumer behavior. Additionally, the study's findings on the impact of product category on consumer behavior found consistent with previous research that has highlighted the importance of product category in shaping consumer behavior (Cheung et al., 2012; Yoo & Gretzel, 2011).

The study integrated the previous literature on online marketplace quality, trust, e-WOM, and purchase intention, and established a comprehensive framework for understanding the relationships among these variables. The study also extends the conceptualization of online marketplace quality by introducing seller selection quality as an important dimension, which has been neglected in previous studies. Additionally, the study shows that trust and e-WOM partially or fully mediate the relationship between the dimensions of online marketplace quality and purchase intention. Foremore, the study contributed in understanding of the moderating role of social media use in the context of online marketplace quality and purchase intention. Finally, the study provides valuable insights for researchers and practitioners to design and implement effective strategies for enhancing online marketplace quality, building trust, and stimulating e-WOM to increase purchase intention. The findings of this study have several theoretical contributions to the existing literature.

First, the inclusion of seller selection quality as a dimension of online marketplace quality provided a more comprehensive understanding of the factors that influence purchase intention. Previous studies have emphasized the importance of website and service quality in determining

purchase intention, but neglecting the product and seller evaluation criteria can lead to inadequate predictions of consumer behavior (Kim et al., 2012). Our study found empirical evidence that seller selection quality had a significant positive influence on purchase intention as suggested by previous research directly (Dachyar and Banjarnahor, 2017; Chen et al., 2015) and indirectly through trust and e-WOM.

Secondly, this study highlights the importance of considering both trust and e-WOM as mediating variables in understanding the relationship between online marketplace quality dimensions and purchase intention. While prior studies have often focused on either trust or e-WOM, this study suggests that both factors are necessary to fully capture the effects of online marketplace quality dimensions on consumer behavior.

Lastly, the moderating role of social media use on the relationship between online marketplace quality dimensions and purchase intention highlights the importance of considering the impact of external factors on consumer behavior. The findings suggest that social media use enhance the relationship between website quality and purchase intention, but has an adverse effect on the relationship between seller selection quality and purchase intention. Online marketplace operators should be aware of the potential negative impact of social media use and take measures to address any issues that may arise.

6.3.1 Theory Discussion

The signaling theory posits that consumers rely on observable signals or cues from the seller or product to evaluate its quality and make purchase decisions (Spence, 1978). In the context of the online marketplace, website quality, service quality, and seller selection quality act as signals that consumers use to assess the quality of products and merchants. The findings suggest that website quality and service quality of the online marketplace serve as cues to consumers to evaluate the trustworthiness of the merchant and to create e-WOM, which

ultimately influence purchase intentions. Similarly, the seller selection quality, which includes product quality, delivery lead time, product cost, and delivery cost, act as signals to consumers and directly and indirectly affect purchase intentions through trust and e-WOM. Thus, these findings support the signaling theory in the online marketplace context, where consumers rely on various signals to make purchase decisions.

The SOR (Stimulus-Organism-Response) theory proposed that consumers' responses to a stimulus depend on their perception of the stimulus and their response to it. The present study showed that seller selection quality, website quality, and service quality act as stimuli, which affect consumers' trust and e-WOM, and ultimately influence their purchase intention in online marketplaces (Kim et al., 2012; Dachyar and Banjarnahor, 2017). This finding contributes to the SOR theory by emphasizing the importance of the quality of seller selection as a key stimulus that can significantly affect consumer behavior in online marketplaces.

The social influence theory posits that individuals' behavior is influenced by the presence or actions of others. In the context of the online marketplace, the study findings suggest that e-WOM, which is influenced by website quality, service quality, and seller selection quality, can have a significant impact on consumers' purchase intention (Leong et al., 2019; Liu et al., 2016). And also, the social media use moderates the relationship between online marketplace quality dimensions and purchase intention indicating that social media use of consumer influence the way consumer search the information and also purchase decision making in context of online marketplace.

The Social Exchange Theory proposes that individuals engage in social interactions when they perceive that the benefits of the interaction outweigh the costs. In the context of online marketplaces, this theory can be applied to understand how consumers make decisions about trust and engagement with the platform and its sellers. The study findings also suggest that

consumers' trust and e-WOM can be viewed as rewards that are exchanged with the online marketplace operator in exchange for quality signals. The current study's findings align with the Social Exchange Theory as they suggest that consumers' perception of the benefits and costs of engaging with the platform and its sellers directly influence their trust and engagement levels, which in turn influence their purchase intention (Gefen and Straub, 2004; Gefen, et al., 2003).

The person-environment fit theory suggests that individuals' satisfaction and performance are influenced by the compatibility between their personal characteristics and the environment in which they operate. In the context of the online marketplace, the study findings suggest that consumers' trust and engagement are influenced by website quality and service quality, which can create a compatible environment that matches the consumers' personal characteristics (Kim et al., 2012). And task-technology fit theory suggests that the effectiveness of a technology is determined by how well it matches the task requirements. In the context of the online marketplace, the study findings suggest that website quality, service quality and seller selection quality can be viewed as technologies that are effective in matching the task requirements of the consumers' purchase intention (Kim et al., 2012).

6.4 Limitations and Future Research

The present study aimed to explore the influence of online marketplace quality dimensions on consumer purchase intention, as well as the mediating role of trust and e-WOM and moderating role of social media use in this relationship. While the findings of the study provide useful insights for online marketplace operators and managers, there are several limitations that should be taken into account when interpreting the results. Firstly, the study's findings are limited to multi-seller online marketplaces and may not be applicable to single-seller marketplaces. The structure and dynamics of single-seller marketplaces are quite different from those of multi-seller marketplaces, and it is possible that the factors that influence purchase

intention in these two types of marketplaces may differ significantly. Future research can examine or explore factors the impact of marketplace quality dimensions on purchase intention in single-seller marketplaces.

Secondly, the study was conducted in a specific geographical location (In context of India), and the results may not be generalizable to other countries or cultures. Future research should investigate whether the findings of this study can be replicated in other cultural contexts to enhance the external validity of the results. Evaluating marketplace quality effects on online purchase intention in different contexts may yield different results. Because the role of technology plays a critical role in providing seller selection quality, service quality, and website quality and also in consumer perception, and the study did not explore the impact of technological changes on consumer behavior.

Thirdly, the data used in the study was collected by cross-sectional method i.e., at one point in time. Therefore, a longitudinal survey method research would be preferable to capture consumer behavior with technological change for more casual inference between variables. The use of longitudinal data would enable researchers to examine how changes in marketplace quality dimensions and social media use over time impact consumer purchase intention.

6.5 Conclusion

The study provides a comprehensive analysis of the relationship between online marketplace quality dimensions, trust, e-WOM, social media use, and purchase intention. The study begins by outlining the theoretical framework, including the Social Exchange Theory, Signaling Theory, and the SOR theory, which are used to explain the relationships between these variables. The study found that website quality and service quality have a positive impact on purchase intention through trust and e-WOM. Additionally, seller selection quality has a direct and indirect effect on purchase intention, and social media use moderating this relationship.

Specifically, the results showed that social media use has a positive and significant effect on website quality and purchase intention but a negative and significant effect on seller selection quality and purchase intention.

This study also discussed the impact of consumer characteristics, shopping experiences, and product categories on consumer behavior in the context of online marketplaces. The study found that gender, age, and education had no significant impact on consumer trust, e-WOM, and purchase intention. However, consumer shopping experience and the amount of time spent on the internet had a significant impact on e-WOM and purchase intention, with higher shopping experience leading to higher scores up to four years of experience. The study also found significant differences in purchase intention, trust, and e-WOM mean scores across different product categories. Additionally, businesses should be aware of the unique consumer behavior patterns across different product categories and tailor their marketing strategies accordingly.

The studies suggested that online marketplace operators should focus on improving website quality and service quality to increase trust and e-WOM, which can ultimately boost purchase intention. And especially should on focus seller selection quality to get competitive edge as it's directly affect the purchase intention and also effect trust and e-WOM. Furthermore, online marketplaces and businesses, emphasizing the importance of building long-term relationships with customers and targeting marketing efforts towards consumers who spend a moderate amount of time on the internet. Additionally, businesses should be aware of the unique consumer behavior patterns across different product categories and tailor their marketing strategies accordingly. Finally, they should consider how social media use influences consumer behavior and tailor their strategies accordingly.

However, the study also has several limitations, including the use of cross-sectional data and the focus on multi-seller online marketplaces. Future research can explore the effects of online marketplace quality dimensions on purchase intention in different environments and capture consumer behavior over time to better understand how technological changes influence consumer behavior. Overall, this study contributes to the existing literature by providing insights into the complex relationships between online marketplace quality dimensions, trust, e-WOM, social media use, and purchase intention.

REFERENCES

- Adam, Martin and Pecorelli, Mario. (2018), "Recommendations in augmented reality applications – the effect of customer reviews and seller recommendations on purchase intention and product selection". https://aisel.aisnet.org/ecis2018_rp/6
- Adjei, M.T., Noble, S.M. & Noble, C.H. The influence of C2C communications in online brand communities on customer purchase behavior. *J. of the Acad. Mark. Sci.* 38, 634–653 (2010). <https://doi.org/10.1007/s11747-009-0178-5>
- Agag, G. M., & El-Masry, A. A. (2017). Why do consumers trust online travel websites? Drivers and outcomes of consumer trust toward online travel websites. *Journal of Travel Research*, 56(3), 347–20. <https://doi.org/10.1177/0047287516643185>
- Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic commerce research and applications*, 3(4), 405-420. <https://doi.org/10.1016/j.elerap.2004.05.001>
- Ajzen, I. (1980). *Understanding attitudes and predicting social behavior*. Englewood cliffs.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-Adwan, A. S., Alrousan, M. K., Yaseen, H., Alkufahy, A. M., & Alsoud, M. (2022). Boosting Online Purchase Intention in High-Uncertainty-Avoidance Societies: A Signaling Theory Approach. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(3), 136. <https://doi.org/10.3390/joitmc8030136>
- Al-Bourini, F. A., Aljawarneh, N. M., Almaaitah, M. F., Altahat, S., Alomari, Z. S., & Sokiyna, M. Y. (2021). The role of E-Word of mouth in the relationship between online destination image, E-satisfaction, E-Trust & E-Service quality for international tourists perception. *Journal of Information Technology Management*, 13, 92-110. <https://doi.org/10.22059/jitm.2021.80756>
- Al-Debei, M.M., Akroush, M.N. and Ashouri, M.I. (2015), "Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality", *Internet Research*, Vol. 25 No. 5, pp. 707-733. <https://doi.org/10.1108/IntR-05-2014-0146>

- Al-Dweeri, R. M., Moreno, A. R., Montes, F. J. L., Obeidat, Z. M., & Al-dwairi, K. M. (2018). The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing. *Industrial Management & Data Systems*, 119(4), 902-923. doi/10.1108/IMDS-12-2017-0598
- Al-maghrabi, T., & Dennis, C. (2010). Driving online shopping: Spending and behavioral differences among women in Saudi Arabia. *International Journal of Business Science & Applied Management (IJBSAM)*, 5(1), 30-47.
- Altinay, L., Paraskevas, A., & Ali, F. (2015). *Planning research in hospitality and tourism*. Routledge.
- Amendola, C., Calabrese, M., & Caputo, F. (2018). Fashion companies and customer satisfaction: A relation mediated by Information and Communication Technologies. *Journal of Retailing and Consumer Services*, 43, 251-257. <https://doi.org/10.1016/j.jretconser.2018.04.005>
- Andrei Hagi, Julian Wright (2014) Marketplace or Reseller?. *Management Science* 61(1):184-203. <https://doi.org/10.1287/mnsc.2014.2042>
- Andzulis, J. M., Panagopoulos, N. G., & Rapp, A. (2012). A review of social media and implications for the sales process. *Journal of personal selling & sales management*, 32(3), 305-316. <https://doi.org/10.2753/PSS0885-3134320302>
- Auld, C. J., & Case, A. J. (1997). Social exchange processes in leisure and non-leisure settings: A review and exploratory investigation. *Journal of Leisure Research*, 29(2), 183-200. <https://doi.org/10.1080/00222216.1997.11949793>
- Avgerou, C., & Li, B. (2013). Relational and institutional embeddedness of web-enabled entrepreneurial networks: Case studies of netrepreneurs in China. *Information Systems Journal*, 23(4), 329-350. <https://doi.org/10.1111/isj.12012>
- Babbie, E. (2004). *The Practice of Social Research*. 10th Edition. Thompson Wadsworth, Belmont, California, USA
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16, 74-94.

- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International journal of hospitality management*, 27(3), 391-402. <https://doi.org/10.1016/j.ijhm.2007.10.008>
- Barclay, D., Higgins, C., & Thompson, R. (1995). The partial least squares (PLS) approach to casual modeling: personal computer adoption and use as an Illustration.
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.
- Bartlett, M. S. (1954). A note on the multiplying factors for various χ^2 approximations. *Journal of the Royal Statistical Society. Series B (Methodological)*, 296-298.
- Baye, M. R., & Morgan, J. (2001). Information gatekeepers on the internet and the competitiveness of homogeneous product markets. *American Economic Review*, 91(3), 454-474.
- Bell, E., & Bryman, A. (2007). The ethics of management research: an exploratory content analysis. *British journal of management*, 18(1), 63-77. <https://doi.org/10.1111/j.1467-8551.2006.00487.x>
- Bell, E., & Bryman, A. (2007). The ethics of management research: an exploratory content analysis. *British journal of management*, 18(1), 63-77. <https://doi.org/10.1111/j.1467-8551.2006.00487.x>
- Bell, E., Bryman, A., & Harley, B. (2022). *Business research methods*. Oxford university press, NY.
- Benitez, J., Castillo, A., Llorens, J., & Braojos, J. (2018). IT-enabled knowledge ambidexterity and innovation performance in small US firms: The moderator role of social media capability. *Information & Management*, 55(1), 131-143. <https://doi.org/10.1016/j.im.2017.09.004>
- Bernstein, J. N. I. (1994). *Psychometric Theory* Edition Number 3 McGraw-Hill New York.
- Bhatnagar, A., Misra, S., & Rao, H. R. (2000). On risk, convenience, and Internet shopping behavior. *Communications of the ACM*, 43(11), 98-105.

- Bhattacharjee, A. (2001). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision support systems*, 32(2), 201-214.
[https://doi.org/10.1016/S0167-9236\(01\)00111-7](https://doi.org/10.1016/S0167-9236(01)00111-7)
- Bodnar, K., & Cohen, J. L. (2011). *The B2B social media book: Become a marketing superstar by generating leads with Blogging, LinkedIn, Twitter, Facebook, Email, and more*. John Wiley & Sons.
- Bollen, K., & Lennox, R. (1991). Conventional wisdom on measurement: A structural equation perspective. *Psychological bulletin*, 110(2), 305.
- Braudel, F. (1992). *Civilization and capitalism, 15th-18th century, vol. II: The wheels of commerce (Vol. 2)*. Univ of California Press. USA
- Brown, J., Broderick, A. J., & Lee, N. (2007). Word of mouth communication within online communities: Conceptualizing the online social network. *Journal of interactive marketing*, 21(3), 2-20. <https://doi.org/10.1002/dir.20082>
- Buttle, F. A. (1998). Word of mouth: understanding and managing referral marketing. *Journal of strategic marketing*, 6(3), 241-254. <https://doi.org/10.1080/096525498346658>
- Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological bulletin*, 56(2), 81.
- Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological bulletin*, 56(2), 81.
- Chaffey, D. (2007). *E-business and E-commerce Management: Strategy, Implementation and Practice*. Pearson Education. England
- Chang, A., Hsieh, S.H. and Tseng, T.H. (2013), "Online brand community response to negative brand events: the role of group eWOM", *Internet Research*, Vol. 23 No. 4, pp. 486-506.
<https://doi.org/10.1108/IntR-06-2012-0107>
- Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total quality management*, 20(4), 423-443. <https://doi.org/10.1080/14783360902781923>
- Chao, A. L. (2004). *Web-based question bank/Chao Ai Ling* (Doctoral dissertation, University of Malaya).

- Chek, Y. L., & Ho, J. S. Y. (2016). Consumer electronics E-retailing: why the alliance of vendors' E-service quality, trust and trustworthiness matters. *Procedia-Social and Behavioral Sciences*, 219, 804-811. <https://doi.org/10.1016/j.sbspro.2016.05.083>
- Chen, L., & Zhu, F. (2021). Seller information sharing in online marketplaces. *Journal of Marketing Management*, 37(11-12), 1191-1218. <https://doi.org/10.1080/0267257X.2021.1900895>
- Chen, M. Y., & Teng, C. I. (2013). A comprehensive model of the effects of online store image on purchase intention in an e-commerce environment. *Electronic Commerce Research*, 13, 1-23.
- Chen, X., & Wei, S. (2019). Enterprise social media use and overload: A curvilinear relationship. *Journal of Information Technology*, 34(1), 22-38. <https://doi.org/10.1177/0268396218802728>
- Chen, X., Huang, Q., Davison, R. M., & Hua, Z. (2015). What drives trust transfer? The moderating roles of seller-specific and general institutional mechanisms. *International Journal of Electronic Commerce*, 20(2), 261-289. <https://doi.org/10.1080/10864415.2016.1087828>
- Chen, Y. and Barnes, S. (2007), "Initial trust and online buyer behaviour", *Industrial Management & Data Systems*, Vol. 107 No. 1, pp. 21-36. <https://doi.org/10.1108/02635570710719034>
- Chen, Y. H., Hsu, I. C., & Lin, C. C. (2010). Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of business research*, 63(9-10), 1007-1014. <https://doi.org/10.1016/j.jbusres.2009.01.023>
- Chen, Y., & Xie, J. (2008). Online consumer review: Word-of-mouth as a new element of marketing communication mix. *Management science*, 54(3), 477-491. <https://doi.org/10.1287/mnsc.1070.0810>
- Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision support systems*, 53(1), 218-225. <https://doi.org/10.1016/j.dss.2012.01.015>

- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of marketing research*, 43(3), 345-354.
<https://doi.org/10.1509/jmkr.43.3.345>
- Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of marketing research*, 43(3), 345-354.
<https://doi.org/10.1509/jmkr.43.3.345>
- Chevalier, S. (2021). Online marketplaces - statistics & facts. Retrieved from statista:
<https://www.statista.com/topics/4827/online-marketplaces/#topicOverview>
- Chin, W. W. (1998). Commentary: Issues and opinion on structural equation modeling. *MIS quarterly*, vii-xvi.
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295-336.
- Chin, W. W. (2009). How to write up and report PLS analyses. In *Handbook of partial least squares: Concepts, methods and applications* (pp. 655-690). Berlin, Heidelberg: Springer Berlin Heidelberg.
- Chiu, C.-M., Wang, E.T.G., Fang, Y.-H. and Huang, H.-Y. (2014), Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24: 85-114.
<https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Cialdini, R. B. (1987). Compliance principles of compliance professionals: Psychologists of necessity. In *Social influence: The ontario symposium* (Vol. 5, pp. 165-184).
- Comrey, A. L., & Lee, H. B. (2013). *A first course in factor analysis*. Psychology press.

- Cook, K. S., Cheshire, C., Rice, E. R., & Nakagawa, S. (2013). Social exchange theory. *Handbook of social psychology*, 61-88.
- Creswell, J. W. (2009). Mapping the field of mixed methods research. *Journal of mixed methods research*, 3(2), 95-108. <https://doi.org/10.1177/1558689808330883>
- Crilly, N., Moultrie, J., & Clarkson, P. J. (2004). Seeing things: consumer response to the visual domain in product design. *Design studies*, 25(6), 547-577. <https://doi.org/10.1016/j.destud.2004.03.001>
- Cui, Y., Mou, J., Cohen, J. et al. Understanding information system success model and valence framework in sellers' acceptance of cross-border e-commerce: a sequential multi-method approach. *Electron Commer Res* 19, 885–914 (2019). <https://doi.org/10.1007/s10660-019-09331-0>
- Dachyar, M., & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5), 946-966. <http://dx.doi.org/10.3926/ic.1119>
- Damayanti, A., Wibowo, L. A., & Humaira, A. (2017). Analyzing the effect of electronic word of mouth towards future behavioral intention of tourists. *Journal of Environmental Management & Tourism*, 8(4 (20)), 843-852. DOI:10.14505/jemt.v8.4(20).13
- Dan, C. (2014). Consumer-to-consumer (C2C) electronic commerce: the recent picture. *International Journal of networks and communications*, 4(2), 29-32. [Http://doi.org/10.5923/j.ijnc.20140402.01](http://doi.org/10.5923/j.ijnc.20140402.01)
- Das, G. (2016). Antecedents and consequences of trust: An e-tail branding perspective. *International Journal of Retail & Distribution Management*, 44(7), 713–730. <https://doi.org/10.1108/IJRDM-06-2015-0089>
- Day, G.S. (1976). A Two-Dimensional Concept of Brand Loyalty. In: *Mathematical Models in Marketing. Lecture Notes in Economics and Mathematical Systems*, vol 132. Springer, Berlin, Heidelberg. https://doi.org/10.1007/978-3-642-51565-1_26
- Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. *Management science*, 49(10), 1407-1424. <https://doi.org/10.1287/mnsc.49.10.1407.17308>

- Dholakia, R. R., Zhao, M., Dholakia, N., & Fortin, D. R. (2000). Interactivity and revisits to websites: A theoretical framework. Retrieved June, 17, 2002.
<http://ritim.cba.uri.edu/wp/>
- Dijkstra, T. K., & Henseler, J. (2015). Consistent partial least squares path modeling. *MIS quarterly*, 39(2), 297-316.
- Dimitrov, D. M. (2014). Statistical methods for validation of assessment scale data in counseling and related fields. John Wiley & Sons.
- Donabedian, A. (1966). Evaluating the quality of medical care. *The Milbank memorial fund quarterly*, 44(3), 166-206. <https://doi.org/10.2307/3348969>
- Drolet, A. L., & Morrison, D. G. (2001). Do we really need multiple-item measures in service research?. *Journal of service research*, 3(3), 196-204.
<https://doi.org/10.1177/109467050133001>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior*, 61, 47-55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Falk, R.F. and Miller, N.B. (1992) *A Primer for Soft Modeling*, pp.1–104, University of Akron Press, Akron, OH, U.S
- Fhonna, R. A., & Utami, S. (2018). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KETERLIBATAN KEPUTUSAN PEMBELIAN DAN KEPERCAYAAN PADA KONSUMEN SHOPEE DI UNIVERSITAS SYIAH KUALA. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 3(3), 20-32.
- Flavián, C., Guinalíu, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & management*, 43(1), 1-14. <https://doi.org/10.1016/j.im.2005.01.002>
- Fornell, C. & Cha, J. (1994) "Partial least squares " in *Advanced Methods of Marketing Research*, ed. R.P. Bagozzi, Blackwell, Cambridge, MA., pp. 52-78.
- Fornell, C., & Bookstein, F. L. (1982). Two structural equation models: LISREL and PLS applied to consumer exit-voice theory. *Journal of Marketing research*, 19(4), 440-452.
<https://doi.org/10.1177/002224378201900406>

- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
<https://doi.org/10.1177/002224378101800104>
- Fowler, F.J. (2013) *Survey Research Methods*, Sage Publications, Newbury Park, CA.
- Fradkin, A. (2017). Digital Marketplaces. In: *The New Palgrave Dictionary of Economics*. Palgrave Macmillan, London. https://doi.org/10.1057/978-1-349-95121-5_3052-2
- Fradkin, Andrey, (2017). Search, Matching, and the Role of Digital Marketplace Design in Enabling Trade: Evidence from Airbnb. <http://dx.doi.org/10.2139/ssrn.2939084>
- Fu Tsang, N. K., Lai, M. T., & Law, R. (2010). Measuring e-service quality for online travel agencies. *Journal of Travel & Tourism Marketing*, 27(3), 306-323.
<https://doi.org/10.1080/10548401003744743>
- Furr, R. M. (2021). *Psychometrics: an introduction*. SAGE publications.
- Gao, L., Waechter, K.A. Examining the role of initial trust in user adoption of mobile payment services: an empirical investigation. *Inf Syst Front* 19, 525–548 (2017).
<https://doi.org/10.1007/s10796-015-9611-0>
- Garver, M. S., & Mentzer, J. T. (1999). Logistics research methods: employing structural equation modeling to test for construct validity. *Journal of business logistics*, 20(1), 33.
- Gaur, V., Sharma, N.K. (2011). A Dynamic Seller Selection Model for an Agent Mediated e-Market. In: Abraham, A., Lloret Mauri, J., Buford, J.F., Suzuki, J., Thampi, S.M. (eds) *Advances in Computing and Communications*. ACC 2011. Communications in Computer and Information Science, vol 191. Springer, Berlin, Heidelberg.
https://doi.org/10.1007/978-3-642-22714-1_30
- Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services. *Omega*, 32(6), 407-424.
<https://doi.org/10.1016/j.omega.2004.01.006>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS quarterly*, 51-90. <https://doi.org/10.2307/30036519>

- Gefen, D., Straub, D., & Boudreau, M. C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Communications of the association for information systems*, 4(1), 7. <https://doi.org/10.17705/1CAIS.00407>
- Giao, H., Vuong, B., & Quan, T. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351-370.
- Ginting, Y., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329-340. <http://dx.doi.org/10.5267/j.ijdns.2022.10.001>
- Goldman, M., & Rao, J. (2016). Experiments as Instruments: Heterogeneous Position Effects in Sponsored Search Auctions. *EAI Endorsed Trans. Serious Games*, 3(11), e2.
- Goodhue, D. L., & Thompson, R. L. (1995). Task-technology fit and individual performance. *MIS quarterly*, 213-236.
- Gorsuch, R. L. (1988). Exploratory factor analysis. *Handbook of multivariate experimental psychology*, 231-258.
- Gould, J. D., & Lewis, C. (1985). Designing for usability: key principles and what designers think. *Communications of the ACM*, 28(3), 300-311. <https://doi.org/10.1145/3166.3170>
- Grewal, L., Stephen, A. T., & Coleman, N. V. (2019). When posting about products on social media backfires: The negative effects of consumer identity signaling on product interest. *Journal of Marketing Research*, 56(2), 197-210. <https://doi.org/10.2307/23044048>
- Gull, H., Saeed, S., Iqbal, S. Z., Bamarouf, Y. A., Alqahtani, M. A., Alabbad, D. A., ... & Alamer, A. (2022). An empirical study of mobile commerce and customers security perception in Saudi Arabia. *Electronics*, 11(3), 293. <https://doi.org/10.3390/electronics11030293>
- Gunasekaran, A., McNeil, R.D. and Shaul, D. (2002), "E-learning: research and applications", *Industrial and Commercial Training*, Vol. 34 No. 2, pp. 44-53. <https://doi.org/10.1108/00197850210417528>

- Gupta, S., & Kim, H. W. (2007). The moderating effect of transaction experience on the decision calculus in on-line repurchase. *International journal of electronic commerce*, 12(1), 127-158. <https://doi.org/10.2753/JEC1086-4415120105>
- Gupta, V. (2019), "The influencing role of social media in the consumer's hotel decision-making process", *Worldwide Hospitality and Tourism Themes*, Vol. 11 No. 4, pp. 378-391. <https://doi.org/10.1108/WHATT-04-2019-0019>
- Hair Jr., J.F., Sarstedt, M., Ringle, C.M. and Gudergan, S.P. (2017) *Advanced Issues in Partial Least Squares Structural Equation Modeling*, Sage Publications, USA.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (2010). *Multivariate Data Analysis* New Jersey.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis* (Vol. 6).
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19(2), 139-152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the academy of marketing science*, 40, 414-433.
- Hair, J., & Jnr, B. (2009). BJ, & Anderson, RE (2010). *Multivariate data analysis: A global perspective*: Upper Saddle River: Pearson Prentice Hall.
- Handel, B., & Kolstad, J. (2015). *Getting the Most from Marketplaces: Smart Policies on Health Insurance Choices*. Washington (DC): Brookings Institution.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of interactive marketing*, 18(1), 38-52. <https://doi.org/10.1002/dir.10073>
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *New challenges to international marketing*. Emerald Group Publishing Limited. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)

- Holmes-Smith, P., Coote, L., & Cunningham, E. (2006). Structural equation modeling: From the fundamentals to advanced topics. Melbourne: Sreams.
- Homans, G. C. (1958). Social behavior as exchange. *American journal of sociology*, 63(6), 597-606.
- Homburg, C., Grozdanovic, M., & Klarmann, M. (2007). Responsiveness to customers and competitors: the role of affective and cognitive organizational systems. *Journal of Marketing*, 71(3), 18-38. <https://doi.org/10.1509/jmkg.71.3.018>
- Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust. *International journal of information management*, 31(5), 469-479. <https://doi.org/10.1016/j.ijinfomgt.2011.02.001>
- Hortaçsu, Ali, and Chad Syverson. 2015. "The Ongoing Evolution of US Retail: A Format Tug-of-War." *Journal of Economic Perspectives*, 29 (4): 89-112. DOI: 10.1257/jep.29.4.89
- Hsu, C.-L., Chen, M.-C., & Kumar, V. (2018). How social shopping retains customers? Capturing the essence of website quality and relationship quality. *Total Quality Management & Business Excellence*, 29(1–2), 161–184. <https://doi.org/10.1080/14783363.2016.1171706>
- Huang, D., Chen, Q., Huang, J., Kong, S., & Li, Z. (2021). Customer-robot interactions: Understanding customer experience with service robots. *International Journal of Hospitality Management*, 99, 103078. <https://doi.org/10.1016/j.ijhm.2021.103078>
- Ibrahim, A. M. M., Hassan, M. S. H., & Yusuf, S. (2019). Factors determining e-shopping compliance by Nigerians. In M. Khosrow-Pour (Ed.), *Advanced methodologies and technologies in digital marketing and entrepreneurship* (pp. 219–232)
- Investopedia, (2021). How Are eBay and Amazon Different?. Investopedia. Retrieved from <https://www.investopedia.com/articles/investing/061215/how-are-ebay-and-amazon-different.asp>
- Ivanov, A., Head, M. and Biela, C. (2022), "Mobile shopping decision comfort using augmented reality: the effects of perceived augmentation and haptic imagery", *Asia*

- Pacific Journal of Marketing and Logistics, Vol. ahead-of-print No. ahead-of-print.
<https://doi.org/10.1108/APJML-06-2022-0518>
- Jarvenpaa, S. L., Tractinsky, N., & Saarinen, L. (1999). Consumer trust in an Internet store: A cross-cultural validation. *Journal of Computer-Mediated Communication*, 5(2), JCMC526. <https://doi.org/10.1111/j.1083-6101.1999.tb00337.x>
- Jeong, M., Oh, H., & Gregoire, M. (2003). Conceptualizing web site quality and its consequences in the lodging industry. *International Journal of Hospitality Management*, 22(2), 161-175. [https://doi.org/10.1016/S0278-4319\(03\)00016-1](https://doi.org/10.1016/S0278-4319(03)00016-1)
- Jiuan Tan, S. (1999), "Strategies for reducing consumers' risk aversion in Internet shopping", *Journal of Consumer Marketing*, Vol. 16 No. 2, pp. 163-180.
<https://doi.org/10.1108/07363769910260515>
- Kaiser, H.F. (1974). An index of factorial simplicity. *Psychometrika* 39, 31–36.
<https://doi.org/10.1007/BF02291575>
- Kalia, P., & Paul, J. (2021). E-service quality and e-retailers: Attribute-based multi-dimensional scaling. *Computers in Human Behavior*, 115, 106608.
<https://doi.org/10.1016/j.chb.2020.106608>
- Kannan, V. R., & Tan, K. C. (2002). Supplier selection and assessment: Their impact on business performance. *Journal of supply chain management*, 38(3), 11-21.
<https://doi.org/10.1111/j.1745-493X.2002.tb00139.x>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Keil, M., Tan, B. C., Wei, K. K., Saarinen, T., Tuunainen, V., & Wassenaar, A. (2000). A cross-cultural study on escalation of commitment behavior in software projects. *MIS quarterly*, 299-325. <https://doi.org/10.2307/3250940>
- Khan, N. A., & Khan, A. N. (2019). What followers are saying about transformational leaders fostering employee innovation via organisational learning, knowledge sharing and social media use in public organisations?. *Government Information Quarterly*, 36(4), 101391. <https://doi.org/10.1016/j.giq.2019.07.003>

- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251. <https://doi.org/10.1016/j.bushor.2011.01.005>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Kim, C., Galliers, R. D., Shin, N., Ryoo, J. H., & Kim, J. (2012). Factors influencing Internet shopping value and customer repurchase intention. *Electronic commerce research and applications*, 11(4), 374-387. <https://doi.org/10.1016/j.elerap.2012.04.002>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), 544-564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, J. and Lennon, S.J. (2013), "Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention: Based on the stimulus-organism-response model", *Journal of Research in Interactive Marketing*, Vol. 7 No. 1, pp. 33-56. <https://doi.org/10.1108/17505931311316734>
- Kim, J., & Lee, J. (2002). Critical design factors for successful e-commerce systems. *Behaviour & Information Technology*, 21(3), 185-199. <https://doi.org/10.1080/0144929021000009054>
- Kim, Kyu and Prabhakar, Bipan, (2000). "Initial Trust, Perceived Risk, and the Adoption of Internet Banking". *ICIS 2000 Proceedings*. 55. <https://aisel.aisnet.org/icis2000/55>
- Kim, M. S., & Ahn, J. H. (2007). Management of trust in the e-marketplace: the role of the buyer's experience in building trust. *Journal of Information Technology*, 22(2), 119-132. <https://doi.org/10.1057/palgrave.jit.2000095>
- Kırcova, İ., Yaman, Y., & Köse, Ş. G. (2021). Instagram, Facebook or Twitter: which engages best? A comparative study of consumer brand engagement and social commerce purchase intention.
- Kline, P. (2014). *An easy guide to factor analysis*. Routledge.
- Kline, R. B. (2004). *Structural equation modeling*: Guilford Press New York, NY.

- Kline, R. B. (2011). Convergence of structural equation modeling and multilevel modeling. Sage Publication. <https://doi.org/10.4135/9781446268261>
- Kline, R. B. (2015) 'Principles and Practice of Structural Equation Modeling, Guilford Publications, New York, USA.
- Knoll, J., & Proksch, R. (2017). Why we watch others' responses to online advertising—investigating users' motivations for viewing user-generated content in the context of online advertising. *Journal of Marketing Communications*, 23(4), 400-412.
<https://doi.org/10.1080/13527266.2015.1051092>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration (ijec)*, 11(4), 1-10.
- Kolb, D. A. (1984). Experience as the source of learning and development. Upper Sadle River: Prentice Hall.
- Kopelman, J. M. and Balijepalli, S. (2010) U.S. Patent No. 7,774,234, Patent and Trademark Office, Washington, DC: U.S.
- Korfiatis, N., García-Bariocanal, E., & Sánchez-Alonso, S. (2012). Evaluating content quality and helpfulness of online product reviews: The interplay of review helpfulness vs. review content. *Electronic Commerce Research and Applications*, 11(3), 205-217.
<https://doi.org/10.1016/j.elerap.2011.10.003>
- Korolov, M. (2020, July 6). Global online marketplace sales hit \$2.67 trillion in 2019. *Digital Commerce 360*. Retrieved from <https://www.digitalcommerce360.com/article/global-online-marketplace-sales-hit-2-67-trillion-in-2019/>
- Kou, Y., Gray, C., Toombs, A., & Adams, R. (2018). Knowledge production and social roles in an online community of emerging occupation: A study of user experience practitioners on Reddit. Hawaii
- Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information systems research*, 13(2), 205-223.
<https://doi.org/10.1287/isre.13.2.205.83>
- Kristof-Brown, A. L., Zimmerman, R. D., & Johnson, E. C. (2005). Consequences OF INDIVIDUALS'FIT at work: A meta-analysis OF person–job, person–organization,

- person–group, and person–supervisor fit. *Personnel psychology*, 58(2), 281-342.
<https://doi.org/10.1111/j.1744-6570.2005.00672.x>
- Kudeshia, C. and Kumar, A. (2017), "Social eWOM: does it affect the brand attitude and purchase intention of brands?", *Management Research Review*, Vol. 40 No. 3, pp. 310-330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Kumar, S., Eidem, J. and Noriega Perdomo, D. (2012), "Clash of the e-commerce titans: A new paradigm for consumer purchase process improvement", *International Journal of Productivity and Performance Management*, Vol. 61 No. 7, pp. 805-830.
<https://doi.org/10.1108/17410401211263872>
- Lawrence, D., & Tavakol, S. (2006). *Balanced website design: optimising aesthetics, usability and purpose*. Springer Science & Business Media.
- Lee, G. and Lin, H. (2005), "Customer perceptions of e-service quality in online shopping", *International Journal of Retail & Distribution Management*, Vol. 33 No. 2, pp. 161-176.
<https://doi.org/10.1108/09590550510581485>
- Leong, M. K., Osman, S., Laily, P., & Sabri, M. F. (2019). Enhancing consumer online engagement through consumer involvement: A case of airline and hospitality services in Malaysia. *Management Science Letters*, 9, 795-808.
<https://dx.doi.org/10.5267/j.msl.2019.3.008>
- Lewis, B. R., Templeton, G. F., & Byrd, T. A. (2005). A methodology for construct development in MIS research. *European Journal of Information Systems*, 14(4), 388-400. <https://doi.org/10.1057/palgrave.ejis.3000552>
- Li, H., Cao, J., Castro-Lacouture, D., & Skibniewski, M. (2003). A framework for developing a unified B2B e-trading construction marketplace. *Automation in Construction*, 12(2), 201-211. [https://doi.org/10.1016/S0926-5805\(02\)00076-6](https://doi.org/10.1016/S0926-5805(02)00076-6)
- Li, H., Fang, Y., Wang, Y., Lim, K.H. and Liang, L. (2015), "Are all signals equal? Investigating the differential effects of online signals on the sales performance of e-marketplace sellers", *Information Technology & People*, Vol. 28 No. 3, pp. 699-723.
<https://doi.org/10.1108/ITP-11-2014-0265>

- Li, L., Tadelis, S., & Zhou, X. (2020). Buying reputation as a signal of quality: Evidence from an online marketplace. *The RAND Journal of Economics*, 51(4), 965-988.
<https://doi.org/10.1111/1756-2171.12346>
- Li, W. C., Nirei, M., & Yamana, K. (2019). Value of data: there's no such thing as a free lunch in the digital economy. RIETI.
- Liang, M., Xin, Z., Yan, D.X. and Jianxiang, F. (2021), "How to improve employee satisfaction and efficiency through different enterprise social media use", *Journal of Enterprise Information Management*, Vol. 34 No. 3, pp. 922-947.
<https://doi.org/10.1108/JEIM-10-2019-0321>
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price perceptions and consumer shopping behavior: a field study. *Journal of marketing research*, 30(2), 234-245. <https://doi.org/10.1177/002224379303000208>
- Lim, K., Heinrichs, J.H. and Lim, J. (2009), "Testing a MIMIC model of e-shopping site usage", *International Journal of Retail & Distribution Management*, Vol. 37 No. 10, pp. 852-866. <https://doi.org/10.1108/09590550910988039>
- Lin, C. C., Wu, H. Y., & Chang, Y. F. (2011). The critical factors impact on online customer satisfaction. *Procedia Computer Science*, 3, 276-281.
<https://doi.org/10.1016/j.procs.2010.12.047>
- Lin, H. F. (2007). The impact of website quality dimensions on customer satisfaction in the B2C e-commerce context. *Total Quality Management and Business Excellence*, 18(4), 363-378. <https://doi.org/10.1080/14783360701231302>
- Liu, C. H. S. and Lee, T. (2016) 'Service quality and price perception of service: Influence on word-of-mouth and revisit intention', *Journal of Air Transport Management*, Vol. 52, No. 3, pp.42–54. <https://doi.org/10.1016/j.jairtraman.2015.12.007>
- Liu, Y., Bi, J. W., & Fan, Z. P. (2017). Ranking products through online reviews: A method based on sentiment analysis technique and intuitionistic fuzzy set theory. *Information Fusion*, 36, 149-161. <https://doi.org/10.1016/j.inffus.2016.11.012>
- Loureiro, S. M., Cavallero, L., & Miranda, F. J. (2018). Fashion brands on retail websites: Customer performance expectancy and e-word-of-mouth. *Journal of Retailing and Consumer Services*, 41, 131-141. <https://doi.org/10.1016/j.jretconser.2017.12.005>

- Lovelock, C., & Wirtz, J. (2011). Principles of service marketing: People, technology, strategy. Seventh Edition.
- Luca, M. (2017). Designing online marketplaces: Trust and reputation mechanisms. *Innovation Policy and the Economy*, 17(1), 77-93. <https://doi.org/10.1086/688845>
- Malhotra, M. K., & Grover, V. (1998). An assessment of survey research in POM: from constructs to theory. *Journal of operations management*, 16(4), 407-425. [https://doi.org/10.1016/S0272-6963\(98\)00021-7](https://doi.org/10.1016/S0272-6963(98)00021-7)
- Mansourian, A., Omid, E., Toomanian, A., & Harrie, L. (2011). Expert system to enhance the functionality of clearinghouse services. *Computers, Environment and Urban Systems*, 35(2), 159-172. <https://doi.org/10.1016/j.compenvurbsys.2010.06.003>
- Marketo (2010), The Definitive Guide to B2B Social Media: A Marketo Workbook, San Mateo, CA (available at <http://docs.cdn.marketo.com/Guide-B2B-Social-Media-Part2.pdf>)
- Matute, J., Polo-Redondo, Y. and Utrillas, A. (2016), "The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness", *Online Information Review*, Vol. 40 No. 7, pp. 1090-1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- McKnight, D. H., & Chervany, N. L. (2001). What trust means in e-commerce customer relationships: An interdisciplinary conceptual typology. *International journal of electronic commerce*, 6(2), 35-59. <https://doi.org/10.1080/10864415.2001.11044235>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a web site: a trust building model. *The journal of strategic information systems*, 11(3-4), 297-323. [https://doi.org/10.1016/S0963-8687\(02\)00020-3](https://doi.org/10.1016/S0963-8687(02)00020-3)
- Mehrabian, A., & Russell, J. A. (1973). A measure of arousal seeking tendency. *Environment and Behavior*, 5(3), 315.
- Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard business review*, 85(2), 116.
- Morales Espinoza, M. (1999), "Assessing the cross-cultural applicability of a service quality measure A comparative study between Quebec and Peru", *International Journal of*

- Service Industry Management, Vol. 10 No. 5, pp. 449-468.
<https://doi.org/10.1108/09564239910288987>
- Morales, A. (2011). Marketplaces: Prospects for social, economic, and political development. *Journal of Planning Literature*, 26(1), 3-17. <https://doi.org/10.1177/0885412210388040>
- Mou, J., Ren, G., Qin, C., & Kurcz, K. (2019). Understanding the topics of export cross-border e-commerce consumers feedback: an LDA approach. *Electronic Commerce Research*, 19, 749-777. doi/10.1108/INTR-06-2018-0259
- Mukerjee, K. (2020), "Impact of self-service technologies in retail banking on cross-buying and word-of-mouth", *International Journal of Retail & Distribution Management*, Vol. 48 No. 5, pp. 485-500. <https://doi.org/10.1108/IJRDM-08-2019-0261>
- Munnukka, J., Karjaluoto, H., & Tikkanen, A. (2015). Are Facebook brand community members truly loyal to the brand?. *Computers in Human Behavior*, 51, 429-439. <https://doi.org/10.1016/j.chb.2015.05.031>
- Napawut, W., Siripipatthanakul, S., Phayaphrom, B., Siripipattanakul, S., & Limna, P. (2022). The Mediating Effect of E-WOM on the Relationship Between Digital Marketing Activities and Intention to Buy Via Shopee. *International Journal of Behavioral Analytics*, 2(2), 1-13.
- Newman Jr, P. J. (2003). An investigation of consumer reactions to negative word-of-mouth on the Internet. University of Illinois at Urbana-Champaign.
- Nielsen, J. (1994). Usability engineering. San Francisco, CA: Morgan Kaufmann.
- Nieto, J., Hernández-Maestro, R. M., & Muñoz-Gallego, P. A. (2014). Marketing decisions, customer reviews, and business performance: The use of the Toprural website by Spanish rural lodging establishments. *Tourism management*, 45, 115-123. <https://doi.org/101016/j.tourman-2014.03.009>
- Noorian, Z., Zhang, J., Liu, Y., Marsh, S., & Fleming, M. (2014). Trust-oriented buyer strategies for seller reporting and selection in competitive electronic marketplaces. *Autonomous Agents and Multi-Agent Systems*, 28, 896-933.
- Nunnally, J., & Bernstein, I. (1994). *Psychometric Theory* 3rd edition (MacGraw-Hill, New York).

- Pallant, J. (2020). SPSS survival manual: A step by step guide to data analysis using IBM SPSS. McGraw-hill education (UK).
- Pallant, J. (2020). SPSS survival manual: A step by step guide to data analysis using IBM SPSS. McGraw-hill education (UK).
- Paraskevas, A. (2001), "Exploring hotel internal service chains: a theoretical approach", *International Journal of Contemporary Hospitality Management*, Vol. 13 No. 5, pp. 251-258. <https://doi.org/10.1108/09596110110395947>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988, 64(1), 12-40.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. 1988, 64(1), 12-40.
- Park, C. and Kim, Y. (2003), "Identifying key factors affecting consumer purchase behavior in an online shopping context", *International Journal of Retail & Distribution Management*, Vol. 31 No. 1, pp. 16-29. <https://doi.org/10.1108/09590550310457818>
- Park, C., & Lee, T. M. (2009). Information direction, website reputation and eWOM effect: A moderating role of product type. *Journal of Business research*, 62(1), 61-67. <https://doi.org/10.1016/j.jbusres.2007.11.017>
- Park, C., Wang, Y., Yao, Y., & Kang, Y. R. (2011). Factors influencing eWOM effects: Using experience, credibility, and susceptibility. *International Journal of Social Science and Humanity*, 1(1), 74.
- Park, J. Y., Sung, C. S., & Im, I. (2017). Does social media use influence entrepreneurial opportunity? A review of its moderating role. *Sustainability*, 9(9), 1593. <https://doi.org/10.3390/su9091593>
- Pasaribu, F., Sari, W., Bulan, T & Astuty, W. (2022). The effect of e-commerce service quality on customer satisfaction, trust and loyalty. *International Journal of Data and Network Science*, 6(4), 1077-1084. <http://dx.doi.org/10.5267/j.ijdns.2022.8.001>
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International journal of electronic commerce*, 7(3), 101-134. <https://doi.org/10.1080/10864415.2003.11044275>

- Pavlou, P. A., & Dimoka, A. (2006). The nature and role of feedback text comments in online marketplaces: Implications for trust building, price premiums, and seller differentiation. *Information systems research*, 17(4), 392-414. <https://doi.org/10.1287/isre.1060.0106>
- Pavlou, P. A., Liang, H., & Xue, Y. (2007). Understanding and mitigating uncertainty in online exchange relationships: A principal-agent perspective. *MIS quarterly*, 105-136. <https://doi.org/10.2307/25148783>
- Pee, L. G., Jiang, J., & Klein, G. (2018). Signaling effect of website usability on repurchase intention. *International Journal of Information Management*, 39, 228-241. <https://doi.org/10.1016/j.ijinfomgt.2017.12.010>
- Pereira, H. G., de Fátima Salgueiro, M., & Rita, P. (2016). Online purchase determinants of loyalty: The mediating effect of satisfaction in tourism. *Journal of Retailing and consumer Services*, 30, 279-291. <https://doi.org/10.1016/j.jretconser.2016.01.003>
- Peter, J. P. (1979). Reliability: A review of psychometric basics and recent marketing practices. *Journal of marketing research*, 16(1), 6-17. <https://doi.org/10.1177/002224377901600102>
- Phau, I. and Meng Poon, S. (2000), "Factors influencing the types of products and services purchased over the Internet", *Internet Research*, Vol. 10 No. 2, pp. 102-113. <https://doi.org/10.1108/10662240010322894>
- Pinsonneault, A., & Kraemer, K. (1993). Survey research methodology in management information systems: an assessment. *Journal of management information systems*, 10(2), 75-105. <https://doi.org/10.1080/07421222.1993.11518001>
- Pitafi, A. H., Khan, A. N., Khan, N. A., & Ren, M. (2020). Using enterprise social media to investigate the effect of workplace conflict on employee creativity. *Telematics and Informatics*, 55, 101451. <https://doi.org/10.1016/j.tele.2020.101451>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, 88(5), 879.
- Ponte, E. B., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of

- assurance on trust antecedents. *Tourism management*, 47, 286-302.
<https://doi.org/10.1016/j.tourman.2014.10.009>
- Prerna Yadav (2022). Flipkart faces massive backlash on Twitter after it cancels several orders following Big Billion Days sale. Retrieved from
<https://www.indiatvnews.com/trending/news/flipkart-faces-massive-backlash-on-twitter-after-it-cancels-several-orders-following-big-billion-days-sale-2022-10-04-813660>
- Ramble, R. (2020). How Covid-19 changed e-commerce: sales growth and irreversible dependence. *TheDrum*. Retrieved from
<https://www.thedrum.com/opinion/2021/01/13/how-covid-19-changed-e-commerce-sales-growth-and-irreversible-dependence>.
- Ranganathan, C., & Jha, S. (2007). Examining online purchase intentions in B2C E-commerce: Testing an integrated model. *Information Resources Management Journal (IRMJ)*, 20(4), 48-64. 10.4018/irmj.2007100104
- Reza Jalilvand, M. and Samiei, N. (2012), "The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran", *Marketing Intelligence & Planning*, Vol. 30 No. 4, pp. 460-476.
<https://doi.org/10.1108/02634501211231946>
- Riazati, M., Shajari, M. & Khorsandi, S. (2019). An incentive mechanism to promote honesty among seller agents in electronic marketplaces. *Electron Commer Res* 19, 231–255.
<https://doi.org/10.1007/s10660-018-9298-7>
- Richard, M. O. (2005). Modeling the impact of internet atmospherics on surfer behavior. *Journal of business research*, 58(12), 1632-1642.
<https://doi.org/10.1016/j.jbusres.2004.07.009>
- Rigdon, E. E. (2014). Rethinking partial least squares path modeling: breaking chains and forging ahead. *Long range planning*, 47(3), 161-167.
<https://doi.org/10.1016/j.lrp.2014.02.003>
- Roscoe, J.T. (1975) *Fundamental Research Statistics for the Behavioral Science*, International Series in Decision Process, 2nd Edition, Holt, Rinehart and Winston, Inc., New York

- Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of management review*, 23(3), 393-404.
<https://doi.org/10.5465/amr.1998.926617>
- Sahney, S. (2015). Critical success factors in online retail—an application of quality function deployment and interpretive structural modeling. *International Journal of Business and Information*, 3(1).
- Salisbury, W.D., Pearson, R.A., Pearson, A.W. and Miller, D.W. (2001), "Perceived security and World Wide Web purchase intention", *Industrial Management & Data Systems*, Vol. 101 No. 4, pp. 165-177. <https://doi.org/10.1108/02635570110390071>
- Santos, J. (2003), "E-service quality: a model of virtual service quality dimensions", *Managing Service Quality: An International Journal*, Vol. 13 No. 3, pp. 233-246.
<https://doi.org/10.1108/09604520310476490>
- Sarah, D. (2020). How Coronavirus (COVID-19) Is Impacting Ecommerce from Roirevolution: <https://roirevolution.com/blog/coronavirus-and-ecommerce/>
- Saravanakumar, M., & SuganthaLakshmi, T. (2012). Social media marketing. *Life science journal*, 9(4), 4444-4451.
- Sarstedt, M., Hair Jr, J. F., Cheah, J. H., Becker, J. M. and Ringle, C. M. (2019) 'How to specify, estimate, and validate higher-order constructs in PLS-SEM', *Australasian Marketing Journal (A.M.J.)*, Vol. 27, No. 3, pp.197-211.
- Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the emancipation of PLS-SEM: A commentary on Rigdon (2012). *Long range planning*, 47(3), 154-160.
- Schindler, D.R. & Cooper, P.S. (2003) *Business Research Methods*, 8th edn, McGraw-Hill, New York.
- Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, 22(2), 189-214. <https://doi.org/10.1080/13527266.2013.871323>
- Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006). Converting web site visitors into buyers: how web site investment increases consumer trusting beliefs and online purchase intentions. *Journal of marketing*, 70(2), 133-148.
<https://doi.org/10.1509/jmkg.70.2.133>

- Schomm, F., Stahl, F., & Vossen, G. (2013). Marketplaces for data: an initial survey. *ACM SIGMOD Record*, 42(1), 15-26. <https://doi.org/10.1145/2481528.2481532>
- Scott, D. M. (2009). *The new rules of marketing and PR: how to use social media, blogs, news releases, online video, and viral marketing to reach buyers directly*. John Wiley & Sons.
- See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust—A theoretical analysis. *Computers in human behavior*, 31, 182-189. <https://doi.org/10.1016/j.chb.2013.10.013>
- Sekaran, U. (2000) *Research Methods For Business: A Skill-Building Approach*, 3rd edn, John Wiley & Sons, Inc, New York, NY.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons, New York, NY.
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of theoretical and applied electronic commerce research*, 13(1), 26-38. <https://doi.org/10.4067/S0718-18762018000100103>
- Shao Yeh, Y. and Li, Y. (2009), "Building trust in m-commerce: contributions from quality and satisfaction", *Online Information Review*, Vol. 33 No. 6, pp. 1066-1086. <https://doi.org/10.1108/14684520911011016>
- Shao Yeh, Y. and Li, Y. (2009), "Building trust in m-commerce: contributions from quality and satisfaction", *Online Information Review*, Vol. 33 No. 6, pp. 1066-1086. <https://doi.org/10.1108/14684520911011016>
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism management*, 32(6), 1310-1323. <https://doi.org/10.1016/j.tourman.2010.12.011>
- Spence, M. (1978). Job market signaling. In *Uncertainty in economics* (pp. 281-306). Academic Press.
- Srinivasan, A. (1985). Alternative measures of system effectiveness: associations and implications. *MIS quarterly*, 243-253. <https://doi.org/10.2307/248951>

- Standing, C., Holzweber, M., & Mattsson, J. (2016). Exploring emotional expressions in e-word-of-mouth from online communities. *Information Processing & Management*, 52(5), 721-732. <https://doi.org/10.1016/j.ipm.2016.01.001>
- Stockdale, R. and Standing, C. (2006), "A classification model to support SME e-commerce adoption initiatives", *Journal of Small Business and Enterprise Development*, Vol. 13 No. 3, pp. 381-394. <https://doi.org/10.1108/14626000610680262>
- Straub, D. W. (1989). Validating instruments in MIS research. *MIS quarterly*, 147-169. <https://doi.org/10.2307/248922>
- Straub, D., Boudreau, M. C., & Gefen, D. (2004). Validation guidelines for IS positivist research. *Communications of the Association for Information systems*, 13(1), 24. <https://doi.org/10.17705/1CAIS.01324>
- Tabatabaei, M. & Gardiner, A. (2012). Recruiters' Perceptions of Information Systems Graduates with Traditional and Online Education. *Journal of Information Systems Education*, 23(2), 133-142.
- Tang, H., Lin, X. Curbing shopping cart abandonment in C2C markets — an uncertainty reduction approach. *Electron Markets* 29, 533–552 (2019). <https://doi.org/10.1007/s12525-018-0313-6>
- Taylor, S. A., & Cronin Jr, J. J. (1994). An empirical assessment of the SERVPERF scale. *Journal of Marketing Theory and Practice*, 2(4), 52-69. <https://doi.org/10.1080/10696679.1994.11501669>
- Teo, T., Lee, C. B., Chai, C. S., & Wong, S. L. (2009). Assessing the intention to use technology among pre-service teachers in Singapore and Malaysia: A multigroup invariance analysis of the Technology Acceptance Model (TAM). *Computers & Education*, 53(3), 1000-1009. <https://doi.org/10.1016/j.compedu.2009.05.017>
- Tian, X., He, W., Tang, C., Li, L., Xu, H. and Selover, D. (2020), "A new approach of social media analytics to predict service quality: evidence from the airline industry", *Journal of Enterprise Information Management*, Vol. 33 No. 1, pp. 51-70. <https://doi.org/10.1108/JEIM-03-2019-0086>
- Trochim, W., & Donnelly, J. (2006). The research methods knowledge. Retrieved on November, 17, 2009.

- Turban E, King D, Viehland D, Lee J. (2006) *Electronic Commerce: a Managerial Perspective*, Pearson Education Inc, New Jersey, USA.
- Tversky, A., & Kahneman, D. (1974). Judgment under Uncertainty: Heuristics and Biases: Biases in judgments reveal some heuristics of thinking under uncertainty. *science*, 185(4157), 1124-1131. <https://doi.org/10.1126/science.185.4157.1124>
- Urbach, N., & Ahlemann, F. (2010). Structural equation modeling in information systems research using partial least squares. *Journal of Information Technology Theory and Application (JITTA)*, 11(2), 2.
- Ursu, R. M. (2018). The power of rankings: Quantifying the effect of rankings on online consumer search and purchase decisions. *Marketing Science*, 37(4), 530-552. <https://doi.org/10.1287/mksc.2017.1072>
- Vargo, S. L., Wieland, H., & Akaka, M. A. (2015). Innovation through institutionalization: A service ecosystems perspective. *Industrial Marketing Management*, 44, 63-72. <https://doi.org/10.1016/j.indmarman.2014.10.008>
- Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The influence of online shopping determinants on customer satisfaction in the Serbian market. *Journal of theoretical and applied electronic commerce research*, 14(2), 70-89. <http://dx.doi.org/10.4067/S0718-18762019000200107>
- Veal, A. J. (2005). *Business research methods: A managerial approach*. Pearson Education Australia/Addison Wesley.
- Vermeulen, I. E., & Seegers, D. (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. *Tourism management*, 30(1), 123-127. <https://doi.org/10.1016/j.tourman.2008.04.008>
- Wandoko, W., & Panggati, I. E. (2022). The influence of digital influencer, e-WOM and information quality on customer repurchase intention toward online shop in e-marketplace during pandemic COVID-19: The mediation effect of customer trust. *Journal of Relationship Marketing*, 21(2), 148-167. <https://doi.org/10.1080/15332667.2022.2035198>

- Wang, L., Law, R., Guillet, B. D., Hung, K., & Fong, D. K. C. (2015). Impact of hotel website quality on online booking intentions: eTrust as a mediator. *International Journal of Hospitality Management*, 47, 108-115. <https://doi.org/10.1016/j.ijhm.2015.03.012>
- Wang, M. Y., Zhang, P. Z., Zhou, C. Y., & Lai, N. Y. (2019). Effect of emotion, expectation, and privacy on purchase intention in WeChat health product consumption: The mediating role of trust. *International Journal of Environmental Research and Public Health*, 16(20), 3861.
- Wang, Melinda, "Impact of Signals And Signal Generation on Sales Rank on Amazon.com" (2019). Wharton Research Scholars. 175. https://repository.upenn.edu/whartonresearch_scholars/175
- Wang, Weiquan and Benbasat, Izak, "Trust and TAM for Online Recommendation Agents" (2004). AMCIS 2004 Proceedings. 244. <http://aisel.aisnet.org/amcis2004/244>
- Wang, Y., & Fesenmaier, D. R. (2004). Towards understanding members' general participation in and active contribution to an online travel community. *Tourism management*, 25(6), 709-722. <https://doi.org/10.1016/j.tourman.2003.09.011>
- Wang, Y., Tao, L., & Zhang, X. X. (2022, September). Recommending for a multi-sided marketplace with heterogeneous contents. In *Proceedings of the 16th ACM Conference on Recommender Systems* (pp. 456-459).
- Wei, K., Li, Y., Zha, Y. and Ma, J. (2019), "Trust, risk and transaction intention in consumer-to-consumer e-marketplaces: An empirical comparison between buyers' and sellers' perspectives", *Industrial Management & Data Systems*, Vol. 119 No. 2, pp. 331-350. <https://doi.org/10.1108/IMDS-10-2017-0489>
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS quarterly*, 373-396. <https://doi.org/10.2307/23044048>
- Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of marketing research*, 24(3), 258-270. <https://doi.org/10.1177/002224378702400302>

- Wetzels, M., Odekerken-Schröder, G., & Van Oppen, C. (2009). Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration. *MIS quarterly*, 177-195. <https://doi.org/10.2307/20650284>
- Whyte, J. L. (1993). The freight transport market: buyer-seller relationships and selection criteria. *International Journal of physical distribution & logistics management*, 23(3), 29-37. <https://doi.org/10.1108/09600039310039179>
- Winkler, T. J., & Wulf, J. (2019). Effectiveness of IT service management capability: Value co-creation and value facilitation mechanisms. *Journal of Management Information Systems*, 36(2), 639-675. <https://doi.org/10.1080/07421222.2019.1599513>
- Wong, K. K. K. (2013). Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, 24(1), 1-32.
- Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of retailing and consumer services*, 22, 244-249. <https://doi.org/10.1016/j.jretconser.2014.08.005>
- Yadavalli, V. S., Darbari, J. D., Bhayana, N., Jha, P. C., & Agarwal, V. (2019). An integrated optimization model for selection of sustainable suppliers based on customers' expectations. *Operations Research Perspectives*, 6, 100113. <https://doi.org/10.1016/j.orp.2019.100113>
- Yang, K., Li, X., Kim, H., & Kim, Y. H. (2015). Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation. *Journal of Retailing and Consumer Services*, 24, 1-9. <https://doi.org/10.1016/j.jretconser.2015.01.008>
- Yang, K., Li, X., Kim, H., & Kim, Y. H. (2015). Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: The reciprocating role of participation. *Journal of Retailing and Consumer Services*, 24, 1-9. <https://doi.org/10.1016/j.jretconser.2015.01.008>
- Yang, Z., Cai, S., Zhou, Z., & Zhou, N. (2005). Development and validation of an instrument to measure user perceived service quality of information presenting web portals. *Information & management*, 42(4), 575-589. <https://doi.org/10.1016/j.im.2004.03.001>

- Yen, C. and Lu, H. (2008), "Effects of e-service quality on loyalty intention: an empirical study in online auction", *Managing Service Quality: An International Journal*, Vol. 18 No. 2, pp. 127-146. <https://doi.org/10.1108/09604520810859193>
- Yi, C., Jiang, Z., & Benbasat, I. (2017). Designing for diagnosticity and serendipity: An investigation of social product-search mechanisms. *Information Systems Research*, 28(2), 413-429. <https://doi.org/10.1287/isre.2017.0695>
- Yoo, C. W., Kim, Y. J., & Sanders, G. L. (2015). The impact of interactivity of electronic word of mouth systems and E-Quality on decision support in the context of the e-marketplace. *Information & Management*, 52(4), 496-505. <https://doi.org/10.1016/j.im.2015.03.001>
- Yoo, K. H., & Gretzel, U. (2011). Influence of personality on travel-related consumer-generated media creation. *Computers in human behavior*, 27(2), 609-621. <https://doi.org/10.1016/j.chb.2010.05.002>
- Yoon, S. J. (2002). The antecedents and consequences of trust in online-purchase decisions. *Journal of interactive marketing*, 16(2), 47-63. <https://doi.org/10.1002/dir.10008>
- Zehir, C., & Narcıkara, E. (2016). E-service quality and e-recovery service quality: effects on value perceptions and loyalty intentions. *Procedia-Social and Behavioral Sciences*, 229, 427-443. <https://doi.org/10.1016/j.sbspro.2016.07.153>
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: a critical review of extant knowledge. *Journal of the academy of marketing science*, 30(4), 362-375. <https://doi.org/10.1177/009207002236911>
- Zhan, L., Sun, Y., Wang, N. and Zhang, X. (2016), "Understanding the influence of social media on people's life satisfaction through two competing explanatory mechanisms", *Aslib Journal of Information Management*, Vol. 68 No. 3, pp. 347-361. <https://doi.org/10.1108/AJIM-12-2015-0195>
- Zhang, Hongkai. 2017. Accelerated quality discovery through sponsored search advertising in online marketplaces. Manuscript.
- Zhang, J., Shabbir, R., Pitsaphol, C., & Hassan, W. (2015). Creating brand equity by leveraging value creation and consumer commitment in online brand communities: A conceptual framework. *International Journal of Business and Management*, 10(1), 80.

- Zhang, R., Jun, M. and Palacios, S. (2023), "M-shopping service quality dimensions and their effects on customer trust and loyalty: an empirical study", *International Journal of Quality & Reliability Management*, Vol. 40 No. 1, pp. 169-191.
<https://doi.org/10.1108/IJQRM-11-2020-0374>
- Zhang, S. N., Li, Y. Q., Liu, C. H., & Ruan, W. Q. (2019). Critical factors in the identification of word-of-mouth enhanced with travel apps: the moderating roles of Confucian culture and the switching cost view. *Asia Pacific Journal of Tourism Research*, 24(5), 422-442.
<https://doi.org/10.1080/10941665.2019.1572630>
- Zhang, X., Ma, L., Xu, B., & Xu, F. (2019). How social media usage affects employees' job satisfaction and turnover intention: An empirical study in China. *Information & Management*, 56(6), 103136. <https://doi.org/10.1016/j.im.2018.12.004>
- Zhou, T. (2011), "Examining the critical success factors of mobile website adoption", *Online Information Review*, Vol. 35 No. 4, pp. 636-652.
<https://doi.org/10.1108/14684521111161972>
- Zhou, T., Lu, Y. & Wang, B. Examining online consumers' initial trust building from an elaboration likelihood model perspective. *Inf Syst Front* 18, 265–275 (2016).
<https://doi.org/10.1007/s10796-014-9530-5>
- Zhou, W., Zhou, Y., Jiang, X., & Ning, P. (2012, February). Detecting repackaged smartphone applications in third-party android marketplaces. In *Proceedings of the second ACM conference on Data and Application Security and Privacy* (pp. 317-326).
<https://doi.org/10.1145/2133601.2133640>
- Zhu, D.H., Wang, Y.W. and Chang, Y.P. (2018), "The influence of online cross-recommendation on consumers' instant cross-buying intention: The moderating role of decision-making difficulty", *Internet Research*, Vol. 28 No. 3, pp. 604-622.
<https://doi.org/10.1108/IntR-05-2017-0211>
- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of marketing*, 74(2), 133-148.
<https://doi.org/10.1509/jm.74.2.133>

- Zhu, F., & Zhang, X. (2010). Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics. *Journal of marketing*, 74(2), 133-148.
<https://doi.org/10.1509/jm.74.2.133>
- Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring purchase intention in cross-border E-commerce: A three stage model. *Journal of Retailing and Consumer Services*, 51, 320-330. <https://doi.org/10.1016/j.jretconser.2019.07.004>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2003). *Business research methods* 7th ed. Thomson/South-Western Ohio.

APPENDIX

Section-A

Dear Participant,

I am a Ph.D. research scholar at the School of Management Studies, University of Hyderabad and seek your assistance. I am conducting a research study to understand consumer purchase behavior of the Online Marketplace e.g., Amazon, Flipkart, and eBay.

This survey is entirely anonymous, so please answer each question honestly. Your participation in this study will be essential to the accuracy of the results. Google Survey Forms been used in order to maintain and ensure anonymity. Please take a few minutes to complete the survey.

Sincerely,
Priyadarshi Ranjan
18mbph10@uohyd.ac.in

Section-B

Do you make purchases at online marketplaces?

☐ Yes

☐ No

Section-C

Demographic Factor

Gender ☐ Female | ☐ Male

Age Group ☐ 16-20 | ☐ 21-25 | ☐ 26-30 | ☐ 31-35 | ☐ Above 35

Education Level ☐ Under Graduate| ☐ Graduate| ☐ Post Graduate| ☐ Doctoral

Shopping Experience ☐ Less than 1 year | ☐ 1-3 Years | ☐ 4-6 Years | ☐ More than 6 Years

Social Media Use ☐ Less than 2 Hours| ☐ 2-5 Hours| ☐ 6-10 Hours| ☐ More than 10 Hours

Purchase Frequency ☐ Weekly | ☐ Monthly | ☐ Quarterly | ☐ Half yearly | ☐ Yearly

Product Categories you purchase at the Online Marketplace

- ☐ Mobiles & Tablets ☐ Computers & Accessories ☐ Tv, Audio & Cameras
☐ Appliances (Refrigerators, Washing Machine, Ac) ☐ Fashions
☐ Home & Kitchen ☐ Sports & Fitness ☐ Pet Supplies
☐ Bags & Luggage ☐ Video Games ☐ Car & Motorbike
☐ Accessories ☐ Books ☐ Industrial Supplies

After reading the following statement, choose the most appropriate answer from the drop down menu

- 1 2 3 4 5
Strongly Disagree Disagree Neutral Agree Strongly Agree

S.No	Questions	1	2	3	4	5
1	Online Marketplace website product price is cheaper when compared to another website.					
2	Online Marketplace Websites give better discounts than when compared to the company website.					
3	Online Marketplace websites save more money than another website.					
4	Online Marketplace Website deals with high-quality products.					
5	Online Marketplace Website deals with various products.					
6	Online Marketplace Website supports high-quality products.					
7	Online Marketplace website provides minimum delivery time.					
8	Online Marketplaces website provide less or free shipping cost.					
9	Online Marketplace website gives notification of delay in shipping.					
10	Online Marketplace website delivers the product at-promised time.					
11	The online marketplace website is visually appealing.					
12	The user interface of the online marketplace website has a well-organized appearance.					
13	The online marketplace website is reliable.					
14	The online marketplace website is easy to navigate the feature.					
15	Online Marketplace websites frequently update website information.					
16	Online Marketplace website offers useful information related to shopping.					
17	Online marketplace websites provide accurate and complete information.					

18	Online Marketplace website provides protection of personal information.					
19	Online marketplace websites do not cause discomfort in the checkout and payment process.					
20	Online marketplace websites offer safe transactions.					
21	Online marketplace websites take care of problems promptly.					
22	The Online Marketplace website provides me with convenient options for cancellation, returning, exchange, replacement and returning items.					
23	Online marketplace websites are never too busy to respond to customer requests.					
24	Online marketplace websites are always willing to help customers.					
25	The online marketplace website has an adequate number of representatives to solve your issue.					
26	The Online Marketplace website has a good reputation for being honest.					
27	The Online Marketplace website has a reputation for being concerned about their customers.					
28	The Online Marketplace website has a good reputation in the market.					
29	The Online Marketplace website is well known.					
30	The online Marketplace website is trustworthy.					
31	Online Marketplace Website is known as one who keeps promises and commitments.					
32	Online Marketplace Website is known as one who cares about customers.					
33	I trust this online marketplace website keeps my best interest in mind.					
34	Online Marketplace website behavior meets my expectations.					
35	To make sure I buy the right product, I often read other consumers' online product Reviews.					
36	I often consult other consumer's online product reviews to help choose the right product.					
37	I frequently gather information from online consumer product reviews before I buy a certain product.					
38	When I buy a product, consumers online product reviews make me confident in purchasing the product.					
39	I often read other consumers' online reviews to know what product makes a good impression on others.					
40	The probability that I would consider purchasing from an Online Marketplace website is high.					
41	If I were to purchase, I would consider purchasing it from the Online marketplace.					
42	The likelihood of my purchasing from the online marketplace is high.					

An exploration of online marketplace quality dimension and relationship with purchase intention: the mediating roles of trust and e-Wom

Priyadarshi Ranjan* and G.V.R.K Acharyulu

School of Management Studies,
University of Hyderabad,
Hyderabad, India
Email: 18mbph10@uohyd.ac.in
Email: acharyuluscm@gmail.com
*Corresponding author

Abstract: As the e-commerce industry undergoes metamorphosis with each passing day, gaining and retaining competitive advantage has become a significant challenge for the online marketplace. In this scenario, sellers have emerged in the forefront, playing a crucial role within companies and helping them in outperforming their rivals in the competitive market. This research has empirically investigated the effect of online marketplace quality on online purchase intention by introducing a new dimension: seller selection quality with website design quality and service quality of the online marketplace, testing the direct and indirect effects of trust and e-WOM. In the proposed model, seller selection quality is determined by the product price, product quality, delivery lead time and delivery cost, and its helps to match consumer desire to overcome quality issues of the online marketplace. Data has been collected from public University students using a web-based survey using adapted instruments. In order to test the hypothesis on the relationship between constructs, data analysis has been done using SmartPLS-SEM 3.0. The statistical results indicate that online marketplace quality is a strong predictor of trust and e- WOM, both of them mediating the relationship between online marketplace quality and online purchase intention.

Keywords: online marketplace quality, seller selection quality; website quality; service quality; online purchase intention; trust, e-WOM.

Reference to this paper should be made as follows: Ranjan, P. and Acharyulu, G.V.R.K. (xxxx) 'An exploration of online marketplace quality dimension and relationship with purchase intention: the mediating roles of trust and e-Wom', *Int. J. Electronic Marketing and Retailing*, Vol. X, No. Y, pp.xxx-xxx.

Biographical notes: Priyadarshi Ranjan is working as a Research Scholar at School of Management Studies, University of Hyderabad. He did his Bachelors in Mechanical Engineering from Anna University and MBA degree from Amity Business School. He has four years of industry experience in e-commerce supply chain and operations.

G.V.R.K Acharyulu is a Professor in Operations and Supply Chain Management at the School of Management Studies, University of Hyderabad, Hyderabad. He did his Bachelors in Chemical Engineering from Andhra University, Masters from NIT-Warangal. He holds his MBA degree (Marketing and Finance) from Osmania University and PhD in Supply Chain Management

Exploring the relationship between seller selection and purchase intention: the mediating role of e-WOM and trust

Priyadarshi Ranjan* and G.V.R.K. Acharyulu

School of Management Studies,
University of Hyderabad,
Hyderabad, India
Email: 18mbph10@uohyd.ac.in
Email: acharyulusecm@gmail.com
*Corresponding author

Abstract: The emergence of the e-commerce marketplace has witnessed impressive growth over the years, attracting several players, large and small. While it has made shopping convenient, it has also brought in its share of challenges for marketplace operators to facilitate the development of seller selection criteria. Sellers play an essential role in e-commerce marketplaces because business activities such as product price, product quality, delivery lead time, delivery quality, and delivery cost depend on them. This study aims to explore the relationship between seller selection and customer purchase intention. A theoretical framework is constructed using trust and electronics word of mouth (e-WOM) to form a combined research model to describe how seller selection influences purchase intention. Web-based questionnaires, created using Google Survey, are used to collect data from people with online shopping experience and the responses are analysed using structural equation modelling with SmartPLS 3.0. The results show that seller selection significantly affects purchase intention and sets strong precedents for trust and e-WOM. Trust and e-WOM are found to be good mediators between seller selection and purchase intention.

Keywords: seller selection; e-commerce marketplace; electronic commerce; purchase intention; trust; electronics word of mouth; e-WOM; PLS.

Reference to this paper should be made as follows: Ranjan, P. and Acharyulu, G.V.R.K. (2022) 'Exploring the relationship between seller selection and purchase intention: the mediating role of e-WOM and trust', *World Review of Science, Technology and Sustainable Development*, Vol. 18, Nos. 3/4, pp.416–435.

Biographical notes: Priyadarshi Ranjan is working as a Research Scholar at School of Management Studies, University of Hyderabad. He did his Bachelor's in Mechanical Engineering from Anna University and MBA degree (IT and Finance) from Amity Business School. He has four years of industry experience in e-commerce supply chain and operations.

G.V.R.K. Acharyulu is a Professor in Operations and Supply Chain Management at the School of Management Studies, University of Hyderabad, Hyderabad. He did his Bachelor's in Chemical Engineering from Andhra University, and Master's from NIT-Warangal. He holds an MBA degree (Marketing and Finance) from Osmania University and PhD in Supply Chain Management from the same university. He has 20 years of experience in

The Effect of ISO 14001 Standards Adoption on Manufacturing Firms' "Return on Investment": Using PSM and Probit Regression Model

Priyadarshi Ranjan

Research Scholar, School of management studies, University of Hyderabad, Hyderabad

G.V.R.K Achayulu

Professor, School of management studies, University of Hyderabad, Hyderabad

Abstract

It is necessary to be aware of both the costs and the advantages associated with the adoption of ISO 14000 certification in an organisation in order to conduct an accurate evaluation of the investment with regard to the state of the financial performance. On the other hand, as we will see, calculating these figures can be challenging, mostly because there is a dearth of reference data or particular evaluation criteria. This paper investigates the effect of iso 14001 certification on firm performance using Indian public listed manufacturing firms financial data from CMIE prowess data base using the propensity score matching techniques followed by regression analysis. The result indicates that effect of iso 14001 certification on firm performance is significant. The further investigation reveals that sales coefficient is higher than cost for iso 14001 certified firms. This study provides empirical support for policy-makers promoting environmental practices that may lead to sustainable economic growth.

Keywords

Iso 14001, Financial performance, PSM, Manufacturing, Return on asset

1. Introduction

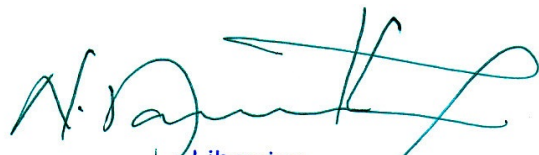
Increasing emphasis on environmental protection and the increasing importance of sustainable development have been an important stimulus in the development of the ISO 14000 series of environmental management standards. ISO 14001 has been widely adopted across the world as the standard environmental management system certified by the ISO (International Organization for Standardization) (Ambec & Lanoie, 2008). ISO 14001 certification can be used as an active tool for promoting comprehensive organizational changes leading to SD (Sebhatu et al., 2007). However, Iso 14001 certification or adoption is a strategic investment decision taken by an organisation to improve operational efficiency, environmental concern and unlock valuable insights to minimize wastage.

Implementing ISO 14000 certification in a business involves a number of expenses and benefits that must be understood in order to evaluate the investment objectively. when it comes to environmental quality investment may appear to be costly at times, but there are returns that are often economically significant quantifiable. Such benefits are dependent on the selection and pursuit of goals, the observance of rules (e.g., no omissions), and environmental efficiency (e.g., no waste), and can only be determined after an in-depth investigation (Alberti et al., 2000). It has been determined that major organisational motives for the adoption of EMS include the following: meeting the demands of customers, complying with the requirements of regulatory agencies, seeking cost reduction and efficiency improvement, and searching for competitive advantages (Prajogo et al., 2012; Teng et al., 2018; Treacy et al, 2019).

However, the fact that the existing literature has investigated the influence of ISO 14001 adoption on firm performance, the conclusions are inconclusive. According to several studies, adopting the ISO 14001 standard will increase a company's environmental performance. Others have discovered neutral performance in terms of return on assets (ROA) and return on capital (ROCE) (Ali et. al., 2010; Wenlong et al, 2015; Jacobs et al., 2010; Nishitani, 2011). ISO 14001 implementation can have positive or negative effects on a company's performance (Erauskin-Tolosa et al., 2020; Hazudin et al., 2015; Heras-Saizarbitoria et al, 2011; King & Lenox, 2001). Firms that embrace the ISO 14001 standard, in particular, are recognised as environmentally friendly; as a result, they might enjoy differential

The Relationship between Online Marketplace Quality and Purchase Intention: The Role of Trust, E-wom and Social Media Use

by Priyadarshi Ranjan



Librarian
Indira Gandhi Memorial Library
UNIVERSITY OF HYDERABAD
Central University P.O.
HYDERABAD-500 046.

Submission date: 08-May-2023 03:16PM (UTC+0530)

Submission ID: 2087407272

File name: Priyadarshi_Ranjan.pdf (1.92M)

Word count: 50499

Character count: 271295

The Relationship between Online Marketplace Quality and Purchase Intention: The Role of Trust, E-wom and Social Media Use

ORIGINALITY REPORT

10%

SIMILARITY INDEX

8%

INTERNET SOURCES

9%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

1	www.inderscience.com Internet Source	1 %
2	www.researchgate.net Internet Source	1 %
3	"Marketing at the Confluence between Entertainment and Analytics", Springer Nature, 2017 Publication	<1 %
4	core.ac.uk Internet Source	<1 %
5	bura.brunel.ac.uk Internet Source	<1 %
6	fcms.kln.ac.lk Internet Source	<1 %
7	Priyadarshi Ranjan, G.V.R.K. Acharyulu. "An exploration of online marketplace quality dimension and relationship with purchase intention: the mediating roles of trust and e-	<1 %

WOM", International Journal of Electronic Marketing and Retailing, 2022

Publication

8

www.tandfonline.com

Internet Source

<1 %

9

Zhang Ying, Zeng Jianqiu, Umair Akram, Hassan Rasool. "TAM Model Evidence for Online Social Commerce Purchase Intention", Information Resources Management Journal, 2021

Publication

<1 %

10

Susmita Ekka, Punam Singh. "Predicting HR Professionals' Adoption of HR Analytics: An Extension of UTAUT Model", Organizacija, 2022

Publication

<1 %

11

hdl.handle.net

Internet Source

<1 %

12

Sevenpri Candra, Conny Elmanuella Tulangow, Filda Trya Winalda. "A Preliminary Study of Consumer Behavior From the Online Marketplace in Indonesia", International Journal of Asian Business and Information Management, 2022

Publication

<1 %

13

ir.kdu.ac.lk

Internet Source

<1 %

14	meral.edu.mm Internet Source	<1 %
15	www.slideshare.net Internet Source	<1 %
16	Submitted to University of Stellenbosch, South Africa Student Paper	<1 %
17	aut.researchgateway.ac.nz Internet Source	<1 %
18	"Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?", Springer Science and Business Media LLC, 2016 Publication	<1 %
19	citeseerx.ist.psu.edu Internet Source	<1 %
20	"Handbook of Market Research", Springer Science and Business Media LLC, 2022 Publication	<1 %
21	Wang, Yi-Shun, Ching-Hsuan Yeh, and Yi-Wen Liao. "What drives purchase intention in the context of online content services? The moderating role of ethical self-efficacy for online piracy", International Journal of Information Management, 2013. Publication	<1 %
22	uir.unisa.ac.za	

118

archive.org

Internet Source

<1 %

119

docplayer.net

Internet Source

<1 %

120

eprints.worc.ac.uk

Internet Source

<1 %

Exclude quotes On

Exclude bibliography On

Exclude matches

< 14 words