



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING PROGRAMME

Aušra Pauštė

THE FINAL MASTER THESIS

EL. SVETAINĖS VARTOTOJO PATIRTIES IR E-PASITIKĖJIMO ELEMENTŲ POVEIKIS PAKARTOTINIAM PIRKIMUI ĮSIGIJANT ELEKTRONIKOS PREKES E- KOMERCIJOS PARDUOTUVĖJE	THE IMPACT OF WEBSITE USER EXPERIENCE AND E-TRUST ELEMENTS ON REPURCHASE INTENTION FOR ELECTRONIC GOODS FROM AN E-COMMERCE STORE
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Supervisor's name, surname

Vilnius, 2024

SUMMARY

VILNIUS UNIVERSITY BUSINESS SCHOOL
DIGITAL MARKETING PROGRAMME

AUŠRA PAUKŠTĖ

THE IMPACT OF WEBSITE USER EXPERIENCE AND E-TRUST ELEMENTS ON
REPURCHASE INTENTION FOR ELECTRONIC GOODS FROM AN E-COMMERCE
STORE

Supervisor – Doc. Dr. Elzė Rudienė

Vilnius, 2024

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The main aim of this thesis is to evaluate how Elements of User Experience and E-Trust such as Information Quality, Website Design, E-Trust Elements has an effect on customers' intention to repurchase from the same e-commerce stores.

The research paper consists of three main parts: literature review, methodological part, and the research results and analysis. The conclusions and recommendations are suggested in the end of the paper. The literature analysis reviewed the Customer and User Experience perception in E-commerce, Usability and Website Quality Elements, E-Trust and E-Satisfaction perception, and Influencing factors of Intention to Repurchase from electronic stores.

After reviewing the literature, the study conducted empirical research on the influence and impact of the Website Quality Elements and Usability of the “Pigu.lt” e-store using an electronic good product page example. During the quantitative research, 260 respondents provided answers to the prepared questionnaire. The conducted research revealed that User Experience and E-Trust Elements have a relationship with a Website’s Usability aspects, E-Trust and E-Satisfaction, and that E-Trust and E-Satisfaction impact the Intention to Repurchase.

The conclusions and recommendations summarize the main aspects of the literature review and the research results. The research results contribute to e-commerce businesses with useful insights for improving e-stores and increasing overall Online Customer Experience followed by a growing number of repeat purchases.

SANTRAUKA
VILNIAUS UNIVERSITETO VERSLO MOKYKLA
SKAITMENINĖS RINKODAROS PROGRAMA

AUŠRA PAUKŠTĖ

**EL. SVETAINĖS VARTOTOJO PATIRTIES IR E-PASITIKĖJIMO ELEMENTŲ POVEIKIS
PAKARTOTINIAM PIRKIMUI ĮSIGIJANT ELEKTRONIKOS PREKES E-KOMERCIJOS
PARDUOTUVĖJE**

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Pagrindinis šio darbo tikslas – įvertinti, kaip vartotojo patirties elementai ir el. pasitikėjimas, pvz., informacijos kokybė, svetainės dizainas, el. pasitikėjimo elementai, turi įtakos vartotojui pakartotiniam ketinimui pirkti iš tų pačių el. prekybos parduotuvių.

Darbą sudaro trys pagrindinės dalys: literatūros apžvalga, metodinė dalis ir tyrimo rezultatai bei analizė. Išvados ir rekomendacijos pateikiamos straipsnio pabaigoje. Literatūros analizėje apžvelgiami aspektai yra vartotojų patirtis ir internetinio vartotojo patirtis e-komercijoje, naudojimo patogumo ir svetainės kokybės elementai, e-pasitikėjo ir e-pasitenkinimo suvokimas, pakartotinio ketinimo pirkti iš el. parduotuvių įtakos veiksniai.

Apžvelgus į analizuotą literatūrą, atliktas empirinis tyrimas remiantis „Pigu.lt“ el. parduotuvės elektronikos prekės produkto pulsapio pavyzdžiu. Kiekybinio tyrimo metu 260 respondentai pateikė atsakymus į parengtą anketą. Atliktas tyrimas atskleidė, kad yra internetinio vartotojo patirties ir e-pasitikėjimo elementų ryšys su el. Svetainės naudojimo patogumo aspektais, e-pasitikėjimu ir e-pasitenkinimu, taip pat kad e-pasitikėjimas ir e-pasitenkinimas daro įtaką pakartotiniam ketinimui pirkti.

Išvadose ir rekomendacijose apibendrinami pagrindiniai literatūros apžvalgos aspektai ir atlikto tyrimo rezultatai. Tyrimo rezultatai padeda elektroninės prekybos verslams rasti naudingų įžvalgų, kaip tobulinti elektronines parduotuves ir didinti bendrą internetinių vartotojų patirtį, kas didina pakartotinių pirkimų skaičių.

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INTRODUCTION

The number of Internet users in the world is growing every year. The growth of Internet users is a great opportunity for businesses to reach more customers via the Internet (Hudák, et al., 2017), and also to create alternatives to traditional businesses such as e-commerce. Online customer activities and shopping include a variety of products and services (online banking, bookings e.g. theater or travel, access to news information, and social networking for both work and leisure (Rose et al., 2011). Also, the e-commerce features were defined as an easier approach to customers such as non-cash and credit card payment, 24/7 service availability, additional online advertising possibility, live customer support, inventory management, and most importantly for each business - improved sales (Mazorenko, 2021). With all mentioned factors an e-store becomes a direct and fast way to sell products or services and interact with customers by using the World Wide Web.

Because of its ease of implementation e-commerce has become one of the biggest parts of the global economy and is already integrated into people's economic and social lives. One of the biggest growths of e-commerce was during the recent world pandemic, COVID-19, when 67% (NielsenIQ, 2021) of all consumers changed their habits of shopping and recognized the importance of e-commerce immediately after the pandemic broke (Kawasaki et al., 2022). When the pandemic slowed down and customers returned to regular stores, many customers became real e-shoppers, and gained the habit of purchasing goods and services online and learned to compare websites because 97 % of consumers do online research before they purchase anything on online stores (Gurav et al., 2023). Therefore, now e-commerce businesses have to find ways to retain customers and make them willing to purchase again from their e-stores.

Importance of the topic: Knowing the perspective and possibilities to sell online, many companies are willing to open their e-stores. With the high market, online shoppers have become more demanding, and their spectrum of products and services has also grown stronger (Díaz et al., 2017). Numerous websites are available for customers; however, online sellers usually lack knowledge of how to build quality e-stores which would create a negative experience for customers (Barari et al., 2020). Negative online Customer Experience leads to negative brand experience (Lee et. al, 2018), to negative word of mouth (WOM) (Chetioui et. al, 2020) and eventually to not growing sales and repurchases (Micu et al., 2019). When considering the

Customer Experience in an e-store, it is necessary to evaluate User Experience (UX) and Website's Usability, because these elements are part of the whole Customer Experience Journey and the quality of User to Seller interaction through the website is a crucial aspect in the e-commerce business (Hassan and Galal-Edeen, 2017). Overall, if the purchase process for the customer is simplified, it will improve the intention to buy from online stores (Higuera-Castillo, et al., 2023). Because of that it is important to identify key elements which are necessary for a successful online store's website (Ertemel et. al, 2021) and overall positive Online Customer Experience.

Before buying from one or another e-store Users are eager to find out whether the website, they are buying from, is trustworthy or not. With the knowledge of E-Trust importance for customers, e-retailers should create trustworthy websites with the elements oriented to Website Security (Seckler et al., 2011; Khan, 2019) and Website Quality (Peiris et al., 2015). Researchers agree that E-Commerce growth will be challenging for companies if fundamental website security for customers is not ensured (Khan et al., 2019) and if online transactions will be associated with potential risk (Dutta and Bhat, 2016). Also, when trying to create E-Trust it is also important for businesses to invest in a website's quality, usability, and credibility aspects (Peiris, Kulkarni, and Mawatha, 2015), to add to the elements of the website such as positive reviews (Soares et al., 2020), live and quick customer support (Dutta and Bhat, 2016) because all these elements will build an immediate E-Trust feeling. Therefore, each E-Commerce business should acknowledge and implement key elements for developing e-trust and because it can have a greater impact on future sales (Dutta and Bhat, 2016).

With growth of E-Commerce the Human-Computer Interaction (HCI) research field growing as well, many researchers started to analyze E-Commerce as a separate economic element. Many authors want to know key factors which are necessary for successful online business growth and development. Authors in their findings agree (Zhou and Zhang, 2009; Dutta and Bhat, 2016) that Online Customer Experience is based on quality website, digital safety, positive online reputation, and eWOM. Others researched integrating affective and cognitive trust technologies, perception of the ease of use of the interface of websites, and also trust (Peiris et al., 2015). The newest post-pandemic studies appeared with research about the effect on customer behavior and attitude in e-commerce (Kawasaki et al., 2021; Chauhan and Akhtar, 2022; Fernández-Bonilla et al., 2022; Roy et al., 2022; Halim et al., 2022; Ponsignon, 2022), which has changed in advance

for e-retailers and customers' perception of E-Trust (Al-Azzawi et al., 2021). Eventually, it is noted, that online store users may face simple problems like unclear information, a poorly organized website layout, and inefficient website features and these issues are not due to technology but Website Quality Elements (Usas et al., 2023). Limitations of reviewed studies and variety of study fields, regions show direction for future studies. Also, Usas et al., (2023) indicate that researchers often do not consider both factors E-Trust and E-Satisfaction at the same time in their studies as the same important factors for online business to succeed. In the reviewed literature there are no studies identified which researching only functional User Experience Elements and also including E-trust Elements.

The relevance of the topic: If customers have positive and trustworthy online shopping experience, they are more likely to return for the next purchase, therefore, Online Customer Experience has to be created in e-commerce stores through positive User Experience and E-Trust elements.

Thesis problem: What are key elements of User Experience and E-Trust for the intention to repurchase goods from e-commerce stores?

Thesis aim: To evaluate how Elements of User Experience and E-Trust such as Information Quality, Website Design, E-Trust Elements has effect on customers' intention to repurchase from the same e-commerce stores.

Thesis goals:

1. Introduce and compare literature analysis of previous research about Customer Experience, User Experience, Usability, E-Trust, and Intention to Repurchase online;
2. Analyze previous research and introduce key elements of E-Trust that lead to positive User Experience and Intention to repurchase.
3. Based on the literature review establish elements of the User Experience and E-Trust affecting the impact on intention to repurchase;
4. Establish a research conceptual model and research hypotheses;
5. Conduct empirical research by using User Experience and E-Trust elements of the e-commerce stores;
6. Based on the conducted empirical research identify if User Experience and E-Trust Elements of the e-commerce store have influenced the intention to repurchase online;

7. Based on the conducted empirical research identify factors impacting the intention to repurchase online;
8. Based on study findings, provide recommendations for e-commerce businesses and work limitations.

Process and structure of the thesis: The thesis contains three main parts: literature review, methodology of the research, and empirical data analysis. In the beginning, the goals and objectives were set for the thesis, then literature analysis was performed to review the main aspects of User Experience and E-Trust in the research field. In the literature analysis, the main components of the research were presented: Customer Experience, User Experience, Usability, E-Trust, Website Quality Elements, and Intention to Repurchase. Next, the methodology for the empirical research was established with a conceptual model and hypotheses. The online survey was performed and data was collected from respondents and analyzed through a statistical analysis program „IBM SPSS“. There the statistical analysis was conducted by checking the reliability of the variables and normality test, correlation, and regression analysis. After data analysis, an interpretation of the results was presented followed by conclusions and recommendations for e-commerce businesses.

1. THEORETICAL ASPECTS OF CUSTOMER AND USER EXPERIENCES

1.1. Perceptions of Customer Experience in E-Commerce

First, when Schmitt (1999) to introduced the term of Customer Experience, since then numerous studies have been conducted in-depth to understand the influencing factors of Customer Experience in traditional commerce (Bustamante and Rubio, 2017; Godovykh and Tasci, 2020, Chauhan and Akhtar, 2021). Many successful companies like “IKEA”, “McDonald’s”, and “Apple” for years employed different techniques to increase overall customer satisfaction (Palmer, 2010). As business shifts into the digital world Customer Experience also needs to be transformed into Digital Customer Experience (Silalahi and Rufaidah, 2018) or adding new factors to Customer

Experience. Researchers (Abdillah et al., 2023) have also begun assessing Customer Experience consistently when considering how online shopping involves the customer's overall experience and which factors influence their decision to continue buying from a particular e-retailer. Therefore, a positive Customer Experience is crucial in both offline and online commerce.

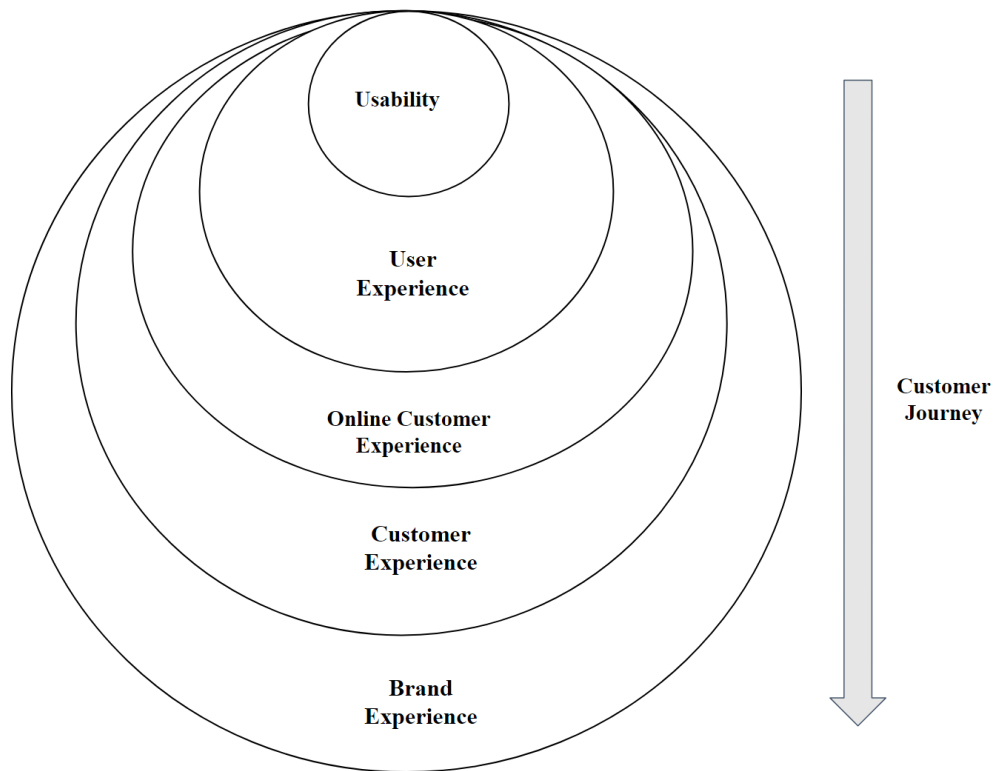
Before starting with Digital Customer Experience, every business first has to consider overall Customer Experience and then focus on Digital Marketing decisions. It is because authors (Godovykh and Tasci, 2020; Jain et al., 2017) described Customer Experience as a multistep holistic concept involving value for customers in different purchasing stages: pre-, during, and post-purchase. It shows, that the customer is going through different stages and completes the Customer Journey with different touchpoints, for example, search, purchase, consumption, and after-sale encounters, typically involving multiple channels and multiple touchpoints (McColl-Kennedy et al., 2015). Customer Experience is a complex process and not only customer satisfaction and service quality, but the researcher (Klaus, 2015) also suggested the three dimensions of Customer Experience: brand experience, service experience, and post-purchase experience, all dimensions have a positive and significant impact on customer's behavior. Overall, Customer Experience is a multifaceted concept that extends beyond customer satisfaction and service quality, Customer Experience includes various touchpoints offline and online which have an impact on customer decisions.

Eventually, customer-oriented factors of the Customer experience through a personal shopping journey can build long-lasting relationships with the brand or product. In order to reach that goal companies should start from the essential part - customer journey and customer shopping experience (Grewal and Roggeveen, 2020) across channels (Verhoef, 2009). Customer journey management involves understanding and managing customers' experiences throughout their shopping journey (Grewal and Roggeveen, 2020). The customer journey map displays Customer Experience in every stage and every customer's touchpoint can play a determinant role when it comes to customer satisfaction or dissatisfaction (Aichner and Gruber, 2017). Understanding the customer journey is a complex task (Mario D'Arco, 2019), because companies have to design, manage and monitor customer experience (Lemon and Verhoef, 2016) throughout the whole shopping process which starts from brand awareness and goes through the stages of consideration, purchase, retention, advocacy (loyalty). Understanding the customer journey is crucial for

designing and managing the Customer Experience throughout the offline and online shopping process because the final goal is a satisfied customer and finalized purchase.

Understanding Customer Experience from a holistic perspective requires examination of any experience in the context of marketing and branding (Lee et al., 2018). The graphic (Figure 1) demonstrates the dependency of each experience dimension including online and offline customer Experiences. The essential assumption of Lee et al., 2018 study is that User Experience, Customer Experience and Brand Experience are conceptually connected and researchers perceived Brand Experience as the whole Experience dimension. Lee et al., (2018) study's result proved that the User Experience dimension had a strong effect on Customer Experience, same as Moczarny et al. (2012) showed the connection between User Experience and Usability. According to reviewed literature, when considering all experience dimensions understanding the relation is important because later when making business growth decisions the marketing strategies could be adapted for every level separately.

Figure 1. *Customer Journey through Experiences Dimensions*



Source: Developed by the author based on Moczarny et al., 2012; Lee et al., 2018; Roy et al., 2022.

Digital Customer Experience is a separate space which includes all the online interactions a customer has with the brand through a wide range of digital functions (new technologies and all IT, tech solutions, Artificial Intelligence (AI)) and strategies in multi-experience channels such as websites, mobile apps, and social media (Behare, 2018; Chauhan and Akhtar, 2022). Today, customers are interacting with companies through multiple channels and touchpoints (Weber and Chatzopoulos, 2019). From E-Commerce perspective, customers engage with companies through diverse online and offline channels and touchpoints, giving rise to a multifaceted Customer Journey involving dimensions of Brand Experience, Customer Experience, Online Customer Experience, and User Experience and Usability (Figure 1), created by the author based on Moczarny et al., 2012; Lee et al., 2018; Roy et al., 2022). Pine and Gilmore, 2013 noted that with new technologies and high supply in the market, today's economy is turning into an experience economy, and understanding customers and how to create positive experience (Gentile, et al. 2007) during the shopping process becomes a priority for each company. Therefore, Customer Experience became even more complex because businesses had to learn how to distinguish the differences of experiences terms also from online perspective.

Customer Experience is all about overall customer satisfaction. A satisfying experience is generally one that addresses the particular human needs of the user (Hassenzahl et al., 2010). Pine and Gilmore (1999) found that customers rather are searching for satisfying experiences and value than high-quality products or services and that customers want to create holistic and long-lasting experiences with brands (Bustamante and Rubio, 2017). Lotfabadi et al., (2024) evaluated Customer Satisfaction through values and showed that customers more satisfied by creating value for their customers. Also, other studies proved that Customers Experience is about receiving value with a positive experience and the main aim is to provide satisfaction across the channels (Gentile et al., 2007; Verhoef, 2009). Important to understand, that while positive experiences foster customer loyalty and retention, however, negative experiences can adversely affect companies' sales and result in negative word-of-mouth (Patil and Rane, 2023). Yassine (2022) also highlight that Customer satisfaction and customer delight had significant effects on customer retention and loyalty. Therefore, a satisfying customer Experience is anymore not an option for business (Patil and Rane, 2023) and has to be provided by every company. Researchers (Rita et al., 2019) agree, that In digital space the biggest challenge for online shopping is to provide and maintain customer satisfaction and it has to be seriously considered.

In conclusion, the evolution of Customer Experience has seen extensive research exploring its influencing factors in traditional and digital business. Successful companies prioritize techniques for enhanced customer satisfaction, acknowledging the shift to Digital Customer Experience (Palmer, 2010; Rita et al., 2019). Before focusing into the digital space, businesses must consider the holistic nature of overall Customer Experience, involving multiple stages and touchpoints during customer decision making process and creating Customer Satisfaction across the channels (Gentile et al., 2007; Verhoef, 2009). Understanding and managing overall Customer Experience (Figure 1) is crucial for building lasting customer relationships and returning customers. In today's experience economy, Digital Customer Experience plays an even more important role and demanding to develop new strategies.

1.2. Perception of User Experience in E-Commerce

The multi-channel purchasing has transformed Customer Experience, when this process includes online channels Customer experience becomes Online Customer Experience (OCX) (Figure 1). Kumar and Ayodeji (2021) in their study concluded that there is no more one-website-purchasing experience because the process becomes the whole digital experience because customers are also buying through social media and social media also could lead to direct e-commerce sales. Other authors (Mahnke et. al, 2015; Ertemel et. al. 2021) Online Customer Experience perceived it as a flow state, an enjoyable and engaging experience, and it has to continue in the whole multi-channel purchasing journey to understand consumer buying behavior better and ensure a favorable purchasing experience. According to Petre et al. (2006), customers' experience with e-commerce extends beyond the interaction with a website to influence their perceptions of value and service quality. From an e-commerce perspective it is natural that customers are using many channels before buying one product or service and the e-retailer has to ensure a positive Online Customer Experience on their purchasing journey.

As the Online Customer Experience term is relatively new and authors argued on perceptions of Online Customer Experience. Trevinal and Stenger (2014) explained Online Customer Experience as an “online shopping experience” and introduced four core dimensions: the physical, ideological, pragmatic, and social, with the connection between the flow concept and the “traditional” dimensions of experience, and specific shopping values. However, for example, Bleier et. al, (2019) argue in the research “How to create an effective web page” used the term of

“Online Customer Experience” and did not include all other digital channels but focused only on the quality website creation. Therefore, it is obvious that the explanation of the term Online Customer Experience in literature is still not unified, however, more often in literature, Online Customer Experience is referred to as a multi-channel online customer experience in the perception of User Experience.

The Customer at some point in the Customer Journey becomes a also User when using products and services. The User Experience history can be traced to Norman’s paper and new perception of User Experience (Norman and Draper, 1986). With the technology development User Experience in literature becomes a buzzword in Human-Computer Interaction (HCI) science because this term more often emphasized as an aspect of technology usage (Luther et. al, 2020). The research field of User Experience grew rapidly over the past twenty years, and authors (Moczarny et al., 2012;; Hassan and Galal-Edeen, 2017; Van de Sand et al., 2019) have done studies and reviews for User Experience as an e-commerce discipline. However, in literature User Experience can be also mentioned not only in e-commerce perspective but also as a usage of different products, for example, healthcare systems (medical devices), electronics (phones) or even toys (Lego). (Lv and Peng, 2010; Park et. al, 2011; Abeele et. al, 2011; Halim et. al, 2022). Different perceptions of the authors of User Experience are found in reviewed literature (Table 2.) and broad understanding of User Experience proves that clear definition of User Experience is needed for businesses when willing to apply effective marketing strategies in e-commerce.

Table 1. *Definition and perception of User Experience in Literature*

Author, Year	Definition and perception of UX
ISO 9241-210:2019	<ul style="list-style-type: none"> ● “User’s perceptions and responses that result from the use and/or anticipated use of a system, product or service” ● “Users’ perceptions and responses include the users’ emotions, beliefs, preferences, perceptions, comfort, behaviors, and accomplishments that occur before, during and after use.” ● User experience is a consequence of brand image, presentation, functionality, system performance, interactive behavior, and assistive capabilities of a system, product or service. ● It also results from the user’s internal and physical state resulting from prior experiences, attitudes, skills, abilities and personality; and from the context of use.

Hassenzahl and Tractinsky, 2006	<p>“Facets of UX:</p> <ul style="list-style-type: none"> ● Beyond the instrumental (holistic, aesthetic, hedonic); ● Emotion and affects (subjective, positive, antecedents and consequences); ● Experimental (dynamic, complex, unique, situated, temporarily-bounded).”
Moczarny et al., 2012	<ul style="list-style-type: none"> ● “Focuses on well-being, and not performance, as an outcome of human-product interaction” ● supplements attention on the product itself (e.g. functions, applications, interaction) with an approach that takes cognizance of human emotions and experiences; ● engaged with an interactive environment, users will leave it with positive or negative emotions towards a brand;”
Albert and Tullis, 2013	<p>“Defining UX with main characteristics:</p> <ul style="list-style-type: none"> ● a user is involved; ● user is interacting with the product, system, and website interface; ● user’s experience is of interest and measurable and observable.”
Hsua and Chen, 2018	<ul style="list-style-type: none"> ● “holistic experience, involves a person – not just a customer ● more than one level, interaction between this person and the firm or its product or service. ● creation of value by selling memorable experiences in every step of product or service”
Luther et al., 2020	<ul style="list-style-type: none"> ● “emotional factors and aims at a positive and confidence-building experience with the medium ● consequence of a user’s internal state (predispositions, expectations, needs, motivation, mood, etc.), ● characteristics of the designed system (e.g., complexity, purpose, usability, functionality, etc.) ● context (or the environment) within which the interaction occurs (e.g., organizational/social setting, meaningfulness of the activity, voluntariness of use, etc.)”

Source: Developed by the author based on reviewed researches

In most reviewed literature User Experience is perceived as human-product interaction and also on the emotional level (involving user’s beliefs, preferences, perceptions, comfort, behaviours, expectations, motivation etc.) (ISO 9241-210:2019; Hassenzahl and Tractinsky, 2006; Luther et. al, 2020). Researchers explain (Moczarny et al., 2012) that User Experience is the addition of human emotions and experiences to the focus on the product itself (e.g., functionality, usability, complexity etc.) (ISO 9241-210:2019). User Experience goes beyond the instrumental aspect, it is perceived as a holistic experience involving the user as a person (Hassenzahl and Tractinsky, 2006; Hsua and Chen, 2018). Aesthetics and hedonic elements were recognized as a

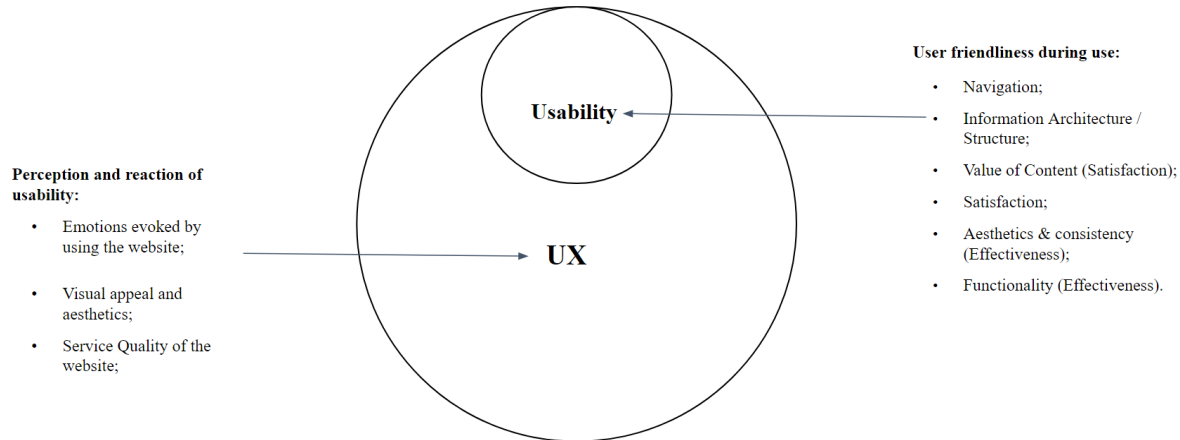
quality aspects of technology use (Hassenzahl and Tractinsky, 2006). User Experience is perceived as a process of adding value by providing positive (or negative) experiences when interacting with the product (Hsua and Chen, 2018). Albert and Tullis (2013) added that the User Experience is measurable and observable. When researching User Experience on websites, Jongmans et. al (2022) exclude two essential constructs of web user experience, usability and pleasure. In general, User Experience is a broad term that covers many methodologies including such as user acceptance, user satisfaction, usability, and user motivation (Khaleel et al., 2018).

In conclusion, the evolution of Customer Experience and User Experience in E-Commerce underscores the dynamic integration of online channels and user perceptions. Kumar and Ayodeji (2021) highlighted the transformation of the purchasing experience into a holistic digital journey, incorporating a diversity of online channels. Online Customer Experience (Mahnke et al. 2015; Ertemel et al., 2021), is seen as a “flow state” that extends across multi-channel purchasing journeys and has to satisfy customers all the way. The definition of Online Customer Experience is emphasized by mentioning different dimensions (Trevinal and Stenger, 2014) and also focusing on the Website’s Quality (Bleier et al., 2019). Therefore, User Experience is vital for all kinds of services and products, but from an e-commerce perspective, website User Experience is even more important because there is no physical format of the website and it is a “self-service” product, and the User should be engaged from the first sight.

1.2.1. Perception of Usability

Narrowing down the Customer Experience is important to understand what is the User Experience of the website and the perception of the Website’s Usability. Studies have been done (Moczarny et. al, 2012; Hassan and Galal-Edeen, 2017) in the e-commerce field about website success and they included both User Experience and Usability because normally website is considered a face of the e-commerce business. Because of different perceptions in the literature of User Experience and Usability authors (Moczarny et. al, 2012; Hassan and Galal-Edeen (2017) raised questions about the relationship between Usability and User Experience. The graphic (Figure 2) illustrates the relationship and explanation of elements of both User Experience and Usability. Therefore, Usability in e-commerce is mainly about website elements and is the main part of the whole User Experience.

Figure 2. *User Experience and Usability relation*



Source: Developed by the author based on Moczarny et. al, 2012; Hassan and Galal-Edeen 2017.

By evaluating the website’s elements Moczarny et. al, (2012) used certain Usability and User Experience factors (Figure 2). While Usability elements are oriented to website functionality and ease of use (navigation, information structure, value of content etc.), User Experience is evaluation of perception is about how users react on Usability. (Moczarny et. al, 2012; Albert and Tullis, 2013, Hassan and Galal-Edeen, 2017). Hamid et. al (2020) investigated Usability through Nielsen’s heuristic approach while fulfilling usability requirements of e-commerce websites and concluded that the website should be consistent and use standards in design and content. The main attributes of perceived user-friendliness of websites were found to be web layout (e.g., navigation bar design and page arrangement) and performance (e.g., browser-related and error management issues) (Dianat et al., 2019). Overall, the key elements of Usability should make the website easy to use for all users because Usability is crucial to the evaluation of the entire User Experience.

Dimensions and Attributes of Usability. There are widely used generic User Experience and Usability dimensions that can be used with various product kinds including websites. Usability dimensions first were introduced by Nielsen (1993) and it was suggested to use five qualities of product Usability: **learnability, efficiency, memorability, errors (low rate, easy to recover), and satisfaction**. Over the years research field offered more models of Usability dimensions adapted for e-commerce, one of them was the “5E” Usability model offered by Quesenbery (2003). This simplified “5E” model has five dimensions: **effective, efficient, engaging, error tolerant, and easy to learn**. The “5E” model helps the design team fit the goals to the environment of the

reader. (Quesenbery, 2003; Albers, 2013). Usability models such as “5E” for e-commerce websites create simpler way consider the most important elements when creating websites. By adopting these model’s e-commerce websites would simplifies the design process, ensuring user-friendly and efficient websites.

When reviewing academic literature there was found multiple discussions of the qualities of Usability. Morville (2010) for website architectures suggested author suggested constructing website infrastructure with seven qualities: **usable, useful, desirable, accessible, credible, valuable, and findable** and presented in a “honeycomb”. There are different suggestions for Usability attributes: efficient, effective, learnable, memorable, navigation, user friendly, functionality, accessibility, atmosphere, visual design, interaction and feedback, satisfaction, error tolerance etc. (Rasita et. al, 2010). Variety of Usability attributes are offered by authors and most of them can be used for improvements of User Experience design in areas such as navigation, user satisfaction, and error tolerance. The authors insights offer valuable guidance for improving User Experience design, especially in navigation, user satisfaction, and error tolerance.

In summary, exploring usability dimensions and attributes reveals a well-established framework introduced by Nielsen in 1993, covering learnability, efficiency, memorability, error management, and satisfaction. Quesenbery's "5E" Usability model tailored for e-commerce simplifies the design process, focusing on effectiveness, efficiency, engagement, error tolerance, and ease of learning, as proposed by Quesenbery (2003) and supported by Albers (2013). Academic literature explained Usability with "honeycomb" model Morville (2010) and Rasita et al. (2010) comprehensive list of attributes, further enriches the understanding of usability qualities. These diverse insights, spanning various authors and years, provide valuable guidance for enhancing User Experience design, particularly in critical areas such as navigation, user satisfaction, and error tolerance, facilitating the creation of user-friendly and efficient e-commerce websites.

1.2.2. Elements of Website’s Quality

In literature about E-commerce growth, Website Quality is often identified as a key factor of customer satisfaction, in other words, the success of a website is decided by its users rather than its technical website quality (Bai et al., 2008; Abou-Shouk and Khalifa, 2017; Maraqa and Rashed,

2018). Online satisfaction by researchers is often referred as E-Satisfaction. In researches the significant relationship between website quality and e-satisfaction and this directly is influencing online services (Tandon et al., 2017). Online Information, Design, Ease-of-use, Website's Interactivity and Responsiveness, Visual Appeal, Innovation is also considered as a important factors of customer satisfaction and further purchase intentions. (Abou-Shouk and Khalifa, 2017) is revealed that the ease of use of a website has a significant impact on customer satisfaction. Other authors (Lin, 2007) highlight that customer satisfaction and can be achieved effectively through System Quality (Web Design, Interactivity), Information Quality (Informativeness, Security), Service Quality (Responsiveness, Trust, Empathy). Marafa and Rashed, (2018) mentioned Content (Credibility, Sufficient, Usefulness) Organization (Navigation, Readability) and Perceived Ease of Us. Website quality will affect perceived ease of use and perceived usefulness (Zhou and Zhang, 2009). E-Satisfaction is important for E-commerce growth which could to be improved with Website Quality Elements.

By exploring Website Quality in literature researchers often describe it with dimensions in the digital environment. Zhou and Zhang (2009) for their research used three dimensions - **System Quality, Information Quality, and Service Quality**, which are considered as the main pillars of the e-commerce website. Three dimensions also mentioned by other authors (Rita et al., 2019; Aditya et al., 2023) such as **E-Service Quality, Website Design, Security-Privacy**, which also influence overall E-Service. Artiono and Ariyanti (2016) identified five dimensions of Website Quality, which include **Information**, which encompasses content quality, usefulness, completeness, accuracy, and relevance; **Security**, which involves trust, privacy, and security measures; **Easy of use (Ease)**, covering operational simplicity, clarity, and speed; **Enjoyment (Leisure)**, which includes visual and emotional appeal, creative design, and attractiveness; and **Service Quality (Quality of service)**, encompassing online completeness and customer service. The diversity of dimensions of Website Quality reviewed in the literature underscores the multifaceted presentation in shaping the overall User Experience and success of online businesses.

Learning key factors for improving e-commerce websites is one step towards website success. Therefore, in literature, there are list of elements, for example, Sudiana et al. (2021) identified in the research 43 key success factors for a positive user experience on e-commerce websites and highlighted the most important such as **visual design, information quality, and easy**

navigation. Also, Hasan (2023) in Table 2 evaluated User Experience through Utilitarian and Hedonic perspectives. In User Experience on e-commerce websites, utilitarian elements like **clear information** and **fast navigation** are crucial for practical User’s needs, while hedonic aspects such as **visual appeal** and **positive emotions** and balancing both types of quality will enhance overall satisfaction Hasan (2023). Understanding and implementing key factors identified in the literature, such success factors for positive user experiences and achieving success in e-commerce websites

Table 2. *Suggested Utilitarian and Hedonic User Experience evaluation criteria*

“Metrics to evaluate utilitarian quality	Metrics to evaluate hedonic quality
<ol style="list-style-type: none"> 1. “Obvious navigation; 2. Logical and clear structure; 3. Effective internal search engine; 4. A progress indicator is displayed at the top of the checkout pages; 5. "Call to action buttons" (i.e., „add to cart" or "buy now") are displayed clearly; 6. Clear advertising of new products; 7. Detailed information about the product is provided; 8. Up-to-date content; 9. Clear presentation of order charges; 10. Accurate presentation about the delivery dates; 11. Related products are recommended clearly; 12. Quick downloading of the website’s pages. 13. Accessible shopping cart from all the sites’ pages; 14. Simple registration; 15. Alternative methods for the delivery of the order are provided; 16. Alternative methods for the payment are provided; 17. Consistent interface; 18. Easy-to-order process; 19. Easy to learn; 20. Efficiency; 21. Availability of privacy policy; 22. Clear presentation of the shipping, return or exchange policy; 23. Visible contact information; 24. Informative frequently asked questions (FAQ) section; 25. If an error occurs, simple and clear error messages are displayed to get out of the 	<ol style="list-style-type: none"> 1. “Enjoyable experience; 2. Being pleased to interact with the website; 3. Visually attractive interface; 4. Meeting expectations; 5. Exciting website; 6. Interesting website; 7. Motivating website; 8. Creative website; 9. Inventive website; 10. Having innovative features; 11. Having desirable design elements which evoke emotion and gratitude; 12. Having novel functionality; 13. Allowing users to engage in their tasks.”

error; 26. Secure website (i.e., security logos are displayed); 27. Foreign language and currency support.”	
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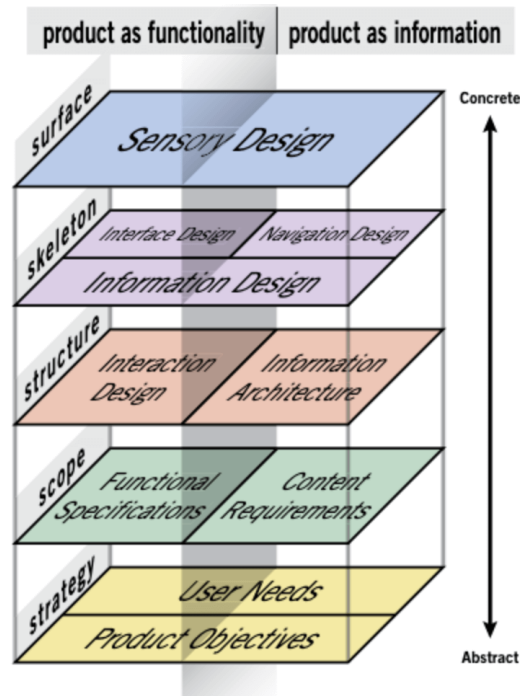
Source: Hasan, [2023](#)

To sum up, the literature consistently underscores the important role of Website Quality in shaping customer satisfaction in of E-commerce. Researchers emphasize that a website's satisfaction depends on Users' perception of the performance of the e-commerce website. E-Satisfaction, intricately linked to Website Quality, is influenced by critical dimensions such as System Quality, Information Quality, and Service Quality (Zhou and Zhang, 2009; Rita et al., 2019; Aditya et al., 2023) Additional elements, including E-Service Quality, Website Design, and Security-Privacy, contribute significantly to the overall E-Service experience. Diverse dimensions, articulated by scholars like Artiono and Ariyanti (2016), including Information, Security, Ease of Use, Enjoyment, and Service Quality, highlight the nuanced facets of Website Quality. Recognizing and implementing these fundamental factors, as outlined by researchers such as Sudiana et al. (2021) and Hasan (2023), emerges as crucial for elevating E-commerce websites and ensuring enduring success.

1.2.3. Perception of Website’s User Experience Design

In the e-commerce business, the main face in the e-commerce is website. When crafting a successful website design companies should use structure and specific paths. Numerous researches have been conducted on the main components of generic website design (Garret, 2011; Kim et al., 2019; Dianat et. al, 2019; Hamid et. al, 2020; Syahrina et al., 2020; Agusdin et. al., 2021). For example, authors (Syahrina and Kusumasari, 2020; Agusdin et. al, 2021) in their study about web design adopted five planes framework (“The Elements of User Experience”) introduced by Garret (2011). This web designing method consists of several phases: **strategy plane, scope plane, structure plane, skeleton plane, and surface plane** (Figure 3):

Figure 3. *Web Design “Five planes” website framework by Garrett*



Source: Garrett (2011), Elements of User Experience, p. 29

According to Garrett (2011) with this method the process begins from the bottom with strategy and defines the objectives of the product or service and research on user need. Next, the scope specified the detailed features which have to be included in to the design with functional specification and content requirements. The structure phase focuses on determining user navigation within the User Experience with interaction design and information architecture. The skeleton phase involves creating the design elements of navigation, information interface. The surface represents the final sensory (visual) web designing stage, bringing everything together to produce the final product. (Garrett, 2011; Syahrina et al., 2020; Agusdin et. al., 2021). During the several studies (Syahrina et. al, 2020; Agusdin et. al, 2021) it was proved that “five planes” website-building strategy is working effectively e.g., answering user needs and meeting the objective of the product. With this Garrett’s (2011) web designing structure the focus is on the foundation, successful User Experience should be created of site or business objectives and user needs.

Although newer studies of the website design classified web creation process through design stages such as **information design, navigation design, and graphic design** (Kim et. al, 2019). When information and navigation design is based for the entire website and individual

pages, and graphic design focuses on visual elements such as color, image, typography, and layout (Kim et. al, 2019). According to Dianat et. al (2019 study results two main web design attributes for perceived usability i.e. web layout (e.g. navigation bar design and page arrangement) and performance (e.g. browser-related and error management issues). User satisfaction was also influenced only by the Web design attributes and not by the personal characteristics of the users. (Dianat et al., 2019). Martínez-Sala et al. (2020) offered a three-dimensional approach of website creation parameters of **usability, graphic design, and navigability** and connected both User Experience and Usability dimensions and used a term of User Usable Experience (UUX). Researchers (Dianat et al., 2019) suggest that web designers should focus design attributes created for users’ personal characteristics because it increases overall user Satisfaction and Usability.

Table 3. *Suggested effective Website Design “7C” model*

Effective website design elements 7C model:
<ul style="list-style-type: none"> • Context: layout design; • Content: text, pictures, voice, and video in website.; • Community: communication among users. • Customization: the ability of website to deliver information to the various users or allow users to personalize the site. • Communication: how the site allows communication with the user; users with the site: or two-way communication. • Connection: the degree of relationship the site with other sites. • Commerce: the ability of the site to allow for commercial transactions.

Source: Developed by author based on Kim and Niehm (2009); Artiono and Ariyanti, 2016;

Effective website design is important for creating a positive User Experience and maximizing user engagement. The 7C model, developed by Kim and Niehm (2009) and Artiono and Ariyanti (2016), underlines seven key components that contribute to a well-rounded and appealing website: Context, content, community, customization, communication, connection, commerce. Abou-Shouk and Khalifa (2017) highlight the importance of a simple layout, text displayed legibly with an appropriate font and print size, identifiable images or symbols, and suitable color of animation are important features of a website’s visual appeal. Overall, website design includes the main elements of web design: design of information architecture (layout), clear delivery of information (structure), visual design related to aesthetic design (visuals), navigation

design (ease of use) and all of these elements have to be considered during the website creation process.

1.3. E-trust influencing factors in E-Commerce

In the growing e-commerce market, understanding how to build consumer trust in e-commerce is one more necessary aspect for business development. Historically, human behavior and rationality, including trust, were researched in different sciences: psychology, sociology, economics, and neuroscience, because of the need of understand human emotions and also trust's impact in humans' decision-making processes (Evans and Krueger, 2009; Rilling and Sanfey, 2011; Abu-Shamaa and Abu-Shanab, 2015). Some researchers (Fernández-Bonilla et al., 2022) have identified consumer trust as the main element lacking in e-commerce platforms and also indicated that it is a barrier for customers to adopt e-commerce platforms (Fan et. al, 2020). In the reviewed literature, consumer trust is described as an essential element in e-commerce and lack of trust creates doubts for consumers, and it affects their purchase intentions (Virgilio and Antonelli, 2017). Researchers ((Zhou and Zhang, 2009; Lu et al., 2011; Kim and Park, 2013; Soleimani, 2021; Maraqa and Rashed, 2018) believe that trust develops when there is a potential of risk and uncertainty, and trust directly affects the customer's intentions. Therefore, Fan et al. (2020) noted the importance of the study field of consumer trust in e-commerce and the findings were used to enable the development of consumer e-trust.

In the academic literature, trust could be perceived as a multidimensional feeling that comes from personal beliefs and values. Researchers agree on two main dimensions of trust: **cognitive** (rational reasons) and **affective** (emotional) (Michell et al., 1998; Kim and Park, 2013). In the context of e-commerce research, Aiken and Boush (2006) mentioned in addition one more dimension i.e., **behavioral** dimension. The cognitive trust component involves consumer judgments of a firm's level of honesty and reliability (Aiken and Boush, 2006). Affective trust is a customer's belief related to privacy and security and emotions based on the level of care and concern shown by the firm, and it could have negative emotional implications for sharing personal information. (Aiken and Boush, 2006; Kim and Park, 2013) Behavioral trust relates to consumers' willingness to provide various kinds of personal information (Aiken and Boush, 2006). Authors (Kim and Park, 2013, Oliveira et al., 2017) also agree that cognitive trust has three dimensions,

including honesty (integrity), benevolence, and competence. Dimensions of trust show the elements needed to construct and identify trust between companies and customers.

Understanding the trustworthiness attributes of customers' trust can provide vulnerable insights and factors that can possibly can create trust and improve the customer's intentions to make an online transaction (Soleimani, 2021). Many authors (Yousafzai et al, 2003; Peštek et al, 2011; Kim and Park, 2013; Bhat and Darzi, 2020; Fan et al., 2020; Soleimani, 2021) research trust attributes and types in e-commerce and although the research field vary the components are repeating and are similar (Table 3). Based on the literature, customer concerns, disposition to trust, trusting beliefs, familiarity, calculative-based trust, accessibility of information, and other similar terms were considered as the main antecedents for this category (Soleimani, 2021). Also highlighted key elements such as reputation, information quality, security, and privacy in influencing consumer trust (Kim and Park, 2013), Yousafzai et al., 2003), Peštek et al., 2011), Bhat and Darzi, 2020), Fan et al., 2020; Soleimani, 2021). Exploring trust attributes like customer concerns and familiarity provides insights for improving e-trust.

Table 4. *E-trust factors and attributes proposed by researchers in literature*

Author, Year	Proposed e-trust factors and attributes:	Research field
Kim and Park, 2013	<ul style="list-style-type: none"> ● Reputation of the firm; ● Size of the firm; ● Information quality; ● Transaction safety; ● Communication; ● Economic feasibility, ● WOM referrals 	Trust elements on E-commerce's in Korea.
Yousafzai et al, 2003	<ul style="list-style-type: none"> ● Security; ● Privacy; ● Competence; ● Benevolence; ● Integrity. 	E-trust for electronic banking services.
Peštek et al, 2011	<ul style="list-style-type: none"> ● Website usability; ● Privacy; ● Security; ● Expected product performance; ● Loyalty; ● Electronic management of customer relations (e-CRM). 	Model of trust on e-transactions

Soleimani, 2021	Types and attributes: <ul style="list-style-type: none"> ● Customer (Access to information, calculative-based trust, customer concerns, disposition to trust, familiarity, initial trust, trusting belief); ● Environment (Culture, WOM, perceived size); ● Seller (Communication and interaction, institutional-based trust, reputation); ● Technology (Third-party institution's certification, website quality). 	Trust in e-commerce models review in literature
Fan et al., 2020	Factors and attributes: <ul style="list-style-type: none"> ● Consumer-Related Factors: (Propensity to trust, Demographic variables, Geographical location, Internet experience, Use of technology) ● Business Related Factors: Familiarity, brand experience, Reputation, recommendation, Word-of-mouth, perceived integrity) ● Technology-Related Factors: Privacy assurance, High-security measures, Reliable system, Information Quality 	Consumer Trust in E-Commerce
Bhat and Darzi, 2020	<ul style="list-style-type: none"> ● Web information; ● Reliability; ● Interactivity; ● Security. 	E-services quality determinants on e-trust.

Source: Developed by the author based on reviewed researches

Website quality is about right implementing the Usability elements on the website. Every e-seller's main goal is to influence customer's trust (Bojang et al., 2017) and at the same time to increase user satisfaction (Dianat et. al, 2019). Garret's (2011) "Five planes" website building model suggested a framework and when building a website, the specific elements should be included. Researchers concluded in their study that customers prefer websites when the content is useful and informative, navigation is convenient, and design is interesting and appealing, also companies should pay attention to the security and privacy of the customer (Hashmi et al., 2019). Some authors (Pešteek et al, 2011; Bojang et al., 2017) concentrated on website quality elements

that build trust and make a good first impression. This means that that website quality should be based on the content, structure, navigation, and functionality (Bojang et al., 2017) and this every element has to be considered while creating websites:

- **Content:** content should be engaging, relevant and appropriate for the consumer: website should provide clear information, recommendations and healthy tips, not promising what not possible to keep; Information structure also should include effective number of hyperlinks; An “About us” page on the site would explain a lot about the vendor and business itself, website should provide mailing addresses and and telephone numbers of the company; The online customer service and should be easily accessible to the customers, company can as well include some cues on the site; Security policy as well as standard terms concerning purchase agreements; Sales promotion displayed clear on the website, personalized content can also help users to feel what they are at the right website (Tarafdar and Zhang, 2005; Peštek et al, 2011; Akram et al, 2017);
- **Structure:** consistency and standards are important for website’s structure, websites should maintain consistency in action buttons, icons, form controls, content, and heading styles; Structure errors are primarily website incompleteness, for example, use of illegible letters, variegation, use of unnecessary images (and other files), use of hidden and nonexistent links, unnecessary pop-up windows, etc. (Peštek et al., 2011; Hamid et al., 2020);
- **Navigation:** The perceived ease of navigating the website makes easier purchases through the website; The use of graphics multimedia and other interactive elements also could make the website more interesting and easier to use for the user; Negative characteristics of navigation are mainly reflected in the inconsistency, and poor structure organization, which greatly affect user trust. (Peštek et al., 2011; Dianat et al., 2019);
- **Functionality:** If the website does not support the basic technical requirements i.e., fast loading, users will access the website with difficulties which can lead to user’s withdrawal and lost conversions; design elements should not be overused that may cause slow website loading; Website errors impact on building trust (Peštek et al., 2011).

E-trust elements on the website. Customers seek accurate and complete information in e-stores during their decision-making process, and other customers' reviews and ratings online are becoming a form of electronic word of mouth (e-WOM) (Prastiwi et. al, 2022). In the consensus of the reviewed literature, trust elements refer to reviews and ratings, and the five-star rating system can assist users in making purchasing decisions (Prastiwi et al., 2022, Peters and Bodkin, 2022). It is because reviews and ratings are more likely to provide information about the product's features, utility, and the value obtained in return for the money spent, describing the overall user's experience (Gurav et al., 2023). Recent studies (Prastiwi et al., 2022; Peters and Bodkin, 2022) reveal that online consumer reviews and five-star rating systems significantly impact trust and enhance the overall online shopping experience. In research about hotel bookings, Li et al. (2017) highlighted that positive information and numerical rating details increase booking intentions and consumer trust; however, negative information online can influence customers' hotel booking intentions.

1.4. Influencing factors of intention to repurchase online

E-commerce allows the process of purchasing goods and services via the Internet directly from the seller and different industries adopted e-shops and made as a primary or secondary sales channel (Rose et. al, 2011). A customer's intention to buy online refers to the motivation and stimulus which are created by the e-sellers (Napawut et al., 2022). Authors (Aren et al., 2013; Stravinskiene et al., 2013; Cho and Sagynov., 2015; Hajli, 2015; Abu-Shamaa and Abu-Shanab, 2015; Xu et al., 2020; Tam et al., 2022; Napawut et al., 2022) have done studies in different product and service categories and regions and found that there are repeating factors that are influencing to buy online (Table 4.). For example, intention factors on buying online hedonism (online games, luxury products) and utilitarian (groceries) also differ.

Table 5. *Factors influencing intention to buy online proposed by researchers in literature*

Author, Year	Factors influencing intention to buy online	Research Field
Napawut et al., 2022	<ul style="list-style-type: none"> ● Content marketing ● E-Promotion ● E-WOM 	Effect of E-WOM on the Relationship Between Digital Marketing Activities and Intention to Buy Via Shopee

Abu-Shamaa and Abu-Shanab, 2015	<ul style="list-style-type: none"> ● Perceived usefulness ● Perceived ease of use ● Technology trust ● Shopping site trust 	Intention to buy from online stores: An empirical study in Jordan
Xu et al., 2020	<ul style="list-style-type: none"> ● Rewards ● Competition ● Autonomy ● Absorbtion 	Online Purchase Intention Through Gamification in China
Tam et al., 2022	<ul style="list-style-type: none"> ● Brand Awareness ● Brand Image ● Website quality ● Visual appeal 	Intention to buy low-cost airline flights online
Stravinskiene et al., 2013	<ul style="list-style-type: none"> ● Person-related factors ● Product ● Price ● Place/Situational factors ● Luxury good advertisement 	Factors that influence consumers' intent to buy counterfeits
Cho et al., 2015	<ul style="list-style-type: none"> ● Perceived Product Information ● Price Perception ● Convenience Perception ● Perceived Product and Service Quality ● Perceived Desire to Shop without a Salesperson 	Effects Of Factors On Perceived Usefulness, Ease Of Use, Trust, And Intention To Purchase
Aren et al., 2013	<ul style="list-style-type: none"> ● Perceived Ease-of-Use ● Perceived Usefulness ● Tust 	Repurchase intention at the same e-shop
Hajli, 2015	<ul style="list-style-type: none"> ● Recommendations and referrals; ● Ratings and reviews; ● Forums and communities; ● Trust. 	Consumers' Intention to Buy on social commerce

Source: Developed by the author based on reviewed researches

Based on reviewed literature (Table 5) influencing factors on intention to buy online could be analyzed as separate categories Aren et al., 2013; Stravinskiene et al., 2013; Cho et al., 2015; Hajli, 2015; Abu-Shamaa and Abu-Shanab, 2015; Xu et al., 2020; Tam et al., 2022; Napawut et

al., 2022): Marketing Factors, User experience factors, Incentive factors, Product-related factors, Person-related factors, and Trust factors:

- **Marketing Factors:** Content marketing, E-promotion, E-WOM, Brand Image, Brand awareness; Rewards, Competition, Autonomy, Absorption;
- **User Experience Factors:** Perceived usefulness, Perceived ease of use, Shopping site trust, Website quality, Visual appeal;
- **Product-related factors:** Product attributes, Place/situational factors, Product information, Price;
- **Person-related factors:** Convenience perception, Perceived product and service quality, Perceived Price, Perceived desire to shop without a salesperson;
- **Trust Factors:** Trust on the e-store, Technology trust; Recommendations and referrals, Ratings and reviews Forums and communities.

In Conclusion, by categorizing influence factors, it is possible to better understand the different aspects that influence consumers' intention to buy online, and e-commerce can easier create Marketing strategies, build websites and analyze their customers. Researchers (Aditya et al., 2023; Huanng and Yu, 2019, Prahiawana et al., 2021) highlight that Intention to repurchase is depending on overall Satisfaction. Hasbullah et al., (2016) study finding confirmed that website usability was perceived to be the most important factor same as trust factors (Abu-Shamaa and Abu-Shanab, 2015; Pardede et al., 2018; Sullivan and Kim, 2018; Guo and Xia, 2023; Nurjanah et al., 2023) because E-trust is considered as an important factor affecting the success (or failure) of online shopping. Marketing decisions (e-promotions, rewards, etc.) (Akram et al, 2017) for every e-commerce product also should be based on business category and the elements, because not every brand. By learning customers' motivation to shop online companies will gain a deeper understanding of how to convert customer traffic to sales.

2. METHODOLOGY OF RESEARCHING THE IMPACT ON INTENTION TO REPURCHASE ON E-COMMERCE STORE

2.1. Empirical Research Background, Purpose and Objectives

In-depth Analysis of E-Commerce trends in Lithuania there is a common positive growth of online shoppers as well as e-store numbers (EcommerceBD.com, 2022). For this research because

of its popularity in Lithuania as a research object was selected “Pigu.lt” online store. “Pigu.lt” is the leading online store in the Lithuanian e-commerce market (Table 6) by online net sales revenue in e-commerce over the last and previous years 126.8 million Euros in 2022, followed by barbora.lt with sales totaling 84.0 million Euros, and Senukai.lt with sales amounting to 62.4 million Euros (Statista Research Department, 2023; EcommerceBD.com (2022)). “Pigu.lt” is also the most popular website by visitors indexed 82 229 920 visitors in 2022, followed by Senukai.lt with 66 488 860 indexed visitors and Telia.lt 30 501 142 indexed visitors (BPN Intence, September 2023; ecom100.lt, 2022):

Table 6. *Most popular websites in Lithuania by revenue and visitors*

Most popular websites by revenue EcommerceBD.com (2022)	Most popular websites by visitors BPN Intence (2022)
<ol style="list-style-type: none"> 1. pigu.lt 2. Barbora.lt 3. Senukai.lt 4. Eurovaistine.lt 5. Varle.lt 	<ol style="list-style-type: none"> 1. Pigu.lt 2. Senukai.lt 3. Telia.lt 4. Varle.lt 5. Topocentras.lt

Source: Developed by the author based on EcommerceBD.com and BPN Intence data

“Pigu.lt” could be also considered not only as an online store, but as market place because of the specific website elements. However, in this research “Pigu.lt” will be considered as “e-commerce store” or “online store” as typically Lithuanian market understands it as an online store. Also the website elements for this research are typically found on both marketplaces and online stores, not to differentiate the type of the store for during the research process. In addition, different sources and E-commerce Statistical Databases such as Ccommercedb.com (2023), also uses the term “e-commerce store” when presenting Lithuanian e-commerce market and “Pigu.lt”. Researchers (Davidavičienė and Tolvaišas, 2011) on previous studies did not differentiate between online store and the marketplace definition when analyzing “Pigu.lt” case. Competition Council of the Republic of Lithuania (2023) in their survey’s results also concluded that in Lithuania there are 5 marketplaces (including “Pigu.lt”) that use hybrid selling platforms and they compete with other distributors on their platform, which makes a “Pigu.lt” online store.

When choosing the category of products for this research the online sales in Lithuania were

considered. The ECDB (EcommerceBD.com, 2022) presented seven markets within the Lithuanian eCommerce market, where the largest was Hobby and Leisure (25.7%) of the total, next in line are Electronics (20.9%), Fashion (17.8%), Furniture and Homeware (11.7%), Care Products (9.4%), DIY (9.2%), and Grocery at the remaining the smallest (5.3%). According to the statistics Electronics are taking the highest numbers in online shopping in Lithuania and because of it's popularity this product category was selected as a research object.

Purpose of the research

The purpose of the research is empirically to analyze if the relationship exists between different Website quality elements such as Website Design, Website Information, and Website Trust Elements and E-trust, E-Satisfaction, Perceived Ease-of-Use, and Perceived Usefulness.

Objectives of the empirical research:

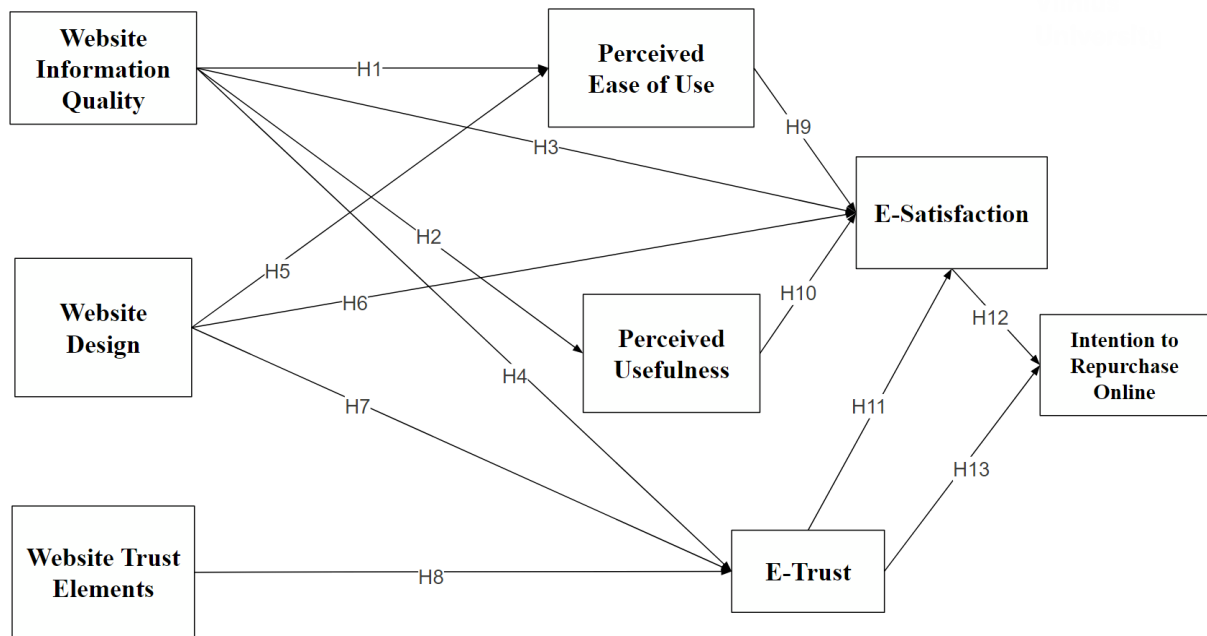
1. Construct a conceptual research model based on literature review;
2. Develop hypotheses based on the findings of previous researches;
3. Establish a data collection framework;
4. Collect data by conducting empirical research method;
5. Test hypotheses by performing statistical methods (correlation, regression);
6. Analyze the results and based on them make recommendations for e-commerce businesses.

2.2. Conceptual model and hypotheses of the research

In this research functional User Experience website characteristics as independent variables will be investigated while trying to relate them with the customer intentions on the online store. Based on the theoretical aspects (Karahan, 2022; Vásquez and Martínez, 2020; Nurjanah, 2022) of repurchasing from an e-store several factors have been selected to create the research conceptual model (Fig. 4). Usability Elements (Pašteek et al., 2011) related to Website Quality (Zhou and Zhang, 2009) such as **Website Information Quality**, **Website Design** and Product Information Quality (Liu and Zhang, 2014) **Website Trust Elements** are repeating in reviewed literature and as the main important for satisfied customer experience online. Also in this research intention to repurchase will be evaluated through User Experience (UX) evaluation criteria (Hasan, 2022) such as **Perceived Ease-of-Use** and **Perceived Usefulness** which are mentioned in the

reviewed literature are likely to enhance user satisfaction, trust and willingness to use a website (Aren et al., 2013; Abu-Shamaa and Abu-Shanab, 2015; Maraqa and Rashed, 2018). According to some authors (Lu et al., 2011; Kim and Park, 2013; Soleimani, 2021) factors such as **E-Trust** lead to intentions to purchase and it is explained that trust that directly affects the customer’s intentions. Also Mamakou et. al, (2023) explain that **E-Satisfaction** performs then Customers experience exceeds initial shopping expectations. Therefore, this research will determine the relationship of different variables that affect the **Intention to Repurchase** goods on e-store. The conceptual research model is depicted below (Fig. 4) also includes hypotheses, which are explained further.

Figure 4. *Conceptual model of the research*



Source: Developed by the author based on Karahan (2022), Vásquez and Martínez (2020), Nurjanah (2022).

Following the conceptual model visualization (Fig. 4) definitions the focus lies on the relationships among variables and formulating hypotheses. Hypotheses of the research are formed based on the analysis of scientific literature research and a formal statement compared with other existing theories with simplified explanations (Sperry, 1970). The hypothesis shows the solution to the problem (Singh, 2020), acts as a temporary solution, and helps the researcher to start his

investigation (Singh, 2020). According to the conceptual model in this research, there are eight constructs and thirteen hypotheses will be used for the empirical research.

2.2.1. Hypotheses Explanation

Information Quality and Perceived Ease-of-Use. High-quality information customers see it as valuable when evaluating E-commerce Websites. The quality of the information, including characteristics such as being up-to-date, accurate, useful, complete, and its presentation, is crucial for customers (Lin, 2007). Researchers (Khaleel et al., 2005) also recognize the significance of perceived ease of use, defined as the consumer's perception of the effort required to use a system and ease of clarity of information, therefore, e-stores should prioritize user-friendly design and clear interactions when shopping online. Other authors (Sun et. al, 2015; Zhou and Zhang (2009) agree that Information Quality is an essential component of Website Quality evaluation which has related to Perceived Ease-of-Use and eventually intention to purchase on the e-store. Based on these theoretical arguments H1 hypothesis is formed:

H1: Information Quality on the e-store is positively related to Perceived Ease-of-Use.

Information Quality and Perceived Usefulness. Together with Ease-of-Use the Perceived Usefulness is a determinant of technology usage (Peters and Bodkin, 2022). Usefulness as another E-commerce Website's Quality and Usability element evaluates the main user's perception of how much the usage of a system would improve the customer's performance when shopping online (Maraqa and Rashed, 2018). Zhou and Zhang (2009) also study results showing that Information Quality is the main factor affecting Perceived Usefulness and if Information Quality is poor, it will be difficult for users to perceive the usefulness of the website. Researchers (Zhou and Zhang, 2009; Peters and Bodkin, 2022) agree that perceived Usefulness also had moderating the relationship between overall website quality, e-satisfaction and purchase intentions. Based on these theoretical arguments H2 hypothesis is formed:

H2: Information Quality on the e-store is positively related to Perceived Usefulness.

Information Quality and E-Satisfaction. Information Quality during the shopping process is likely to help customers easier to compare products, make decisions faster, and eventually lead to E-Satisfaction. Lin's (2007) study suggested that improved information quality would lead to high levels of customer satisfaction. Other authors (Ghasemaghaei and Hassanein, 2015) analyzed the relationship between online Information Quality and consumer satisfaction, and the results of their study show that indeed perceived Online Information Quality has a strong positive influence on consumer satisfaction. However, Shodiq et al. (2018) in their study found that Information Quality is less significant in Customer Satisfaction than Website Design and Service Quality. Therefore, because of different opinions, there is a need to clarify if there is a relationship between the above-mentioned variables, and the H3 hypothesis is proposed:

H3: Information Quality on the e-store is positively related to E-Satisfaction.

Information Quality and E-Trust. To increase sales and decrease the intensity of risk, companies should increase the level of online trust (Qalati et al., 2021). Kim and Peterson (2017) suggest that if the information provided by the website is reliable and accurate it will increase the consumer's trust. The results of Halik's (2020) study indicate that the quality of information has a positive effect on trust, which means that the information distributed online and quality information will increase customer's motivation to buy. Wang et al., 2009 also agree in their research that consumers with higher content satisfaction may believe that the information provided is reliable, with high-quality website content and design, and that will make online consumers feel that this website is trustworthy. Therefore, various information from online sellers must be detailed about the quality of goods, prices, and discounts and this will make consumers more interested in the online shopping process (Halik, 2020). Other research (Maity, 2014) findings also reveal that information quality has significant effects online on WOM and e-trust. According to the reviewed literature and suggestions by the authors H4 hypothesis is proposed:

H4: Information Quality on the e-store is positively related to E-Trust.

Website Design and Perceived Ease-of-Use. Website Design is likely to help customers during their shopping process and lead to Perceived Ease-of-Use. In their study, Khaleel et al. (2005) Good user interface design plays an important role and is increasing User Experience.

According to Kasinphila et. al, (2023) two critical components impact consumer perceptions of online shopping: the website's "ease of use" and "information content". Li and Yeh (2010) researched mobile website design's influence on trust through ease of use, usefulness, and customization and the results showed that certainly there is the influence of design aesthetics on perceived ease of use. Thus, the H5 hypothesis is proposed for this research:

H5: Website Design of the e-store is positively related to Perceived Ease-of-Use.

Website Design and E-Satisfaction. The design of an online retailer's website is one of the most important factors when creating attitudes among users and it increases their desire to return to the website (Kasinphila et al., 2023). Therefore, according to Kassim and Abdullah's (2010) study Website Design should prioritize a user-centric approach by ensuring that information is displayed attractively displayed and organized for optimal accessibility for users. Tandon et al. (2017) perceive Website Design as a Website Service Quality and added that Website Design characteristics such as graphics, aesthetics, store layout, arrangement of hyperlinks, and proper display of products all contribute to that Website Service Quality. In Rahi et. al, 2020 research customer satisfaction played a mediating role in the conceptual model and results showed that customer satisfaction significantly mediates the relationship with Web Design. Rahi et al. (2020) also concluded that Website Design customer satisfaction are the key factors that influence on behavioral intentions of users towards banking websites. Other researchers (Kasinphila et al. 2023) added that eventually quality Website Design of this will lead users to a positive experience. Therefore, based on theoretical researchers H6 hypothesis are proposed:

H6: Website Design of the e-store is positively related to E-Satisfaction.

Website Design and E-Trust. The influence of Website Design on consumer Trust is one of the critical aspects of online purchasing behavior (Kim and Peterson, 2017). Zhou and Zhang (2009) consider Website Design is one of the Website Quality elements and confirm that Website Quality will affect user trust. If website quality is poor, users will feel that the site has no necessary professional skills and won't and fulfill its promises (Zhou and Zhang, 2009). As highlighted in recent studies (Saoula et al., 2023) with visually appealing and creative Website Design positively

shaping customer engagement and e-trust, also it makes customers less sensitive to product prices and helps them for make a purchase decision faster. For example, the visual elements of a website, including colors, patterns, and layout, have the potential to visual pleasure and improve their understanding of the site (Guo et al., 2023). Saoula et al. (2023) study findings reveal significant insights where Website Design positively develops e-trust among the customers and enhances the chances of customer retention on the online store. Moreover, Guo et al., (2023) in their study used Trust as a moderator and confirmed that trust could strengthen the relationship between website design and satisfaction due to a positive evaluation of trustees. Based on the context above, hypothesis H7 is proposed:

H7: Website Design of the e-store is positively related to E-Trust.

Website Trust Elements and E-Trust. Researchers (Prastiwi et. al, 2022; Gurav et al., 2023) highlight that customers are looking for accurate and complete information in e-stores for customers during their decision-making process and other customer reviews and ratings online are becoming an electronic word of mouth (e-WOM). And it is because reviews and ratings are more likely to give information about the product's features, its utility, and the value obtained in return for the money spent and describe the overall user's experience Gurav et al., (2023). Recent studies (Prastiwi et al., 2022; Peters and Bodkin, 2022) reveal that online consumer reviews and five-star rating systems significantly impact trust and enhance the overall online shopping experience. In the research about hotels booking Li et al., (2017) highlighted that positive information and numerical rating details increase booking intentions and consumer trust, however, negative information online can influence customer hotel booking intentions. Soares et al., (2022) researched moderating effects of the relationship between online reviews and some product characteristics on consumer's trust and researchers suggest that online stores could benefit more by promoting positive reviews for their customers. Trust and reviews are strongly associated with each other confirm Podile et al., (2023) in their study. Therefore, based on the theoretical arguments H8 hypothesis is formed:

H8: Website Trust Elements on the e-store are positively related to E-Trust.

Perceived Ease-of-Use, Perceived Usefulness and E-Satisfaction. In order to find key factors affecting online customer satisfaction and repurchase intention there is a need to prove which elements in online shopping process have the most influence. Authors (Tandon et al., 2017) often investigate e-satisfaction through website quality dimensions, i.e. website functionality, perceived usability (including ease of use), and perceived usefulness and others (Cuong, 2023) through determinant website factors such as perceived ease to use, perceived usefulness, website design quality, and price perception. Raihan and Soepatini, (2023) conducted research with the aim of knowing the effect of customer satisfaction in building brand loyalty through customer satisfaction, and the results showed that there is a considerable impact on satisfaction is provided by the ease of use, seller reputation, and perceived usefulness. Other research (Tandon et al., 2017) findings reveal that perceived usefulness and website functionality have a positive impact on customer satisfaction, whereas perceived usability (ease of use of the website) had a significant but negative impact on customer satisfaction. Also according to Cuong (2023) to research conceptual model, perceived usefulness and perceived ease of use influence individuals' behavioral intentions. Hence, based on reviewed literature and authors discussions the following hypotheses H9 and H10 are proposed:

H9: Perceived Ease-of-Use on the e-store is positively related to E-Satisfaction;

H10: Perceived Usefulness on the e-store is positively related to E-Satisfaction.

E-Trust and E-Satisfaction. Users always will expect to visit an easy-to-use, useful, and trustworthy e-commerce website and when this expectation is met, users will be satisfied (Zhou and Zhang, 2009). Authors (Ghane et al., 2011) investigated e-loyalty in online banking and proposed in their conceptual model that e-trust affects e-satisfaction. The results of their study (Ghane et al., 2011) revealed that e-trust is significantly affects customer e-satisfaction and online retailers should realize that to build e-loyalty and e-satisfaction, there has to be a prior development of e-trust. Zhou and Zhang (2009) also tested if e-trust will significantly affect user e-satisfaction and among all investigated factors affecting satisfaction, trust has the largest effect. Horppu et al., (2014) investigated the opposite hypothesis that e-satisfaction has an effect on e-trust and also in their results found that e-satisfaction has a positive effect on e-trust. A recent study (Juwaini et al., 2022) also investigated if E-Trust has a direct and positive effect on E-Satisfaction and the results

showed that E-Trust had a positive effect but not significant to E-Satisfaction and that E-Trust had a negative but not significant effect on e-satisfaction. Also, Bulut, (2015) the study results revealed that e-trust has the pivotal role on Intention to Repurchase online. Based on authors discussions the following Hypothesis H11 is proposed:

H11: E-Trust on the e-store is positively related to E-Satisfaction;

E-Trust and Intention to Repurchase. Trust is a fundamental component of online shopping and a lack of trust will prevent customers from re-engaging in online shopping transactions (Nurjanah et al., 2023). In reviewed literature (Kassim and Abdullah, 2010; Fang et al., 2014; Bulut, 2015; Pardede et al., 2018; Sullivan and Kim, 2018; Nurjanah et al., 2023; Guo and Xia, 2023; online trust is one of the main variables for the intention to purchase from the same online store. The customers carry out repurchase intention if they feel the benefits and that they will decide to repurchase on the same online store (Nurjanah et al., 2023). Several (Pardede et al., 2018; Sullivan and Kim, 2018; Guo and Xia, 2023; Nurjanah et al., 2023) studies results proved that online trust had a positive impact on repurchase intention. Researchers (Sullivan and Kim, 2018) add that repeat consumers have a better perception on what to expect from the online store and it can be directly turned into trust after the initial purchase. However, there was also a different finding in Aditya et al., (2023) research where e-trust affect intention to repurchase was not supported. Based on theoretical findings and discussions, the following hypothesis is proposed:

H12: E-Trust on the e-store is positive impact on Intention to Repurchase.

E-Satisfaction and Intention to Repurchase. If customers have already had a good shopping experience on a website, they would likely would repurchase from the same website (Rita et al., 2019). Researchers (Aditya et al., 2023) in their study have proven that E-satisfaction positively and significantly influences e-WOM and Repurchase Intention. In another study (Tandon et al., 2017) customer satisfaction played a mediating role between website service quality and repurchase intentions in the context of online shopping and results stated that customer satisfaction has a significant positive effect on repurchase intention. In the research on accommodation services, it was also proven that customer satisfaction will affect continuous consumption behavior (Huarng and Yu, 2019). Prahiawana et al., (2021) investigated if customers will shop or use the

same website and if they were satisfied, this study results found that satisfaction has a positive but insignificant effect on repurchase intention. Therefore, based on the theoretical arguments and discussion H13 hypothesis is formed:

H13: E-Satisfaction on the e-store is positive impact on Intention to Repurchase.

2.3. Methods and procedures for data collection

Research Method. Quantitative research method was chosen to collect data using an **online survey**. Quantitative research will allow to achieve the set empirical research goals and to collect data from respondents which is suitable for statistical analysis in this research. This method was selected based on existing practice from similar studies related to consumers' repurchasing intention, where also online survey was conducted during the research process (Usas and Jasinkas, 2021; Vasanthakumar, 2023; Sari and Darma, 2022; Baia et. al, 2008; Priyadarshini et al., 2017; Seckler et al., 2014; Mamakou et al., 2023; Sun et al., 2015; Nurjanah et al., 2022; Augustine and Adnan, 2020). Also according to Dikčius (2011), a questionnaire is a convenient method because respondents have a low probability of response errors which is the main goal of the research. Also, this quantitative method allows to research different customer behaviors such as purchase behavior; choice criteria; consumption behavior; consumer satisfaction; consumer needs; consumer demographic data; and even consumer psychographic data (Dikčius, 2011) and this suits with the main intention of this research.

The online survey was conducted on the "Google Forms" platform. The survey was open for answers in November and December 2023 until the required sample size was reached. The online survey was distributed to the respondents through Social Media Channels such as Facebook, Instagram, and personal Messenger texts. Before distributing the online survey, respondents were informed about the research purpose, and what data would be used, how long it would take to answer, that this survey is anonymous. Online store's "Pigu.lt" main market is based in Lithuania; therefore, the potential survey participants are also based in Lithuania. For that reason, the online questionnaire was translated from English to Lithuanian language (Annex 1 and Annex 2) trying to minimize the chance of incorrect interpretation of the answers and to get more precise data from the native speakers.

The online questionnaire consisted of a total of 11 questions. Also participants only over

18 years old were invited to complete the survey. All invited respondents were required to answer a control question, asking whether they had online shopping experience on the “Pigu.lt” online store. If the respondent answered “no” that he/she did not purchase on “Pigu.lt” online store and this survey will be removed from the final survey results. The following questions (questions Nr. 4-9) were on a **5-point Likert scale** ranging from “strongly disagree”, “disagree”, “neither agree or disagree”, “agree “strongly agree”. Other question were nominal type (questions Nr. 2, 11, 12) about shopping frequency and demographic questions. And question Nr. 3 was multiple-choice question where respondents could select up to 3 answers when naming the most popular categories they buy on “Pigu.lt”.

In total, eight constructs (Table 7) by forming Likert scale questions were selected in this research based on previous researches (Lin, 2007; Kassim and Abdullah, 2010; Prastiwi et. al, 2022; Li and Yeh, 2010; Peters and Bodkin, 2022; Mamakou et. al, 2023; Usas and Jasinskas, 2021; Nurjanah, 2022): Website Information, Website Design and Website Trust Elements and E-trust, E-Satisfaction, Perceived Ease-of-Use, and Perceived Usefulness:

Table 7. *Modified constructs for conducted online survey*

Author, Year	Construct
<i>Website Information Quality,</i> Lin, 2007	1. The online retailer provides up-to-date information; 2. The online retailer provides useful information; 3. The online retailer provides complete information.
<i>Website Design</i> Kassim and Abdullah, 2010	1. The information on the site is attractively displayed; 2. The information on the site is well organized; 3. The information on the site is easy to understand and follow; 4. The site layout and colors are appealing.
<i>Website Trust elements</i> Prastiwi et. al, 2022	1. I think the reviews of the purchase experience with “pigu.lt” are accurate; 2. In my opinion, the reviews of the purchase experience with “pigu.lt” provide relevant information about the products; 3. In my opinion, the reviews of the purchase experience with “pigu.lt” provide honest testimonies; 4. I think the reviews of the purchase experience with “pigu.lt” are very useful before purchasing products; 5. Ratings (stars) given by other purchasers help me rate the “pigu.lt” product and the seller; 6. Ratings (stars) given by other purchasers increase my knowledge of the

	products and sellers.
<i>Perceived Ease of use</i> Li and Yeh, 2010	<ol style="list-style-type: none"> 1. It is easy to get the e-store to do what I want; 2. The interactions with the e-store are clear and understandable; 3. The e-store is easy to use.
<i>Perceived Usefulness</i> Peters and Bodkin, 2022	<ol style="list-style-type: none"> 1. E-store provides good information about quality and price; 2. E-store Improves my performance in assessing the product quality and price; 3. E-store increases my effectiveness for product quality and price assessment online; 4. Reviews on the e-store are useful for evaluating the product's quality and price.
<i>E-Satisfaction</i> Mamakou et. al, 2023	<ol style="list-style-type: none"> 1. I am satisfied with my last Internet purchase; 2. I like to make purchases from this e-store; 3. Overall, I am satisfied with the experience provided by this e-store.
<i>E-Trust</i> Usas and Jasinskas, 2021	<ol style="list-style-type: none"> 1. I feel comfortable relying on this e-store when I need to buy something; 2. I'd trust this e-store's administration to do the job right; 3. I am quite certain what to expect from this e-store; 4. I believe this website shop will always act in my best interest.
<i>Intention to Repurchase</i> Nurjanah, 2022	<ol style="list-style-type: none"> 1. Prefer to shop online at the online store rather than offline; 2. Intend to revisit the online store in the future; 3. If I want to buy the product again, I will buy it in the online store; 4. Have a high level of willingness to repurchase products in the online store; 5. Would recommend shopping online at the online store to others; 6. Will tell others about positive experiences when shopping online at the online store.

Source: Developed by the author based on reviewed authors

Sampling Size. For the current research, the **non-probability convenience sampling** method was chosen because the respondents will be reached through online social media platforms and also this research was not provided with a budget for employing venues or different research technology. By setting the sample size 10 similar topic researches (Usas and Jasinskas, 2021; Vasanthakumar, 2023; Sari and Darma, 2022; Baia et al., 2008; Priyadarshini et al., 2017; Seckler et al., 2014; Mamakou et al., 2023; Sun et al., (2015; Nurjanah et al., 2022; Augustine and Adnan, 2020) (Table 8, Annex 3) on User Experience, Website Quality, and Repurchase Intention were compared. To present the scope of the researched topic the countries (Lithuania, India, Indonesia, Yemen, China, Switzerland, Greece, USA, and Malaysia) were also included. Based on researchers examples, the average sample size of 10 researches was calculated and 258 *respondents* are required for to participate on the online survey:

Table 8. Comparable researches Sampling Size Average

Author, Year	Research Topic	Research Method	Sampling	Country
Usas and Jasinkas, 2021	Website quality factors and customer loyalty	Online Survey	154	Lithuania
Vasanthakumar, 2023	Website trust, consumer satisfaction, loyalty and its effects on online food ordering services	Online Survey	235	India
Sari and Darma, 2022	Website Quality, Brand Image, Brand Trust, Repurchase Intentions, Customer Satisfaction	Online Survey	150	Indonesia
Baia et al., 2008	The impact of website quality on customer satisfaction and purchase intentions	Face-to-Face Survey	180	China
Priyadarshini et al., (2017)	Effect of information quality, attitude toward the website	Online Survey	385	India
Seckler et al., 2014	UX and Website characteristics, Trust	Online Survey	221	Switzerland
Mamakou et al., (2023)	Satisfaction in e-commerce, e-service quality and UX	Online survey	310	Greece
Sun et al., (2015)	E-commerce service quality, website quality	Online survey	308	China and USA
Nurjanah et al., (2022)	Repurchase Intention on Online Marketplace, Trust	Online survey	254	Indonesia
Augustine and Adnan, (2020)	Perceived Price, Website Trust, Online Reviews	Online survey	384	Malaysia
		Average:	258	

Source: Developed by the author based on reviewed authors

Data Analysis and Statistical Processing Procedures. During the empirical study, the collected data were processed using the IBM SPSS Statistics 29.0 program. To continue this research, first, the reliability of the constructs had to be tested by using Cronbach's Alpha (α) coefficient analysis (Pūkėnas, 2009). The value of this coefficient ranges from 0 to 1. If the value of Cronbach's alpha coefficient is less than 0.6, then the reliability of the scale is too low, reliability is not high if 0.6-0.7, but adequate for testing. Pakalniškienė (2012) suggests that a questionnaire

is considered reliable if Cronbach's Alpha coefficient is higher than 0.6., If the Cronbach's Alpha score is lower than 0.6 it indicates that the items do not correlate with each other and are not related to the studied element. However, in most scientific studies Cronbach's Alpha is higher than 0.7. (Pakalniškienė, 2012) The results are also questionable if Cronbach's Alpha is higher than 0.95 because the statements are considered too identical.

When calculating Cronbach's Alpha is also needed to generate new variables and calculate the value of the construct. Individual statements are not analyzed, but an average is calculated for each respondent from the statements in the construct. The main goal of this analysis is to demonstrate that certain variables are related based on a common factor and to eliminate attributes if needed that belong to multiple variables created or are not suitable according to the analysis.

Later, checking the normality of the interval variables is important in order to learn which direction the research analysis can be conducted. In statistics, normality tests help us figure out if a set of data follows a typical bell-shaped curve (normal distribution). These tests also help estimate the likelihood of the data's underlying random variable being distributed in a normal way. Shapiro–Wilk and Kolmogorov-Smirnov test (K-S test) tests results can show if the data distribution curve is normal or non-normal. This means that the variable fits the normal distribution curve if the significance of Shapiro–Wilk and Kolmogorov-Smirnov tests is higher than 0.05 ($p < 0.05$), if lower non-normal distribution. In scientific literature, both tests are used in calculating normality, but Shapiro–Wilk is considered more reliable when the sample size is bigger (< 50). (Bilevičienė and Jonušauskas, 2011; Pakalniškienė, 2012).

The selected variables further are examined through correlation analysis. The correlation coefficient does not indicate which variable is the cause and which one is the effect. Correlation analysis shows the relationships between variables and if they are a in statistically significant relationship. (Bilevičienė and Jonušauskas, 2011). Commonly in statistics Pearson's or Spearman's correlation coefficient are used to assess the degree to which two variables are linearly related. The Pearson correlation coefficient is calculated to assess the relationship of quantitative (ordinal) variables, while the Spearman correlation coefficient is used to evaluate the relationship of two scale or quantitative (ordinal) variables. The strength of the relationship between two scale variables or ordinal variables with a non-normal distribution is assessed using the Spearman correlation coefficient. According to Bilevičienė and Jonušauskas (2011) strength of correlation is interpreted based on coefficients (Table 9):

Table 9. *Ranges and Strength of Correlation*

Correlation Range	Strength of Correlation
0.9 to 1.0 or -0.9 to -1.0	Very Strong
0.7 to 0.9 or -0.7 to -0.9	Strong
0.5 to 0.7 or -0.5 to -0.7	Moderate
0.3 to 0.5 or -0.3 to -0.5	Weak
Below 0.3 or above -0.3	Insignificant

Source: Developed by the author based on Bilevičienė and Jonušauskas (2011)

This coefficient evaluates the strength of the relationship based on the ranks of the variables rather than their actual values. Therefore, which analysis Pearson's or Spearman's correlation coefficient will be used in this analysis it will depend on the normality test results, if normal distribution - Pearson's, if non-normal - Spearman's (Bilevičienė and Jonušauskas (2011), because the analyzing variables are measured in scale.

In order to find the impact of the variables on intention to repurchase on e-store is needed to conduct the linear regression. When the correlation coefficient is calculated, the existence of relationships is determined, the regression can be performed. According to Li et al., (2012) even when a variables is not distributed normally, linear regression remains a statistically suitable technique in studies of larger sample sizes.

3. RESULTS AND DISCUSSION OF AN EMPIRICAL STUDY ON USER EXPERIENCE AND E-TRUST ELEMENTS' IMPACT ON REPURCHASE INTENTION FROM E-COMMERCE STORES

3.1. Reliability of the constructs

In analyzing the results of the research on the Impact of Website Elements, Ease of Use, Usability of the website, E-Trust, E-Satisfaction, and their influence on the Intention to Repurchase

from the same electronic store, the internal reliability of the questionnaire scales was assessed. To determine the suitability of the collected data for further analysis, Cronbach's Alpha (α) was calculated, as shown in Table 10 (Annex 4). This step aims to evaluate the internal consistency of the scales used in the questionnaire:

Table 10. *Reliability of the constructs by Cronbach Alpha*

Construct	Number of questions	Cronbach Alpha (α)
Website Information Quality	3	0.758
Website Design	4	0.879
Website Trust elements	6	0.831
Ease of use	3	0.927
Usefulness	4	0.862
E-Satisfaction	3	0.872
E-Trust	4	0.839
Intention to repurchase	6	0.811

Source: Developed by the author based on the results of the "SPSS Statistics" program

The results of the Cronbach's Alpha analysis present the reliability of various constructs in this study. Overall, all constructs are considered reliable, as the range of Cronbach's Alpha values spans from 0.758 to 0.927, falling within the brackets of acceptable reliability. In general, this analysis confirms that there is a consistent internal reliability among the sets of questions corresponding to each construct. Website Information Quality ($\alpha = 0.758$), Website Design ($\alpha = 0.879$), Website Trust Elements ($\alpha = 0.831$), Ease of Use ($\alpha = 0.927$), Usefulness ($\alpha = 0.862$), E-Satisfaction ($\alpha = 0.872$), E-Trust ($\alpha = 0.839$), Intention to Repurchase ($\alpha = 0.811$). Therefore, from the data provided in Table 10, it can be seen that the collected data is reliable and suitable for further analysis.

Normality test of the constructs. It appears that for all the variables listed, including Website Information Quality, Website Design, Website Trust Elements, Ease of Use, Usefulness, E-Satisfaction, E-Trust, and Intention to Repurchase, the significance level (p-value) is less than

0.05. This indicates that the data for each variable significantly deviates from a normal distribution (Table 11, Annex 5):

Table 11. *Normality test results of the constructs*

Variable	Sig. (p)	Decision
Website Information Quality	<.001 p < 0.05	Non-normal distribution
Website Design	<.001 p < 0.05	Non-normal distribution
Website Trust elements	<.001 p < 0.05	Non-normal distribution
Ease of use	<.001 p < 0.05	Non-normal distribution
Usefulness	<.001 p < 0.05	Non-normal distribution
E-Satisfaction	<.001 p < 0.05	Non-normal distribution
E-Trust	<.001 p < 0.05	Non-normal distribution
Intention to repurchase	<.001 p < 0.05	Non-normal distribution

Source: Developed by the author based on the results of the "SPSS Statistics" program

It appears that for all the variables Website Information Quality, Website Design, Website Trust Elements, Ease of Use, Usefulness, E-Satisfaction, E-Trust, and Intention to Repurchase, the significance level (p-value) is less than 0.05. This indicates that the data for each variable significantly deviates from a normal distribution. To further assess the normality of the distributions, you mentioned the use of the Kolmogorov-Smirnov and Shapiro-Wilk tests. If the p-values from these tests are below 0.05, it supports the decision that the distributions are non-normal. After this test is clear that Spearman's correlation coefficient will be used in this analysis to find which factors are the most significant for the intention to repurchase on the same e-store.

3.2. Analysis of sample structure

The online survey, was conducted on "Pigu.lt" shopping experience with a total of **260 participants**. It provides a comprehensive examination of the respondent sample's characteristics. Respondents were asked to present data such as gender, age group, how often they make purchases during the year, and the most often purchased product categories (Annex 6). This info helps to understand the shopping habits and choices of the targeted group and also to make assumptions

further in the analysis, eventually to make conclusions and suggestions for e-commerce business.

The gender breakdown (Table 12) indicates a majority of female participants, accounting for 64.6% (168, N=260), while male participants make up 35.4% (92, N=260) of the surveyed group. The majority of female participants reflect the diversity of online shoppers in Lithuania and underscores the active participation of women in the survey.

Table 12. *Respondents by gender*

Gender	Frequency	Percent
Woman	168	64.6 %
Man	92	35.4 %
Total N	260	100 %

Source: Developed by the author based on the results of the "SPSS Statistics" program

This proportion aligns with cultural norms emphasizing gender roles in the purchase decision-making process, where women tend to be more involved in family-related decisions. Insights from research (Bednarska-Wnuk and Noga, 2023) in the Polish market, which is similar to Lithuanian culture, emphasize that women are more inclined to make purchase decisions influenced by time-limited offerings, online promotions, special offers, and price consideration is much higher than men. Furthermore, male-dominated decisions are shifting towards joint decisions of household items such as automobiles, televisions, or financial planning. Men usually get information quickly by noticing important details, while women prefer depth information searches. Women often trust their instincts and are subjective and intuitive, while men tend to be more analytical and logical, forming opinions based on other people's experiences rather than trying things themselves (Bakshi, 2012). Researchers agree that understanding gender-based tendencies is crucial for online marketers to better satisfy customers (Kusá et al., 2014; Bednarska-Wnuk and Noga 2023; Bakshi, 2012), however, gender is not only one market segmentation variable, which has an impact on the decisions (Bakshi, 2012) and needs to include more insights.

The age distribution of the survey participants illustrates distinct proportions across different age groups Table 13. The 18-27 age group constitutes a relatively smaller presence, representing 11.5% (30, N=260) of the respondents. In contrast, the 28-37 age group dominates, comprising 61.5% (160, N=260), indicating a significant participation from individuals within this

age range. The 38-47 age group accounts 17.3% (45, N=260) participation, the 48-57 age group represents 6.9% (18, N=260), while participants aged 58 and above make up the lowest numbers of 2.7% (7, N=260). According to Statista. com (2023) in the European Union, the most frequent customers online are aged 25 to 34 which presents the most active age group and this age bracket is similar and aligns with the survey respondents.

Table 13. Respondents by Age

Age	Frequency	Percent
18-27	30	11.5 %
28-37	160	61.5 %
38-47	45	17.3 %
48-57	18	6.9 %
58 and more	7	2.7 %
Total N	260	100 %

Source: Developed by the author based on the results of the "SPSS Statistics" program

In scientific literature age is also common research topic. For example, Knezevic et al. (2020) were looking at generations purchase intentions. According to Knezevic et al. (2020) presentation of age brackets for generations, this research also has a main focus on Generation Z, Y (Millennials) with the highest number of respondents 73 % (aged 18-27 and 28-37 years groups), while in generation X and Baby Boomers group has 27 % of respondents (38-47, 42-57 and over 58 years).

More researches are done (Law and Ng, 2016; Boardman and McCormick, 2019) which indicates differences between online shopping experiences among age groups. For example, it is noted that individuals aged 50 or under have a more positive attitude toward online purchases and find it easier to navigate or find information on e-commerce platforms compared to those aged 51 or older (Law and Ng, 2016). The older groups have more challenges in adopting online purchasing habits, requiring additional time and assistance (Law and Ng, 2016) and this fact indicates the lower number of online shoppers in Lithuania as well. In online fashion research (Boardman and McCormick, 2019) differences were noticed in how various age groups responded to product presentations when consumers in their 30s and 50s took longer looking at the product presentation and spent more time in their decision-making compared to consumers in their 20s and 60s, also

individuals in their 20s showed low interest in looking at presented images. This finding shows that Web Design is also an important factor for age groups when considering in creating online shopping experiences.

Additionally, the survey corresponds Table 14 to the respondents' purchase frequency on "Pigu.lt". This insight highlights how often this e-store is used during the year. 74.2% (193, N=260) of respondents answered that they buy “4 or less times” per year and 25,8% (67, N=260) buy “5 times and more”. According to Statista.com (2023) in Lithuania, nearly 24% of Internet users have purchased online within the past three months in year of 2021 and approximately two-thirds of Lithuanian Internet users purchased at least one time online over a year of 2022. It aligns with the respondents' answers that online purchases are done every three months or less.

Table 14. Respondents Frequency of shopping frequency on “Pigu.lt” during one year

Times	Frequency	Percent
5 and more times	67	25.8 %
4 and less times	193	74.2 %
Total N	260	100 %

Source: Developed by the author based on the results of the "SPSS Statistics" program

Furthermore, the survey investigated the preferred product categories on "Pigu.lt". The survey question allowed respondents to give more than one answer. Table 15 presents a ranked list and it gives insights into which category is the most popular among online shoppers. “Electronics and Household Appliances” were dominating at 51.9% (136 mentions), followed by “Children and Babies Items” at 29% (76 mentions). Other frequently chosen categories were “Perfumes and Cosmetics” (68 mentions, 26%), “Sports, Leisure, Tourism” (64 mentions, 24.4%), and “Kitchen and Household Goods” (58 mentions, 22.1%). This corresponds with the ECDB (EcommerceBD.com, 2022) presented data where the largest e-commerce market in Lithuania was Hobby and Leisure (25.7%) and second place – Electronics (20.9%).

Table 15. The most popular "Pigu.lt" categories among respondents

Category	Frequency	Percent
Electronics and household appliances;	136	51.9%

Children and babies items;	76	29%
Perfumes and cosmetics;	68	26%
Sports, leisure, tourism;	64	24.4%
Kitchen and household goods;	58	22.1%
Computer technology;	45	17.2%
Gifts, decorations, flowers;	38	14.5%
Furniture and home interior;	37	14.1%
Animal goods;	37	14.1%
Mobile phones, Photo and Video;	33	12.6%
Clothing, footwear, accessories;	33	12.6%
Other goods;	26	9.9%
For cars;	14	5.3%
Garden;	14	5.3%
Office, school, supply, creativity;	14	5.3%
Books;	9	3.4%
Sale (damaged packaging, goods in minus);	9	3.4%
Plumbing, repair, heating;	7	2.7%
Disinfectant medical goods;	4	1.5%
Smart home;	4	1.5%
Food products.	2	0.8%

Source: Developed by the author based on the results of Google Forms statistics

The Table 15 present a range of product categories, on the diverse preferences of online shoppers on "Pigu.lt". Other categories include "Computer technology" (17.2%, 45 mentions), "Gifts, decorations, flowers" (14.5%, 38 mentions), "Furniture and home interior" (14.1%, 37 mentions), "Animal goods" (14.1%, 37 mentions), "Mobile phones, Photo and Video" (12.6%), and "Clothing, footwear, accessories" (12.6%). The least mentioned categories such as "Cars items", "Garden", and "Office, school, supply, creativity", also were selected. "Medical good" and "Food" categories were mentioned poorly, which shows that "Pigu.lt" is not focusing on these categories, and other platforms are used in the Lithuanian market. The data underscores the variety of items purchased on the platform, providing information for understanding better consumer behavior in online shopping.

3.3. Hypotheses testing results

(Annex 7) To confirm if the Information Quality on the e-store is positively related to Perceived Ease-of-Use the H1 hypothesis was proposed for correlation testing (Spearman): **H1: Information Quality on the e-store is positively related to Perceived Ease-of-Use;**

Table 16. Correlation results between Website Information Quality and Perceived Ease-Of-Use

Spearman		Perceived Ease-Of-Use
Website Information Quality	Correlation coefficient	0.432**
	Sig. (p-value)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The correlation analysis presented in the Table 16 supports the hypothesis (H1) that “Information Quality on the e-store is positively related to Perceived Ease-of-Use”. The correlation coefficient between Website Information Quality and Perceived Ease-of-Use is $R = 0.432$. The positive coefficient sign indicates a positive relationship also as the Website Information Quality on the e-store increases, the Perceived Ease-of-Use tends to increase as well. Statistical significance with correlation coefficient a significance level (p-value) of less than 0.001. In this case is indicated as “<0.001” and this suggests that the correlation is statistically significant. According to Bilevičienė and Jonušauskas (2011) strength of correlation is weak (Table 16). In summary, based on the provided correlation analysis, the results support the hypothesis and **H1 is accepted ($R = 0.432$, $p = <0.001$)** that suggests a positive relationship between Information Quality and Perceived Ease-of-Use and there is a **statistically significant positive correlation** between these two variables.

Following hypothesis acceptance analysis for **H2: Website Information Quality on the e-store is positively related to Perceived Usefulness;**

Table 17. Correlation results for Website Information Quality and Perceived Usefulness

Spearman	Perceived Usefulness
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Website Information Quality	Correlation coefficient	0.501**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The correlation analysis supports the hypothesis that “Information Quality on the e-store is positively related to Perceived Usefulness” (H2). The correlation coefficient $R = 0.501$ signifies the positive relationship between the Website Information Quality on the e-store and the Perceived Usefulness. The statistical significance of this correlation is reflected in a p-value of less than 0.001, suggesting a low probability of encountering that correlation through random chance. Statistical significance is at the 0.01 level, further strengthening of the relationship. The correlation coefficient ($R = 0.501$) with a statistically significant p-value of less than 0.001, indicates that as the Information Quality on the e-commerce website improves, users are more likely to perceive the e-store as more useful for enhancing their performance during online shopping. According to Bilevičienė and Jonušauskas (2011) strength of correlation is moderate (Table 17). In conclusion, the results confirm the hypothesis and therefore **H2 is accepted ($R = 0.501, p = <0.001$)** and suggests a positive relationship between Information Information Quality on the e-store and Perceived Usefulness and there is a **statistically significant positive correlation** between these two variables.

Following hypothesis acceptance analysis for **H3: Website Information Quality on the e-store is positively related to E-Satisfaction;**

Table 18. *Correlation results for Website Information Quality and E-Satisfaction*

Spearman		E-Satisfaction
Website Information Quality	Correlation coefficient	0.402**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The results of the analysis provide support for hypothesis (H3), which reveal a positive relationship between Website Information Quality and E-Satisfaction. By employing Spearman's test, a significant positive correlation coefficient 0.402 ($p < 0.001$) was obtained and **H3 is accepted (R = 0.402, p = <0.001)**. This acceptance of the hypothesis indicates that as the quality of information on the e-store's website increases, there is a corresponding rise in E-Satisfaction among users. According to Bilevičienė and Jonušauskas (2011) strength of correlation is weak (Table 18). The **statistically significant correlation** underscores the importance of focusing on and enhancing the information quality provided on the website to positively influence customers' satisfaction levels.

Analysis is followed by the hypothesis H4 testing, if Website Information Quality has is relationship to E-Trust **H4: Website Information Quality on the e-store is positively related to E-Trust;**

Table 19. Correlation results for Website Information Quality and E-Trust

Spearman		E-Trust
Website Information Quality	Correlation coefficient	0.393**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The analysis supports Hypothesis H4, which posited a positive relationship between Website Information Quality and E-Trust in the context of the e-store. This analysis is using Spearman's test which revealed a significant positive correlation coefficient of 0.393 ($p < 0.001$) between Website Information Quality and E-Trust (Table 19). Therefore, based on the results, Hypothesis **H4 is accepted (R = 0.393, p < 0.001)**. According to Bilevičienė and Jonušauskas (2011) strength of correlation is weak. The **correlation being statistically significant** at the 0.01 level supports the hypothesis that Website Information Quality on the e-store is positively related

to E-Trust. This suggests that as the quality of information on the e-store's website improves, there is a corresponding increase in E-Trust among users.

Following correlation analysis for **H5: Website Design of the e-store is positively related to Perceived Ease-of-Use;**

Table 20. *Correlation results for Website Design and Perceived Ease of Use*

Spearman		Perceived Ease of Use
Website Design	Correlation coefficient	0.584**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The analysis supports Hypothesis H5, indicating a positive relationship between Website Design of the e-store and Perceived Ease-of-Use. The Spearman's test results show a significant positive correlation coefficient (**R = 0.584, p < 0.001**), therefore, hypothesis **H4 is accepted**. This acceptance of the hypothesis suggests that as the design of the e-store's website improves, there is a corresponding increase in Perceived Ease-of-Use among users. According to Bilevičienė and Jonušauskas (2011) strength of correlation is moderate (Table 20). The **statistically significant correlation** emphasizes the importance of effective Website Design in influencing users' perceptions of Ease-of-Use.

Following correlation analysis for **H6: Website Design of the e-store is positively related to E-Satisfaction;**

Table 21. *Correlation results for Website Design and E-Satisfaction*

Spearman		E-Satisfaction
Website Design	Correlation coefficient	0.448**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The analysis strongly supports Hypothesis H6, indicating a positive relationship between the Website Design of the e-store and E-Satisfaction. The Spearman correlation coefficient shows (**R = 0.448, p < 0.001**) a significant positive correlation. Therefore, **H6 is accepted**. This acceptance of the hypothesis suggests that as the website design improves, there is a substantial increase in E-Satisfaction among users. According to Bilevičienė and Jonušauskas (2011) strength of correlation is weak (Table 21). The **statistically significant correlation** underscores the critical role of website design in shaping users' satisfaction levels.

Following correlation analysis for **H7: Website Design of the e-store is positively related to E-Trust;**

Table 22. Correlation results for Website Design and E-Trust

Spearman		E-Trust
Website Design	Correlation coefficient	0.458**
	Sig. (p) (2-tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The analysis strongly supports Hypothesis (H7), indicating a positive relationship between the Website Design of the e-store and E-Trust. The correlation analysis shows a highly significant positive correlation coefficient (**R = 0.458, p < 0.001**), therefore **H7 is accepted**. This acceptance of the hypothesis suggests that as the website design improves, there is a substantial increase in E-Trust among users. According to Bilevičienė and Jonušauskas (2011) strength of correlation is weak (Table 22). The statistically significant correlation underscores the pivotal role of website design in shaping users' trust levels. These findings provide valuable insights for e-commerce businesses looking to enhance overall customer trust by focusing on and optimizing the design aspects of their websites.

Following correlation analysis for **H8: Website Trust Elements on the e-store are positively related to E-Trust;**

Table 23. Correlation results for Website Trust Elements and E-Trust

Spearman		E-Trust
Website Trust Elements	Correlation coefficient	0.337**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

Hypothesis (H8) is supported by the analysis, as the results indicate a highly significant positive relationship between Website Trust Elements on the e-store and E-Trust. The correlation coefficient (**R = 0.337, p < 0.001**) is indicating a statistically significant association, therefore, **H8 is accepted**. This acceptance of the hypothesis suggests that as the trust elements on the e-store's website improve, there is a notable increase in E-Trust among users. According to Bilevičienė and Jonušauskas (2011) strength of correlation is weak (Table 23). The statistically significant correlation underscores the importance of incorporating trust-building elements on the website to positively influence users' trust levels in the online environment. These findings provide valuable insights for e-commerce businesses looking to enhance E-Trust by focusing on and optimizing trust elements on their websites.

Following correlation analysis for **H9: Perceived Ease-of-Use on the e-store is positively related to E-Satisfaction;**

Table 24. Correlation results for Perceived Ease of Use and E-Satisfaction

Spearman		E-Satisfaction
Perceived Ease of Use	Correlation coefficient	0.523**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

Hypothesis H9 is supported by the analysis, as the results indicate a highly significant positive relationship between Perceived Ease-of-Use on the e-store and E-Satisfaction. The correlation coefficient is positive (**R = 0.523, p < 0.001**) and signifies a **moderate** and statistically significant association, and Hypothesis **H9 is accepted**. This acceptance of the hypothesis suggests that as the Perceived Ease of Use on the e-store improves, there is a substantial increase in E-Satisfaction among users. According to Bilevičienė and Jonušauskas (2011) strength of correlation is moderate (Table 24). The statistically significant correlation underscores the importance of a user-friendly interface and easy usage of platform which positively influences customers' satisfaction online. These findings provide valuable insights for e-commerce businesses looking to enhance overall customer satisfaction by focusing on and optimizing the ease-of-use aspects of their websites.

Following correlation analysis for **H10: Perceived Usefulness on the e-store is positively related to E-Satisfaction**;

Table 25. Correlation results for Perceived Usefulness and E-Satisfaction

Spearman		E-Satisfaction
Perceived Usefulness	Correlation coefficient	0.414**
	Sig. (p) (2 tailed)	<0.001

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

Developed by author based on the results of the "SPSS Statistics" program

The results indicate a highly significant positive relationship between the Perceived Usefulness on the e-store and E-Satisfaction. The correlation coefficient (**R = 0.414, p < 0.001**) demonstrates a statistically significant association. Therefore, hypothesis **H10 is accepted**. This acceptance of the hypothesis suggests that as users perceive the e-store as useful, there is a substantial increase in E-Satisfaction. According to Bilevičienė and Jonušauskas (2011) strength of correlation is weak (Table 25). The statistically significant correlation emphasizes the importance of Perceived Usefulness in shaping users' Satisfaction levels. These findings provide

valuable insights for e-commerce businesses looking to enhance overall customer satisfaction by focusing on and optimizing the Perceived Usefulness aspects of their websites.

Following correlation analysis for **H11: E-Trust on the e-store is positively related to E-Satisfaction;**

Table 26. *Correlation results for E-Trust and E-Satisfaction*

Spearman		E-Satisfaction
E-Trust	Correlation coefficient	0.641**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The results indicate a highly significant positive relationship between E-Trust on the e-store and E-Satisfaction. The correlation coefficient (**R = 0.641, p < 0.001**) is demonstrating a statistically significant and strong association, therefore, hypothesis **H11 is accepted**. This acceptance of the hypothesis suggests that as users trust the e-store, there is a substantial increase in E-Satisfaction According to Bilevičienė and Jonušauskas (2011) strength of correlation is moderate (Table 26). The statistically significant correlation underscores the crucial role of trust in shaping users' satisfaction levels. These findings provide valuable insights for e-commerce businesses, highlighting the importance of building and maintaining trust to enhance overall customer satisfaction on their platforms.

Following correlation and regression analysis for **H12: E-Trust on the e-store is positive impact on Intention to Repurchase;**

Table 27. *Correlation results for E-Trust and Intention to Repurchase*

Spearman		Intention to Repurchase
E-Trust	Correlation coefficient	0.546**

	Sig. (p) (2 tailed)	<0.001
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** Correlation is significant at the 0.01 level (2-tailed)

Source: Developed by the author based on the results of the "SPSS Statistics" program

The results indicate a highly significant positive relationship between E-Trust on the e-store and Intention to Repurchase. The correlation coefficient is positive (**R = 0.546, p < 0.001**), demonstrating a statistically significant association. The statistically significant correlation underscores the critical role of trust in influencing users' intentions to continue their relationship with the e-store. According to Bilevičienė and Jonušauskas (2011) strength of correlation is moderate (Table 27). Next is following regression analysis for the H12 and to check the impact of E-Trust on Intention to Repurchase.

Table 28. *Linear Regression results E-Trust impact on Intention to Repurchase*

	Dependent Variable Intention to Repurchase					
Independent Variable	R ²	ANOVA F (df)	ANOVA P sig	Beta	t	p-sig.
E-Trust	0.376	259	<0.001	0.613	12.469	<0.001

Source: Developed by the author based on the results of the "SPSS Statistics" program

The results of the regression (Table 28, Annex 8) analysis indicate a significant and positive impact of E-Trust on the intention to repurchase in the e-store (**R²=0.376, ANOVA F (df) = 259, ANOVA P-sig=<0.001, Beta = 0.613, t-12.469, p-sig=<0.001**) and **H12 is accepted**. With an R² value of 0.376 indicates 37.6% of the variability in the intention to repurchase which is explained by E-Trust. The ANOVA results, with an F-statistic of 259 and a highly significant p-value (<0.001), suggest that the observed relationship between E-Trust and the Intention to Repurchase is not due to random chance. The regression coefficient (Beta) of 0.613 further supports a positive relationship, indicating that as E-Trust increases, the intention to repurchase also increases. The strong t-statistic of 12.469 and a low p-value (<0.001) for the Beta coefficient provide additional

evidence of the statistical significance of the impact of E-Trust on customer intention to repurchase in the e-store. Therefore, the hypothesis H12 is proving the impact of E-Trust on the intention to repurchase and this highlights the pivotal role of trust in e-commerce stores. These findings provide valuable insights for e-commerce businesses, emphasizing the importance of building and maintaining trust to enhance customers' intention to repurchase on e-commerce stores.

Following correlation and regression analysis for **H13: E-satisfaction on the e-store is positive impact on Intention to Repurchase;**

Table 29. *Correlation results E-Satisfaction and Intention to Repurchase*

		Intention to Repurchase
E-Satisfaction	Correlation coefficient	0.543**
	Sig. (p) (2 tailed)	<0.001

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

Source: Developed by the author based on the results of the "SPSS Statistics" program

The correlation results indicate a highly significant positive relationship between E-Satisfaction on the e-store and Intention to Repurchase. The correlation coefficient is positive (**R=0.543, p < 0.001**), demonstrating a statistically significant association. This suggests that as Users Experience Satisfaction with the e-store, there is a significant increase in their Intention to Repurchase. According to Bilevičienė and Jonušauskas (2011) strength of correlation is moderate (Table 29). The statistically significant correlation underscores the critical role of satisfaction in influencing users' intentions to continue their relationship with the e-store. Next is following regression analysis for the H13 and to check the impact of E-Satisfaction on Intention to Repurchase.

Table 30. *Linear Regression Results for E-Satisfaction impact on Intention to Repurchase*

	Dependent Variable Intention to Repurchase					
Independent Variable	R ²	ANOVA F (df)	ANOVA P sig	Beta	t	p-sig.
E-Satisfaction	0.366	259	<0.001	0.605	12.199	<0.001

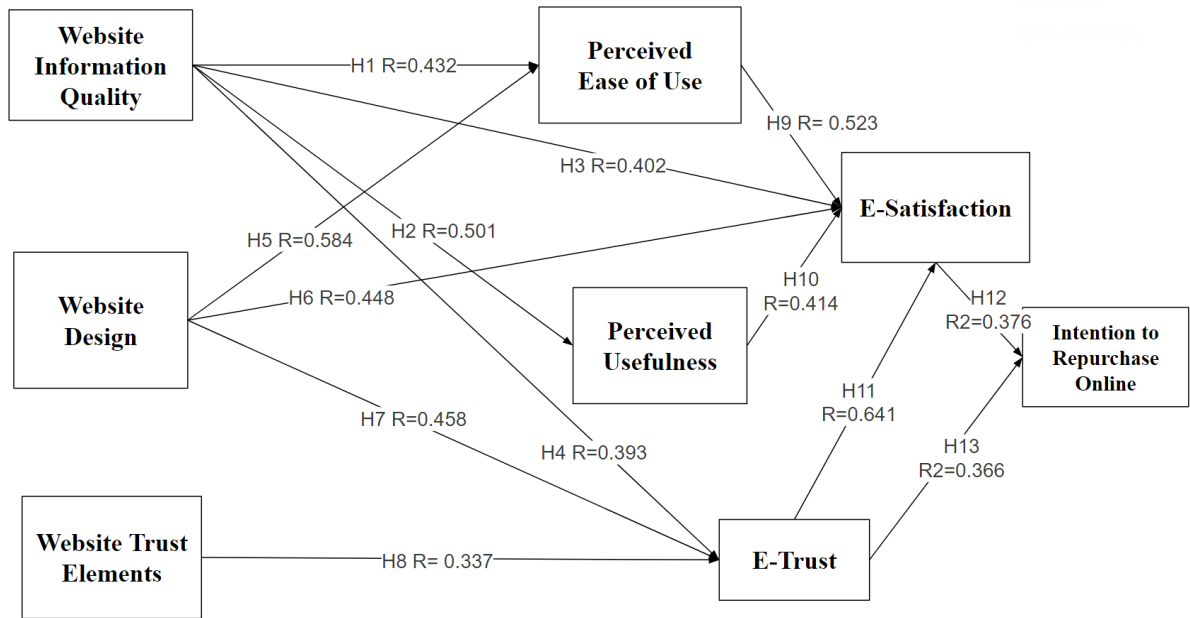
Source: Developed by the author based on the results of the "SPSS Statistics" program

The results of the regression analysis support the hypothesis H13 that E-satisfaction on the e-store has a positive impact on the intention to repurchase (**R²=0.366, ANOVA F (df) = 259, ANOVA P-sig=<0.001, Beta = 0.605, t-12.199, p-sig=<0.001**) and **H13 is accepted**. The coefficient of determination (R²) of 0.366 indicates that approximately 36.6% of the variability in the intention to repurchase can be explained by E-satisfaction. The ANOVA results reinforce the statistical significance of this relationship, with a substantial F-statistic of 259 and a p-value less than 0.001. The regression coefficient (Beta) of 0.605 emphasizes the strength and direction of the impact, suggesting a positive influence of E-satisfaction on customers' intention to repurchase. The t-statistic of 12.199, along with its associated p-value (<0.001), provides further evidence of the reliability and strengthening this relationship. In summary, the analysis supports the hypothesis H13 that higher levels of E-satisfaction are associated with an increased intention to repurchase on the e-store. These findings provide valuable insights for e-commerce businesses, emphasizing the importance of enhancing overall customer satisfaction to positively impact customers' intention to repurchase on e-commerce stores.

3.5. Interpretation of research results

Based on the analysis of scientific literature the research conceptual model was created while using User Experience E-commerce websites aspects. In the current research, 13 hypotheses were tested with the intention of analyze the relationship between different aspects of User Experience Elements and find if there is an impact of E-Satisfaction and E-Trust on the intention to repurchase electronic goods on the same e-store.

Figure 5. Conceptual model with the empirical test results



Source: Developed by the authors based on conceptual model and research results

Statistically significant relationships were found between the constructs of the model (Figure 5) were established during this empirical study and all 13 hypotheses were accepted. Table 31 below represents and summarizes the results of the proposed hypotheses:

Table 31. Results of the proposed hypotheses

Hypothesis	Result
H1: Information Quality on the e-store is positively related to Perceived Ease-of-Use;	Accepted
H2: Information Quality on the e-store is positively related to Perceived Usefulness;	Accepted
H3: Information Quality on the e-store is positively related to E-Satisfaction;	Accepted
H4: Information Quality on the e-store is positively related to E-Trust;	Accepted
H5: Website Design of the e-store is positively related to Perceived Ease-of-Use;	Accepted

H6: Website Design of the e-store is positively related to E-Satisfaction;	Accepted
H7: Website Design of the e-store is positively related to E-Trust;	Accepted
H8: Website Trust Elements on the e-store are positively related to E-Trust;	Accepted
H9: Perceived Ease-of-Use on the e-store is positively related to E-Satisfaction;	Accepted
H10: Perceived Usefulness on the e-store is positively related to E-Satisfaction;	Accepted
H11: E-Trust on the e-store is positively related to E-Satisfaction;	Accepted
H12: E-Trust on the e-store has positive impact on Intention to Repurchase;	Accepted
H13: E-satisfaction on the e-store has positive impact on Intention to Repurchase.	Accepted

Source: Developed by author based on statistical analysis results

Results interoperation of the hypotheses. Performed statistical analysis showed that User Experience and E-Trust Elements can influence E-Trust and E-Satisfaction which has impact on intention to repurchase on the e-store. The main key finding of the metrical analysis results:

H1. The analysis results align closely with the theoretical arguments and opinions expressed by the authors (Khaleel et al., 2005; Zhou and Zhang 2009; Lin, 2010; Sun et. al, 2015). In the reviewed literature the authors posit that high quality information on e-commerce websites, characterized by attributes like accuracy, completeness, and clarity, is crucial for online shoppers. Additionally, they argue that perceived Ease-of-Use, defined as the consumer's perception of the effort required to use a website, is significant for online shopping experience. Confirming that if Website Information Quality on the e-store improves, users tend to perceive the website as more user-friendly. Therefore, Quality Information should be prioritized for building positive User Experience while considering easiness of using any e-commerce platform, including “Pigu.lt” case.

H2. Peters and Bodkin’s (2022) mentioned that Perceived Usefulness is a determinant factor in technology usage and Zhou and Zhang (2009) in their research emphasizes that Information Quality as a key factor influencing Perceived Usefulness in e-commerce. This analysis results aligns with the theoretical aspects on Perceived Usefulness in the reviewed literature (Zhou and Zhang (2009), Peters and Bodkin (2022); Maraqa and Rashed (2018)). Therefore, accurate,

complete, and clear information in users' perceptions of the usefulness of any e-commerce platform, including “Pigu.lt” case, should be prioritized for building a positive User Experience.

H3. By emphasizing E-satisfaction as determinant factor for repurchase intent, this study results give vulnerable insights on Information Quality. Result showed that if Quality of Information on the e-store's website improves also users' satisfaction increases and it can hence the over all User Experience. This analysis results differ from Shodiq et al. (2018) study finding but aligns with Lin's (2010) proposition that improved information quality contributes to higher customer satisfaction. Also Ghasemaghaei and Hassanein's (2015) findings confirmed that Online Information Quality has a strong positive influence on consumer satisfaction. Overall, the findings emphasize the important role of Information Quality in shaping E-Satisfaction.

H4. The empirical evidence was found for the positive association between Website Information Quality and E-Trust. This reinforces the importance of information quality in building trust in the online shopping experience. This aligns with insights from Qalati et al. (2020), Kim and Peterson (2017), Halik (2020), Wang et al. (2009), and Maity (2016), all of whom emphasize the influential role of information quality in fostering online trust. For e-commerce businesses aiming to enhance customer trust and minimize perceived risks, these findings highlight the strategic importance of prioritizing and improving information quality on their websites.

H5. In alignment with the theoretical aspects (Khaleel et al. (2005); Kasinphila et al. (2023); Li and Yeh (2010)) testing results provided e-commerce websites by focusing on the design elements can contribute to perceived Ease-of-Use. Results prove that as the Website Design improves also Ease-of-Use will improve for Online Store Users. Therefore, these findings underline the importance of effective Website Design in shaping users' perceptions of how easy it is to use and interact with any e-commerce platform.

H6. In line with the theoretical perspectives of authors (Kasinphila et al. (2023); Kassim and Abdullah (2010); Tandon et al. (2017); Rahi et al. (2020)) this study results also indicate the significant role of Website Design in shaping users' overall satisfaction with the online shopping experience. Findings provide valuable insights and highlight the importance of optimizing website design to enhance E-Satisfaction which can increase positive attitudes among users. If Website

Design improves also E-Satisfaction will improve. That positive correlation supports the notion that a quality Website Design leads to a positive User Experience.

H7. A statistically tested relationship between Website Design and E-Trust was proved. And this aligns with the theoretical aspects of Kim and Peterson (2017), Zhou and Zhang (2009), Saoula et al. (2023), and Guo et al. (2023). These findings highlight the importance of optimizing Website Design to increase E-Trust and possibly customer retention in the same online store. Visually appealing and creative Website Design positively engages customers and builds trust. In conclusion, if e-commerce businesses will focus on and improve Website Design it will also increase E-Trust for Online Users.

H8. Beside Web Design also Trust Elements on the website such as ratings and reviews can have influence E-trust. The analysis result proved that if Trust Elements on the e-store's website improves, there is also notable increase in E-Trust among online store users. This finding aligns with the theoretical perspectives of Prastiwi et al. (2022), Gurav et al. (2023), Peters and Bodkin (2022), Li et al. (2017), Soares et al. (2022), and Podile et al. (2023). The findings emphasize the importance of incorporating and optimizing trust-building elements on the website to positively influence users' trust levels in the online shopping environment.

H9. A statistically significant relationship is proved between Ease of Use and overall E-Satisfaction. These findings align with the studies of Tandon et al. (2017) and Cuong (2023), that the critical role of a user-friendly interface and easy interaction positively influence customers' satisfaction levels during the online shopping process. This acceptance of the hypothesis suggests that as the Perceived Ease of Use on the e-store improves, there is a substantial increase in E-Satisfaction among e-store users. Results provide insights for e-commerce businesses aiming to enhance overall customer satisfaction by prioritizing and optimizing the ease-of-use aspects on their websites.

H10. Another factor tested to increase E-Satisfaction was Perceived Usefulness. A statistically significant relationship was proved between Perceived Usefulness and E-Satisfaction, which highlights the important role of Perceived Usefulness in shaping users' satisfaction levels. These insights draw from the research of Tandon et al. (2017) and Cuong (2023). The finding suggests that as users perceive the e-store as useful, there is a substantial increase in overall E-

Satisfaction. This provides practical guidance for e-commerce managers seeking to enhance overall customer satisfaction by prioritizing and optimizing also the Perceived Usefulness aspects of their websites.

H11. A statistically significant relationship was proved between E-Trust and E-Satisfaction, which show the important role of trust in shaping online users' satisfaction levels. This suggests that as users trust the e-store, there is a substantial increase in E-Satisfaction. These findings draw insights from the studies of Zhou and Zhang (2009), Ghane et al. (2011), Horppu et al. (2014), and Juwaini et al. (2021). The importance of building and maintaining e-trust is highlighted and has to be considered as one of a e-satisfaction factors.

H12. By testing impact of E-Trust the results underscore the critical role of E-Trust in shaping users' intentions to repurchase on e-commerce e-stores. It aligns with findings in the reviewed authors (Kassim and Abdullah, 2010; Fang et al., 2014; Bulut, 2015; Pardede et al., 2018; Sullivan and Kim, 2018; Nurjanah et al. 2023; Guo and Xia, 2023). Despite a different finding in Aditya et al.'s (2023) research, the current study' correlation and regression analysis results show a significant and positive impact of E-Trust on the Intention to Repurchase in the e-store. This confirms that E-Trust significantly contributes to explaining variations in the intention to repurchase. The statistical evidence reinforces the non-random relationship, which emphasizes the necessity of creating trust for online users because it plays an important role on intention to repurchase on e-commerce e-stores.

H13. The connection between a positive online shopping experience and increased repurchase is linked to E-Satisfaction. In alignment with the theoretical aspects (Rita et al.,2019; Aditya et al. 2023) analysis results propose that E-Satisfaction on the e-store positively influences Intention to Repurchase, which emphasizes the crucial role of E-Satisfaction in shaping online users' intentions to maintain their relationship with the same e-store. The regression analysis affirms that E-Satisfaction on the e-store has a positive impact on the intention to repurchase. In summary, this proves the high-level importance of E-Satisfaction which can increase intention to repurchase from the e-store and it suggests for e-commerce businesses to prioritize overall customer satisfaction for customers repurchase intentions.

In conclusion, the study aligns with theoretical arguments and findings from various authors, highlighting the crucial role of information quality, perceived ease of use, and perceived usefulness in shaping positive user experiences on e-commerce websites. The analysis supports the fact to prioritize high-quality information on e-commerce platforms positively influences users' perceptions and overall satisfaction. Additionally, the study affirms the significance of website design, trust-building elements, and ease of use in enhancing user trust and satisfaction. The positive associations established between Website Design, E-Trust elements, and E-Satisfaction underscore the strategic importance of optimizing these aspects to foster positive user experiences and build customer loyalty. Furthermore, the study provides empirical evidence for the positive impact of e-trust on users' intentions to repurchase, emphasizing the importance of building trust in online shopping experiences. Ultimately, the findings underscore various factors in shaping e-commerce user experiences and highlight the strategic considerations for businesses aiming to enhance customer satisfaction and turning into repurchase intention.

CONCLUSIONS AND RECOMMENDATIONS

The aim of the current research was to analyze the impact of User Experience and E-Trust Elements on Intention to Repurchase from the same online store. After analyzing related literature and performing empirical analysis following conclusions and recommendations are suggested:

1. Literature analysis revealed that the User Experience is a complex concept that can vary depending on the viewpoint taken and it is included into overall Customer Experience. As for the online customer experience which is also referred to as User Experience in e-commerce, the most frequently seen were the website quality features, website aesthetics, and the ease of use of the website. If these factors of online customer experience are executed poorly then it can create negative impression that e-retailer does not care or does not understand how to provide positive online customer experience. It can cause not growing business or create low reputation.
2. E-trust and E-Satisfaction in reviewed literature are mentioned often as desired factors for E-Commerce stores. By having a high level of trust in online stores can help customers overcome their perceptions of the uncertainty and risk associated with online transactions, thereby increasing repurchase intentions (Nurjanah et al., 2023). This means that e-trust is

the basis of long-term relationship between customers and companies and a higher level of trust will increase consumers online repurchase decision (Bulut, 2015). Also the effects of Website Quality and usability on customer satisfaction are strengthened or weakened depending on customer trust. (Guo and Xia, 2023).

3. It was identified in literature analysis that repurchase intention is the intention of a customer to make a second or more time purchases from the same retailer . This intention shows that the same person is willing to spend their time, money and other resources on the retailer in change for experience and product. This repurchases intention can change for a customer because it depends highly on the first shopping experience with the retailer (author). If a retailer creates a positive experience, then a customer is more likely to make a purchase again in the future.
4. The developed conceptual model used eight constructs and thirteen hypotheses to analyses the User Experience and E-Trust Elements relationship and impact on Intention to Repurchase. The empirical study included factors influencing the online shopping experience. For particle research part "Pigu.lt" e-store was selected and electronic item product page was used as an example to evaluate User Experience and E-Trust Elements. The empirical study was carried out with online survey with 260 respondents (64,6% (168) female, 34,4% (92) male) in Lithuania who previously had purchasing experience on "Pigu.lt" online store.
5. The research results tested with correlation revealed that the User Experience and E-Trust Elements have statistically positive relationships and tested with regression had positive impact on intention to repurchase. The findings of the research proved reviewed researches results. Accepted Hypotheses suggest that prioritization of Website Information Quality and Usability Elements is important and if paying attention to them can enhance the user-friendliness, increase usefulness, E-Satisfaction, and E-Trust. Moreover, the study results underscore the determinant role of Information Quality, Website Design, Trust Elements in shaping E-Trust and E-Satisfaction. The tested and confirmed relationships identified between factors contribute to a holistic understanding of the elements which are crucial for a positive online shopping experience. Eventually, by proving impact of E-Satisfaction and E-Trust on Intention to Repurchase it is necessary to highlight the importance of building a overall positive User Experience during the online shopping process.

Limitations of the research

This research was based on theoretical and empirical study background. However, this study has limitations, as it occurs in the research process. Therefore, limitations present the improvement of the research and also gives guidelines for future research projects:

1. Sample size. The sample size for deeper analysis could be higher. Also, data was collected from the people who voluntarily agreed to respond and they may not be the most accurate representation of the target population;
2. Gender distribution. With a majority of respondents being women (64,6%), the study may lack depth in understanding men's perspectives, behaviors, or experiences related to the research;
3. Product Type selected might be not appealing for all respondents and this may lack of interest in honest answers;
4. Suggested Website Design construct in the online survey is too general about Website Design and could be more specific about Website Aesthetic Design which could help to find better understanding about separate elements of Website Design;
5. Suggested E-trust elements construct in the online survey indicated only two types of E-trust elements: reviews or ratings. It could be elements researched such as Trust Badges, Privacy, Security Information, About Us page, Live chat bots and similar;
6. In this research it was suggested to use as an example of only one Product Page, therefore, more website pages could be tested.

Recommendation for e-commerce businesses:

After literature review and analysis of the empirical study results allows for the following recommendations for e-commerce business:

1. E-Commerce stores managers have to pay attention on optimizing the Information Quality of the e-commerce website which can have influence on Ease of Use, Usefulness, E-Trust and overall E-Satisfaction, as this research results proved. Therefore, clear, useful and

detailed product information is a key factor for positive User Experience Improving the Information Quality contains: Adding complete and comprehensive product descriptions, product specifications, sizes, materials, or any other relevant details to the product; Adding high-quality images from multiple angles, incorporating zoom-in functionality for a closer look of the product, adding videos that present how to use the product or demonstrate its features (Tarafdar and Zhang, 2005; Peštek et al, 2011; Akram et al, 2017).

2. To improve Website's Design visually is another important task for e-commerce businesses which have relationship with Ease of Use, E-Satisfaction and E-Trust, as it was proved in this research analysis. Therefore, e-stores have to prioritize clean and clear layout, high-quality images, consistent color schemes, use mobile-friendly design, create clear navigation icons and call-to-action buttons, provide related product recommendations (Hasan, 2023, Peštek et al., 2011; Hamid et al., 2020). When creating Website Design the e-store owners also can consider implementing Garrett's model which can lead through the User Experience Design process (Garrett, 2011). All of this can improve overall User Experience.
3. This study's results proved relationship between Website Trust Elements and E-trust. Therefore, integrating trust elements on the e-store is another important aspect for online stores. Trustworthy websites contribute to a positive User Experience, as users feel more secure in their interactions and transactions, ultimately fostering a positive perception of the e-store (Podile et al., 2023). Adding positive reviews and ratings, can enhance user confidence in online shopping process and they are becoming an electronic word of mouth (e-WOM). Therefore, e-retailer should encourage customer to leave feedback by offering them with beneficial rewards. However, e-store managers should consider the effect of negative reviews or ratings which negatively influence potential and returning customers. This has to encourage e-commerce businesses to create overall positive Customer Experience online which lead to E-Satisfaction.
4. Research results provided insights that Usability elements Ease of Use and Usefulness have a relationship with Website Quality Elements such as Information Quality and Website Design. Therefore, e-commerce stores have to consider these Website Quality Elements in order to improve Website's Usability (Sudiana et al., 2021; Hasan, 2023). E-store managers have to focus on product page optimization, website mobile responsiveness, providing

useful content, clear website structure and navigation menu (Peštek et al., 2011; Dianat et al., 2019; Hasan, 2023). This can help to improve Website's Usability level and create a user-friendly e-store which is valuable for a positive online shopping experience.

5. E-Satisfaction and E-Trust can be influenced by different factors, and this study results proved that the relationship exists between Website Quality and Usability Elements. Accepted hypotheses confirm that e-commerce business has to consider overall website quality which is based on the content, structure, navigation, and functionality (Bojang et al., 2017). And in their marketing and business growth strategies should consider to improve overall Website Quality and Usability which can enhance Customer's E-Satisfaction and E-Trust.

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ANNEXES

Annex 1. Online Survey in Lithuanian

Sveiki, esu Vilniaus universiteto verslo mokyklos skaitmeninės rinkodaros magistro studentė. Šiuo metu vykdu mokslinio darbo tyrimą apie "Vartotojo patirties ir pasitikėjimo elementų el. parduotuvėje poveikis pakartotiniam pirkimui ", tokioje kaip "Pigu.lt".

Kviečiu dalyvauti apklausoje ir prisidėti prie tyrimo įgyvendinimo, kuris yra vertingas ateities moksliniams tyrimams ir mano sėkmingam magistro užbaigimui.

- Šios apklausos trukmė yra apie 7 minutes.
- Jus kviečiu dalyvauti, nes atitinkate mano vykdomo tyrimo tikslinę auditoriją.
- Apklausa yra visiškai anoniminė.
- Surinkti duomenys bus panaudoti tik mokslinio tyrimo tikslams.

Jei turėtumėte klausimų dėl tyrimo ar anketos klausimų, kreipkitės el. paštu: ausra.paukste@vm.stud.vu.lt.
Dėkoju už Jūsų dalyvavimą ir prisidėjimą prie tyrimo įvykdymo.

1. Ar Jūs kadanors turėjote patirties perkant el. parduotuvėje "Pigu.lt"?

- Taip
- Ne

2. Kiek kartų **per metus** perkate el. parduotuvėje "Pigu.lt"?

- 5 ir daugiau kartų
- 4 ir mažiau kartų

3. Kurios "Pigu.lt" kategorijos prekes perkate dažniausiai? Pažymėkite daugiausiai 3 kategorijas.

- Buitinė technika ir elektronika;
- Vaikams ir kūdikiams;
- Baldai ir namų interjeras;
- Kompiuterinė technika;
- Kvepalai, kosmetika;
- Mobilieji telefonai, Foto ir Video;
- Virtuvės, buities, apyvokos prekės;
- Santechnika, remontas, šildymas;
- Sportas, laisvalaikis, turizmas;
- Apranga, avalynė, aksesuarai;
- Dovanos, dekoracijos, gėlės;
- Autoprekės;
- Gyvūnų prekės;
- Sodo prekės;
- Knygos;
- Maisto prekės;
- Apsauginės, dezinfekcinės, medicininės prekės;
- Išmanūs namai;
- Biurui, mokyklai, kūrybai;

- Išparduotuvė (pažeistos pakuotės, prekės į minusą);
- Kita.

4. Įsivaizduokite, kad šiuo metu domitės elektronikos prekėmis ir randate žemiau pavaizduotą el. parduotuvės "pigu.lt" puslapį ir atsidarote savo kompiuterio ekrane.

Atidžiai peržiūrėkite šį puslapį (dizainą, nuotraukas, puslapio stuktūrą, informacijos pateikimą, kainas, rekomendacijas, pristatymo sąlygas ir tai, kas Jums svarbu perkant perkes el. parduotuvėje).

Tuomet toliau atsakykite į pateiktus teiginius. Vertinant teiginius remkitės žemiau pateiktu el. parduotuvės "pigu.lt" prekės puslapiu. Savo telefone galite priartinti paveiksli. Taip pat atsakant į klausimus visada galite sugrįžti prie vizualo, jeigu tai padės tiksliau vertinti teiginius.

Superpasiūlymai Kalėdoms iki -40 %! Dovanų idėjos visai šeimai

pigu.lt | Ieškote tarp 3 607 588 prekių

Visos prekės | TOP pasiūlymai | Išparduotuvė | Prekiaukite per Pigu.lt | Jūsų miestas | Informacija | LT

Kompiuterinė technika | Išoriniai kompiuterių aksesuarai | Ausinės | JBL ausinės

JBL
Belaidės ausinės JBL Tune 660NC
JBLT660NCWHT
★★★★★ 5 (15) | Klausimai ir atsakymai (0)

Susijusios prekės:

Specifikacijos:
Tipas: Belaidės ausinės
Paskirtis: Nenurodyta
Prekės ID: 44845818
Daugiau informacijos

59.99 € RMK kaina 99.99 € -40%

Pardavėjas: Pigu.lt ★ 4.7
Kitų pardavėjų pasiūlymai (3): 90.95 € - 123.94 €

Krepšelis

7.96 € mėn. Lizingo skaičiavimai
ir tį sudarant 9 mėn. laikotarpiui, mėn. įmoka -
3 x 19.95 € Mokekėte dalimis

Jūsų miestas *
ATSIIMKITE RYTOJ!
Užsisakę šiandien iki 20:00

Vilniuje, parduotuvėje (Laisvės pr. 75) 0.00 €
RYTOJ, gruodžio 1 d.

Vilniuje, parduotuvėje (Upės g. 9 (PC „CUP“)) 0.00 €
RYTOJ, gruodžio 1 d.
Visi pristatymo būdai

Kitų pardavėjų pasiūlymai

It Plus	90.95 €
GoBuy	103.23 €
VMA PLUS Sp. z o.o.	123.94 €

PAŽADAME: prekių, pažymėtą | | parduotuvę gausite laiku arba padovanosime 20 PiguEurų

- ✓ 30 dienų grąžinimo garantija
- ✓ 24 mėnesių gamintojo garantija fiziniams asmenims
- ✓ Mokekėte, kai gausite prekes

Pardavėjas: Pigu.lt ★ 4.7
✓ 91% pirkėjų rekomenduoju šį pardavėją

Apsaugokite savo prekę
 Pratesta garantija - nemokamas remontas arba

Prekės aprašymas: JBL Tune 660NC JBLT660NCWHT

Kiti taip pat domėjosi

75.00 € 79.00 € GREITAS PRISTATYMAS ★ 3.7/5	20.99 € GREITAS PRISTATYMAS	18.64 € 22.99 € ATSIIMKITE RYTOJ! ★ 2/5	43.50 € ATSIIMKITE RYTOJ!
JBL Tune 125 TWS T125TWSBLUE	Hoco EW36 Black	Belaidės ausinės	LSTN SLBT30080 WT



CE ženkinimas yra prekės gamintojo pareiškimas, kad produktas atitinka jam taikomus Europos Komisijos direktyvų reikalavimus.

JBL

JBL® – garso aparatūros, kolonelių ir ausinių gamintojas, įsikūręs Jungtinėse Amerikos Valstijose. Kompanijos įkūrėjas James Bullough Lansing buvo žinomas kaip genialus garso inžinierius, tad nenuostabu, jog dvi jo įkurtos kompanijos: „JBL“ ir „Altec Lansing“ – tapo kokybiško garso sinonimais. Jau daugiau kaip 7 dešimtmečius gyvuojanti kompanija gali pasigirti ne vienu pasiekimu. Garso kolonelių tokioms žinomoms kiino kompanijoms kaip „Metro-Goldwyn-Mayer“ kūrėmas bendradarbiavimas su „Ford“ automobilių kompanija ir daugybė apdovanojimų už inovatyvius produktus – tai tik keli kompanijos dešimtmečiai. Šiandien „JBL“ yra vienas geriausiai žinomų garso aparatūros gamintojų pasaulyje. „JBL“ ausinės pelnė pripažinimą tiek tarp profesionalų, tiek muzikos entuziastų gretose. Pulkus žemų garų atkūrimas, nepaprastai ilgai su vienu įkrovimu galinti veikti baterija ir apgalvotas dizainas išskiria „JBL“ produktus iš kitų. Be to, „JBL“ nešiojamos kolonėlės yra nepaprastai lengvos bei atsparios vandeniui, todėl jas galima pasiimti visur.



Nuotrauka yra tik pavyzdinio pobūdžio, skirta pademonstruoti prekės savybes. Nuotraukoje nurodyta prekė neatspindi konkretaus prekės modelio.

Skaityti daugiau

Bendra informacija apie: JBL Tune 660NC JBLT660NCWHT

Prekės ID:	44845818
Kategorija:	Ausinės
Gamintojo kodas:	JBLT660NCWHT
Prekės pakuočių kiekis:	1 vnt.
Pakuotės išmatavimai ir svoris (t):	0.2 x 0.1 x 0.15 m, 0.3 kg
Prekės ženklas:	JBL
Nešiojimo būdas:	Ant ausų (On/Over-Ear)
Spalva:	Balta

Daugiau informacijos

Prekių nuotraukos skirtos tik ilustraciniais tikslams ir yra pavyzdinės. Prekės aprašyme esančios video nuorodos yra tik informacinio pobūdžio, todėl jose pateikiama informacija gali skirtis nuo pačios prekės. Originalių produktų spalvos, užrašai, parametrai, matmenys, dydžiai, funkcijos, ir/ar bet kurios kitos savybės dėl savo vizualinių ypatybių gali atrodyti kitaip negu realybėje, todėl prašome vadovautis prekių savybėmis, kurios nurodytos prekių aprašymuose. Kilus klausimams, visada laukiame Jūsų skambučio telefonu +370 661 05555 arba el. paštu pagalbai@pigu.lt.

Pranešti apie klaidą prekės aprašyme

Partnerių pasiūlymai

REKLAMA

39⁰⁰ €

GREITAS PRISTATYMAS

EGNARO ESS TWS (True Wireless Stereo)

39⁰⁰ €

ATSIMKITE RYTOJ

EGNARO HS7

39⁰⁰ €

3.7/5 **ATSIMKITE RYTOJ**

EGNARO ESS TWS (True Wireless Stereo)

31⁹⁹ € ~~39⁹⁹ €~~

ATSIMKITE RYTOJ

MARVEL Avengers BTMV21 Iron Man TWS

Įvertinimai ir atsiliepimai (15)

JBL Tune 660NC JBLT660NCWHT

5
★★★★★
(15 pirkėjų įvertinimų)

5 žvaigždutes (15)

4 žvaigždutes (0)

3 žvaigždutes (0)

2 žvaigždutes (0)

1 žvaigždute (0)

100%
pirkėjų rekomenduoja šią prekę

Palikite atsiliepimą apie prekę
Informacija ir sąlygos
Šią prekę gali įvertinti tik į ją įsigiję bei registruoti Pigu.lt pirkėjai.

Įvertinti prekę

Naujausi viršuje

- Naujienų viršuje
- ★★★★★ Izabel A. 2023-11-23

Pardavėjas: Figū.lt

Viskas gerai...

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Jevgenia S. 2023-10-25

Pardavėjas: Figū.lt

Pulcius ausines už gerą kainą. Pulcius triukšmo mažinimas

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Aveli H. 2023-10-20

Pardavėjas: Figū.lt

Labai patogios ir geros ausinės. Man patinka, kaip lengvas ir kompaktiškas produktas. Triukšmo mažinimas taip pat veikia gana gerai (bėsa, anksčiau niekada neturėjau triukšmo mažinimo voffu, bet vežuojant ją yra daug geresnis). Prekes atkeliavo greitai ir per šadėtą laiką. Jei atmintis manęs neapgauna, entrgi dierg po užsakymo.

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Rihards U. 2023-09-25

Pardavėjas: Figū.lt

Viskas buvo puiku. Geros prekes

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Elina P. 2023-09-12

Pardavėjas: Figū.lt

Labai geras ir galingas garšas lyginant su brangesnėmis ausinių galimybmis

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Asta M. 2023-08-17

Pardavėjas: Figū.lt

Puki preke. Labai patogiu šlores garšų biokavimas.

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Irena M. 2023-07-27

Pardavėjas: Figū.lt

Geros ausines,actinika išvesčių.

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Simo E. 2023-07-12

Pardavėjas: Figū.lt

Tere, Miks ei oie toodetega kaasas Eesti keelest kasutusjuhendi? Elame vist Eestis ja kehtto mingi keeeseaduse vist.

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Jevgenii N. 2023-07-11

Pardavėjas: Figū.lt

Geros ausines už gerą kainą. garšas šiam cecai

0 Išvėsta su automatinio vertimo įrankiu
 - ★★★★★ Raimondas G. 2023-06-12

Pardavėjas: Figū.lt

Nuopirkau velkul dovana, liko patenkinta, visur naudojta. Pasalinu gersu slopinimas tikrai veikia.

1 Išvėsta su automatinio vertimo įrankiu
- [Daugiau atsiliepimų](#)

Klausimai ir atsakymai (0)

Paklauskite apie šią prekę kitų pirkėjų!

[Informacija ir atsakymai](#)

[Užduoti klausimą](#)

Rekomenduojame kartu su: JBL Tune 660NC JBLT660NCWHT

73 ⁰⁰ € nuo 74 ⁷⁹ € GREITAS PRISTATYMAS 3/5	3 ⁷² € GREITAS PRISTATYMAS 4.3/5	2 ⁵⁹ € GREITAS PRISTATYMAS 4.8/5	1 ⁸³ € GREITAS PRISTATYMAS

Kitų pardavėjų pasiūlymai (3)

*Konkrečius pardavėjo pasiūlymams galioja tik tos sąlygos, kurios nurodomos prie tokio pardavėjo parduodamos prekes, ir už visą informaciją juose (įskaitant kainas) atsako konkretus pardavėjas.

Pardavėjas: It Plus 4.6 (785 pirkėjų vertinimai)	Vilniuje, parduotuvėje (Laisvės pr. 75)	0 ⁰⁰ €	90 ⁹⁵ €
	Grueoio 12 d.		Į krepšelį
	Galimi pristatymo būdai		
Pardavėjas: GoBuy 4.3 (2 pirkėjų vertinimai)	Vilniuje, parduotuvėje (Laisvės pr. 75)	0 ⁰⁰ €	103 ⁹³ €
	Grueoio 13 d.		Į krepšelį
	Galimi pristatymo būdai		
Pardavėjas: VMA PLUS Sp. z o.o. 4.4 (31 pirkėjų vertinimai)	Vilniuje, parduotuvėje (Laisvės pr. 75)	0 ⁰⁰ €	123 ⁸⁴ €
	Grueoio 11 d.		Į krepšelį
	Galimi pristatymo būdai		

Naudingi patarimai

Naudingi patarimai



2023-11-13

Geriausias belaidis ausinés: populiariausi šių metų modeliai

Bluetooth ryšiu veikiančios ir laidų neturindios ausinės pastaruoju metu susilaukia ypatingai daug p...

Skaityti daugiau >



2023-06-23

Belaidžių ausinių pajungimas

Belaidės ausinės gali pasiūlyti išskirtinį komfortą įvairiausiose situacijose – tikriausiai susikit...

Skaityti daugiau >



2023-05-09

JBL ausinės ir kolonėlės: kodėl jos vertos Jūsų investicijų?

Apie JBL ausines ir kolonėles daugiau ar mažiau yra gresęjęs kiekvienas. Ši amerikiečių kompanija, s...

Skaityti daugiau >



2023-01-24

Kaip išsirinkti žaidimus ausines internetu?

Nepriklausomai nuo to, ar žaidiate kompiuterinius žaidimus, ar turite konsolę, nuolatiniai būvių, s...

Skaityti daugiau >



2022-12-29

Kaip išsirinkti ausines sportui ir aktyviai veiklai?

Daugelis susiktų jog sportuoti ar tiesiog aktyviai judėti su mėgstama muzika yra kur kas maloniau. ...

Skaityti daugiau >



2022-12-28

Belaidžių ausinių privalumai

Belaidės ausinės – sparčiai populiarėjantis sprendimas, kurį noriai išbando sportininkai, melomanai ...

Skaityti daugiau >

Daugiau patarimų

Geriausi pardavėjo Pigu.lt pasiūlymai



319⁹⁹ €

RMK 399⁹⁹ €

ATSIMKITE RYTOJ

Beats Studio Pro MQTT3ZM/A Deep Brown



14⁷⁹ €

GREITAS PRISTATYMAS

Neįėjamos Bluetooth garso kolonėlės GEMBIRD SPK-BT-LED-01



95⁵⁰ €

GREITAS PRISTATYMAS

Trevi XF 600 Bluetooth



105⁹⁹ €

RMK 112⁹⁹ €

GREITAS PRISTATYMAS

Cyber Power VP700ELCD

Tęskite apsipirkimą

Panašios prekės

Populiarios prekės

Naujienos

Geriausiai vertinamos

Ausinės: JBL Tune 510BT | JBLT510BTBLK | JBL Tune 110 | JBLT110BLK | JBL Tune 510BT | JBLT510BTROSE | JBL Tune 510BT | JBLT510BTBLU | JBL Tune 510BT | JBLT510BTWHTE | JBL Tune 230NC | TWS | JBLT230NC | JBL Wave 200 | TWS | JBLV200TWSVHT | JBL Vibe200 | TWS | JBLV200TWSBLK | JBL Wave 300 | TWS | JBLV300TWSBLU | JBL Tune 500 | JBLT500BLK | JBL JR 310BT | JBLJR310BTBLU | JBL Tune 110 | JBLT110BLU | JBL Live 460NC | JBLV460NCBLK | JBL Tune 290 | JBLT290BLK | JBL Endurance Run BT | JBLENDURRUNBTBLK

Jūsų peržiūrėtos prekės



59⁹⁹ €

RMK 99⁹⁹ €

ATSIMKITE RYTOJ

JBL Tune 660NC | JBLT660NCWHT



59⁹⁹ €

RMK 99⁹⁹ €

ATSIMKITE RYTOJ

JBL Tune 660NC | JBLT660NCBLU



67⁹⁹ €

RMK 99⁹⁹ €

ATSIMKITE RYTOJ

JBL Tune 660NC | JBLT660NCPIK

Pigu.lt visada su Tavimi!



Pigu.lt

Apie Pigu.lt
Kontaktai
Parduotuvių tinklas
Partneriai
Prekiaukite per Pigu.lt
Prekiaujantys pardavėjai
Prekių ženklai
Pirkėjų atsiliepimai
Karjera

Informacija

DUK
Pristatymas
Atsiskaitymas
Grąžinimas ir garantinis taisymas
Pirkimo - pardavimo taisyklės
Valdyti slapukų pasirinkimus
Apsipirkimo gidas
Dovanų kuponai

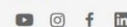
Pirkėjo paskyra

Užsakymo informacija
Nuolaidų kodai
PiguEurai
„Pigu klubas“ lojalumo programa
Patikslus prekės

Susisiekime

+370 661 05555 arba palikite pranešimą

Sekite mus



5. Įvertinkite teiginius apie informacijos pateikimą ir atvaizdavimą vertinant prieš tai matytą el. parduotuvės puslapį. Atsakymus žymėkite skalėje nuo 1 iki 5, kuomet 1 reiškia „visiškai nesutinku“, o 5 reiškia „visiškai sutinku“:

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
El. pardavėjas pateikia naujausią informaciją					
El. pardavėjas pateikia naudingą informaciją					
El. pardavėjas pateikia visą reikiamą informaciją					
Informacija el. parduotuvėje yra pateikta patraukliai					
Informacija el. parduotuvėje yra išdėstyta tvarkingai					
Informacija el. parduotuvėje yra lengvai suprantama					
El. parduotuvės išdėstymas ir spalvos yra patrauklūs					

6. Įvertinkite teiginius apie patikimumo elementus vertinant prieš tai matytą el. parduotuvės puslapį. Atsakymus žymėkite skalėje nuo 1 iki 5, kuomet 1 reiškia „visiškai nesutinku“, o 5 reiškia „visiškai sutinku“:

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Manau, kad atsiliepimai šiame puslapyje apie produktą yra tikslūs.					
Mano nuomone, atsiliepimai "pigu.lt" suteikia svarbios informacijos apie prekes.					
Manau, kad atsiliepimai "pigu.lt" yra labai naudingi prieš perkant produktus.					
Mano nuomone, atsiliepimai "pigu.lt" pateikia sąžiningą nuomonę.					

Kitų pirkėjų suteiktas įvertinimas (žvaigždėmis) man padeda įvertinti "pigu.lt" ir patį pardavėją					
Kitų pirkėjų pateikti įvertinimai (žvaigždutės) pagerina mano žinias apie produktus ir pardavėją					

7. Įvertinkite teiginius apie naudojimosi patogumą ir naudingumą atsižvelgiant į prieš tai matytą el. parduotuvės puslapį. Atsakymus žymėkite skalėje nuo 1 iki 5, kuomet 1 reiškia „visiškai nesutinku“, o 5 reiškia „visiškai sutinku“:

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
El. parduotuvėje yra lengva atlikti tai, ką noriu					
Mano sąveika su el. parduotuve aiški ir suprantama					
El. parduotuve yra lengva naudotis					
El. parduotuvė pateikia tinkamą informaciją apie kokybę ir kainą					
El. parduotuvė pagerina mano rezultatus vertinant produkto kokybę ir kainą					
El. parduotuvė pakelia mano efektyvumą vertinant produktų kokybę ir kainą internete					
El. parduotuvė yra naudinga vertinant produkto kokybę ir kainą					

8. Įvertinkite teiginius apie naudojimosi pasitenkinimą ir pasitikėjimą el. parduotuve atsižvelgiant į prieš tai matytą el. parduotuvės puslapį. Atsakymus žymėkite skalėje nuo 1 iki 5, kuomet 1 reiškia „visiškai nesutinku“, o 5 reiškia „visiškai sutinku“:

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku

Esu patenkintas(-a) paskutiniu pirkimu šioje el. parduotuvėje					
Man patinka pirkti iš šios el. parduotuvės					
Bendrai, esu patenkintas(-a) patirtimi, kurią sukūrė ši el. parduotuvė					
Aš esu užtikrintas(-a) ir pasikliauju šia el. parduotuve, kai man reikia, ką nors nusipirkti					
Aš pasitikiu el. parduotuvės administravimu, kad jie atliks darbą tinkamai					
Aš esu visiškai tikras(-a), ko tikėtis iš šios el. parduotuvės					
Aš tikiu, kad ši el. parduotuvė priims sprendimus mano naudai					

9. Įvertinkite teiginius apie pirkimą el. parduotuvėje atsižvelgiant į prieš tai matytą el. parduotuvės puslapį. Atsakymus žymėkite skalėje nuo 1 iki 5, kuomet 1 reiškia „visiškai nesutinku“, o 5 reiškia „visiškai sutinku“:

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Man labiau patinka pirkti el. parduotuvėje internete, negu parduotuvėje gyvai					
Aš pasitikiu el. parduotuvės administravimu, kad jie atliks darbą tinkamai					
Kai ketinsiu pirkti kitą prekę, vėl sugrįšiu į el. parduotuvę					
Aš turiu didelį norą dar kartą pirkti prekes internete el. parduotuvėje					
Rekomenduočiau kitiems pirkti internete el. parduotuvėje					
Pasidalinčiau su kitais teigiama patirtimi perkant internetu el. parduotuvėje					

10. Jūsų amžius:

- 18 – 27
- 28 – 37
- 38 – 47
- 48 – 57
- 58 ir daugiau

11. Jūsų lytis:

- Moteris
- Vyras
-

Annex 2. Online survey in English

Hello, I am a master's student in digital marketing at the Business School of Vilnius University. I am currently conducting a research paper on "The Impact of user experience and e-trust elements repurchase goods on online ", such as "Pigu.lt".

I invite you to participate in the survey and contribute to the implementation of the study, which is valuable for future research and for my successful completion of my master's degree.

- The duration of this survey is about 7 minutes.
- I invite you to participate because you fit the target audience of my ongoing research.
- The survey is completely anonymous.
- The collected data will be used only for research purposes.

If you have any questions about the survey or questionnaire questions, please contact us by e-mail. by mail: ausra.paukste@vm.stud.vu.lt. Thank you for your participation and contribution to the completion of the study.

1. Have you ever had experience on buying goods on "Pigu.lt" online store?

- Yes
- No

2. How many times **a year** do you buy on "Pigu.lt" online store?

- 5 or more times
- 4 or less times

3. Which "pigu.lt" category do you buy most often? Choose up to 3 categories.

- Household appliances and electronics;
- For children and babies;

- Furniture and home interior;
- Computer technology;
- Perfumes, cosmetics;
- Mobile phones, Photo and Video;
- Kitchen, household, household goods;
- Plumbing, repair, heating;
- Sports, leisure, tourism;
- Clothing, footwear, accessories;
- Gifts, decorations, flowers;
- Car goods;
- Animal goods;
- Garden goods;
- Books;
- Food products;
- Protective, disinfectant, medical goods;
- Smart home;
- For office, school, creativity;
- Sale (damaged packaging, goods in the minus);
- Other.

4. Imagine that you are currently shopping for electronics and find the product page (image below) of the "pigu.lt" store and opens on your computer screen.

Carefully review this page (design, photos, page structure, information presentation, prices, recommendations, delivery conditions and what is important to you when making purchases in the e-store).

Later answer the following statements. Please refer to the image below when evaluating answers of the product page on the "pigu.lt" online store. You can zoom in on the picture on your phone. Also, when answering the questions, you can always return to the visual if it will help you evaluate the statements more accurately.

5. Evaluate statements about presented information and it's representation by evaluating previously viewed online store product page. Mark your answers on a scale from 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree":

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Disagree
The online retailer provides up-to-date information;					
The online retailer provides accurate information;					
The online retailer provides useful information;					

The online retailer provides complete information.					
It is easy to get e-store to do what I want;					
The interaction with the e-store is clear and understandable;					
The e-store is easy to use.					

6. Evaluate statements about trust elements by evaluating previously viewed online store product page. Mark your answers on a scale from 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree":

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Disagree
I think the reviews of the purchase experience with "pigu.lt" are accurate;					
In my opinion, the reviews of the purchase experience with "pigu.lt" provide relevant information about the products;					
In my opinion, the reviews of the purchase experience with "pigu.lt" provide honest testimonies;					
I think the reviews of the purchase experience with "pigu.lt" are very useful before purchasing products;					
Ratings (stars) given by other purchasers help me rate the "pigu.lt" product and the seller;					
Ratings (stars) given by other purchasers help me rate the "pigu.lt" product and the seller;					

7. Evaluate statements about ease of use and usefulness of the e-store by evaluating previously viewed online store product page. Mark your answers on a scale from 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree":

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Disagree
It is easy to get on the e-store to do what I want;					
The interactions with the e-store are clear and understandable;					
The e-store is easy to use.					
E-store provides good information about quality and price;					
E-store improves my performance in assessing the product quality and price;					
E-store increase my effectiveness for product quality and price assessment online;					
Reviews on the e-store are useful for evaluation the products quality and price.					

8. Evaluate statements about using satisfaction and trust of the e-store by evaluating previously viewed online store product page. Mark your answers on a scale from 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree":

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Disagree
I am satisfied with my last purchase on this e-store;					
I like to make purchases from this e-store;					
Overall, I am satisfied with the experience provided by this e-store;					

I feel comfortable relying on this website when I need to buy something;					
I'd trust this e-store administration to do the job right;					
I am quite certain what to expect from this e-store;					
I believe this e-store will always act in my best interest.					

9. Evaluate statements about intention to repurchase from the same online store by evaluating previously viewed online store product page. Mark your answers on a scale from 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree":

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly Disagree
I prefer to shop online at the online store rather than offline;					
I intend to revisit the online store in the future;					
If I want to buy the product again, I will buy it in the online store;					
I have a high level of willingness to repurchase products in the online store;					
I would recommend shopping online at the online store to others;					
I will tell others about positive experiences when shopping online at the online store.					

12. Your Age:

- 18 – 27
- 28 – 37
- 38 – 47
- 48 – 57

- 58 and more

13. Your Gender:

- Female
- Male

Annex 3. Construct by the original researches

Author, Year	Construct
Web Information Quality Lin, 2007_	<ol style="list-style-type: none"> 1. The online retailer provides up-to-date information; 2. The online retailer provides useful information; 3. The online retailer provides complete information.
Web Design Kassim and Abdullah, 2010	<ol style="list-style-type: none"> 1. The information on the site is attractively displayed; 2. The information on the site is well organized; 3. The information on the site is easy to understand and follow; 4. The site layout and colors are appealing (fascinating).
Web trust elements Prastiwi et. al, 2022	<ol style="list-style-type: none"> 1. I think the reviews of the purchase experience with Shopee are accurate; 2. In my opinion, the reviews of the purchase experience with Shopee provide relevant information about the products; 3. In my opinion, the reviews of the purchase experience with Shopee provide honest testimonies; 4. I think the reviews of the purchase experience with Shopee are very useful before purchasing products; 5. Ratings (stars) given by other purchasers help me rate the Shopee product and the seller; 6. Ratings (stars) given by other purchasers increase my knowledge of the products and sellers.
Ease of use Li and Yeh, 2010	<ol style="list-style-type: none"> 1. It is easy to get the website to do what I want; 2. The interactions with the website are clear and understandable; 3. The website is easy to use.
Usefulness Peters and Bodkin, 2022	<ol style="list-style-type: none"> 1. Provides good information about quality and price; 2. Improves my performance in assessing the product quality and price; 3. Increase my effectiveness for product quality and price assessment online; 4. reviews are useful for evaluation the products quality and price.
Satisfaction Mamakou et. al, 2023	<ol style="list-style-type: none"> 1. I am satisfied with my last Internet purchase; 2. I like to make purchases from this website; 3. Overall, I am satisfied with the experience provided by this website.

Trust Usas and Jasinskas, 2021	<ol style="list-style-type: none"> 1. I feel comfortable relying on this website when I need to buy something; 2. I'd trust this website administration to do the job right; 3. I am quite certain what to expect from this online shop; 4. I believe this website shop will always act in my best interest.
Intention to repurchase Nurjanah, 2022	<ol style="list-style-type: none"> 1. Prefer to shop online at the online marketplace rather than offline; 2. Intend to revisit the online marketplace in the future; 3. If I want to buy the product again, I will buy it in the online marketplace; 4. Have a high level of willingness to repurchase products in the online marketplace; 5. Would recommend shopping online at the online marketplace to others; 6. Will tell others about positive experiences when shopping online at the online marketplace.

Annex 4. Cronbach Alpha testing of the constructs

1. Website Information Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.758	3

2. Website Design

Reliability Statistics

Cronbach's Alpha	N of Items
.879	4

3. Website Trust Elements

Reliability Statistics

Cronbach's Alpha	N of Items
.831	6

4. Perceived Ease of Use

Reliability Statistics

Cronbach's Alpha	N of Items
.927	3

5. Perceived Usefulness

Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

6. E-Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.872	3

7. E-Trust

Reliability Statistics

Cronbach's Alpha	N of Items
.839	4

8. Intention to Repurchase

Reliability Statistics

Cronbach's Alpha	N of Items
.811	6

Appendix 5 Normality Test of the Variables

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
INFOQ0	.143	260	<.001	.955	260	<.001
TRELO	.132	260	<.001	.936	260	<.001
WEBD0	.116	260	<.001	.959	260	<.001

a. Lilliefors Significance Correction

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
EASE0	.231	260	<.001	.858	260	<.001
USEF0	.111	260	<.001	.973	260	<.001
SAT0	.162	260	<.001	.909	260	<.001
TRUST0	.115	260	<.001	.963	260	<.001
INTENO	.089	260	<.001	.967	260	<.001

a. Lilliefors Significance Correction

Annex 6 Demographic statistics from SSPS and Google Forms

Gender distribution in Onlin Survey

		Lytis			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moteris	168	64.6	64.6	64.6
	Vyras	92	35.4	35.4	100.0
	Total	260	100.0	100.0	

Age distribution in Online Survey

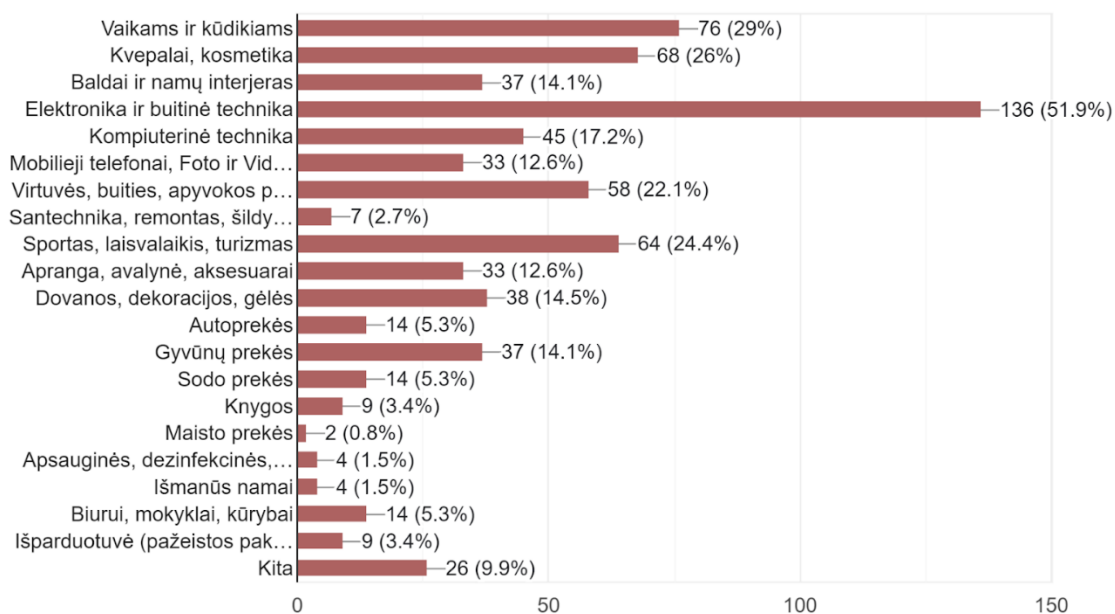
Amžius

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	30	11.5	11.5	11.5
	28-37	160	61.5	61.5	73.1
	38-47	45	17.3	17.3	90.4
	48-57	18	6.9	6.9	97.3
	58 ir daugiau	7	2.7	2.7	100.0
	Total	260	100.0	100.0	

Most popular categories on “Pigu.lt”

Kurios "pigu.lt" kategorijos prekes perkate dažniausiai? Pažymėkite daugiausiai 3 kategorijas.

262 responses



Annex 7. Correlation results SSPS

Correlation: Website Information Quality and Perceived Ease of Use

Correlations

			INFOQ0	EASE0
Spearman's rho	INFOQ0	Correlation Coefficient	1.000	.432**
		Sig. (2-tailed)	.	<.001
		N	260	260
	EASE0	Correlation Coefficient	.432**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Website Information Quality and Perceived Usefulness

Correlations

			INFOQ0	USEF0
Spearman's rho	INFOQ0	Correlation Coefficient	1.000	.501**
		Sig. (2-tailed)	.	<.001
		N	260	260
	USEF0	Correlation Coefficient	.501**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Website Information Quality and E-Satisfaction

Correlations

			INFOQ0	SAT0
Spearman's rho	INFOQ0	Correlation Coefficient	1.000	.402**
		Sig. (2-tailed)	.	<.001
		N	260	260
	SAT0	Correlation Coefficient	.402**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Website Information Quality and E-Trust

Correlations

			INFOQ0	TRUST0
Spearman's rho	INFOQ0	Correlation Coefficient	1.000	.393**
		Sig. (2-tailed)	.	<.001
		N	260	260
	TRUST0	Correlation Coefficient	.393**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Website Design and Perceived Ease of Use

Correlations

			WEBD0	EASE0
Spearman's rho	WEBD0	Correlation Coefficient	1.000	.584**
		Sig. (2-tailed)	.	<.001
		N	260	260
	EASE0	Correlation Coefficient	.584**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Website Design and E-Satisfaction

Correlations

			WEBD0	SAT0
Spearman's rho	WEBD0	Correlation Coefficient	1.000	.448**
		Sig. (2-tailed)	.	<.001
		N	260	260
	SAT0	Correlation Coefficient	.448**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Website Design and E-Trust

Correlations

			WEBD0	TRUST0
Spearman's rho	WEBD0	Correlation Coefficient	1.000	.458**
		Sig. (2-tailed)	.	<.001
		N	260	260
	TRUST0	Correlation Coefficient	.458**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Website Trust Elements and E-Trust

Correlations

			TRELO	TRUST0
Spearman's rho	TRELO	Correlation Coefficient	1.000	.337**
		Sig. (2-tailed)	.	<.001
		N	260	260
	TRUST0	Correlation Coefficient	.337**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Perceived Ease of Use and E-Satisfaction

Correlations

			EASE0	SAT0
Spearman's rho	EASE0	Correlation Coefficient	1.000	.523**
		Sig. (2-tailed)	.	<.001
		N	260	260
	SAT0	Correlation Coefficient	.523**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: Perceived Usefulness and E-Satisfaction

Correlations

			USEF0	SAT0
Spearman's rho	USEF0	Correlation Coefficient	1.000	.414**
		Sig. (2-tailed)	.	<.001
		N	260	260
	SAT0	Correlation Coefficient	.414**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: E-Trust and E-Satisfaction

Correlations

			TRUST0	SAT0
Spearman's rho	TRUST0	Correlation Coefficient	1.000	.641**
		Sig. (2-tailed)	.	<.001
		N	260	260
	SAT0	Correlation Coefficient	.641**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: E-Satisfaction and Intention to Repurchase

Correlations

			SAT0	INTEN0
Spearman's rho	SAT0	Correlation Coefficient	1.000	.543**
		Sig. (2-tailed)	.	<.001
		N	260	260
	INTEN0	Correlation Coefficient	.543**	1.000
		Sig. (2-tailed)	<.001	.
		N	260	260

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

Correlation: E-Trust and Intention To Repurchase

Correlations

		TRUST0	INTEN0
Spearman's rho	TRUST0	Correlation Coefficient	1.000
		Sig. (2-tailed)	.546**
		N	260
	INTEN0	Correlation Coefficient	.546**
		Sig. (2-tailed)	1.000
		N	260

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

Appendix 8. Linear Regression Results SSPS

Regression: Impact E-Satisfaction on Intention to Repurchase

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 ^a	.366	.363	.52497

a. Predictors: (Constant), SAT0

b. Dependent Variable: INTEN0

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.014	1	41.014	148.819	<.001 ^b
	Residual	71.104	258	.276		
	Total	112.118	259			

a. Dependent Variable: INTEN0

b. Predictors: (Constant), SAT0

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.590	.163		9.740	<.001		
	SAT0	.501	.041	.605	12.199	<.001	1.000	1.000

a. Dependent Variable: INTEN0

Regression: Impact E-Trust on Intention on Repurchase

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.376	.374	.52073

a. Predictors: (Constant), TRUST0

b. Dependent Variable: INTEN0

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.160	1	42.160	155.483	<.001 ^b
	Residual	69.958	258	.271		
	Total	112.118	259			

a. Dependent Variable: INTEN0

b. Predictors: (Constant), TRUST0

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.487	.168		8.855	<.001		
	TRUST0	.556	.045	.613	12.469	<.001	1.000	1.000

a. Dependent Variable: INTEN0