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MASTER THESIS

POŽIŪRIO Į INTERNETINĖS VAISTINĖS	THE IMPACT OF ATTITUDE TOWARDS
PREKĖS ŽENKLĄ ĮTAKA KETINIMUI	E-PHARMACY BRAND ON THE
PAKARTOTINAI PIRKTI KOSMETIKĄ	INTENTION TO REPURCHASE
INTERNETINĖJE VAISTINĖJE	COSMETICS IN THE ONLINE
	PHARMACY

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INTRODUCTION

Past 10 years we can see a trend that numbers of people who purchased or ordered services online are growing in Lithuania at least few percent per year. In 2011 the number was only 15.7 %, meanwhile in 2020 that number reached 53.8 %.

On the same time together with other categories popularity of e-pharmacies in Lithuania grows too. Cosmetics, beauty and health products are the second biggest category, drugs, food supplements, vitamins are third most popular category from the list. It is because of shopping convenience, home delivery, virtual pharmacies are less time consuming and require less effort for shopping, also offer very wide assortment of different categories products: OTC (over the counter) drugs, Rx (prescribed) drugs, medical devices, food supplements, cosmetics (Orizio & Gelatti, 2010).

Today there are 6 e-pharmacies in Lithuania: Eurovaistine.lt, gintarinevaistine.lt, camelia.lt, benu.lt, nvaistine.lt, manovaistine.lt, only new pharmacy Apotheka, which entered market in 2019, have only physical pharmacies. According vz.lt 4 main pharmacy chains take 80 % Lithuanian markets (2021). Even though coronavirus adjusted customers' buying habits, the popularity of e-pharmacies remained at a very similar - high level. According www.inernetoparduotuves.lt March 2021 rankings pharmacies lined up as follow: 11 – eurovaistine.lt, 16 – gintarine.lt, 19 – camelia.lt, 53 – benu.lt, 63 – manovaistine.lt, only nvaistine.lt does not fall into the first 158 e-shops rank lines.

Positive attitude about the brand has been stated as really important factor influencing purchase intention (Arora et. al. 2019). Rehman and Ishaq (2017) made research, how brand image affects purchase intention and result showed that customers think that brand image is really important and take part during decision making process. When opinion about the brand is positive, there is more chance that consumer will choose this particular brand (Tan & Trang, 2019). When brand image matches customer values, needs, lifestyle, there are more chances that customer will choose the brand. Uniqueness, quality, a clear message, a solid philosophy, targeted marketing, and audience awareness together with the quality products make brand strong. It is also important to touch consumer heart, not only minds, because when they are comparing to popular brands more often wins emotional stimuli (Jovari, 2018). Brand is one of the most important parts of a product or services, because it can create added value for the product or service (Tan & Trang, 2019). Yildirim and Çengel (2012) stated that lower prices and convenience are recognised as main benefits of e-commerce. Nevertheless, if purchaser has no experience with the product or service, they tend to avoid online stores, mostly in the categories of grocery and pharmacies.

There are some studies that focus on the product brand image, prescribed or non-prescribed medicine purchasing habits, how product brand image affects purchaser decision to buy. However, there are lack of Lithuanian studies which have evaluated how attitude towards pharmacy brand impact intention to repurchase cosmetics in the online pharmacy.

The problem of the thesis: what is the difference between factors forming attitude towards e-pharmacy brand and if attitude towards e-pharmacy brand image impacts cosmetic products repurchase intention? **The main aim** of Master thesis is to figure out to what degree variables impact attitude towards e-pharmacy brand and if attitude towards e-pharmacy brand impacts cosmetic products repurchase intention. We are going to make theoretical analysis to research on customer brand image perception by developing and testing a conceptual model, which focuses on what is important for customer and how it affects attitude towards e-pharmacy brand. By using research data, we will check which factors are most crucial for customers to make a final decision. To achieve the purpose of the thesis and analyse the problem the following objectives were defined:

1. To analyse scientific theories and models related to consumers' intention to purchase and re-purchase;
2. To analyse brand and brand image concepts;
3. To examine the most frequently analysed factors of the attitude towards e-store brand and to identify their value of the consumer's intention to purchase online;
4. To create a theoretical model showing the links between the factors of the attitude towards e-pharmacy brand and its possible impact on the consumer's intention to buy the product there;
5. To form hypotheses, choose the appropriate methodology and conduct research to identify the influence of factors of the attitude towards e-pharmacy brand on the consumer's intention to purchase the cosmetic product there;
6. Collect, process and analyse research data necessary to determine the impact of the attitude towards e-pharmacy brand on the consumer's intention to purchase cosmetic there;
7. Provide conclusions and recommendations useful in deciding how to create an impact on the consumer's intention to purchase cosmetic product in the online pharmacy.

The work consists of an introduction, literature analysis, empirical research methodology, analysis of research results and conclusions, recommendations. The introduction substantiates the relevance and recency of the topic of the work, raises the problem of the work, formulates the aim and objectives of the work. The first part of the part of the literature review examines and compares in detail the models and theories presented in the scientific literature regarding consumers

'intentions to purchase. The second part of the literature analysis discusses the classification of the factors of the brand image and purchase intention. In the methodological part of the empirical research, the aim of the research is set, a theoretical model is created, hypotheses are formed and the following methods of hypothesis testing are presented. In the analysis of the research results, the results obtained are presented and analysed, the hypotheses raised are denied or confirmed, the results are compared with the researches performed by foreign authors. The conclusions, based on the material analysed during the whole work, present the original conclusions of the work, indicate the shortcomings of the work, suggest further directions of the topic and formulate practical recommendations.

1. BRAND IMAGE AND ITS' IMPACT ON PURCHASE INTENTION

1.1. Theories and models related to consumer intentions to buy

1.1.1. Theory of Reasoned Action (TRA)

One of the most commonly used theories in researchers when analysing consumers intention to purchase a product is the Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein (1975). Based on this theory, Ajzen and Fishbein (1975) used to predict the relationship between a consumer's intention to purchase and an actual purchase, as the authors noted that the most effective way to determine whether a consumer would purchase a particular product is to ask the consumer if he intends to do so. The theory of reasoned action defines that consumer behaviour depends on his intentions, as consumers consciously decide how they should behave. Before deciding, consumers try to objectively assess the situation, anticipate the consequences of the decision and consider the benefits. As Ajzen and Fishbein (1975) stated, these actions define the consumer's intention to behave, which based on the theory of reasoned action, is determined by the consumer's attitude and subjective norms (see Figure 1).

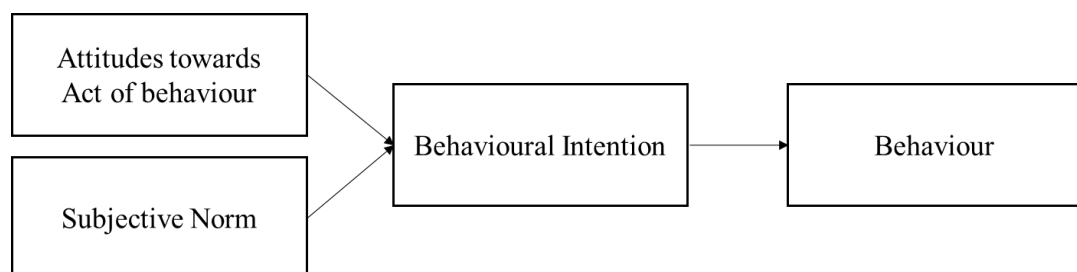


Figure 1: Theory of Reasoned Action (TRA)

Source: Ajzen ir Fishbein, 1975.

In theory of reasoned action, an approach is perceived as the customer beliefs, the outcomes of a particular behaviour, and its evaluation (Bauer et al., 2005). The approach indicates the degree to which the consumer values their behaviour (Ajzen, 2002), so it is likely that consumers with a positive attitude to purchase the product will be more likely to make a purchase than individuals with a negative attitude. Coursaris et al. (2010) also predicted user behaviour, based on the theory of reasoned action, they stated that the approach is related to the importance of the characteristics of the object. Meanwhile subjective norms are defined as consumer normative beliefs determined by individuals important to the consumer, who expect or not to

perform an action related to a particular behaviour and related to the consumer's motivation to obey a particular behaviour (Bauer et al., 2005). It is worth to mention, that both consumer attitudes and subjective norms cannot be assessed objectively, as their influence on the consumer's intention to behave depends on the consumer's own personality and the object of decision-making (Ajzen and Fishbein, 1975). But that some scholars (Davis, 1989) argue that subjective norms have no effect on consumer intentions. Meanwhile, according to Saleem (2013), subjective norms are considered to be crucial factors influencing consumer behavioural intentions, and Venkatesh and Davis (2000) emphasize that subjective norms positively influence the consumer's intention to use certain technologies. Despite the lack of similar attitude due to the influence of subjective norms, it should be noted that when forecasting consumer's intention to purchase a product and based on the theory of reasoned action, the consumer's attitude and subjective norms should be taken into account. The intention of the user to behave is a key component of the theory of reasonable action. This component is defined as an indicator of user behaviour and behavioural intention to take a specific action. Consumers with stronger intentions to take a particular action are likely to do so compared to consumers with weaker intentions (Ajzen, 2002), so it is assumed that the prevailing stronger consumer intentions greatly increase the likelihood that these intentions will actually be fulfilled.

1.1.2. Theory of planned behaviour (TPB)

The theory of reasoned action has received a lot of attention from scholars (Siyavoshi and Abedin, 2009; Ranjbarian et al., 2014) and has provoked discussions, has been refined and developed into a theory of planned behaviour (Ajzen, 1991). According to this theory, a consumer's specific actions depend directly on his intentions, which in turn can be influenced by the consumer's attitude, subjective norms, and perceived behavioural control (see Figure 2).

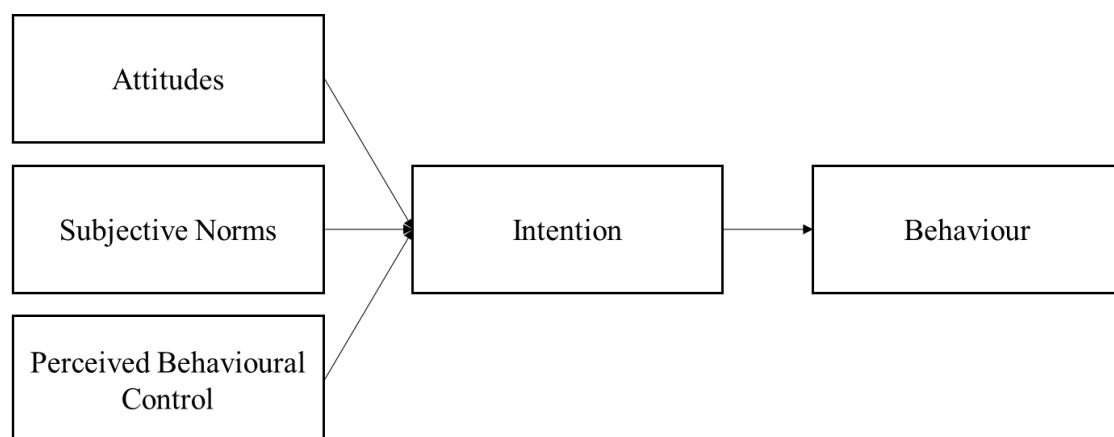


Figure 2: Theory of Planned Behaviour (TPB)

Source: Ajzen, 1991.

The theory of planned behaviour differs from the theory of reasoned action by an additional variable - perceived behavioural control. The factor represents the difficulty or ease which a user relates the performance of a particular behaviour (Ranjbarian et al., 2014). Ajzen (1991) define that perceived behavioural control is related to a consumer's beliefs that may complicate or facilitate his or her behaviour, which depends on the consumer's will, perceived ability, and ability to perform a particular action. Individuals with greater will and more confidence in their abilities have been found to have greater behavioural control (Siyavoshi and Abedin, 2009). It is worth to mention that the factor of perceived behavioural control included in the theory of planned behaviour gives even stronger importance to factors related to the consumer's personality for predicting consumer behaviour. The theory of planned behaviour also differs from the theory of reasoned action in the principle of operation. In the theory of reasoned action, both attitude and subjective norms influence consumer behaviour through his intentions. Meanwhile in the theory of planned behaviour, in addition to the fact that subjective norms factors of consumer attitude and perceived behavioural control may be influenced by each other, not all of these factors affect a particular action of a user only through the intention. Perceived behavioural control can affect consumer behaviour in two ways, both directly and through consumer intentions (Ajzen, 1991). However, Siyavoshi and Abedin (2009) highlight that a direct link between perceived behavioural control and behaviour is possible only when consumer behaviour depends on perceived possibilities and abilities to perform a particular action. Taking into account the principle of operation of this theory, follows the fact that the most positive approach, subjective norms and stronger behavioural control gives the stronger the consumer's intention to behave (Ajzen, 1991). Thus, it can be stated that, depending on the specific behaviour, the situation, and based on the theory of planned behaviour, consumer behaviour can be influenced not only through their intentions, but also directly.

1.1.3. Technology acceptance model (TAM)

Based on the theory of reasoned action developed by Ajzen and Fishbein (1980), another widely used model was constructed - the technology acceptance model (TAM). The latter model developed by Davis (1989) is most used to analyse the use of new information technologies, their acceptability, and uptake by consumers (Lee et al., 2006). At the beginning of its development, the technology acceptance model was widely used to analyse users' computer experience, but over time it has been modified by various researchers to analyse and use the Internet, e-mail, and other means, including mobile phones (Ofosu et al. 2013). Previous research has shown that the more consumers experience the use of the Internet, the more they tend to use other information

technologies (Karjaluoto et al., 2008). According to the technology acceptance model, it is argued that perceived ease of use and perceived usefulness have a direct impact on the formation of positive or negative attitudes of consumers (see Figure 3).

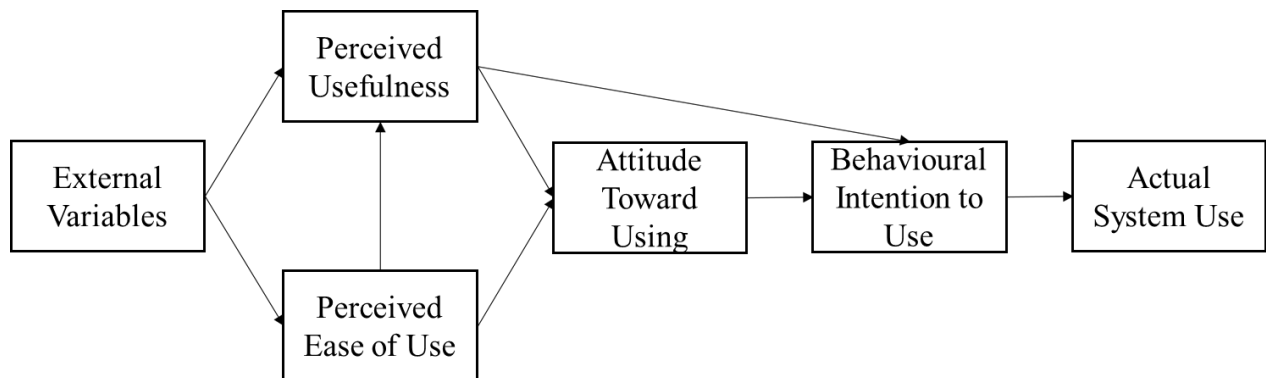


Figure 3: Technology acceptance model (TAM)

Source: Davis, 1989.

Analysing the technology acceptance model, it is observed that the external factors presented in the model are related to the perceived ease of use and usefulness. The perceived usefulness of these factors is defined as the degree to which consumers believe that the use of specific technologies increases the efficiency of the actions performed, the communication, and helps to achieve the desired results (Davis, 1989). For example, if a consumer has a tool to compare a few items in one e-store, the perceived usefulness of the consumer should be favoured over the stores without such a tool. Perceived ease of use, meanwhile, is expressed as the degree to which a user defines the effort it will take to use a particular technology (Ofosu et al., 2013). Thus, based on the technology adoption model and in predicting consumer behaviour, attention should be chosen not only to the perceived utility, but also to the ease of the benefit.

It is worth to mention that consumer attitudes as a component influencing consumer behaviour are distinguished not only in this model of technology acceptance (Davis, 1989) but also in the theories of reasoned action (Ajzen and Fishbein, 1975) and planned behaviour examined earlier (Ajzen, 1991). In addition to the models of these authors, the consumer attitude is singled out in the well-known model of Engel, Blackwell, Miniard (1995), in which the attitude is an element with one of the strongest effects. Understanding the consumer's intention to use technology is also crucial in predicting consumer behaviour. Henderson and Divett (2003) demonstrated that the more positive the perceived utility and ease of use, the more likely the consumer is to use specific technologies. It is noted that a consumer's intention to use technology is determined not only by the consumer's acceptance of certain technologies, but also by his or her intentions to use the technology in the future and recommend it to others (Kim et al., 2008).

Thus, it can be argued that the factors of consumer perceived usefulness and ease of use are particularly important in predicting consumer behaviour, as they relate to the consumer's intention to use technology, which affects the consumer's intention to purchase goods not only once but in the future.

Summarizing the analysed theories and models of consumer intention to buy, it should be noted that these theories and models have both certain similarities and differences. Thus, in order to highlight the most important aspects of the latter models and theories, the conclusions of the analysis of the scientific literature are singled out, at the same time arguing the components chosen in the research model of this work:

1. All the models from the analysed theories are based on the relationship between external factors, in this case - the factors of the e-pharmacy brand image and the assessment of these factors in forming a positive or negative attitude towards the research object.

2. The technology acceptance model distinguishes external factors as variables that influence consumers' attitudes and, at the same time, their intentions to buy a product, while in another theories consumers' intention to buy a product is influenced only by consumer-related factors - they do not include external factors.

3. In all three, the theory of reasonable action and the theory of planned behaviour and technology acceptance model, the consumer's attitude is distinguished as a factor that directly influences the consumer's intention to behave, in this case to purchase the cosmetic product from particular e- pharmacy.

4. In the technology acceptance model, consumer attitude that influence their intentions is shaped by perceived usefulness and perceived ease of use based on consumer expectations, while theories of reasonable action and planned behaviour are defined as pre-formed user beliefs.

Despite the fact that all the models analysed separately are appropriate and easily applied in practice, in this work it was decided to use the factors analysed in the theoretical part of the study and the main components of consumer attitudes and intentions identified in both planned and reasonable action theories. The latter structure of the model was chosen due to the theoretical relationship between the factors and consumers' attitudes towards the brand image and the relationship between the latter's attitudes and intentions to buy in an electronic pharmacy. This type of model is also very often used in other studies of foreign authors analysing this topic (Yildirim et al., 2013; Mehzabin & Moniruzzaman, 2019, Chin & Goh, 2017), additionally including moderating factors – risk and incomes - therefore, the research model of this work is based on the models previously developed and already tested in the practice of foreign authors in the analysis of this topic.

1.2. Defining the brand image

Brand awareness exist in customer minds when he or she easily recognize what is behind the brand name (Tan & Trang, 2019). Romaniuk, Wight, & Faulkner (2017) also stated that brand awareness is an ability to recognize and perceive that a given brand belongs to a particular category of products. But this does not guaranty that customer opinion is positive about the brand and he or she will choose it. It just means that customer recognize it. Brand awareness without being exceptional from competitors is not particularly good. Effective brand awareness shows why company are better than competitors. Customers prefer to buy products which they trust, know that they have good quality, in this case brand awareness can help to reduce risk before buying (Tan & Trang, 2019).

Brand awareness measurements are becoming more and more common in marketing departments of nowadays companies. Usually, these measurements are made by using survey studies, companies are checking relationship between brand and customer and to see if building brand awareness is effective, how much the brand is recognized (Świtała et. Al., 2018). Keller (1993 and 2008) divided brand awareness into two parts:

1. **Brand recognition**, it measures the previous interaction with particular brand when mentioning the brand as a cue.
2. **Brand recall**, when customer can restore brand name from memory, after hearing the product category.

Torelli (2013) stated 3 different measurements of brand awareness:

1. **Spontaneous awareness**. It shows how often people are able to name the brand without the assistance of the interviewer; this measurement shows real customer choices.
2. **Supported awareness**. It shows the percentage of respondents who can name the brand only after mentioning it. It reflects a poor relationship with a given brand.
3. **Top of mind knowledge/awareness**, which informs what percentage of respondents point out a given brand as the first one in the study (the first one that comes to their mind); it shows that it is strongly rooted in buyers' awareness.

Company should be able to evaluate how aware customers are with Your brand. It would help to decide about future marketing strategy, pricing or even development (Świtała et. Al., 2018). Muqarrabin, Ifdhola and Sheila (2018) conducted the study about consumer attitude and got the positive results that consumer attitude can affect the variables such as corporate image, brand personality, perceived value, intention to use. Also, results showed that customer attitude could increase thoughts to buy or use the brand. Most likely brands want to keep their positive

attitude in consumers' minds and keep them loyal. The attitude may persist even when the situations that produce it changes (Mott, 2017). Usually when attitude to the brand is negative, consumers try to avoid the brand. That's why knowing customers attitude about the brand is really helpful for marketing department while creating appropriate marketing strategy (Tan & Trang, 2019).

Brand image in consumer minds affects perceived value of the brand (Jovari, 2018). Muqarrabin et al. (2018) stated that that attitude has a significant positive relationship with brand image. It is one of the most powerful factors that shapes consumer attitude. Because of this reason brands should really pay attention to the brand image and try to create it in that way that customers would perceive it as high value and easily let themselves to pay more (Jovari, 2018). When brand image is positive in the mind of consumer, it creates higher value and vice versa, if brand image is negative, the perceived value is low. Ability to create higher value in consumer eyes creates competitive advantage (Jovari, 2018). Companies may create brands, but they live in customers hearts and minds. Brand image takes an important place in consumer perception and helps in consideration before making purchase (Pickton and Broderick, 2001). Positive brand attitudes should include positive associations such as high quality or exclusivity (Chin, 2017).

There are some studies which show that knowledge about a brand helps easier to find new information and customers who are highly familiar with a brand will search less than those who don't or barely know it (Johnson and Russo, 1984). Familiarity with the brand shows how well customer knows about the brand. Research showed that customers tend to buy brands that they are familiar with rather than trying the new one (Laroche, 1996). The fact that consumer is familiar with the brand means that it positively affects brand image. Brand image is formed by marketing activities and customer previous experience. Research showed that familiarity is important in choosing process. When customer is familiar with the brand there is more chances that customer will choose your brand (Tan & Trang, 2019).

Customers who are very familiar with a particular product/ service category or brand may patronise any companies/ shops that provide such products/ services (Wu et. al, 2008). Familiarity with products and brands offer customers many advantages, they can cipher new information effortlessly, so they can pay more attention to catch new information and learning, they pay attention only to important information and ignore irrelevant one. Consumers who are familiar with a product/ service or brand may become loyal customers of a company/ store (Harish & Furtado, 2019).

Brands always have their competitor which they are trying to overtake and win better place in consumer minds. We can say that brand is competing not only in their category, but in general with all brands that want attention from existing/ potential consumer. It is not enough to just be

different. Brand should really clearly communicate how they are different from competitors, making it easy for consumer to understand. Consumers feel safer when they see familiar brands, symbols or logos. In order to be familiar and recognizable brand should follow the main idea or message of the brand. It creates brand identity, what helps for the company to growth in the future (Jovari, 2018).

Tan and Trang (2019) stated “<...> brand is what you stand for, believe in, behave like, and how you are perceived by those that conduct business with an organization or otherwise experience interaction with organization”. Kotler and Anderson (1987) explained that brand is symbol, sign, design, or combination of all these factors, which helps to find out which particular product or service is behind the brand name. Tan and Trang (2019) wrote that brand image is the attitude of the customers about a brand. Chiang et al. (2014) defined brand image as consumers’ brand ideas, which were mostly subjective perception and formed through consumers’ rational and emotional interpretation. Brand also shows what is on the other side of company’s identity (Tan & Trang, 2019) and helps to stand out from competitors in the market (Kotler and Anderson, 1987) what will strengthen their overall image with long-term sustainability (Ahmed, 2016). Aaker (1996) stated that a brand is what a company promises to give to the customer, because consumer understand brand as brand image in their mind.

Rehman and Ishaq (2017) made research, how brand image affects purchase intention and result show that customers think that brand image is really important and take part during decision making process. Marketing pays most of the attention to consumers and relationship building between shop and the customer. Every company try to create positive brand image in the customers eyes to become more competitive. Personal selling, advertising, PR or other promotions are used to create image of the brands. Brand image itself creates products image and company image in consumers eyes (Tan & Trang, 2019). As Internet technologies are developing very fast, marketing is also moving forward - companies are creating their online identities to become competitive with other stores and other brands (Aren & etc., 2013). Promotions, advertisement, social activities help to build brand image in the minds of the consumer (Rehman & Ishaq, 2017). It is crucial for companies to get familiar with their customers and their differences, it helps to choose best positioning strategies to be remembered or recognized by consumers. It is quite difficult to create really strong and good perceived brand image, but once formed and it will be hard to transform (Tan & Trang, 2019). For sure, first impression for customer is product or service itself, but when checking why consumer made his decision in one way not in another, it helps to better understand what are customers and how they act. In these fast days, time spent on the website is also really crucial, webs should be user-friendly, attractive, it should create high trust and low risk feeling (Aren & etc., 2013). Bad or good experience information from others forms a brand image in

customer minds. When opinion about the brand is positive. There is more chance that consumer will choose this particular brand (Tan & Trang, 2019). Brand image offered by the online store is really crucial for consumer while making the final decision which online store to choose. E-stores try to create positive brand image in customers eyes, in the same way they are building positive understanding about brand quality. Positive perception of quality affects positively on intention to purchase from the particular e-store. In such cases, e-shop image strengthens the relationship between brand image and purchase intention. (Rehman & Ishaq, 2017). When brand image matches customer values, needs, lifestyle, there are more chances that customer will choose the brand. Strong, well known brands buyers pay attention to the image that they have designs on the environment not only to quality. It is also important to touch consumer heart, not only minds, because when they are comparing to popular brands more often wins emotional stimuli (Jovari, 2018). Brands itself are so that if consumer would buy the product and be satisfied, the next time there much bigger probability that he or she would recognize the brand (Išoraitė, 2018). Brand image is a mix of general insights of the brand and formed by the past information and experience of the brand. It is related to an attitude beliefs and preference of the brand (Tan & Trang, 2019).

Consumer purchase intention is one of the most important variables in most of the researches (Shah et al., 2012). Morwitz (2014) stated that the best predictor of consumer purchase behaviour will be consumer purchase intention. Chu and Lu (2007) stated that purchase intention is as the factor which shows that the consumers would like to purchase products in the future. Consumer purchase intention is the result of marketing actions and activities related with a brand (Altschwager et al., 2017). It helps to understand why consumers purchase certain brands. Study results showed that there is a positive relationship between brand trust and purchase intention. Being familiar with the brand helps to growth trust. When brand is purchased because consumer trust it, most likely that it will be repurchased again and again. Customers see that purchase from the brand they trust is more valuable (Demba et al., 2019). Previous studies showed that creating value for customer (Werelds et al., 2017) and product characteristics strongly affect the consumers' purchase intention. (Sarmad, 2015). Muqarrabin, Ifdhola, Sheila (2018) conducted a study and the results showed that brand image has positive effect on customer attitude. Better attitude of the company motivates customers to purchase more.

1.3. Factors forming attitude towards the brand

It was decided to analyse the most frequently encountered and controversially evaluated factors: Brand Trust, Past purchasing experience, Convenience of purchasing online, Time risk, in this paper. The choice of the latter factors was determined by the fact that these factors were included in the studies of Salciuviene et al., (2014), Nayeem et al., (2019), Chin & Goh (2017). The research aimed to analyse consumers' attitudes towards the brand and its impact on the intention to purchase or repurchase. Therefore, further research will aim to analyse the latter factors and their impact on the consumer's attitude towards the brand and its impact on the intention to repurchase.

1.3.1. Past experience of purchasing online

In these days it is really important to understand user experience from business perspective (Lee et. at, 2018). More and more user-centred companies are implementing user experience in marketing/ brand strategies (Wan, Zhu & Hou, 2013). A user who uses a service or buys a product is, at the same time, a customer and consumer of a company. Because contemporary customers are becoming progressively dependent from technology during everyday routine (including e-commerce), customer experience now is related with all consumer interactions and any touchpoints with a device and a brand (Lee et. at, 2018). Customers expect that product or service meets their needs and gives positive user experience while navigating the web or making the purchase. All the process performs smoothly and without any negative experiences (Wiedmann et al., 2010). Google research, made in 2017, time showed that average to fully load the mobile landing page is 22 second, while more than 50% users leave the page if it not loads in 3 seconds (Google research, 2017). Positive brand image which are offered in the e-store motivates customer to purchase from a particular retailer (Rehman & Ishaq, 2017).

Customer experiences are described as a complexed structure focusing on the behavioural, cognitive, affective, sensory and social customers' responses given to marketing (Schallehn et al., 2019). Customers' experiences are a momentous event involving the customers. A pleasant and positive experience affects the consumers' decision-making process (Garg, 2014). Affective experience is one of the important factors of the decision-making process of consumers of the products and services (Nardini & Lutz, 2017). Creating various customer experiences is a type of marketing activity that makes the consumer mind involved and focuses on customer experiences. Experiences affected by sensory stimuli are affected in environment (Bustamante & Rubio, 2017). The goal of creating customer experiences is providing good services that meets customer

expectations. Customer experience is affected by customer feelings which appeared from his interaction with the company's products, services and business (Gorgoglione, & Panniello, 2018).

Online purchasers who already have experience of purchasing online more tend to purchase online again because of trust that has been led to (Shim et al., 2001). Based on Keng et al.) (2011) there are two types of online shopping experiences:

1. Direct (when there was direct interaction with a product);
2. Indirect (when consumer interacted only with ads of the product);

Moreover, online shopping experience can also affect to loyalty (especially if assortment in the online store satisfies consumer needs) (Melis et al., 2015).

In all situations, the concept “experience” has become an overall interpretation that is often used to imply every confrontation that a person has in daily life (Caru & Cova, 2003). If user experience is the conditions of an experience, customer experience can be seen as a process of experience. As the quality of services and products has been standardized in the highly competitive consumer market, improving customer experience has recently become an issue of marketing method for the differentiation. Price, features, quality, and customer service are no longer able to differentiate a business (Lee et. at, 2018). Past online purchasing experience will affect expectations of the endeavour that is needed to purchase online. With past purchasing experience purchaser need less effort to navigate the shop and to accomplish purchase, so it perceives as easier to use. Yeo et al. (2016) conducted study and find out that past purchasing online experience have impact on convenience motivation and convenience motivation has relationship with attitude.

1.3.2. Convenience of purchasing online

Chiang & Dholakia (2003) conducted a study and examined the influence of convenience, price, and product type on consumers' intention to shop online. Result showed that when customer finds purchasing in physical stores as inconvenient, they are more tend to choose online store. Wiedmann et al. (2010) found out that key convenience factors that drives customers to choose online shopping is time and place. By purchasing at web pharmacy customers tries to avoid standing in lines or communicating with pharmacist about their health issues. Perceived utility creates purchaser perception that some technology will help to improve shopping productivity. Purchaser find online shopping convenient, because of saved time, reduced efforts to shop, convenient checkouts, longer online-store working hours (Chiu et al., 2014). Moreover, it was found that online-purchasers with higher incomes value time and find online shopping more attractive and convenient (Punj, 2012). Because of increased work hours, changed family structures, higher need of free-time, people tend to search for easier solutions to essential daily

tasks. Purchasing convenience is described as reduction of time and struggle while making purchase (Berry et al., 2002). Advantages of online purchasing is:

1. 24/7 access to local and foreign online shops (Hofacker, 2001).
2. Easy to compare few products and prices (Bakos, 1991), (Desai, 2016).
3. The prices of products (drugs, supplements, cosmetics) sold by online pharmacies are lower than those sold by the physical pharmacies (Desai, 2016).
4. Less time spent for shopping (product searches, queues near the check out, bagging, driving time to stores and back home).
5. Less or no contacts with other shoppers (crowded shopping environment, lock down) (Huang and Oppewal 2006) (Gu et al., 2021).
6. Shopping speed (fast same or next day delivery) (eurovaistine.lt, camelia.lt) (Chiang & Dholakia, 2003).

The Internet provides customers variety of different online stores, from electronics, household appliances to groceries or drugs and cosmetics (www.inernetoparduotuves.lt). According official statistics portal in 2020 54% of population aged 16-74 at least once in 12 months bought or ordered goods or services online. The largest sales are captured in the group of 25-34 years old shopper, lowest in the group of 65-74 years old shoppers (see Figure 4)

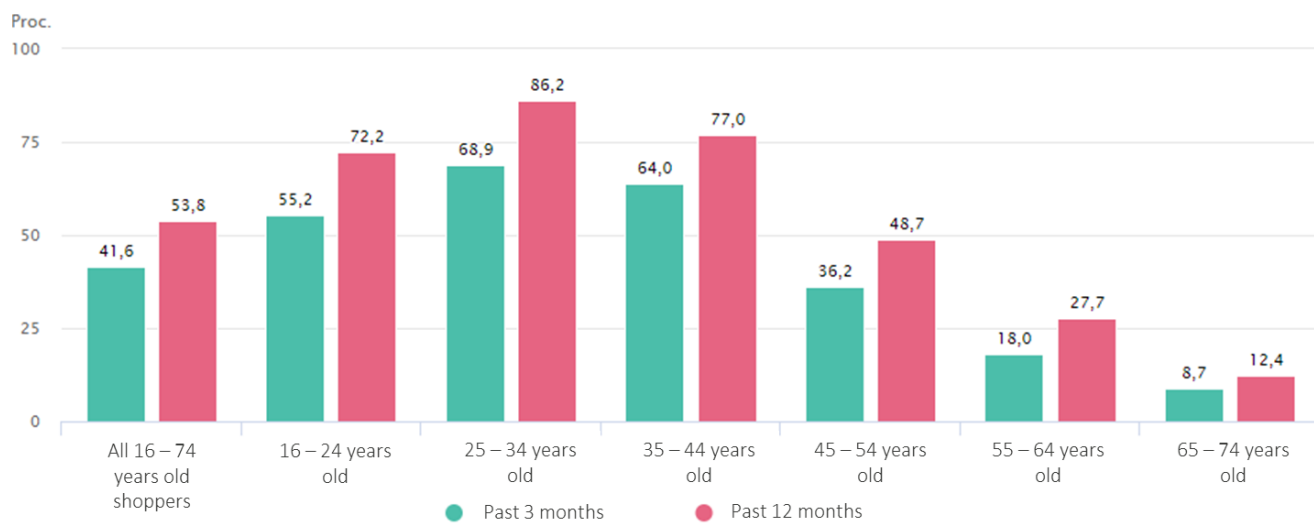


Figure 4. People who purchased or ordered services online, per age group, 2020

Source: Official statistics portal, 2020.

Because of changed consumers shopping habits due to COVID-19 and increased businesses digitalization (Gu et al., 2021) we also see increase in sales of the pharmacies, in 2020 the 20 largest pharmacies received 7.8% more revenue than in 2019. Online sales are an increasingly important part of the pharmaceutical trade (vz.lt, 2021). Because of wide variety of information online and need of being more attractive to the customer, web-pharmacies started to

offer additional service: online consultations. Now consumers have direct access to online pharmacists or dermo-consultants, which can provide online consultation without any physical touch. Also, there is variety of scientific articles and frequently asked questions tabs in e-pharmacies web sites, so the consumer can read and evaluate needed information by himself and not to get lost in fake news (eurovaistine.lt, camelia.lt).

1.3.3. Brand trust

Trust is also recognized as “confidence” (D’Alessandro et al., 2012). Trust is a feeling of safety that consumer recognise in interaction with the brand. Customer see brand as reliable and responsible of their consumers interests and wellbeing (Upamannu, 2014). Trust is necessary social behaviour condition for making decisions during shopping online (Edelman, 2011). Trust is defined to be an important part for keeping customers of a particular brand (Gounaris et al., 2007). Chaudhuri and Holbrook (2001) describe brand trust as a feeling of security held by the customer that the brand will meet their consumption expectations and perform its stated function. If customer have positive expectations toward a brand, it might help to decide whether to complete purchase or not (Luk and Yip, 2008). When customers trust a brand, they show a willingness to depend on that brand and a positive purchase intention towards that brand (Harish & Furtado, 2019). More known brand creates higher trust (Kalra, 2019). Brand trust is an important factor in consumers’ purchasing decisions (Harish & Furtado, 2019). First time shoppers might have less trust compared with experienced customers (Eastlick & Lotz, 2011). It is really important to develop initial trust, afterwards it will be easier to develop ongoing trust (Grabner-Krauter & Kaluscha, 2008). Reviews online let consumers to gain trust in their understanding about products and it allows them to lower their risk of making a bad purchase. It influences on new product evaluation and decision-making (Han et. al, 2018). Risk increases when reviews send negative message about a brand or a product or when consumers express dissatisfaction with some aspect of the brand or product (Bhandari, Rodgers, 2018). If consumers want to lower the risk of making a bad purchase, they are likely to be more careful to cues of risks while buying the product (Thorson & Rodgers, 2017). Nowadays brands and advertisers usually try to take a part in the negative communication online. They try to find out what was wrong, try to explain and apologize because of bad purchase experience by calming angry or disappointed customer down (Sparks & Bradley 2017). However, the results also showed that brand feedback on the same time could reduce purchase intentions, independent of the positive effect through brand trust. Bhandari and Rodgers (2018) theorized that brand feedback could trigger consumers’ mental heuristics about post-purchase challenges (return issues), thus leading to a reduced intention to purchase the

reviewed product. When there are so many options available for products online, the reference of a minor remark about potential post-purchase problems may encourage consumers to make alternative purchase decisions. Theoretically, negative comments provide risk allusion that is perceived as warnings for consumers to be careful or even avoid using a particular product or service. For example, a review for a skateboard that says ‘a couple of the screws were loose’ signals to other consumers to be wary of the product because it may be unsafe or not well made. Risk hits, in the form of negative reviews or comments, serve a diagnostic purpose helping consumers to determine whether a product is lower quality (Lee and Youn 2009). Research continuously shows that comments about negative brand experience negatively impacts brand trust, attitudes, and purchase intentions. This is why consumers pay more attention to negative information to lower or avoid purchase risks. Purchaser will start to form negative attitude towards the brand, what will provoke lower brand trust (Wang, 2010). The study showed that it is very risky for brands to believe that brand feedback has only positive brand benefits. Thus, while brand feedback is useful way to enhance brand trust and purchase intentions, it also cause negative results that might be harmful to the businesses’ interests (Bhandari, Rodgers, 2018).

Sethi and Sethi (2016) conducted the study and confirmed that if consumer trust electronic store, he/ she will be more incline to make a purchase. The brand that consumer trust, purchasers consider more valuable; it helps to becoming more competitive. So here comes task to sales and marketing departments to prepare suitable strategy to become much more attractive and trustful in customers eyes. Wu and Wang (2011) assigned brand trust to the cognitive component of brand attitude, because of knowledge that brand is reliable and will meet their needs and expectations and confidence while choosing the brand.

Trust appears from previous interactions and past experiences. It grows up over the time. Another factor for trust to appear is perceived risk (Harish & Furtado, 2019). Chia-Jen Hung found out that the brand image has impact on perceived risk, what can affect the purchase intention (2018). Chen et al. (2016) stated that purchase possibility really depends on the amount of perceived risk: more perceived risk of consumers would reduce the purchase possibility; customers would reduce doubts by collecting information before purchase. Doubts might appear from some factors, e.g., products, brand, purchase location, and purchase method. Chin and Goh in their research investigated 4 **Perceived Risk** types:

1. **Financial risk** appears when consumer see potential loss of the money, unsafe credit card usage or product damage (Crespo et al., 2009). Previous researches showed that financial risk negatively affects intention to purchase (Kim, 2007).

2. Time Risk Short waiting time is crucial. Long waiting time makes customers to feel uncomfortable, it might cause purchaser dissatisfaction who leads to lost purchase (Rajamma et al., 2009).

3. Privacy risk appears when customers personal data is used without their permission. Customers are afraid to lose their data when it is handled by online store (D'Alessandro et al., 2012). Studies show that privacy risk has negative impact on online purchasing (Crespo et al., 2009).

4. Security Risk. Purchasers are worried about the security risk which cause by the fraud or hackers during an online transaction (Lee, 2009).

After literature analysis it was decided to use these factors for the research model in order to check relationship between Attitude towards e-pharmacy brand and Repurchase cosmetic product intention in e-pharmacy: Past purchasing online experience, E-pharmacy brand trust, Convenience of shopping online, Time risk and Monthly incomes.

2. RESEARCH METHODOLOGY OF THE INFLUENCE OF ATTITUDE TOWARDS BRAND ON THE INTENTION TO PURCHASE

2.1. Research model and hypotheses

Although in recent years the scientific literature has paid more attention to the impact of e-pharmacy brand image on consumers' attitudes and intentions to repurchase online, there is still no consensus on the exact impact of the latter on various factors. In Lithuania as well, where e-pharmacies are really popular, there is a lack of such researches. With the popularity and growth of e-commerce in Lithuania every year, competition fastly grows too. More and more e-shops are opened, but there is a lack of recommended information based on consumer behaviour how brand image affects purchase intentions. For the latter reasons, this study investigates the impact of brand image on consumers' intention to shop in e-shops and use the results to provide practical suggestions for both advertising professionals and representatives involved in the e-shop business.

Research object - the effect of attitude towards e-pharmacy brand on the intention to buy again cosmetics in the online pharmacy in Lithuania.

Research aim - to determine the impact of attitude towards e-pharmacy brand on the intention to repurchase cosmetics in the online pharmacy.

Research objectives:

1. To create a theoretical model showing the links between the factors of the e-pharmacy brand image and its possible impact on the consumer's intention to buy the cosmetic product online again;
2. To form hypotheses, choose the appropriate methodology and conduct research to identify the influence of the factors of the brand image on the consumer's intention to repurchase the cosmetic product;
3. Collect, process and analyse research data necessary to determine the impact of the brand image on the consumer's intention to repurchase the cosmetic product;
4. Identify the most important factors of attitude towards e-pharmacy brand that have the greatest influence on the consumers' intention to repurchase cosmetics;
5. To present the conclusions of the research by revealing the influence of different factors of the brand image on the consumer's intention to repurchase the cosmetic product.

In the research designs the Theory of Planed behaviour was applied. The research model was developed in accordance with the models from the previous studies, which are related with attitude towards brand impact on purchase intention (see Figure 5). A core of the model was found in the study of Wiedmann et al. Online distribution of pharmaceuticals: investigating relations of consumers' value perception, online shopping attitudes and behaviour in an e-pharmacy context (2010) and Consumer Purchase Intention Toward Online Grocery Shopping (Chin & Goh, 2017). For developing independent variables were used studies about attitude towards purchasing online. In order to achieve more valuable research results, in the structure of this research model we included in other studies on similar topics often analysed moderating factors (Punj, 2012, Mehzabin & Moniruzzaman, 2019, Chin & Goh, 2017) - Time risk and incomes.

Brand experience is essential factor to communicate with a customer (Nayeem et al., 2019). Schmitt stated that brand experience can be formed at several situations: during the search, evaluation, while purchasing, consuming, or receiving post-sales services (Schmitt, 2009). A pleasant and positive experience affects the consumers' decision-making process (Garg, 2014). When customers trust a brand, they show a willingness to depend on that brand and a positive purchase intention towards that brand (Harish & Furtado, 2019). Past study results showed that in general past purchasing online experience have impact on convenience motivation (Yeo et al., 2016). Therefore, the following hypothesis is proposed:

H1a: Positive past cosmetic online purchasing in the pharmacy experience has positive impact on e-pharmacy brand trust.

H1b: Positive past cosmetic online purchasing in the pharmacy experience has positive impact on convenience purchasing online.

Income level plays an important role during purchasing process. Mehzabin and Moniruzzaman (2019) stated that customers with high and higher incomes are more often purchasing things online. Also, it was found that customers with higher incomes value time and find online shopping more attractive and convenient (Punj, 2012). Thus, based on the insights of foreign researchers, the following hypothesis was formulated for the research:

H2: The higher the incomes of the customer, the more convenient is purchasing cosmetics in the online pharmacy.

Trust is defined as consumers' willingness to rely on the brand to make it meet their needs and expectations (Lee & Lau, 1999). Sethi and Sethi (2016) confirmed that consumers' trust of electronic store affects purchasing process. Previous literature showed that in general trust has a positive effect on attitude towards online shopping (Celik & Yilmaz, 2011). In this study we will be investigating brand trust as a factor of brand attitude. Therefore, the following hypothesis is proposed:

H3: E-pharmacy brand trust has positive impact on customers' attitude towards e-pharmacy brand.

Online shopping increases the effectiveness of the purchasing because of easier way to compare of prices from different stores, to search needed product information, to make an order and payment, to track the delivery and to reach the customer services. It has been proved that perceived ease of use influences behavioural intentions through usefulness (Celik, 2011). Perceived usefulness of online purchasing is related to the perceived benefit such as minimizing cost, saving time while purchasing, what makes online shopping more convenient (Choi, 2013). Previous studies showed that perceived usefulness has positively impact consumer's intentions towards e-purchasing (Tong, 2010). Yeo et al. (2016) explored that convenience motivation has relationship with attitude towards brand. So, the following hypothesis is proposed:

H4: Convenience of purchasing online has positive impact on customers' attitude towards e-pharmacy brand.

The study showed that the consumers' perceived risk is one of the factors which slows down the online purchase (D'Alessandro et al., 2012). A shorter waiting time is crucial. Online-shoppers, who seeks to make quick purchase, will be frustrated if there will be delays in the purchasing process (transaction delay, extended waiting time, slow page downloads). Waiting time might cause customer dissatisfaction (Rajamma et al., 2009). Thus, the following hypothesis is proposed:

H5: Time spend for purchasing in online-pharmacy (from order to delivery) has negative impact on relationship between Incomes and Convenience.

Cheong et al. (2014) stated that purchase intention might be increased when customers already had positive experiences and positive attitudes about certain products or brands (Arora et.

al. 2019). Brand attitudes help to predict consumer behaviour. A positive brand attitude increases a consumers' purchase intention (Kotler & Keller, 2008). Muqarrabin, Ifdhola, Sheila (2018) conducted a study and the results showed that better attitude of the company motivates customers to purchase more. Thus, based on the insights of foreign researchers, the following hypothesis was formulated for the research:

H6: Positive customers' attitude towards the e-pharmacy brand has positive impact on consumers' willingness to repurchase cosmetics in the online pharmacy.

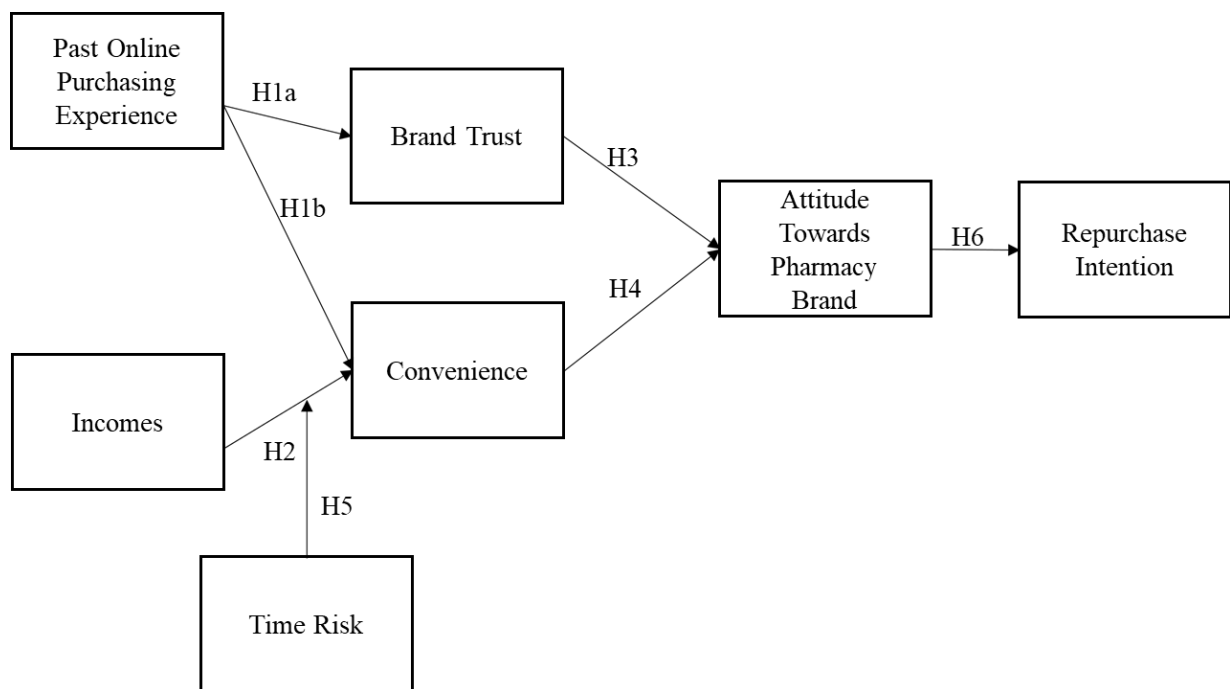


Figure 5: Research model

2.2. Research instrument

The information required for the study in this work is collected, processed, and evaluated with a focus on quantitative measurements and statistics, so based on the insights from Malhotra and Peterson (2006), the study is classified as a type of quantitative study. Comparing the chosen type of research with qualitative research, it should be noted that in this case, the chosen option is considered more appropriate not only to objectively find out the consumer's perception of the brand, but also to find out what proportion of consumers tend to buy cosmetics in online pharmacy again. The latter study seeks to elucidate the causal relationships between the factors forming attitude and the attitudes of consumers towards the brand and their intention to purchase a cosmetic product from an e-pharmacy. Based on the previous studies, a survey method in form of online questionnaire was chosen as the most appropriate method for the research. Collecting the data

online ensures better distribution of the questionnaires among the respondents. Moreover, it is easier way for data following and perform analysis.

The data obtained during the research in this work will be processed and evaluated on the basis of quantitative and statistical measurements, and the hypotheses formed for the research will be tested using correlation and regression analysis. In order to achieve the targeted results, different steps are performed during the three stages of the study, which are more precisely described in the table below together with the expected results of their implementation (see Table 1).

Table 1

Stages of the planned research and expected results (Compiled by the author)

Stages	Steps	Results
Data collection	Conduct an electronic survey	Respondents' answers to pre-prepared questions
Data processing	Systematize the obtained data	Expression of data by statistical indicators
Data evaluation	<ul style="list-style-type: none"> Analyse structured data Test the formed hypotheses Compare the data with the theoretical aspects of the work 	<ul style="list-style-type: none"> The aim of the research was achieved Conclusions and suggestions

The sample size of this study is men and women living in Lithuania who have bought a cosmetic product in an online pharmacy. The selection of respondents required for the data collection stage of the latter survey is based on a non-random (non-probability) sampling method. According official statistics portal in 2020 at least once in 12 months 54% (1 132 051) of population aged 16-74 bought or ordered goods or services online. 12.2% (138 110) of them bought beauty products, cosmetics online. The figures reflect a large character of the population. Consequently, the following formula is used for sample size defining.

$$n = z^2 p(1-p) / e^2, \text{ where}$$

n – necessary sample size;

z – standard error associated with the chosen level of confidence;

(z = 1.96 using confidence interval = 95 per cent);

p – estimated percent in the population (p = 50 per cent);

e – acceptable sample error (e = 5 per cent).

According to the formula, the required sample size is 383 women and men. In addition, the previous studies sample sizes were checked (see Table 2). Sample size vary from 200 to 384.

Table 2

*Comparison of the number of respondents surveyed in the studies of different authors
(Compiled by the author based on the data of comparative research)*

Research (by author)	The number of respondents surveyed in the studies
Yildirim et al. (2012)	293
Kim et al. (2019)	346
Harish et al. (2019)	200
Rechman et al. (2017)	384
Tan et al. (2019)	200
Alam et al. (2019)	237
Schmidt et al. (2018)	305

In the course of the research, in order to collect the necessary data from the respondents, a structured questionnaire consisting of closed-ended questions with different answer options is used. Before starting the questionnaire, each respondent is ensured of the confidentiality of his/her answers and is introduced to the topic of this work, the purpose of the survey. The structure of the questionnaire itself consists of the following parts:

Screening question. The screening questions are to be considered as selective, as they are used to select suitable respondents, in this case - consumers who have purchased a cosmetic product in the eurovaistine. It before as we are going to check respondents repurchase intention.

Questions to assess the factors identified in the research model, the attitude towards the pharmacy brand, and the intention to repurchase a cosmetic product from an electronic pharmacy. These types of questions make up the largest part of the questionnaire and are divided into 6 constructs. First, according to the assessment of each of the factors - convenience, experience, trust, time risk - and then according to the assessment of consumers' attitude towards the pharmacy brand and their intention to repurchase a cosmetic product from an electronic pharmacy. The aim of these questions is to find out the influence of the factors highlighted in the research model on consumers' attitude towards the pharmacy brand and the influence of this attitude on the intention to repurchase a cosmetic product in an electronic pharmacy. In response to the latter questions, respondents are provided with statements and asked to rate each of them on a five-point Likert scale from “strongly disagree” to “strongly agree”.

The scales for measurement of the variables - “Intention to purchase”, “Time Risk”, “Convenience” “Attitude towards brand”, “Trust”, “Experience”, were modified for the purpose of the study and are presented in the tables below.

For Convenience factor evaluation there was used 9 different statements. In every statement eurovaistine.lt as a brand was included (see Table 3). Cronbach's alphas of both constructs are 0.842 and 0.862.

Table 3

Statements evaluating the convenience factor

I find eurovaistine.lt easy to use.
Learning to use eurovaistine.lt is easy for me.
It is easy for me to remember how to perform purchase in eurovaistine.lt.
It is easy to get eurovaistine.lt to do what I want it to do.
eurovaistine.lt makes it easier for me to purchase online.
$\alpha = 0.842$
I think that purchasing cosmetics through eurovaistine.lt can save my time.
I feel that eurovaistine.lt web site can offer me a wider range of cosmetic products and services.
I can enjoy 24 hours online cosmetics shopping.
On eurovaistine.lt allows me to shop around for the best pricing.
$\alpha = 0.862$

Source: Salciuviene et al, 2014; Chin & Goh, 2017

For Experience factor evaluation there was used 3 different statements. In one of the statements eurovaistine.lt as a brand was included, two statements remain the same as in original (see Table 4). Cronbach's alpha of the construct is 0.794.

Table 4

Statements evaluating the experience factor

I am comfortable purchasing cosmetics in eurovaistine.lt as I am familiar with the Internet.
I spend many hours using the Internet.
I frequently use the Internet to purchase cosmetics
$\alpha = 0.794$

Source: Adopted from Chin & Goh, 2017; Nayeem et al., 2019

For Trust factor evaluation there was used 5 different statements. In every statement eurovaistine.lt as a brand was included (see Table 5). Cronbach's alpha of the construct is 0.912.

Table 5

Statements evaluating the trust factor

The eurovaistine.lt web site commit their promise.
The eurovaistine.lt web site does not make false statements and information.
The eurovaistine.lt web site has sufficient experience to market the cosmetics that it offers.
Most of what the eurovaistine.lt web site says about its cosmetics promotion is true.
The information offered by eurovaistine.lt web site is honest and sincere.
$\alpha = \mathbf{0.912}$

Source: Adopted from Chin & Goh, 2017

For Repurchase intention factor evaluation there was used 3 different statements. In every statement eurovaistine.lt as a brand was included (see Table 6). Cronbach's alphas of the statements vary from 0.714 to 0.849.

Table 6

Statements evaluating the repurchase intention

It is possible that I will purchase in eurovaistine.lt in the future
I will seriously consider purchasing in eurovaistine.lt
It is highly likely that I will buy in eurovaistine.lt
$\alpha = \text{from } \mathbf{0.714} \text{ to } \mathbf{0.849}$

Source: Adopted from Chin & Goh, 2017)

For Customer attitude factor evaluation there was used 6 different statements. In every statement eurovaistine.lt as a brand was included (see Table 7). Construct is reliable.

Table 7

Statements evaluating the customer attitude

I feel eurovaistine.lt brand is good
I think purchase in eurovaistine.lt is always convenient
I think eurovaistine.lt is interesting
I think eurovaistine.lt is very useful
I think eurovaistine.lt offer good value for money
I think eurovaistine.lt brand is very attractive

Source: Adopted from Tan & Trang, 2019

For Time Risk factor evaluation there was used 3 different statements. In every statement eurovaistine.lt as a brand was included (see Table 8). Cronbach's alpha of the construct is 0.874.

Table 8

Statements evaluating the time risk

I am concerned about wasting too much time making the order through eurovaistine.lt.
There would be many possibilities that I have to spend too much time searching for the cosmetics through eurovaistine.lt
I would be concerned that I have to wait too long for the delivery of the purchased cosmetic products from eurovaistine.lt.
$\alpha = 0.874$

Source: Adopted from Chin & Goh, 2017

Before creating questions, the pilot survey was conducted, it helped to decide to use “eurovaistine.lt” instead of “EUROVAISTINE INTERNETE” as customers are more familiar with that e-pharmacy name.

The questionnaire consists of 34 questions, including four demographical questions. In the end we are asking respondents to indicate their gender, age, education and average monthly incomes. Out of these factors, the main focus is on the incomes of the respondents, as this factor is a part of research model.

Summary of the methods of data collecting for research is presented below (See Table 9).

Table 9

Survey Data Sheet

Methods of data collecting	quantitative, online questionnaire
Target audience	men and women living in Lithuania who have bought a cosmetic product in an online pharmacy
Sampling	non-probability
Sampling size	383 respondents

3. RESEARCH RESULTS

3.1 Sample and measurements

For the research of the impact of attitude towards e-pharmacy brand on the intention to repurchase cosmetics in the online pharmacy questionnaire was created (Appendix B). It was translated to Lithuanian, as eurovaistinė. It is in Lithuania and the answers were collected from locals (Appendix A). 392 recipient's answers were collected, 5 of them were eliminated because of negative answer to the first – screening question – if they ever purchased cosmetics in online pharmacy. Total number of used answers declined to 387. The received answers were coded, and further analysis performed.

Most of the answers – 86.6 %, were collected from women and only 13.4 % respondents were men (see Figure 6). What was not a surprise, because according to Nielsen's Consumer Insights (2018) research made in 2018 26 % of shoppers are men and 74 % are women.

Statistics

Jusu lytis:

N	Valid	387
	Missing	0

Jusu lytis:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Vyras	52	13,4	13,4	13,4
Moteris	335	86,6	86,6	100,0
Total	387	100,0	100,0	

Figure 6: Respondents numbers per gender

Recipient's age varies from 18 to 60 years (see Figure 7). It a bit differs from physical pharmacies clients, as there one of the biggest categories are pensioners (Nielsen's Consumer Insights, 2018).

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Jusu amžius (metus įrašykite natūraliaisiais skaisčiais):	387	42	18	60	32,95	9,731
Valid N (listwise)	387					

Figure 7: Respondent's age range

As the question about respondents age was open, it was coded, and five age groups defined for further research:

1: 18 – 25, **2:** 26 – 35, **3:** 36 – 45, **4:** 46 – 55, **5:** 56 +.

Most of the respondents are aged 26 – 35, second largest category is 18 – 25, least answers were received from the respondents from 5th age group (56+) (see Figure 8).

AGEGR					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	91	23,5	23,5	23,5
	2	167	43,2	43,2	66,7
	3	64	16,5	16,5	83,2
	4	61	15,8	15,8	99,0
	5	4	1,0	1,0	100,0
	Total	387	100,0	100,0	

Figure 8: Respondent's age

30% of the respondents' monthly incomes are 1401 euro or more, 27.1% of respondents earn 701 - 1050 euro, 20% 1051 - 1400 euro. 2021 m. (see Figure 9) According to Legal Act Guide (2021) average wage in Lithuania was:

- 2021 Q3 – gross 1598.1 Eur, net 1012.4 Eur.
- 2021 Q2 – gross 1566.4 Eur, net 994.4 Eur
- 2021 Q1 – gross 1517.4 Eur, net 966.5 Eur.

Kokios Jusu asmenines pajamos per mėn. i rankas:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Iki 350 Eur	37	9,6	9,6	9,6
	351 - 700 Eur	50	12,9	12,9	22,5
	701 - 1050 Eur	105	27,1	27,1	49,6
	1051 - 1400 Eur	79	20,4	20,4	70,0
	1401 Eur ir daugiau	116	30,0	30,0	100,0
	Total	387	100,0	100,0	

Figure 9: Respondent's monthly incomes

Most of respondents have higher education (68,2 %) and only 6,2 % have secondary education. This might be because the youngest recipients are 18 years old and most of the answers were generated by older respondents (see Figure 10).

Statistics				
Jusu issilavinimas:				
N	Valid	387		
	Missing	0		

Jusu issilavinimas:				
		Frequency	Percent	Valid Percent
Valid	Vidurinis	24	6,2	6,2
	Profesinis	33	8,5	8,5
	Aukstesnysis	66	17,1	17,1
	Aukstasis	264	68,2	68,2
	Total	387	100,0	100,0

Figure 10: Respondent's monthly incomes

All scales were tested according to Cronbach's α method. As it can be seen from the table below, reliability values range stars from 0.653 to 0.938 (see Table 10 and Appendix C). The scale of Purchase intention has highest reliability value when scale of Experience has a lowest Cronbach's α value. But all scales used in this study are reliable because all constructs have a Cronbach's $\alpha > 0.6$. In addition, it should be noted that the reliability indicators are slightly different from the analogous constructs of foreign authors used in the questionnaire, so the reliability of the constructs used in the study is again ensured for successful analysis of hypotheses.

Table 10

Cronbach Alpha for the scales, used in the present research

Scale	# of items	α
Convenience	12	$\alpha = 0.922$
Experience	3	$\alpha = 0.652$
Trust	5	$\alpha = 0.863$
Purchase intention	3	$\alpha = 0.938$
Customer attitude	6	$\alpha = 0.899$
Time risk	3	$\alpha = 0.809$

After checking the reliability of the constructs, the average of each of them was also calculated to find out which of the constructs formed from the individual statements the respondents are most likely to agree with and which the least. Since all construct statements were

rated on a five-point Likert scale from “strongly disagree” to “strongly agree”, 3 was chosen as the neutral point on this scale and the resulting construct ratings are presented in Figure 11.

Conv_Av in the table represents Convenience construct, Exp_Av – Past purchasing experience, Trust_Av – Brand trust, Atti_Av – Attitude towards e-pharmacy brand, TimeRR_Av – Time risk (reverted), Purcl_Av – Repurchase intention.

Descriptive Statistics			
	N	Mean	Std. Deviation
Conv_Av	387	4,30	,627
Exp_Av	387	3,7873	,77254
Trust_Av	387	4,0191	,66109
Atti_Av	387	3,9242	,62522
TimeRR_Av	387	3,6873	,88721
Purcl_Av	387	4,1645	,70787
Valid N (listwise)	387		

Figure 11: Average ratings of the scales

It should be noted that all constructs analysed in this study were assessed positively by the respondent, as their means are higher than the established neutral value 3. The differences between the constructs' averages are not large, but when comparing them, it is noted that the Experience construct has the lowest score (3.14), while the Convenience construct has the highest average (4.02). Thus, it can be stated that the participants of the survey were the least inclined to agree with the statements of the experience construct, and the most likely to agree with the statements of the convenience construct. So, it is assumed is that this construct may also have of great importance to the respondents and have a significant impact on the attitude towards e-pharmacy brand and the intention to repurchase.

To get to deeper conclusions, the next section is aimed to test the hypotheses of the study research model.

3.2. Hypotheses testing

The study aims to investigate the impact of Past Purchasing Experience on Brand Trust and Convenience, how the latter factors influence on the attitude towards the e-pharmacy brand, Time risk affect on the relationship between Incomes and Convenience and Attitude towards brand impact on Repurchase intention through correlation and regression analysis. Also, to test the main hypotheses formed to achieve this goal.

First, the Pearson correlation index is used to examine the relationships between factors Experience and Brand trust (H1a) and Experience and Convenience (H1b). After receiving the results, it was found that there are relationships between Experience and Trust and Experience and Convenience because in both cases $p < 0.001$ (see Figures 12 - 13). According to Pearson correlation coefficient there are strong relationship between Experience and both variables Trust (0.639) and Convenience (0.689).

Correlations

		Trust_Av	Exp_Av
Pearson Correlation	Trust_Av	1,000	,639
	Exp_Av	,639	1,000
Sig. (1-tailed)	Trust_Av	.	,000
	Exp_Av	,000	.
N	Trust_Av	387	387
	Exp_Av	387	387

Figure 12: H1a Correlations

Correlations

		Conv_Av	Exp_Av
Pearson Correlation	Conv_Av	1,000	,689
	Exp_Av	,689	1,000
Sig. (1-tailed)	Conv_Av	.	,000
	Exp_Av	,000	.
N	Conv_Av	387	387
	Exp_Av	387	387

Figure 13: H1b Correlations

The result of Durbin-Watson test for H1a 1.893, for H1b 2.230 signals about no autocorrelation problem (see Figures 14 - 15). Taking into consideration, that VIF, a measure of multicollinearity, is 1 for both variables, that less than 4, it is possible to argue, there is no problem of multicollinearity (see Figures 18 – 19).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,639 ^a	,409	,407	,50898	1,893

a. Predictors: (Constant), Exp_Av
b. Dependent Variable: Trust_Av

Figure 14: H1a Coefficient of determination and the results of Durbin-Watson test.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,689 ^a	,474	,473	,455	2,230

a. Predictors: (Constant), Exp_Av
b. Dependent Variable: Conv_Av

Figure 15: H1b Coefficient of determination and the results of Durbin-Watson test.

The analyse of variance (ANOVA) proves, that regression is significant, $F(1a) = 266.187$ and $F(1b) = 347.568$, $p < 0.001$.

R square (H1a) = 0.409 and R square (H1b) = 0.474. The model explains 40.9 (H1a) and 47.7 (H1b) % of variation of the dependent variable (β of Experience in H1a is equal to 0.639; β of Experience in H1b is equal to 0.689) (see Figures 16 – 17).

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,947	,130	15,022	,000		
	Exp_Av	,547	,034	,639	16,315	,000	1,000

a. Dependent Variable: Trust_Av

Figure 16: H1a Coefficients

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,184	,116	18,850	,000		
	Exp_Av	,559	,030	,689	18,643	,000	1,000

a. Dependent Variable: Conv_Av

Figure 17: H1b Coefficients

To sum up, the regression determines both positive impact of Experience on trust ($t=15.022$, $p < 0.001$) and Experience on convenience ($t=18.850$, $p < 0.001$) Experience has slightly bigger impact on convenience than on brand trust.

The model can be formalised as follows:

$$H1a Y = 1.947 + 0.639 * \text{experience}$$

$$H1b Y = 2.184 + 0.698 * \text{experience}$$

Hypothesis H1a and H1b are accepted. Experience has positive influence on Brand Trust and Convenience. All the tables of its testing are provided in the Appendix D.

As a next step correlation analysis was conducted to check if there is relationship between Incomes and Convenience (to check H2). According Kendall's Correlation coefficient we see that there are correlation between Incomes and Convenience but weak 0.287, $p < 0.001$ (see Figure 18).

Correlations			Kokios Jusu asmenines pajamos per men. i rankas:	Conv_Av
Kendall's tau_b	Kokios Jusu asmenines pajamos per men. i rankas:	Correlation Coefficient	1,000	,287**
		Sig. (1-tailed)	.	,000
		N	387	387
	Conv_Av	Correlation Coefficient	,287**	1,000
		Sig. (1-tailed)	,000	.
		N	387	387

** . Correlation is significant at the 0.01 level (1-tailed).

Figure 18: H2 Correlations

H2 is accepted. There is positive correlation between Incomes and Convenience. The more incomes buyer gets, more convenient purchasing online recognise.

As a next step, the regression analysis was conducted to examine hypotheses H3, H4 about possible impact of the Brand Trust and Convenience on Attitude towards e-pharmacy brand. Following the same order first correlation analysis was conducted. According to Pearson correlation coefficient there are strong relationship between Trust and Attitude towards brand image (0.823) and Convenience and Attitude towards brand image (0.710), $p < 0.001$ (see Figure 19).

Correlations		Atti_Av	Trust_Av	Conv_Av
Pearson Correlation	Atti_Av	1,000	,823	,710
	Trust_Av	,823	1,000	,696
	Conv_Av	,710	,696	1,000
Sig. (1-tailed)	Atti_Av	.	,000	,000
	Trust_Av	,000	.	,000
	Conv_Av	,000	,000	.
N	Atti_Av	387	387	387
	Trust_Av	387	387	387
	Conv_Av	387	387	387

Figure 19: H3 - 4 Correlations

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,845 ^a	,713	,712	,33565	2,471

a. Predictors: (Constant), Conv_Av, Trust_Av
b. Dependent Variable: Atti_Av

Figure 20: H3 - 4 Coefficient of determination and the results of Durbin-Watson test.

The result of Durbin-Watson test for H3 and H4 2.471 signals about no autocorrelation problem. Taking into consideration, that VIF, a measure of multicollinearity, is 1.942 for both variables, that less than 4, it is possible to argue, there is no problem of multicollinearity (see Figures 20 - 21).

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,359	,122		2,932	,004		
	Trust_Av	,602	,036	,636	16,715	,000	,515	1,942
	Conv_Av	,266	,038	,267	7,016	,000	,515	1,942

a. Dependent Variable: Atti_Av

Figure 21: H1b Coefficients

The analyse of variance (ANOVA) proves, that regression is significant, $F(2) = 477.644$.

R square = 0.713. The model explains 71.3 % of variation of the dependent variable (β of Trust is equal to 0.602; β of Convenience is equal to 0.266) (see Figure 21).

To sum up, the regression determines both positive impact of Trust ($t=16.715$, $p<0.001$) and Convenience ($t=7.016$, $p<0.001$) on Attitude towards pharmacy brand image. Trust has significantly bigger impact on Attitude towards brand image than Convenience. The model can be formalised as follows:

$$Y = 0.359 + 0.636 * \text{Trust} + 0.267 * \text{Convenience}$$

H3 and H4 are accepted. Trust and Convenience have positive impact on Attitude towards pharmacy brand.

As following step, the regression analysis was conducted to examine hypotheses H6 about possible impact of the Attitude towards e-pharmacy brand on Repurchase intention. Following the same order, first correlation analysis was conducted. According to Pearson correlation coefficient there are strong relationship between of the Attitude towards pharmacy brand and repurchase

intention (0.680) $p < 0.001$ (see Figure 22). The result of Durbin-Watson test for H6 2.147 signals about no autocorrelation problem. Taking into consideration, that VIF, a measure of multicollinearity, is 1 for both variables, that less than 4, it is possible to argue, there is no problem of multicollinearity (see Figure 22 – 24).

Correlations

		Purcl_Av	Atti_Av
Pearson Correlation	Purcl_Av	1,000	,680
	Atti_Av	,680	1,000
Sig. (1-tailed)	Purcl_Av	.	,000
	Atti_Av	,000	.
N	Purcl_Av	387	387
	Atti_Av	387	387

Figure 22: H6 Correlations

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,680 ^a	,463	,461	,51950	2,147

a. Predictors: (Constant), Atti_Av
b. Dependent Variable: Purcl_Av

Figure 23: H6 Coefficient of determination and the results of Durbin-Watson test.

The analyse of variance (ANOVA) proves, that regression is significant, $F(1) = 331.657$.

R square = 0.680. The model explains 68 % of variation of the dependent variable (β of Attitude towards pharmacy brand is equal to 0.680)

To sum up, the regression determines positive impact of Attitude towards brand image ($t=18.211$, $p < 0.001$). Attitude towards brand image has significant impact on repurchase intention.

The model can be formalised as follows:

$$Y = 1.142 + 0.68 * \text{Attitude.}$$

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,142		6,796	,000		
	Atti_Av	,770	,680	18,211	,000	1,000	1,000

a. Dependent Variable: Purcl_Av

Figure 24: H6 Coefficients

H6 is accepted. Attitude towards e-pharmacy brand has positive impact on repurchase intention.

After testing the main hypotheses of the research, there was a need to test and confirm the additional hypothesis related to the moderating factors (see Appendix E). The aim of this hypothesis is to find out whether the Time Risk influence the relationship between Incomes and Convenience. The latter hypothesis is tested by multiple regression using the SPSS plug-in PROCESS.

OUTCOME VARIABLE:
Conv_Av

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4883	,2384	,3016	39,9737	3,0000	383,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9451	,3424	5,6808	,0000	1,2719	2,6184
INCOMES	,4916	,0936	5,2544	,0000	,3077	,6756
TimeR_Av	,4835	,0926	5,2216	,0000	,3015	,6656
Int_1	-,0874	,0247	-3,5463	,0004	-,1359	-,0390

Figure 25: H5 Multiple regression results

After conducting multiple regression and evaluating Time Risk as moderating factor, we got these results: R square = 0.2384, $p < 0.001$.

$\beta = -0.0874$, $t = -5.2363$, $p < 0.001$. We can see that the interaction between Incomes and Time Risk was statistically significant, suggesting the Time Risk moderates the effect of Incomes on Convenience (see Figures 25 - 26).

$$Y = 1.9451 + 0.4916 * \text{Incomes} + 0.4835 * \text{Time Risk} - 0.0874 * \text{Incomes} * \text{Time Risk}$$

Conditional effects of the focal predictor at values of the moderator(s):

TimeR_Av	Effect	se	t	p	LLCI	ULCI
2,6933	,2561	,0329	7,7900	,0000	,1915	,3208
4,0000	,1419	,0231	6,1328	,0000	,0964	,1874
4,3333	,1128	,0270	4,1780	,0000	,0597	,1658

Data for visualizing the conditional effect of the focal predictor:

Paste text below into a SPSS syntax window and execute to produce plot.

Figure 26: H5 Multiple regression results

At low support on Time Risk, the effect is positive and x ($\beta = 0.2561$, $t = 7.7900$, $p < 0.001$).
At medium level of support of Time risk, the effect is positive ($\beta = 0.1419$, $t = 6.1328$, $p < 0.001$).

At the highest of Time Risk, Incomes is positive predictor ($\beta = 0.1128$, $t = 4.1780$, $p < 0.001$). Nevertheless, the slopes are becoming less positive as we move from low to high Time Risk.

H5 is accepted. Time risk moderates' relationship between Incomes and Convenience.

3.3. Summary of the tests of hypotheses

The results obtained in the study showed a statistically significant influence of Past purchasing experience and Brand trust on the Repurchase cosmetic products from the e-pharmacy intention through mediation of Attitude towards e-pharmacy the brand.

However, the study revealed that not all factors have a significant impact. The study found weak influence of Convenience on Attitude towards e-pharmacy the brand. Weak impact of Incomes on Convenience and the weak impact of Time risk on their relationship.

The results of all the hypotheses are presented in the Table below (See Table 11).

Table 11

Hypotheses results

Nr.	Hypothesis	Result
H1a	Positive past cosmetic online purchasing in the pharmacy experience has positive impact on e-pharmacy brand trust	Accepted
H1b	Positive past cosmetic online purchasing in the pharmacy experience has positive impact on convenience purchasing online	Accepted
H2	The higher the incomes of the customer, the more convenient is purchasing cosmetics in the online pharmacy	Accepted
H3	E-pharmacy brand trust has positive impact on customers' attitude towards e-pharmacy brand	Accepted
H4	Convenience of purchasing online has positive impact on customers' attitude towards e-pharmacy brand	Accepted
H5	Time spent for purchasing in online-pharmacy (from order to delivery) has negative impact on relationship between Incomes and Convenience	Accepted
H6	Positive customers' attitude towards the e-pharmacy brand has positive impact on consumers' willingness to repurchase cosmetics in the online pharmacy	Accepted

The Figure 26 reports the supported hypotheses, specifying standardized regression coefficients. Only one impact is negative – Time risk, as scale in a very beginning was reverted,

other impacts are positive and significant. Coefficients of determination show what percentage of variations are explained by regressions.

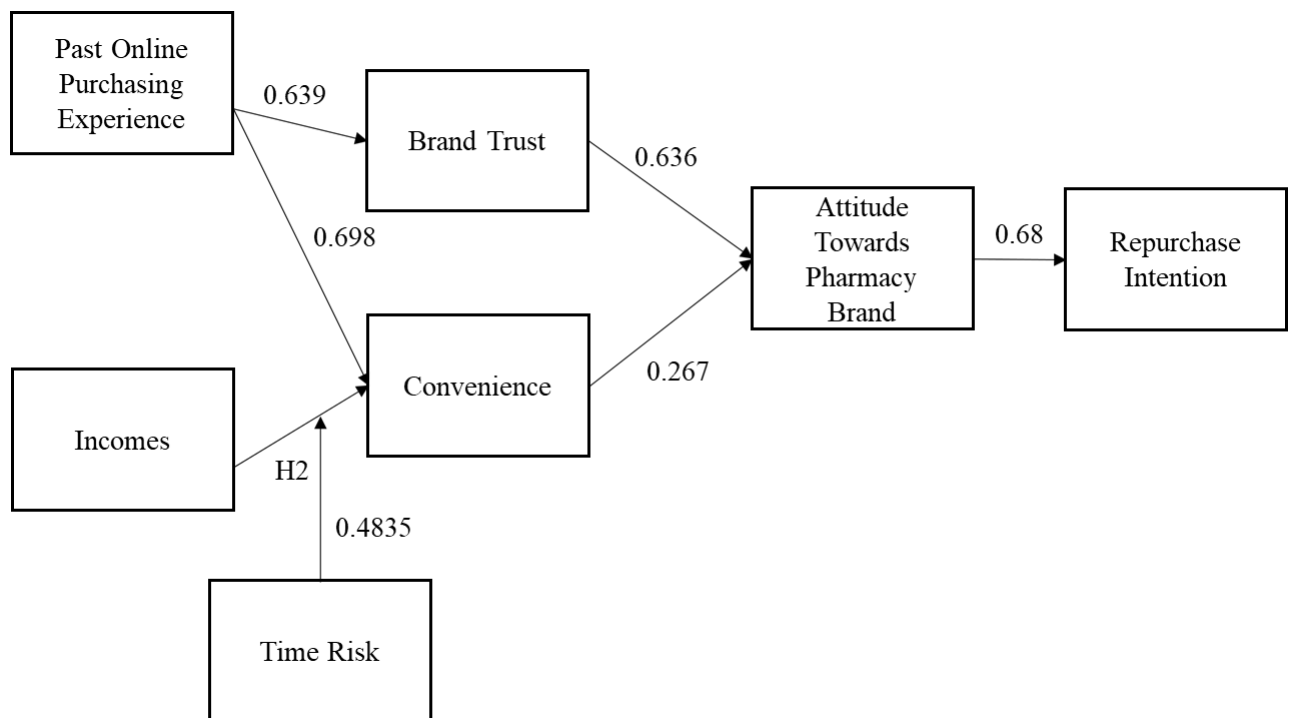


Figure 27. *Supported hypotheses.*

Regarding to the proven impact of factors, it should be pointed out the relatively low coefficient of determination of Convenience to Attitude towards the e-pharmacy brand and weak correlation between Incomes and Convenience of shopping online 0.287, $p < 0.001$.

3.4. Discussion

A pleasant and positive past purchasing experience affects the further consumers' decision-making process (Garg, 2014). When customers trust a brand, they show a willingness to depend on that brand and a positive purchase intention towards that brand (Harish & Furtado, 2019). This research showed that Past purchasing experience has high and positive impact on Brands trust (0.639) it is in line with past studies where significant relationship were detected (Aslam et. al, 2018). Also, it was found out that Past purchasing experience, the same as on Trust, has high and positive impact on Convenience (0.698). It is in line with past studies where significant relationship between Experience and convenience was detected. According to Yeo et al. (2016) research, convenience becomes more important with experienced online purchasers. Results also showed that there is a mediation where Past online purchase experience has an indirect relationship with attitude through the mediation of convenience. Moreover, previous studies showed that in

general trust has a positive effect on attitude towards online shopping (Celik & Yilmaz, 2011). When customers have a higher trust, they may have a stronger willingness to know more about a product (Marza et. al, 2018). The same results were received in this research: Convenience (0.267) has positive but lower impact on Attitude towards the e-pharmacy brand in comparison with Brand trust. A positive brand attitude increases a consumers' purchase intention (Kotler & Keller, 2008). Muqarrabin, Ifdhola, Sheila (2018) and Alam et. al (2019) conducted a study and the results showed that better attitude of the company motivates customers to purchase more. It was confirmed that Attitude towards the e-pharmacy brand has strong impact on Repurchase cosmetic product in e-pharmacy intention (0.68). Income level plays an important role during purchasing process. Mehzabin & Moniruzzaman (2019) stated that customers with high and higher incomes are more often purchasing things online. Moreover, it was found that online-purchasers with higher incomes value time and find online shopping more attractive and convenient (Punj, 2012). In this research it was confirmed that there is significant but weak correlation between Incomes and Convenience (0.287) and it was also confirmed that Time risk negatively affects relationship between Incomes and Convenience.

3.5 Research limitations

1. During the research, 392 respondents were interviewed, of which 5 respondents' questionnaires were rejected due to non-compliance with the requirements of the sampling questions. For data analysis only 387 respondents' questionnaires used.
2. Quite short timing of the research.
3. Most of the respondents are women, it would be interesting to check if there are difference between men and women answers.
4. In the research model used only a few factors, which forms attitude towards the brand, most commonly found in foreign authors' researches, and did not include other factors that are less commonly found in the scientific literature, which as well potentially influence attitude towards e-pharmacy brand and the intention to purchase cosmetics in an online pharmacy.
5. There was used a specific electronic pharmacy brand name in the survey, it would be interesting to compare few pharmacies brands and compare the results.
6. There was not used specific cosmetic brand, just in general cosmetics as a category. It would be interesting to check how Attitude towards e-pharmacy brand impacts repurchase intention of different price range cosmetic products.

3.6. Managerial implications of research findings and recommendations

Analysed literature and this research showed that Positive past purchasing experience positively impacts Online shopping convenience and Brand trust. And latter factors impact Attitude towards pharmacy brand. Therefore, it is important to track how satisfied were the customers with the previous purchases. If not, try to find out why and fix the situation, in order not to lose the purchaser. For customers is really important wide product assortment, possibility to purchase 24/7, user friendly website architecture and product search tool, easy payment process, informative products' descriptions, fast delivery options, good price and quality ratio, possibility to save time while purchasing online and possibility to check other customers experience about making purchase or product usage experience.

Also, it was found that Time risk has negative impact to relationship between Incomes and Convenience. Customers don't want to spend too much time while purchasing or searching information about the product online. It is important for e-pharmacies to provide fast and easy way to search and pay for cosmetic products and to assure fast delivery option in order to avoid dissatisfied customers or loss of purchases.

Before the decision where to purchase cosmetic products customer wants the e-pharmacy to be respectable, reliable, and convenient. Information provided on the website for the customer should be honest, clear, sincere, and understandable. In order to form positive attitude towards brand, e-pharmacy should be able to fulfil all the promises that are made in their communication about the services, products and promotions.

3.7. Further research directions of this topic are suggested

1. As most of the respondents were women, it might be interesting to check how men answer to same answers and add Gender as moderating variable.
2. Almost half of the respondents were 26 – 35 years old, it might be interesting to interview more respondents from different age categories and to compare the answers.
3. As Attitude towards particular e-pharmacy brand has positive impact on cosmetic products repurchase intention, it would be interesting to check how specific cosmetic brands or at least their value price range changes the results.
4. As in this particular research we checked how respondents' answers about specific e-pharmacy brand - eurovaistine.lt, it would be interesting to check how other pharmacies brand image affect repurchase intention.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions:

1. It was found that the following factors were most commonly analysed in the previous studies about attitude towards brand and purchase intention, which were included in the model of this study: Past Purchasing Experience, Brand Trust, Convenience, Time Risk, and the less common factor Incomes in the literature.

2. After analysing the theories and models related to the consumer's intention to buy and evaluating the research models of foreign authors on this topic, it was found that the consumer's intention to purchase the cosmetic product from particular e-pharmacy depends on their attitude towards e-pharmacy brand. On this basis, the attitude towards pharmacy brand was included in the model of the study conducted in this work.

3. Based on the theoretical analysis, research model was developed. The related hypotheses (H1a – H6) were tested using SPSS version 26. Following conclusions can be formed from the empirical analysis:

3.1. Online questionnaire was chosen as the most suitable approach for data collection (questionnaire includes seven scales from the previous studies (Cronbach Alpha not lower than 0.714) and for opinion about eurovaistine. It measurement of statistically large population of men and women.

3.2. After SPSS analysis it was confirmed that Past purchasing experience has very similar high and positive impact on Brands trust (0.639) and Convenience (0.698). It was confirmed that there is significant but weak correlation between Incomes and Convenience (0.287). Also, it was confirmed that Time risk negatively affects relationship between Incomes and Convenience, that trust has positive and strong impact on Attitude towards the e-pharmacy brand (0.639), Convenience (0.267) has positive but much lower impact on Attitude towards the e-pharmacy brand in comparison with Brand trust. And finally, it was confirmed that Attitude towards the e-pharmacy brand has strong impact on Repurchase cosmetic product in e-pharmacy intention (0.68).

4. The results of the research can be used to develop and improve the attitude towards e-pharmacy brand in order to gain a competitive advantage, which determine the intention to purchase a cosmetic product at particular e-pharmacy. The study helps to find out what should be the main focus while developing cosmetics sales in e-pharmacies, which factors have little or no effect on the objectives pursued.

Recommendations:

Based on research results following recommendations were formed:

1. Based on the identified Past purchasing experience factor influence on Convenience and Brand trust, it is recommended to make e-pharmacies more convenient and user-friendly. This would improve the positive shopping experience, make it easier to navigate in the e-pharmacy and better to complete the purchase.
2. Based on the identified higher Brand trust and lower Convenience influence on Attitude towards e-pharmacy brand, it is recommended to make e-pharmacies more informative and invest in to reviews blocks of the products and wider product descriptions. It would be easier for the customer to find needed information in one place, check if product satisfied the other consumer's needs, if its ratio between price and quality are attractive and etc. So, on the one hand it would be really convenient to have product description and reviews/ evaluations in one place and on another hand, it would increase Brand Trust as e-pharmacy would be honest and open with the customers.
3. Based on the identified Time risk impact on the relationship between Incomes and Convenience, it is recommended for marketing specialists to pay more attention for communication about easy and fast purchasing process, about fast products delivery. To highlight same or next day deliveries opportunity as short purchasing time is crucial (from order to delivery).

THE IMPACT OF ATTITUDE TOWARDS E-PHARMACY BRAND ON THE INTENTION TO REPURCHASE COSMETICS IN THE ONLINE PHARMACY

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Paper for the Master's degree

Marketing and Integrated Communication Master's program

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Vilnius, 2022

SUMMARY

78 pages, 27 figures, 11 tables, 120 references.

The main purpose of this master thesis is to analyse the link between attitude towards e-pharmacy brand and the intention to repurchase cosmetics in that particular e-pharmacy. The work consists of three main parts: the analysis of literature, the research and its results, conclusion, and recommendations.

Literature analysis allowed to identify few mostly mentioned and discussed factors related with purchasing online - Past Experience, Brand Trust, Convenience, Time Risk and Attitude towards the brand. Also, literature analysis showed that the most popular research models for customers' intention to purchase are Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1975), Theory of planned behaviour (TPB) by Ajzen (1991) and Technology Acceptance Model (TAM) by Davis (1989).

After the literature analysis the author has formed a research model and has developed hypotheses. The author has carried out the research about factors forming Attitude towards e-pharmacy brand and how Attitude towards e-pharmacy brand affect the Intention to repurchase cosmetics in e-pharmacy. Research data was collected by online survey with a standardised questionnaire. The survey involved 392 respondents, but only 387 were suitable for the research analysis. The results of the research were processed with statistical analysis program SPSS and hypotheses were assessed by using regression and correlation analysis. Cronbach's Alpha coefficient was used to determine the credibility of Likert scales and the result showed that in all cases it was higher than 0,6, which indicated that used scales were eligible.

The performed research disclosed that there is a correlation between Incomes and Convenience and that Time Risk moderates relationship between them. It was also found that

Experience has really similar impact on Brand Trust and on Convenience. Furthermore, Brand Trust has higher impact on Attitude towards e-pharmacy brand than Convenience. Lastly, that Attitude towards e-pharmacy brand has positive impact on Repurchase intention.

The conclusions and recommendations summarise the main concepts of literature analysis and the results of the accomplished research. The author believes that research results could be useful for online pharmacies' marketing specialists and for companies and their professionals, who work with cosmetics and online sales.

Results of the study can be used for creating and improving yearly marketing plan or for updating marketing strategy. The research also helps to clarify what are the most important factors while making cosmetic purchase in online pharmacy, what isn't important or have very little impact to the objectives pursued.

POŽIŪRIO Į INTERNETINĖS VAISTINĖS PREKĖS ŽENKLĄ ĮTAKA KETINIMUI PAKARTOTINAI PIRKTI KOSMETIKĄ INTERNETINĖJE VAISTINĖJE

Idilija URBANAVIČIŪTĖ
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Rinkodara ir Integruota Komunikacija

Darbo vadovas: Doc. Dr. Ramūnas Časas

Vilnius, 2022

SANTRAUKA

78 puslapiai, 27 paveikslėliai, 11 lentelių, 120 šaltinių.

Pagrindinis šio magistro darbo tikslas – išanalizuoti ryšį tarp požiūrio į elektroninės vaistinės prekės ženklą ir ketinimo pakartotinai kosmetiką būtent toje elektroninėje vaistinėje. Darbą sudaro trys pagrindinės dalys: literatūros analizė, atliktas tyrimas ir jo rezultatai, išvados ir rekomendacijos.

Literatūros analizė leido nustatyti kelis dažniausiai minimus ir aptarinėtus su pirkimu internete susijusius veiksnius – pirkimo patirtį, pasitikėjimą prekės ženklu, patogumą pirkti internete, laiko riziką ir požiūrį į prekės ženklą. Be to, literatūros analizė parodė, kad populiariausi klientų ketinimo pirkti tyrimo modeliai yra Ajzen ir Fishbein (1975) Pagrįsto Veiksmo Teorija (TRA), Ajzen (1991) Planuotos elgsenos teorija (TPB) ir Davis (1989) Technologijų Priėmimo Modelis (angl. Technology Acceptance Model (1991)). TAM).

Atlikusi literatūros analizę, autorė suformavo tyrimo modelį ir iškėlė hipotezes. Autorė atliko tyrimą apie veiksnius, formuojančius požiūrį į e-vaistinės prekės ženklą ir kaip požiūris į e-vaistinės prekės ženklą įtakoja ketinimą pakartotinai pirkti kosmetiką toje e-vaistinėje. Tyrimo duomenys buvo renkami internetinės apklausos būdu naudojant standartizuotą klausimyną. Apklausoje dalyvavo 392 respondentai, tačiau tik 387 buvo tinkami tyrimo analizei. Tyrimo rezultatai apdoroti statistinės analizės programa SPSS, hipotezės įvertintos taikant regresinę ir koreliacinę analizes. Likerto skalių patikimumui nustatyti buvo naudojamas Cronbach's Alpha koeficientas, o rezultatas parodė, kad visais atvejais jis buvo didesnis nei 0,6, o tai rodo, kad naudotos skalės buvo tinkamos/ patikimos.

Atliktas tyrimas atskleidė, kad yra ryšys tarp pajamų ir patogumo, o laiko rizika reguliuoja ryšį tarp jų. Taip pat buvo nustatyta, kad patirtis turi panašų poveikį pasitikėjimui prekiniu ženklu

ir patogumui. Be to nustatyta, kad pasitikėjimas prekiniu ženklu turi didesnę poveikį požiūriui į el. vaistinės prekės ženklą nei patogumas perkant internete. Galiausiai, tas požiūris į elektroninės vaistinės prekės ženklą turi teigiamos įtakos ketinimui pakartotinai pirkti kosmetikos priemones el. vaistinėje.

Išvados ir rekomendacijose apibendrinamos pagrindinės literatūros analizės sampratos ir atlikto tyrimo rezultatai. Autorė mano, kad tyrimo rezultatai gali būti naudingi internetinių vaistinių rinkodaros specialistams ir įmonėms bei jų profesionalams, dirbantiems su kosmetika ir prekyba internetu.

Tyrimo rezultatai gali būti panaudoti kuriant ir tobulinant metinį rinkodaros planą arba atnaujinant rinkodaros strategiją. Tyrimas taip pat padeda išsiaiškinti, kas yra svarbiausi veiksniai perkant kosmetiką internetinėje vaistinėje, kas nėra svarbu arba turi labai mažai įtakos siekiamiems tikslams.

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APPENDICES

Appendix A

Gerb. Respondente, esu Vilniaus universiteto „Rinkodaros ir integruotos komunikacijos“ studijų programos studentė. Šiuo metu rašau baigiamąjį magistro darbą ir atlieku tyrimą, kurio tikslas yra nustatyti požiūrio į prekės ženklą įtaką ketinimui pirkti kosmetikos priemonę iš elektroninės vaistinės. Apklausoje nėra teisingų ar neteisingų atsakymų. Mums įdomi jūsų nuomonė. Į klausimus atsakyti prireiks septynių–dešimties minučių. Ši apklausa yra anoniminė, surinkti duomenys bus naudojami tik statistiniam duomenų apibendrinimui.

1. Ar esate pirkę kosmetikos priemonių eurovaistine.lt?

- ☐ Taip
- ☐ Ne

2. Galvodami apie patogumą apsiperkant internete, įvertinkite žemiau pateiktus teiginius 5 balų sistemoje pasirinkdami labiausiai jums tinkantį atsakymą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Lengva naudotis internetine vaistine eurovaistine.lt					
Lengvai išmokau naudotis internetine vaistine eurovaistine.lt					
Lengvai prisimenu, kaip pirkti internetinėje vaistinėje eurovaistine.lt					
Lengvai atlieku norimus veiksmus (surandu informaciją, konsultuojuosi, palyginu ar atsiskaitau už prekes) internetinėje vaistinėje eurovaistine.lt					
Lengva pirkti internetinėje vaistinėje eurovaistine.lt					
Manau, kad kosmetikos pirkimas internetinėje vaistinėje eurovaistine.lt padeda sutaupyti laiko					
Manau, kad internetinė vaistinė eurovaistine.lt siūlo platų kosmetikos prekių asortimentą					
Galiu bet kuriuo metu apsipirkti internetinėje vaistinėje eurovaistine.lt					
Internetinėje vaistinėje eurovaistine.lt apsiperku už geriausią kainą					

3. Galvodami apie patirtį apsiperkant internete, įvertinkite žemiau pateiktus teiginius 5 balų sistemoje pasirinkdami labiausiai jums tinkantį atsakymą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Praleidžiu daug valandų naudodamasi (-is) internetu					
Dažnai perku kosmetiką internete					
Patogu pirkti kosmetiką internetinėje vaistinėje eurovaistine.lt, kadangi turiu patirties perkant internete					

4. Galvodami apie pasitikėjimą apsiperkant internete, įvertinkite žemiau pateiktus teiginius 5 balų sistemoje pasirinkdami labiausiai jums tinkantį atsakymą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Internetinė vaistinė eurovaistine.lt vykdo savo pažadus					
Internetinė vaistinė eurovaistine.lt neteikia neteisingos informacijos					
Internetinė vaistinė eurovaistine.lt turi pakankamai patirties prekiauti siūlomomis kosmetikos priemonėmis					
Informacija apie kosmetikos priemones internetinėje vaistinėje eurovaistine.lt yra teisinga					
Internetinės vaistinės eurovaistine.lt teikiama informacija yra sąžininga ir nuoširdi					

5. Galvodami apie požiūrį į internetinę vaistinę eurovaistine.lt, įvertinkite žemiau pateiktus teiginius 5 balų sistemoje pasirinkdami labiausiai jums tinkantį atsakymą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Manau, kad internetinės vaistinės eurovaistine.lt prekės ženklas yra geras					
Manau, kad visada patogų pirkti internetinėje vaistinėje eurovaistine.lt					
Manau, kad internetinė vaistinė eurovaistine.lt yra įdomi					
Manau, kad internetinė vaistinė eurovaistine.lt labai naudinga					
Manau, kad internetinėje vaistinėje eurovaistine.lt siūlomas geras prekių kainos ir kokybės santykis					
Manau, kad internetinės vaistinės eurovaistine.lt prekės ženklas yra labai patrauklus					

6. Galvodami apie laiko riziką, įvertinkite žemiau pateiktus teiginius 5 balų sistemoje pasirinkdami labiausiai jums tinkantį atsakymą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Esu susirūpinusi (-ęs), kad sugaišiu per daug laiko užsakydama (-as) internetinėje vaistinėje eurovaistine.lt					
Yra didelė tikimybė, kad praleisiu per daug laiko ieškodama (-as) kosmetikos priemonių internetinėje vaistinėje eurovaistine.lt					
Man neramu, kad teks per ilgai laukti internetinėje vaistinėje eurovaistine.lt įsigytų kosmetikos priemonių pristatymo					

7. Galvodami apie ketinimą pirkti, įvertinkite žemiau pateiktus teiginius 5 balų sistemoje pasirinkdami labiausiai jums tinkantį atsakymą.

	Visiškai nesutinku	Nesutinku	Nei sutinku, nei nesutinku	Sutinku	Visiškai sutinku
Gali būti, kad ir ateityje pirksiu kosmetikos priemonių internetinėje vaistinėje eurovaistine.lt					
Rimtai svarstysiu galimybę įsigyti kosmetikos priemonių internetinėje vaistinėje eurovaistine.lt					
Labai tikėtina, kad pirksiu kosmetikos priemonių internetinėje vaistinėje eurovaistine.lt					

8. Jūsų lytis:

- ☐ Vyras
- ☐ Moteris

9. Jūsų amžius (metus įrašykite natūraliaisiais skaičiais):

10. Jūsų išsilavinimas:

- ☐ Pagrindinis
- ☐ Vidurinis
- ☐ Profesinis
- ☐ Aukštesnysis
- ☐ Aukštasis

11. Kokios Jūsų asmeninės pajamos per mėn. į rankas?

- ☐ Iki 350 Eur
- ☐ 351 - 700 Eur
- ☐ 701 - 1050 Eur
- ☐ 1051 - 1400 Eur
- ☐ 1401 Eur ir daugiau

Appendix B

Dear Respondent,

I am a student of the study program Marketing and Integrated Communication in Vilnius University. I am currently writing my Master's thesis and conducting research to determine the impact of attitude towards the brand on the intention to repurchase a cosmetic product from an electronic pharmacy. There are no right or wrong answers in the survey. We are interested in your opinion. It will take seven to ten minutes to answer the questions. This survey is anonymous, the data collected will only be used for statistical aggregation.

1. Have you ever bought cosmetics at eurovaistine.lt?
 - ☐ Yes
 - ☐ No
2. Thinking about the convenience of shopping online, rate the following statements on a 5-point scale choosing the answer that works best for you.

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally Agree
I find eurovaistine.lt easy to use.					
Learning to use eurovaistine.lt is easy for me.					
It is easy for me to remember how to perform purchase in eurovaistine.lt.					
It is easy to get eurovaistine.lt to do what i want it to do.					
eurovaistine.lt makes it easier for me to purchase online.					
I think that purchasing cosmetics through eurovaistine.lt can save my time.					
I feel that eurovaistine.lt web site can offer me a wider range of cosmetic products and services.					
I can enjoy 24 hours online cosmetics shopping.					
On eurovaistine.lt allows me to shop around for the best pricing.					
I am concerned about wasting too much time making the order through eurovaistine.lt.					
There would be many possibilities that i have to spend too much time searching for the cosmetics in eurovaistine.lt.					

I would be concerned that i have to wait too long for the delivery of the purchased cosmetic products.					
--	--	--	--	--	--

3. Thinking about your online shopping experience, rate the following statements on a 5-point scale choosing the answer that works best for you.

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally Agree
I am comfortable purchasing cosmetics in eurovaistine.It as i am familiar with the internet.					
I spend many hours using the internet.					
I frequently use the internet to purchase cosmetics.					

4. Thinking about trust in online shopping, rate the following statements with 5 points choosing the answer that works best for you.

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally Agree
The eurovaistine.It web site commit their promise.					
The eurovaistine.It web site does not make false statements and information.					
The eurovaistine.It web site has sufficient experience to market the cosmetics that it offers.					
Most of what the eurovaistine.It web site says about its cosmetics promotion is true.					
The information offered by eurovaistine.It web site is honest and sincere.					

5. Thinking about the attitude towards the online pharmacy eurovaistine.It, evaluate the following statements with 5 points choosing the answer that works best for you.

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally Agree
I feel eurovaistine.lt brand is good.					
I think purchase in eurovaistine.lt is always convenient.					
I think eurovaistine.lt is interesting.					
I think eurovaistine.lt is very useful.					
I think eurovaistine.lt offer good value for money.					
I think eurovaistine.lt brand is very attractive.					

6. Thinking about risk, evaluate the following statements with 5 points choosing the answer that works best for you.

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally Agree
I am concerned about wasting too much time making the order through eurovaistine.lt.					
There would be many possibilities that I have to spend too much time searching for the cosmetics through eurovaistine.lt.					
I would be concerned that I have to wait too long for the delivery of the purchased cosmetic products from eurovaistine.lt.					

7. When thinking about repurchase intention, evaluate the following statements with 5 points choosing the answer that works best for you.

	Totally disagree	Disagree	Neither agree nor disagree	Agree	Totally Agree
It is possible that i will purchase in eurovaistine.lt in the future.					
I will seriously consider purchasing in eurovaistine.lt.					
It is highly likely that i will buy in eurovaistine.lt.					

8. Gender:

- ☐ Man
- ☐ Woman

9. Your age:

10. Your education:

- ☐ Home
- ☐ Secondary
- ☐ Professional
- ☐ Higher Professional
- ☐ Higher

11. Your personal incomes per month?

- ☐ Up to 350 Eur
- ☐ 351 - 700 Eur
- ☐ 701 - 1050 Eur
- ☐ 1051 - 1400 Eur
- ☐ 1401 Eur and more

Appendix C

Reliability values of the constructs used in the study (Cronbach's alpha).

Attitude

Reliability Statistics

Cronbach's Alpha	N of Items
,899	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Manau, kad internetines vaistines eurovaistine.lt prekes zenklas yra geras	19,43	10,256	,704	,885
Manau, kad visada patogiu pirkti internetineje vaistineje eurovaistine.lt	19,39	9,664	,699	,887
Manau, kad internetine vaistine eurovaistine.lt yra idomi	19,88	9,786	,743	,879
Manau, kad internetine vaistine eurovaistine.lt labai naudinga	19,61	9,700	,825	,867
Manau, kad internetineje vaistineje eurovaistine.lt siulomas geras prekiu kainos ir kokybes santykis	19,75	10,861	,630	,895
Manau, kad internetines vaistines eurovaistine.lt prekes zenklas yra labai patrauklus	19,66	9,551	,771	,874

Experience

Reliability Statistics

Cronbach's Alpha	N of Items
,652	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Praleidziu daug valandu naudodamasi (-is) internetu	7,39	2,860	,419	,615
Daznai perku kosmetika internete	7,91	2,649	,520	,475
Patogu pirkti kosmetika internetineje vaistineje eurovaistine.lt, kadangi turiu patirties perkant internete	7,43	2,898	,451	,570

Convenience

Reliability Statistics

Cronbach's Alpha	N of Items
,922	9

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Lengva naudotis internetine vaistine eurovaistine.lt	34,36	26,559	,768	,912
Lengvai ismokau naudotis internetine vaistine eurovaistine.lt	34,18	25,326	,788	,909
Lengvai prisimenu, kaip pirkti internetineje vaistineje eurovaistine.lt	34,24	25,214	,823	,907
Lengvai atlieku norimus veiksmus (surandu informacija, konsultuojuosi, palyginu ar atsiskaitau uz prekes) internetineje vaistineje eurovaistine.lt	34,33	24,869	,824	,906
Lengva pirkti internetineje vaistineje eurovaistine.lt	34,24	25,741	,843	,907
Manau, kad kosmetikos pirkimas internetineje vaistineje eurovaistine.lt padeda sutaupyti laiko	34,47	25,286	,667	,917
Manau, kad internetine vaistine eurovaistine.lt siulo platu kosmetikos prekiu asortimenta	34,48	24,447	,717	,914
Galiu bet kuriuo metu apsipirkti internetineje vaistineje eurovaistine.lt	34,16	25,582	,629	,919
Internetineje vaistineje eurovaistine.lt apsiperku uz geriausia kaina	35,18	25,503	,567	,925

Purchase intention

Reliability Statistics

Cronbach's Alpha	N of Items
,938	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Gali buti, kad ir ateityje pirksiu kosmetikos priemoniu internetineje vaistineje eurovaistine.lt	8,28	2,358	,860	,929
Rimtai svarstysiu galimybe isigyti kosmetikos priemoniu internetineje vaistineje eurovaistine.lt	8,35	1,952	,877	,908
Labai tiketina, kad pirksiu kosmetikos priemoniu internetineje vaistineje eurovaistine.lt	8,36	1,889	,901	,888

Trust

Reliability Statistics

Cronbach's Alpha	N of Items
,863	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Internetine vaistine eurovaistine.lt vykdo savo pazadus	16,09	7,332	,466	,906
Internetine vaistine eurovaistine.lt neteikia neteisingos informacijos	16,09	7,368	,698	,831
Internetine vaistine eurovaistine.lt turi pakankamai patirties prekiauti siulomomis kosmetikos priemonemis	15,94	7,540	,775	,819
Informacija apie kosmetikos priemones internetineje vaistineje eurovaistine.lt yra teisinga	16,06	6,919	,834	,798
Internetines vaistines eurovaistine.lt teikiama informacija yra sazininga ir nuosirdi	16,22	6,999	,751	,817

Time risk

Reliability Statistics

Cronbach's Alpha	N of Items
,809	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Esu susirupinusi (-es), kad sugaisiu per daug laiko uzsakydama (-as) internetineje vaistineje eurovaistine.lt	7,27	3,502	,695	,702
Yra didele tikimybe, kad praleisiu per daug laiko ieskodama (-as) kosmetikos priemoniu internetineje vaistineje eurovaistine.lt	7,45	3,285	,699	,694
Man neramu, kad teks per ilgai laukti internetineje vaistineje eurovaistine.lt isigyti kosmetikos priemoniu pristatymo	7,41	3,563	,584	,815

Appendix D. Main hypotheses testing results

H1ab

Descriptive Statistics

	Mean	Std. Deviation	N
Trust_Av	4,0191	,66109	387
Exp_Av	3,7873	,77254	387

Correlations

		Trust_Av	Exp_Av
Pearson Correlation	Trust_Av	1,000	,639
	Exp_Av	,639	1,000
Sig. (1-tailed)	Trust_Av	.	,000
	Exp_Av	,000	.
N	Trust_Av	387	387
	Exp_Av	387	387

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,947	,130		15,022	,000		
	Exp_Av	,547	,034	,639	16,315	,000	1,000	1,000

a. Dependent Variable: Trust_Av

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Exp_Av
1	1	1,980	1,000	,01	,01
	2	,020	9,918	,99	,99

a. Dependent Variable: Trust_Av

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,6765	4,6826	4,0191	,42267	387
Residual	-1,27654	1,01160	,00000	,50832	387
Std. Predicted Value	-3,176	1,570	,000	1,000	387
Std. Residual	-2,508	1,987	,000	,999	387

a. Dependent Variable: Trust_Av

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Exp_Av ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Trust_Av

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,639 ^a	,409	,407	,50898	1,893

a. Predictors: (Constant), Exp_Av

b. Dependent Variable: Trust_Av

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68,959	1	68,959	266,187	,000 ^a
	Residual	99,739	385	,259		
	Total	168,699	386			

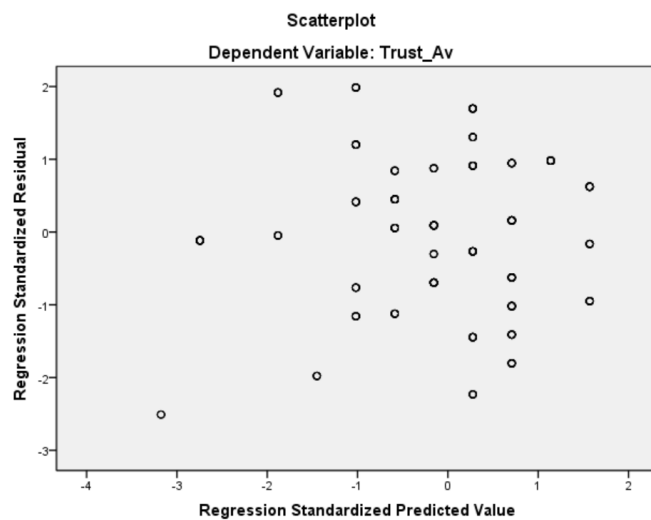
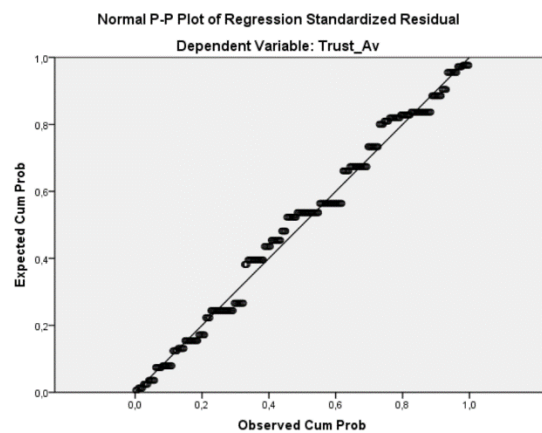
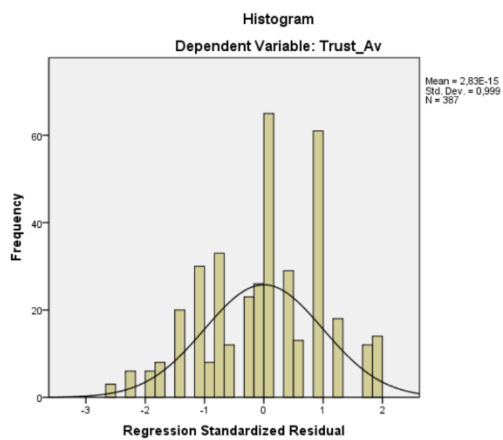
a. Predictors: (Constant), Exp_Av

b. Dependent Variable: Trust_Av

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,6765	4,6826	4,0191	,42267	387
Std. Predicted Value	-3,176	1,570	,000	1,000	387
Standard Error of Predicted Value	,026	,086	,035	,011	387
Adjusted Predicted Value	2,7143	4,6870	4,0193	,42190	387
Residual	-1,27654	1,01160	,00000	,50832	387
Std. Residual	-2,508	1,987	,000	,999	387
Stud. Residual	-2,545	1,993	,000	1,002	387
Deleted Residual	-1,31429	1,01696	-,00013	,51139	387
Stud. Deleted Residual	-2,563	2,001	,000	1,004	387
Mahal. Distance	,024	10,090	,997	1,662	387
Cook's Distance	,000	,096	,003	,009	387
Centered Leverage Value	,000	,026	,003	,004	387

a. Dependent Variable: Trust_Av



H3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,359	,122		2,932	,004		
	Trust_Av	,602	,036	,636	16,715	,000	,515	1,942
	Conv_Av	,266	,038	,267	7,016	,000	,515	1,942

a. Dependent Variable: Atti_Av

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,845 ^a	,713	,712	,33565	2,471

a. Predictors: (Constant), Conv_Av, Trust_Av

b. Dependent Variable: Atti_Av

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107,625	2	53,813	477,644	,000 ^a
	Residual	43,262	384	,113		
	Total	150,888	386			

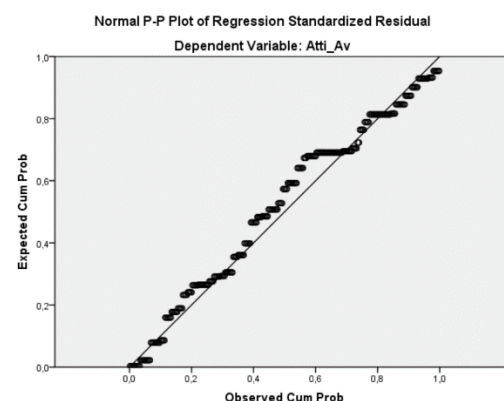
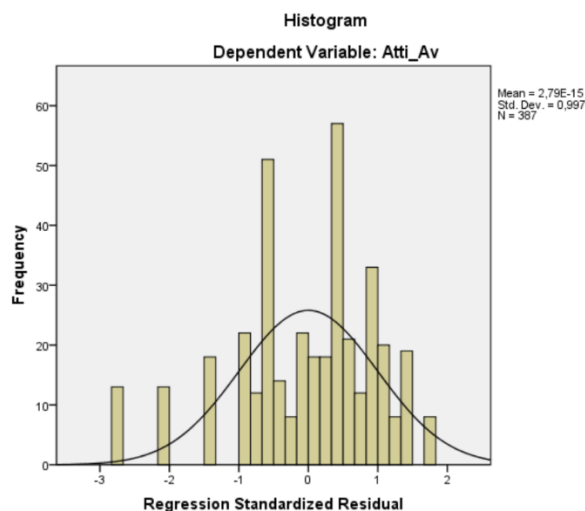
a. Predictors: (Constant), Conv_Av, Trust_Av

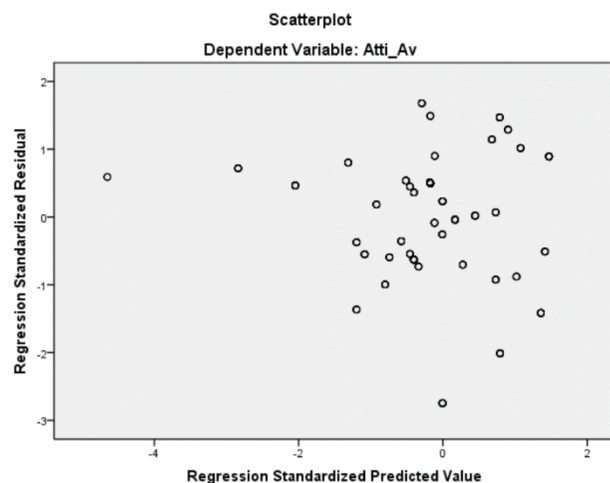
b. Dependent Variable: Atti_Av

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,798	,112		7,145	,000		
	Trust_Av	,778	,027	,823	28,376	,000	1,000	1,000

a. Dependent Variable: Atti_Av





H6

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,680 ^a	,463	,461	,51950	2,147

a. Predictors: (Constant), Atti_Av

b. Dependent Variable: Purcl_Av

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,142	,168		6,796	,000
	Atti_Av	,770	,042	,680	18,211	,000

a. Dependent Variable: Purcl_Av

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89,509	1	89,509	331,657	,000 ^a
	Residual	103,906	385	,270		
	Total	193,415	386			

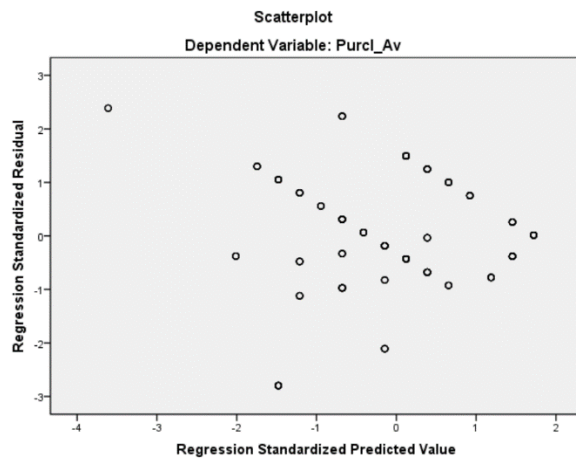
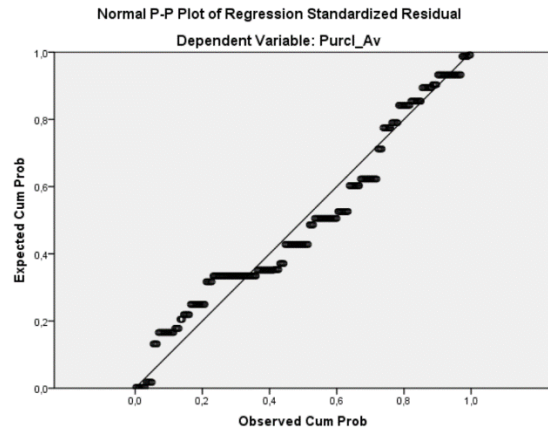
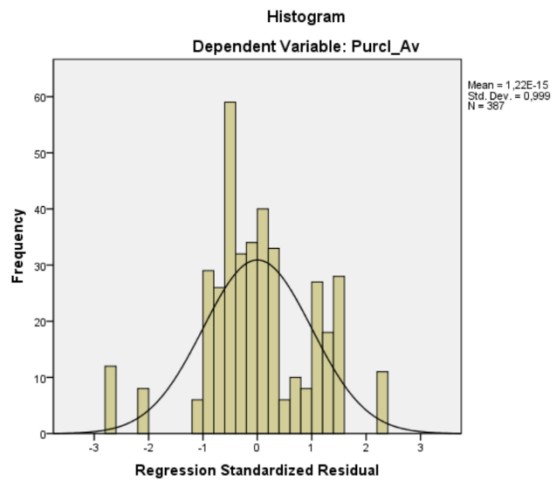
a. Predictors: (Constant), Atti_Av

b. Dependent Variable: Purcl_Av

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,142	,168		6,796	,000		
	Atti_Av	,770	,042	,680	18,211	,000	1,000	1,000

a. Dependent Variable: Purcl_Av



Appendix E. Moderating hypothesis testing results

```

Model : 1
  Y : Conv_Av
  X : INCOMES
  W : TimeR_Av

Sample
Size: 387

*****
OUTCOME VARIABLE:
  Conv_Av

Model Summary
      R      R-sq      MSE      F      df1      df2      p
,4883    ,2384    ,3016   39,9737    3,0000   383,0000    ,0000

Model
      coeff      se      t      p      LLCI      ULCI
constant    1,9451    ,3424    5,6808    ,0000    1,2719    2,6184
INCOMES      ,4916    ,0936    5,2544    ,0000    ,3077    ,6756
TimeR_Av     ,4835    ,0926    5,2216    ,0000    ,3015    ,6656
Int_1       -,0874    ,0247   -3,5463    ,0004   -,1359   -,0390

Product terms key:
Int_1 :      INCOMES x      TimeR_Av

Test(s) of highest order unconditional interaction(s):
      R2-chng      F      df1      df2      p
X*W      ,0250   12,5762    1,0000   383,0000    ,0004
-----
      Focal predict: INCOMES (X)
      Mod var: TimeR_Av (W)

Conditional effects of the focal predictor at values of the moderator(s):

      TimeR_Av      Effect      se      t      p      LLCI      ULCI
2,6933    ,2561    ,0329    7,7900    ,0000    ,1915    ,3208
4,0000    ,1419    ,0231    6,1328    ,0000    ,0964    ,1874
4,3333    ,1128    ,0270    4,1780    ,0000    ,0597    ,1658

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
  INCOMES  TimeR_Av  Conv_Av  .
BEGIN DATA.
  2,0000    2,6933    3,7597
  4,0000    2,6933    4,2720
  5,0000    2,6933    4,5282
  2,0000    4,0000    4,1631
  4,0000    4,0000    4,4469
  5,0000    4,0000    4,5888
  2,0000    4,3333    4,2660
  4,0000    4,3333    4,4915
  5,0000    4,3333    4,6042
END DATA.
GRAPH/SCATTERPLOT=
  INCOMES WITH Conv_Av BY      TimeR_Av .

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
  95,0000

W values in conditional tables are the 16th, 50th, and 84th percentiles.

----- END MATRIX -----

```

Graph

