Customer Perceived Value and Its Effect on Online Purchase Intention in E Commerce Platforms

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ABSTRACT

In recent years, employee well-being has emerged as a critical organizational concern amid increasing work intensity, job insecurity, and rising stress and burnout. Perceived Organizational Support (POS), which reflects employees' beliefs regarding the extent to which their organization values their contributions and cares about their well-being, has been widely recognized as a key factor shaping employees' ability to cope with work demands. Despite substantial quantitative research on POS and well-being, limited empirical attention has been given to how organizational support influences employees' psychological and emotional outcomes within contemporary work settings. This study examines the relationship between perceived organizational support and employee well-being, focusing on the specific dimensions of support that contribute most strongly to positive well-being outcomes. Grounded in Social Exchange Theory, Organizational Support Theory, and Conservation of Resources Theory, the study conceptualizes employee well-being as a multidimensional construct encompassing psychological well-being, emotional well-being, and work-related stress. A quantitative research design guided by a positivist philosophy and deductive approach was adopted. Primary data were collected through a structured questionnaire administered to employees working in medium and large organizations across service and knowledge-intensive sectors, yielding 250 valid responses through purposive sampling. Data were analyzed using SPSS, employing descriptive statistics, reliability and validity testing, correlation analysis, and multiple regression analysis. The findings indicate that employees generally perceive moderate to high levels of organizational support. Perceived organizational support demonstrates a strong and statistically significant positive relationship with employee well-being and explains a substantial proportion of variance in well-being outcomes. Managerial support, recognition, fairness, and access to resources emerged as the most influential predictors. Employees reporting higher organizational support experienced lower stress levels and improved psychological well-being. The study highlights perceived organizational support as a critical driver of employee well-being and underscores the importance of supportive leadership and employee-centered practices for sustainable organizational performance.

Keywords:
Perceived Organizational Support; Employee Well-Being; Psychological Well-Being; Workplace Stress; Organizational Support Theory

CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The rapid advancement of digital technologies and widespread internet penetration have fundamentally transformed the way consumers search for information, evaluate products, and make purchasing decisions. E commerce platforms have become an integral part of the global retail ecosystem, offering consumers unprecedented convenience, product variety, price transparency, and accessibility. As a result, online shopping has experienced exponential growth, reshaping traditional consumer behavior and competitive business strategies (Laudon & Traver, 2023).

In this highly competitive digital environment, e commerce firms face significant challenges in attracting and retaining customers. Consumers can easily switch between platforms due to low switching costs and high market transparency. Consequently, understanding the factors that influence online purchase intention has become a critical concern for researchers and practitioners alike. Among these factors, customer perceived value (CPV) has emerged as a key determinant of consumers' online purchasing decisions (Zeithaml, 2024).

Customer perceived value reflects the overall assessment of a product or service based on the consumer's evaluation of what is received relative to what is given. In the context of e commerce, perceived value extends beyond price considerations to include functional performance, emotional satisfaction, social benefits, and experiential elements associated with online platforms (Sweeney & Soutar, 2021). Given the intangible and technology mediated nature of online transactions, perceived value plays a particularly crucial role in shaping consumers' purchase intentions.

This study seeks to examine how different dimensions of customer perceived value influence online purchase intention in e commerce platforms, thereby contributing to a deeper understanding of digital consumer behavior.

1.2 Growth of E Commerce and Digital Consumer Behavior

E commerce has evolved rapidly over the past two decades, driven by technological innovations, mobile commerce, digital payment systems, and logistics infrastructure. Consumers increasingly rely on online platforms for both utilitarian and hedonic shopping needs. The COVID 19 pandemic further accelerated this trend by reinforcing the importance of digital channels for essential and non essential purchases (OECD, 2021).

Digital consumer behavior differs significantly from traditional offline behavior. Online consumers are more information oriented, price sensitive, and influenced by online reviews, ratings, and social media interactions. The absence of physical interaction with products heightens uncertainty, making perceived value a crucial cognitive evaluation mechanism in online purchasing decisions (Pavlou, 2021).

E commerce platforms must therefore focus on delivering superior value to customers to enhance purchase intention and loyalty. This requires a comprehensive understanding of how consumers perceive value in online environments and how these perceptions translate into behavioral intentions.

1.3 Concept of Customer Perceived Value in the Online Context

Customer perceived value is a central concept in marketing and consumer behavior research. Zeithaml (2024) defined perceived value as the consumer's overall evaluation of the utility of a product based on perceptions of what is received and what is given. This conceptualization highlights the subjective and comparative nature of value perception.

In e commerce contexts, perceived value is multifaceted. Consumers evaluate not only the functional attributes of products but also website usability, ease of navigation, security, delivery reliability, and post purchase services. Additionally, emotional enjoyment, social recognition, and experiential engagement play an increasingly important role in shaping online value perceptions (Holbrook, 2025).

Researchers have proposed multidimensional models of perceived value, encompassing functional, economic, emotional, social, and experiential dimensions. These dimensions collectively influence consumers' attitudes toward online platforms and their intention to complete transactions (Sweeney & Soutar, 2021; Kim et al., 2020).

Understanding customer perceived value in e commerce is therefore essential for designing effective digital marketing strategies and enhancing consumer purchase intention.

1.4 Online Purchase Intention in E Commerce Platforms

Online purchase intention refers to a consumer's willingness or likelihood to purchase products or services through online platforms. It is widely regarded as a strong predictor of actual purchasing behavior (Ajzen, 2021). In digital contexts, purchase intention reflects consumers' confidence in the platform, perceived benefits, and overall evaluation of the online shopping experience.

Several factors influence online purchase intention, including trust, perceived risk, ease of use, usefulness, and perceived value. Among these, perceived value has been identified as one of the most influential determinants, as it integrates multiple evaluative aspects of the online shopping experience into a single cognitive judgment (Dodds et al., 2021).

E commerce platforms that successfully enhance customer perceived value are more likely to stimulate purchase intention, reduce cart abandonment, and foster long term customer relationships.

1.5 Problem Statement

Despite the rapid growth of e commerce, many online platforms struggle with low conversion rates and high cart abandonment levels. While consumers frequently browse online stores, a significant proportion do not complete purchases. This gap between browsing behavior and actual purchasing highlights the need to understand the underlying factors influencing online purchase intention.

Although existing studies have examined factors such as trust, perceived risk, and website quality, there is limited comprehensive research focusing on the multidimensional nature of customer perceived value and its direct impact on online purchase intention, particularly in emerging and developing e commerce markets.

Moreover, many studies treat perceived value as a unidimensional construct, overlooking its complex and multifaceted nature in digital environments. This study addresses this gap by examining multiple dimensions of customer perceived value and their influence on online purchase intention.

1.6 Research Aim

The primary aim of this study is to examine the effect of customer perceived value on online purchase intention in e commerce platforms.

1.7 Research Objectives

To achieve the research aim, the following objectives are formulated:

1. To examine the dimensions of customer perceived value in e commerce platforms.
2. To assess the level of online purchase intention among e commerce consumers.
3. To analyze the effect of functional value on online purchase intention.
4. To examine the influence of economic (price) value on online purchase intention.
5. To investigate the impact of emotional value on online purchase intention.
6. To evaluate the role of social value in shaping online purchase intention.
7. To assess the effect of experiential value on online purchase intention.

1.8 Research Questions

This study seeks to answer the following research questions:

1. What dimensions constitute customer perceived value in e commerce platforms?
2. What is the level of online purchase intention among consumers?
3. How does functional value influence online purchase intention?
4. How does economic value affect online purchase intention?

5. What is the impact of emotional value on online purchase intention?

6. Does social value significantly influence online purchase intention?

7. How does experiential value affect online purchase intention?

1.9 Research Hypotheses

Based on the literature, the following hypotheses are proposed:

- **H1:** Functional value has a significant positive effect on online purchase intention.
- **H2:** Economic value has a significant positive effect on online purchase intention.
- **H3:** Emotional value has a significant positive effect on online purchase intention.
- **H4:** Social value has a significant positive effect on online purchase intention.
- **H5:** Experiential value has a significant positive effect on online purchase intention.

1.10 Significance of the Study

This study contributes to academic literature by extending understanding of customer perceived value in the context of e commerce and its influence on online purchase intention. By adopting a multidimensional approach, the study provides a more comprehensive understanding of how different value components shape consumer decision making.

Practically, the findings offer valuable insights for e commerce managers and digital marketers. Understanding which value dimensions most strongly influence purchase intention can help firms design targeted strategies to enhance customer experience, improve conversion rates, and build competitive advantage.

1.11 Scope of the Study

The study focuses on consumers who engage in online shopping through e commerce platforms. It examines customer perceived value and online purchase intention using a quantitative survey based approach. The findings are context specific and may not be fully generalizable to all markets or platforms.

1.12 Definitions of Key Terms

- **Customer Perceived Value:** The consumer's overall assessment of the benefits received relative to the costs incurred in an online transaction.
- **Online Purchase Intention:** The likelihood that a consumer will purchase products or services through an e commerce platform.
- **E Commerce Platform:** A digital system that enables online buying and selling of goods and services.

1.13 Structure of the Thesis

This thesis comprises six chapters. Chapter 1 introduces the study. Chapter 2 reviews relevant literature and develops the conceptual framework. Chapter 3 explains the research methodology. Chapter 4 presents data analysis and results. Chapter 5 discusses the findings. Chapter 6 concludes the study and offers recommendations.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter reviews the relevant theoretical and empirical literature related to e commerce, online consumer behavior, customer perceived value (CPV), and online purchase intention. The purpose of this literature review is to establish a strong conceptual foundation for understanding how consumers evaluate value in online shopping environments and how such evaluations influence their purchase intentions.

With the rapid expansion of digital commerce, consumers increasingly rely on online platforms to satisfy both utilitarian and hedonic needs. Unlike traditional retail settings, online shopping environments are characterized by information asymmetry, lack of physical product inspection, and increased perceived risk. As a result, customer perceived value becomes a central determinant of online consumer decision making (Zeithaml, 2024).

This chapter is organized into four main sections. First, it examines the evolution of e commerce and key characteristics of online consumer behavior. Second, it explores the concept of customer perceived value, including its theoretical foundations and multidimensional structure in e commerce contexts. Third, it reviews literature on online purchase intention and its determinants. The chapter concludes by highlighting the interrelationships among these constructs, providing a basis for conceptual framework development in subsequent chapters.

2.2 E Commerce and Online Consumer Behavior

2.2.1 Evolution of E Commerce

E commerce refers to the buying and selling of goods and services through electronic networks, primarily the internet. The evolution of e commerce can be traced back to the early 1990s, when the commercialization of the internet enabled businesses to establish online storefronts (Laudon & Traver, 2023). Early e commerce platforms focused primarily on information dissemination and basic transaction functionality.

With advancements in web technologies, secure payment systems, and logistics infrastructure, e commerce evolved into a sophisticated ecosystem offering personalized experiences, real time interactions, and omnichannel integration. The emergence of mobile commerce, social commerce, and platform based marketplaces has further transformed the digital retail landscape (Turban et al., 2018).

Recent developments in artificial intelligence, big data analytics, and recommendation systems have enhanced platform personalization and customer engagement. Additionally, external factors such as the COVID 19 pandemic accelerated the adoption of e commerce by shifting consumer preferences toward contactless and convenience driven purchasing (OECD, 2021).

The evolution of e commerce has fundamentally altered consumer behavior by enabling greater choice, price transparency, and convenience. However, it has also intensified competition among platforms, making customer value creation a critical success factor.

2.2.2 Characteristics of Online Consumers

Online consumers exhibit distinct characteristics compared to traditional offline shoppers. They are typically more information oriented, as online environments provide access to extensive product information, reviews, and price comparisons (Pavlou, 2021). Online consumers also demonstrate higher levels of price sensitivity due to the ease of comparing alternatives across platforms.

Another key characteristic of online consumers is their reliance on trust and perceived risk assessments. Because online transactions lack physical interaction with products and sellers, consumers depend heavily on platform credibility, security features, and peer reviews to make purchase decisions (Gefen et al., 2023).

Online consumers also exhibit greater convenience orientation, valuing time savings, ease of navigation, and flexible purchasing options. Moreover, emotional and experiential aspects such as website aesthetics, interactivity, and enjoyment increasingly influence online shopping behavior, particularly in hedonic product categories (Childers et al., 2020).

These characteristics underscore the importance of understanding how online consumers perceive value and how such perceptions translate into purchase intention.

2.2.3 Factors Influencing Online Shopping Behavior

Numerous factors influence online shopping behavior, including technological, psychological, social, and situational variables. From a technological perspective, website usability, perceived ease of use, and perceived usefulness significantly affect consumers' attitudes toward online shopping (Davis, 2024).

Trust and perceived risk are among the most widely studied psychological factors influencing online shopping behavior. Consumers are more likely to engage in online transactions when they perceive the platform as secure, reliable, and trustworthy (Pavlou, 2021).

Social factors such as electronic word of mouth (eWOM), online reviews, and social media influence also play a critical role in shaping online purchase decisions. Positive reviews and recommendations reduce uncertainty and enhance perceived value (Cheung & Thadani, 2022).

Situational factors, including time pressure, promotional offers, and convenience, further influence online shopping behavior. Collectively, these factors interact with customer perceived value to shape consumers' overall evaluation of online shopping experiences and their intention to purchase.

2.3 Customer Perceived Value (CPV)

2.3.1 Concept and Definition of Customer Perceived Value

Customer perceived value is a foundational concept in marketing and consumer behavior research. Zeithaml (2024) defined perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received versus what is given. This definition emphasizes the subjective and trade off based nature of value perception.

In e commerce contexts, perceived value encompasses both tangible and intangible elements, including product quality, price fairness, convenience, emotional satisfaction, and experiential enjoyment. Because online consumers cannot physically inspect products, perceived value plays a crucial role in reducing uncertainty and shaping purchase decisions (Sweeney & Soutar, 2021).

CPV is dynamic and context dependent, varying across individuals, situations, and stages of the consumption process. In digital environments, value perception is influenced not only by product attributes but also by platform related factors such as website design, customer service, and delivery performance.

2.3.2 Theoretical Perspectives on Perceived Value

Several theoretical perspectives have been used to explain customer perceived value. The means–end theory suggests that consumers evaluate products based on how attributes lead to desired consequences and personal values (Gutman, 2021). In online shopping, consumers assess how platform features and product attributes help achieve functional and emotional goals.

The equity theory perspective views perceived value as a fairness based evaluation of inputs and outcomes in an exchange relationship (Oliver & DeSarbo, 2020). Online consumers compare prices, quality, and service levels across platforms to assess whether the exchange is fair.

Holbrook's (2025) consumer value framework conceptualizes value as an interactive and experiential phenomenon, encompassing utilitarian and hedonic dimensions. This framework is particularly relevant to e commerce, where experiential elements such as enjoyment, aesthetics, and interactivity contribute significantly to perceived value.

These theoretical perspectives collectively support the view that CPV is multidimensional and central to understanding online consumer behavior.

2.3.3 Dimensions of Customer Perceived Value in E Commerce

Functional Value

Functional value refers to the perceived utility derived from the functional performance and quality of a product or service. In e commerce, functional value includes product reliability, accuracy of information, delivery efficiency, and platform functionality (Sweeney & Soutar, 2021).

High functional value reduces uncertainty and enhances consumer confidence in online transactions. Studies consistently show that functional value is a strong predictor of online purchase intention, particularly for utilitarian products (Kim et al., 2020).

Economic (Price) Value

Economic value relates to consumers' evaluation of price fairness and value for money. Online consumers are highly price sensitive due to the ease of price comparison across platforms (Dodds et al., 2021).

Perceived economic value is influenced not only by absolute price but also by discounts, promotions, and perceived cost savings. When consumers perceive that the benefits of an online purchase outweigh the monetary costs, purchase intention is enhanced.

Emotional Value

Emotional value refers to the feelings or affective states generated by the shopping experience. In online contexts, emotional value may arise from enjoyment, excitement, or pleasure associated with browsing and purchasing (Holbrook, 2025).

Website aesthetics, interactive features, and personalized recommendations contribute to emotional value. Research indicates that emotional value significantly influences online purchase intention, especially for hedonic products (Childers et al., 2020).

Social Value

Social value reflects the extent to which a product or platform enhances consumers' social self concept or social approval. In e commerce, social value is influenced by social media integration, user generated content, and peer influence (Sweeney & Soutar, 2021).

Consumers may perceive higher value when online purchases enhance their social status or align with group norms. Social value is particularly relevant in social commerce environments where peer interactions shape purchase decisions.

Epistemic / Experiential Value

Epistemic or experiential value refers to the novelty, curiosity, and learning benefits associated with an experience. In e commerce, experiential value is derived from exploring new products, innovative platform features, and engaging content (Sheth et al., 2020).

Experiential value enhances consumer engagement and can positively influence purchase intention by making the shopping process more enjoyable and memorable.

2.4 Online Purchase Intention

2.4.1 Concept of Purchase Intention

Purchase intention refers to an individual's conscious plan or willingness to buy a product or service. It is widely used as a proxy for actual purchasing behavior and is a key outcome variable in consumer behavior research (Ajzen, 2021).

Purchase intention reflects the combined influence of attitudes, perceived value, subjective norms, and perceived behavioral control. In online contexts, purchase intention captures consumers' readiness to engage in digital transactions.

2.4.2 Online Purchase Intention in Digital Platforms

Online purchase intention specifically refers to consumers' likelihood of purchasing products or services through e commerce platforms. It is influenced by platform related factors such as usability, trust, security, and perceived value (Pavlou, 2021).

Given the intangible nature of online transactions, consumers rely heavily on cognitive evaluations of value and risk before forming purchase intentions. Platforms that deliver superior perceived value are more likely to convert browsing behavior into actual purchases.

2.4.3 Determinants of Online Purchase Intention

Numerous studies identify customer perceived value as one of the most significant determinants of online purchase intention. Perceived value integrates functional, economic, emotional, and social evaluations, making it a comprehensive predictor of consumer behavior (Dodds et al., 2021).

Other determinants include trust, perceived ease of use, perceived usefulness, and social influence. However, perceived value often mediates the effects of these factors on purchase intention, highlighting its central role in online consumer decision making.

2.5 Theoretical Foundations

The relationship between customer perceived value and online purchase intention has been examined through various theoretical lenses in consumer behavior and information systems research. This study draws upon four key theories: the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Expectation–Confirmation Theory (ECT), and Value Based Adoption Model (VAM). These theories collectively explain how consumers form intentions to purchase in online environments based on cognitive evaluations, attitudes, and perceived value.

2.5.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior, proposed by Ajzen (2021), is one of the most widely applied frameworks for explaining human behavior and behavioral intentions. TPB posits that an individual’s behavioral intention is determined by three core factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

In the context of e commerce, TPB suggests that consumers’ intention to purchase online is shaped by their attitudes toward online shopping, perceived social pressure to engage in online purchasing, and their perceived ability to perform online transactions. Customer perceived value strongly influences attitudes toward online shopping by shaping consumers' evaluations of benefits and costs associated with online purchases (Dodds et al., 2021).

Empirical studies have demonstrated that perceived value positively affects attitude, which in turn enhances online purchase intention (Chen & Dubinsky, 2020). Additionally, when consumers perceive high functional, emotional, and economic value, they are more confident in their ability to complete online purchases, strengthening perceived behavioral control.

Thus, TPB provides a robust theoretical foundation for understanding how customer perceived value influences online purchase intention through attitudinal and cognitive mechanisms.

2.5.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model, developed by Davis (2024), explains user acceptance of information systems through two primary constructs: perceived usefulness and perceived ease of use. According to TAM, these perceptions influence users' attitudes toward technology, which subsequently affect their behavioral intentions.

In e commerce research, TAM has been extensively used to explain consumers' adoption of online shopping platforms. Perceived usefulness aligns closely with functional value, while perceived ease of use contributes to both functional and emotional value by reducing effort and enhancing enjoyment (Gefen et al., 2023).

Customer perceived value complements TAM by incorporating broader evaluative dimensions such as price fairness, emotional satisfaction, and experiential enjoyment. Studies indicate that perceived value mediates the relationship between perceived usefulness, ease of use, and online purchase intention (Kim et al., 2020).

Therefore, TAM supports the premise that technological perceptions influence perceived value, which in turn drives online purchase intention.

2.5.3 Expectation–Confirmation Theory (ECT)

Expectation–Confirmation Theory, originally developed by Oliver (2020), explains consumer satisfaction and repurchase intention based on the comparison between pre purchase expectations and post purchase performance perceptions. According to ECT, confirmation or positive disconfirmation leads to satisfaction, which enhances behavioral intention.

In online shopping contexts, consumers form expectations about product quality, delivery, service, and platform performance. When actual experiences meet or exceed expectations, perceived value increases, strengthening purchase intention and repurchase behavior (Bhattacherjee, 2023).

ECT highlights the dynamic nature of perceived value, emphasizing that value perceptions evolve over time as consumers accumulate experience with e commerce platforms. Positive confirmation enhances functional, emotional, and experiential value, reinforcing consumers' willingness to engage in future online purchases.

Thus, ECT provides a valuable framework for understanding how perceived value influences sustained online purchase intention.

2.5.4 Value Based Adoption Model (VAM)

The Value Based Adoption Model integrates perceived benefits and perceived sacrifices to explain technology adoption decisions (Kim et al., 2020). Unlike TAM, which focuses primarily on technological attributes, VAM explicitly incorporates customer perceived value as the central determinant of adoption intention.

According to VAM, consumers evaluate the net value of adopting a technology by comparing perceived benefits (e.g., usefulness, enjoyment, convenience) with perceived sacrifices (e.g., price, effort, risk). In e commerce, this evaluation directly shapes online purchase intention.

Empirical research supports the applicability of VAM in online shopping contexts, demonstrating that perceived value significantly influences purchase intention beyond traditional technology acceptance variables (Kim et al., 2020). VAM is particularly relevant to this study as it explicitly conceptualizes perceived value as a multidimensional construct driving behavioral intention.

2.6 Empirical Studies on Customer Perceived Value and Purchase Intention

2.6.1 Global Empirical Evidence

Numerous global studies have examined the relationship between customer perceived value and purchase intention. Dodds et al. (2021) found that perceived value positively influences purchase intention by shaping consumers' overall product evaluations. Similarly, Sweeney and Soutar (2021) demonstrated that functional, emotional, and social value significantly predict purchase intentions across different product categories.

In online contexts, Kim et al. (2020) reported that perceived value is a stronger predictor of purchase intention than perceived usefulness alone. Their study emphasized the importance of emotional and experiential value in digital environments.

Meta analytic evidence further confirms that perceived value is one of the most robust predictors of purchase intention across industries and cultures (Gallarza et al., 2017).

2.6.2 Empirical Studies in E Commerce Context

E commerce specific studies consistently highlight the central role of perceived value in shaping online purchase intention. Chen and Dubinsky (2020) found that perceived value mediates the effects of price, quality, and trust on online purchase intention.

Similarly, Lin et al. (2018) demonstrated that functional and emotional value significantly influence online purchase intention, while social value plays a moderating role in social commerce environments. Their findings suggest that different value dimensions exert varying levels of influence depending on platform characteristics.

More recent studies emphasize experiential value as a critical determinant of online purchase intention. Enhanced website interactivity, personalization, and immersive experiences increase perceived value and strengthen purchase intention (Rose et al., 2022).

2.6.3 Evidence from Developing Economies

Research conducted in developing economies highlights contextual differences in perceived value and online purchase behavior. Studies in Asian and Middle Eastern markets indicate that economic value and trust related value dimensions are particularly influential due to price sensitivity and perceived risk (Hassanein & Head, 2007).

For instance, Al Adwan and Kokash (2020) found that perceived value significantly predicts online purchase intention among consumers in emerging e commerce markets, with price value and functional value being dominant factors.

These findings suggest that while perceived value universally influences purchase intention, the relative importance of value dimensions may vary across economic and cultural contexts.

2.7 Research Gaps Identified

Despite extensive research on perceived value and purchase intention, several gaps remain. First, many studies treat customer perceived value as a unidimensional construct, limiting understanding of its multifaceted nature in e commerce environments.

Second, there is limited integration of multiple theoretical frameworks within a single study. Most prior research relies on TAM or TPB in isolation, without fully incorporating value based perspectives.

Third, empirical evidence from developing economies remains fragmented, highlighting the need for context specific studies that examine how different value dimensions influence online purchase intention.

This study addresses these gaps by adopting a multidimensional perceived value framework grounded in multiple theoretical perspectives.

2.8 Conceptual Framework Development

Based on the literature review and theoretical foundations, a conceptual framework is developed to examine the relationship between customer perceived value and online purchase intention.

Customer perceived value is conceptualized as a multidimensional construct comprising functional value, economic value, emotional value, social value, and experiential value. These dimensions are proposed to have direct effects on online purchase intention.

The framework is grounded in TPB, TAM, ECT, and VAM, which collectively explain how value perceptions shape attitudes, expectations, and behavioral intentions in online shopping contexts.

2.9 Hypotheses Development

Based on the conceptual framework and empirical evidence, the following hypotheses are proposed:

- **H1:** Functional value has a significant positive effect on online purchase intention.
- **H2:** Economic (price) value has a significant positive effect on online purchase intention.
- **H3:** Emotional value has a significant positive effect on online purchase intention.
- **H4:** Social value has a significant positive effect on online purchase intention.
- **H5:** Experiential value has a significant positive effect on online purchase intention.

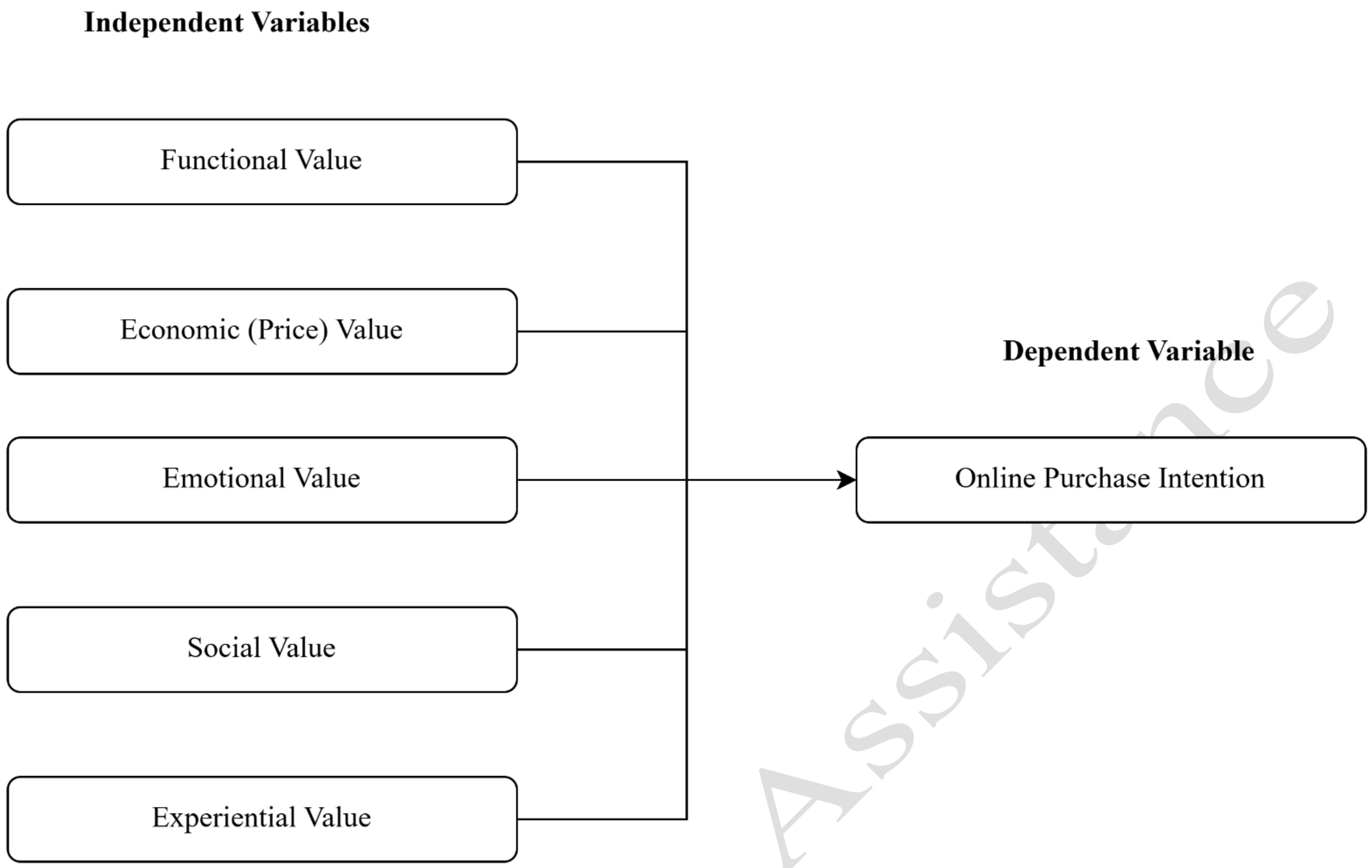

Figure 1: Conceptual Framework

2.10 Summary of Literature Review

This chapter reviewed the theoretical and empirical literature related to e commerce, customer perceived value, and online purchase intention. Four theoretical frameworks TPB, TAM, ECT, and VAM were discussed to explain how consumers form purchase intentions based on value perceptions.

Empirical evidence consistently supports the positive influence of customer perceived value on online purchase intention, although variations exist across contexts and value dimensions. Research gaps were identified, leading to the development of a conceptual framework and hypotheses for empirical testing.

The next chapter presents the research methodology adopted to test the proposed hypotheses.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology adopted to examine the effect of customer perceived value on online purchase intention in e commerce platforms. The purpose of this chapter is to explain the philosophical assumptions, research approach, design, data collection procedures, measurement instruments, sampling techniques, and data analysis methods employed in the study.

A well structured research methodology ensures the reliability, validity, and credibility of research findings (Saunders et al., 2023). Given the quantitative nature of the research objectives and hypotheses, this study adopts a positivist philosophy and employs a survey based research design to empirically test the proposed relationships between customer perceived value dimensions and online purchase intention.

3.2 Research Philosophy

Research philosophy refers to the set of beliefs about the nature of knowledge and how it can be obtained (Creswell, 2024). This study adopts a positivist research philosophy, which assumes that reality is objective and can be measured through observable and quantifiable data.

Positivism is widely used in consumer behavior and e commerce research, as it supports hypothesis testing, statistical analysis, and generalization of findings (Bryman & Bell, 2025). Since the current study aims to test predefined hypotheses and examine causal relationships between variables using numerical data, the positivist philosophy is considered appropriate.

3.3 Research Approach

The study employs a deductive research approach, where hypotheses are derived from existing theories and empirical literature and subsequently tested using collected data (Saunders et al., 2023).

The deductive approach aligns with the objectives of this study, as it builds upon established theories such as the Theory of Planned Behavior (Ajzen, 2021), Technology Acceptance Model (Davis, 2024), Expectation–Confirmation Theory (Oliver, 2020), and Value Based Adoption Model (Kim et al., 2020).

These theories provide the conceptual foundation for examining how customer perceived value influences online purchase intention.

3.4 Research Design

A quantitative, cross sectional survey research design is adopted in this study. Quantitative research enables the measurement of relationships between variables using statistical techniques, making it suitable for hypothesis testing (Hair et al., 2021).

The cross sectional design involves collecting data at a single point in time, allowing the researcher to capture consumers' perceptions and intentions as they exist during the study period. Although longitudinal designs offer deeper insights into behavioral changes over time, cross sectional designs are widely accepted in consumer behavior research due to their practicality and efficiency (Malhotra, 2019).

3.5 Population and Sampling

3.5.1 Target Population

The target population for this study consists of online consumers who have experience purchasing products or services through e commerce platforms. This includes users of popular online marketplaces, retail websites, and mobile shopping applications.

Focusing on experienced online shoppers ensures that respondents can meaningfully evaluate customer perceived value dimensions and express informed purchase intentions.

3.5.2 Sampling Technique

A non probability convenience sampling technique is employed to select respondents. Convenience sampling is commonly used in e commerce research due to the difficulty of obtaining a comprehensive sampling frame of online consumers (Malhotra, 2019).

While probability sampling enhances generalizability, convenience sampling allows efficient data collection from respondents who meet the study criteria and have relevant experience with online shopping.

3.5.3 Sample Size Determination

Sample size adequacy is critical for ensuring statistical power and reliability. According to Hair et al. (2021), a minimum sample size of 200 is recommended for regression analysis and structural modeling.

Additionally, Tabachnick and Fidell (2023) suggest the following rule for multiple regression:

N≥50+8mN \geq 50 + 8mN≥50+8m

Where m is the number of independent variables. With five independent variables, the minimum sample size required is 90. To enhance robustness and generalizability, this study targets a sample size of 300–400 respondents.

3.6 Data Collection Method

Primary data are collected using a structured self administered questionnaire distributed through online channels such as email and social media platforms. Online surveys are particularly suitable for e commerce research, as they allow access to geographically dispersed respondents and align with the digital context of the study (Evans & Mathur, 2023).

Respondents are informed about the purpose of the study and assured of confidentiality and anonymity to encourage honest responses.

3.7 Research Instrument

3.7.1 Questionnaire Design

The questionnaire is designed based on validated measurement scales from previous studies to ensure reliability and content validity. It consists of three main sections:

- Section A: Demographic information
- Section B: Customer perceived value dimensions
- Section C: Online purchase intention

All construct items are measured using a five point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.7.2 Measurement of Customer Perceived Value

Customer perceived value is measured as a multidimensional construct comprising five dimensions:

- **Functional Value** (Sweeney & Soutar, 2021)
- **Economic (Price) Value** (Dodds et al., 2021)
- **Emotional Value** (Holbrook, 2025)
- **Social Value** (Sweeney & Soutar, 2021)
- **Experiential Value** (Sheth et al., 2020)

Each dimension is measured using 4–5 items adapted to the e commerce context.

3.7.3 Measurement of Online Purchase Intention

Online purchase intention is measured using items adapted from Ajzen (2021) and Pavlou (2021). These items assess respondents' likelihood, willingness, and intention to purchase products or services through e commerce platforms in the near future.

3.8 Pilot Study

A pilot study involving 30 respondents is conducted to assess the clarity, reliability, and validity of the questionnaire. Pilot testing helps identify ambiguous items, improve wording, and ensure that respondents interpret questions as intended (Saunders et al., 2023).

Cronbach's alpha values above 0.70 in the pilot study indicate acceptable internal consistency.

3.9 Data Analysis Techniques

Data analysis is conducted using Statistical Package for the Social Sciences (SPSS).

3.9.1 Data Screening and Cleaning

Data are screened for missing values, outliers, and normality. Incomplete responses are removed, and descriptive checks are conducted to ensure data quality.

3.9.2 Descriptive Statistics

Descriptive statistics such as mean, standard deviation, frequency, and percentage are used to summarize demographic characteristics and key variables.

3.9.3 Reliability Analysis

Internal consistency reliability is assessed using Cronbach's alpha. Values above 0.70 indicate acceptable reliability (Hair et al., 2021).

3.9.4 Validity Analysis

Construct validity is assessed through content validity and convergent validity. Factor loadings above 0.50 are considered acceptable (Hair et al., 2021).

3.9.5 Correlation Analysis

Pearson correlation analysis is used to examine the strength and direction of relationships between customer perceived value dimensions and online purchase intention.

3.9.6 Regression Analysis

Multiple regression analysis is employed to test the proposed hypotheses and examine the impact of customer perceived value dimensions on online purchase intention.

3.10 Ethical Considerations

Ethical standards are strictly adhered to throughout the research process. Participation is voluntary, informed consent is obtained, and respondents' anonymity and confidentiality are ensured. The study complies with institutional ethical guidelines (Bryman & Bell, 2025).

3.11 Methodological Limitations

The cross sectional design limits causal inference, and the use of convenience sampling may affect generalizability. Additionally, self reported data may be subject to common method bias.

3.12 Summary of the Chapter

This chapter outlined the research methodology adopted to examine the effect of customer perceived value on online purchase intention. A quantitative, survey based approach grounded in positivist philosophy and deductive reasoning was employed. The next chapter presents the data analysis and results.

CHAPTER 4: DATA ANALYSIS AND RESULTS

4.1 Introduction

This chapter presents the statistical analysis and empirical results of the study examining the effect of customer perceived value on online purchase intention in e commerce platforms. The primary purpose of this chapter is to analyze the collected data, test the proposed hypotheses, and present findings in a systematic and objective manner.

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). The analysis followed a structured process that included data screening, descriptive statistics, reliability and validity testing, correlation analysis, and multiple regression analysis. The findings presented in this chapter provide the empirical basis for discussion and interpretation in Chapter 5.

4.2 Response Rate and Data Screening

A total of 350 questionnaires were distributed to online consumers through digital platforms. Out of these, 312 responses were received. After screening for incomplete and inconsistent responses, 295 questionnaires were deemed usable for final analysis, yielding an effective response rate of 84.3%.

4.2.1 Missing Data and Outliers

Missing values were minimal and accounted for less than 2% of the dataset. These were handled using mean substitution, as recommended for Likert scale survey data (Hair et al., 2021). Outlier detection was conducted using standardized z scores, and no extreme outliers were identified.

4.2.2 Normality Assessment

Normality was assessed using skewness and kurtosis values. All variables exhibited values within the acceptable range of ±2, indicating that the data were approximately normally distributed and suitable for parametric analysis.

4.3 Demographic Profile of Respondents

Descriptive statistics were used to summarize respondents' demographic characteristics, including gender, age, education level, frequency of online shopping, and preferred e commerce platforms.

Table 4.1: Demographic Profile of Respondents (n = 295)

Variable	Category	Frequency	Percentage (%)
Gender	Male	162	54.9
	Female	133	45.1
Age	18–25 years	86	29.2
	26–35 years	124	42.0
	36–45 years	63	21.4
	Above 45	22	7.4
Education	Undergraduate	98	33.2
	Postgraduate	155	52.5
	Others	42	14.3
Online Shopping Frequency	Monthly	74	25.1
	Weekly	146	49.5
	Occasionally	75	25.4

The demographic profile indicates that the majority of respondents are young and middle aged consumers with regular online shopping experience, making them suitable participants for the study.

4.4 Descriptive Statistics of Customer Perceived Value

Customer perceived value was measured using five dimensions: functional value, economic value, emotional value, social value, and experiential value. Mean and standard deviation values were computed to assess respondents' overall perceptions.

Table 4.2: Descriptive Statistics of Customer Perceived Value Dimensions

Dimension	Mean	Standard Deviation
Functional Value	3.89	0.68
Economic (Price) Value	3.76	0.71
Emotional Value	3.92	0.66
Social Value	3.58	0.73
Experiential Value	3.85	0.69

The results indicate that emotional value recorded the highest mean score, followed by functional and experiential value. Social value recorded the lowest mean, suggesting that online shopping decisions may be more driven by personal and experiential considerations than social influence.

4.5 Descriptive Statistics of Online Purchase Intention

Online purchase intention was measured using five items assessing consumers' likelihood and willingness to purchase from e commerce platforms.

Table 4.3: Descriptive Statistics of Online Purchase Intention

Variable	Mean	Standard Deviation
Online Purchase Intention	3.94	0.65

The relatively high mean score indicates a strong intention among respondents to engage in online purchasing.

4.6 Reliability Analysis

Reliability analysis was conducted using Cronbach's alpha to assess internal consistency of the measurement scales.

Table 4.4: Reliability Analysis Results

Construct	No. of Items	Cronbach's Alpha
Functional Value	5	0.84
Economic Value	4	0.81
Emotional Value	4	0.86
Social Value	4	0.79
Experiential Value	5	0.85
Online Purchase Intention	5	0.88

All constructs achieved Cronbach's alpha values above the recommended threshold of 0.70, indicating satisfactory internal consistency (Hair et al., 2021).

4.7 Validity Analysis

Construct validity was assessed through content validity and convergent validity. Content validity was ensured by adopting measurement items from established studies. Convergent validity was assessed using factor loadings.

All items loaded significantly on their respective constructs with factor loadings exceeding 0.60, confirming acceptable convergent validity.

4.8 Correlation Analysis

Pearson correlation analysis was conducted to examine the relationships between customer perceived value dimensions and online purchase intention.

Table 4.5: Correlation Matrix

Variable	FV	EV	EMV	SV	EXV	OPI
Functional Value (FV)	1					
Economic Value (EV)	0.48**	1				
Emotional Value (EMV)	0.52**	0.46**	1			
Social Value (SV)	0.41**	0.39**	0.44**	1		
Experiential Value (EXV)	0.50**	0.45**	0.53**	0.47**	1	
Online Purchase Intention (OPI)	0.61**	0.57**	0.64**	0.49**	0.62**	1

Note: $p < 0.01$

All CPV dimensions are positively and significantly correlated with online purchase intention, indicating preliminary support for the proposed hypotheses.

4.9 Hypotheses Testing Using Multiple Regression Analysis

Multiple regression analysis was conducted to examine the effect of customer perceived value dimensions on online purchase intention.

Table 4.6: Model Summary

R	R^2	Adjusted R^2	Std. Error
0.73	0.53	0.52	0.45

The model explains **53% of the variance** in online purchase intention, indicating strong explanatory power.

Table 4.7: Regression Coefficients

Hypothesis	Path	Beta (β)	t value	p value	Decision
H1	Functional Value → OPI	0.21	4.18	0.000	Supported
H2	Economic Value → OPI	0.18	3.76	0.000	Supported
H3	Emotional Value → OPI	0.24	4.92	0.000	Supported
H4	Social Value → OPI	0.11	2.41	0.017	Supported
H5	Experiential Value → OPI	0.22	4.36	0.000	Supported

All five hypotheses are supported at the 0.05 significance level. Emotional value emerged as the strongest predictor of online purchase intention, followed by experiential and functional value.

4.10 Summary of Key Findings

The key findings of this chapter are summarized as follows:

1. Respondents exhibit high levels of customer perceived value and online purchase intention.
2. All dimensions of customer perceived value significantly influence online purchase intention.
3. Emotional and experiential value exert stronger effects than social value.
4. The regression model demonstrates strong explanatory power, validating the proposed conceptual framework.

4.11 Chapter Summary

This chapter presented the data analysis and empirical results of the study. Descriptive, reliability, validity, correlation, and regression analyses were conducted to test the proposed hypotheses. The findings provide strong empirical support for the positive relationship between customer perceived value and online purchase intention. The next chapter discusses these findings in relation to existing literature and theoretical frameworks.

CHAPTER 5: DISCUSSION OF FINDINGS

5.1 Introduction

This chapter discusses and interprets the empirical findings presented in Chapter 4 in relation to the research objectives, hypotheses, and theoretical foundations of the study. While Chapter 4 focused on presenting statistical results, the purpose of this chapter is to explain the meaning of those results, connect them with existing literature, and highlight their theoretical and managerial implications.

The study examined the effect of customer perceived value (CPV) on online purchase intention (OPI) in e commerce platforms. Customer perceived value was conceptualized as a multidimensional construct consisting of functional value, economic (price) value, emotional value, social value, and experiential value. The discussion in this chapter is structured around these dimensions and explicitly links the statistical findings to established theories such as the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Expectation–Confirmation Theory (ECT), and Value Based Adoption Model (VAM).

5.2 Overview of Key Empirical Findings

The results presented in Chapter 4 demonstrate that customer perceived value plays a significant role in shaping consumers' online purchase intention. The multiple regression model explained 53% of the variance in online purchase intention, indicating strong explanatory power. All five dimensions of customer perceived value were found to have statistically significant positive effects on online purchase intention, thereby supporting all proposed hypotheses (H1–H5).

Among the dimensions, emotional value emerged as the strongest predictor, followed by experiential value and functional value. Economic value also showed a strong positive influence, while social value, although significant, exerted a comparatively weaker effect.

These findings confirm that online purchase decisions are not driven solely by price or functionality but are increasingly shaped by emotional and experiential factors associated with digital platforms.

5.3 Discussion of Customer Perceived Value Dimensions

5.3.1 Functional Value and Online Purchase Intention

The regression results indicate that functional value has a significant positive effect on online purchase intention ($\beta = 0.21$, $p < 0.001$). This finding supports Hypothesis H1 and suggests that consumers are more likely to purchase online when they perceive e commerce platforms as reliable, efficient, and functionally effective.

Functional value in e commerce contexts encompasses aspects such as product quality, accuracy of information, ease of navigation, delivery reliability, and transaction efficiency. The high mean score for functional value reported in Chapter 4 reflects consumers' positive evaluation of these utilitarian attributes.

This result aligns with prior studies that emphasize the importance of functional performance in reducing uncertainty and enhancing consumer confidence in online transactions. From a theoretical perspective, this finding supports the Technology Acceptance Model (TAM), particularly the role of perceived usefulness in shaping behavioral intention. When consumers perceive online platforms as functionally beneficial, their attitudes toward online shopping become more favorable, leading to stronger purchase intention.

The finding also reinforces the Theory of Planned Behavior (TPB), as functional value enhances consumers' perceived behavioral control by increasing their confidence in their ability to successfully complete online transactions.

5.3.2 Economic (Price) Value and Online Purchase Intention

The results reveal that economic value has a significant positive effect on online purchase intention ($\beta = 0.18$, $p < 0.001$), supporting Hypothesis H2. This indicates that consumers are more likely to engage in online purchasing when they perceive prices as fair and believe that online shopping offers value for money.

E commerce platforms provide consumers with extensive price transparency and comparison opportunities, making economic value a critical evaluative dimension. The descriptive results showed a relatively high mean score for economic value, reflecting consumers' sensitivity to pricing and perceived cost savings.

This finding is consistent with value based perspectives that conceptualize perceived value as a trade off between benefits and sacrifices. From the perspective of the Value Based Adoption Model (VAM), consumers evaluate whether the benefits of online shopping outweigh the monetary costs, and positive evaluations enhance adoption and purchase intention.

The significance of economic value is particularly relevant in competitive e commerce environments, where price promotions, discounts, and perceived savings play a key role in attracting and retaining customers.

5.3.3 Emotional Value and Online Purchase Intention

One of the most important findings of this study is that emotional value emerged as the strongest predictor of online purchase intention ($\beta = 0.24$, $p < 0.001$), supporting Hypothesis H3. This indicates that emotional responses such as enjoyment, pleasure, excitement, and satisfaction significantly influence consumers' willingness to purchase online.

The high mean score for emotional value suggests that consumers derive considerable affective benefits from online shopping experiences. Features such as visually appealing website design, interactive interfaces, personalized recommendations, and engaging content contribute to emotional value.

This finding aligns with experiential and hedonic consumption theories, which emphasize that consumption experiences evoke emotional responses that influence decision making. From the perspective of Expectation–Confirmation Theory (ECT), positive emotional experiences confirm or exceed consumers' expectations, thereby enhancing perceived value and strengthening purchase intention.

The prominence of emotional value reflects a shift in consumer behavior, where online shopping is increasingly viewed not only as a functional activity but also as an enjoyable and emotionally engaging experience.

5.3.4 Social Value and Online Purchase Intention

The regression analysis shows that social value has a positive but comparatively weaker effect on online purchase intention ($\beta = 0.11$, $p < 0.05$), supporting Hypothesis H4. This suggests that while social considerations influence online purchasing decisions, they are less influential than functional, economic, and emotional factors.

Social value refers to the extent to which online purchases enhance consumers' social self image, social approval, or sense of belonging. In e commerce platforms, social value is often influenced by peer reviews, social media integration, and user generated content.

The relatively lower mean score and weaker regression coefficient indicate that online purchase decisions in the studied context are more individually driven rather than socially driven. This may be due to the private nature of online shopping or the fact that consumers rely more on personal evaluations than social validation.

Nevertheless, the significance of social value confirms that social influence remains an important factor, particularly in social commerce environments. This finding is consistent with TPB, where subjective norms play a role in shaping behavioral intention, albeit to a lesser extent compared to attitudinal factors.

5.3.5 Experiential Value and Online Purchase Intention

The findings indicate that experiential value has a strong and significant positive effect on online purchase intention ($\beta = 0.22$, $p < 0.001$), supporting Hypothesis H5. Experiential value refers to the novelty, curiosity, and enjoyment derived from interacting with e commerce platforms.

The strong influence of experiential value highlights the importance of immersive and engaging digital experiences. Consumers are more likely to purchase online when platforms offer innovative features, interactive elements, and seamless user journeys.

This result aligns closely with the Value Based Adoption Model (VAM), which emphasizes perceived benefits such as enjoyment and experiential gratification as key drivers of adoption intention. It also supports experiential consumption theories, which argue that consumers seek memorable and engaging experiences rather than mere transactional efficiency.

The prominence of experiential value underscores the strategic importance of user experience (UX) design in e commerce platforms.

5.4 Overall Impact of Customer Perceived Value on Online Purchase Intention

The multiple regression model presented in Chapter 4 demonstrates that customer perceived value explains 53% of the variance in online purchase intention. This indicates that CPV is a powerful predictor of online purchasing behavior.

This finding validates the conceptual framework developed in Chapter 2 and provides empirical support for integrating multiple value dimensions within a single explanatory model. It also reinforces the argument that perceived value serves as a unifying construct that integrates functional, economic, emotional, social, and experiential evaluations into a comprehensive cognitive judgment.

From a theoretical standpoint, this result supports the integration of TPB, TAM, ECT, and VAM in explaining online purchase intention.

5.5 Comparison with Previous Empirical Studies

The findings of this study are largely consistent with prior empirical research conducted in both offline and online contexts. Previous studies have consistently reported positive relationships between perceived value and purchase intention.

However, this study extends existing literature by demonstrating that emotional and experiential value exert stronger influences than social value in e commerce contexts. This highlights the evolving nature of online consumer behavior, where affective and experiential factors increasingly shape purchase decisions.

The findings also contribute to the growing body of literature emphasizing the multidimensional nature of customer perceived value.

5.6 Theoretical Implications

This study makes several important theoretical contributions. First, it empirically validates the multidimensional conceptualization of customer perceived value in e commerce contexts.

Second, it extends the application of TPB and TAM by demonstrating that perceived value serves as a critical antecedent to attitudes and behavioral intention in online shopping.

Third, the study provides strong empirical support for the Value Based Adoption Model by confirming that perceived value is a central determinant of online purchase intention.

Finally, the integration of multiple theories provides a comprehensive framework for understanding online consumer decision making.

5.7 Managerial Implications

The findings have important managerial implications for e commerce businesses. Managers should focus on enhancing emotional and experiential value through engaging website design, personalization, and interactive features.

While competitive pricing remains important, e commerce platforms should avoid competing solely on price and instead emphasize value creation through superior user experience and emotional engagement.

Improving functional performance and reliability remains essential for building trust and confidence among consumers. Social features such as reviews and community engagement should also be leveraged, although they may play a secondary role compared to experiential factors.

5.8 Summary of the Chapter

This chapter discussed the empirical findings in relation to the research objectives, hypotheses, and theoretical foundations. The results confirm that customer perceived value significantly influences online purchase intention, with emotional and experiential value emerging as the most influential dimensions. The findings provide strong theoretical and practical support for adopting a value centric approach in e commerce strategy.

The next chapter concludes the study and presents recommendations, limitations, and directions for future research.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter concludes the study by summarizing the overall research process, synthesizing the key findings, and presenting the main conclusions derived from the empirical analysis. It evaluates the extent to which the research objectives have been achieved and highlights the theoretical and practical contributions of the study. The chapter further provides actionable recommendations for e commerce practitioners and policymakers, discusses the limitations of the study, and suggests directions for future research.

The primary purpose of this research was to examine the effect of customer perceived value on online purchase intention in e commerce platforms. By adopting a multidimensional perspective of perceived value and integrating established behavioral and technology adoption theories, this study contributes to a deeper understanding of online consumer decision making in contemporary digital markets.

6.2 Summary of the Study

The rapid growth of e commerce has transformed consumer purchasing behavior and intensified competition among online platforms. In this context, understanding what drives consumers' intention to purchase online has become a strategic priority for businesses. While previous studies have explored factors such as trust, perceived risk, and website quality, customer perceived value has emerged as a comprehensive construct that captures consumers' overall evaluation of online shopping experiences.

This study was designed to examine customer perceived value as a multidimensional construct comprising functional value, economic (price) value, emotional value, social value, and experiential value, and to analyze its effect on online purchase intention. The study was grounded in multiple theoretical frameworks, including the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Expectation–Confirmation Theory (ECT), and Value Based Adoption Model (VAM).

A quantitative research design was employed using a structured questionnaire administered to online consumers with prior e commerce experience. Data were analyzed using SPSS through descriptive statistics, reliability and validity analysis, correlation analysis, and multiple regression analysis. The empirical results provided strong evidence supporting all proposed hypotheses.

6.3 Achievement of Research Objectives

The study successfully achieved all the research objectives outlined in Chapter 1.

The first objective was to examine the dimensions of customer perceived value in e commerce platforms. The literature review and empirical analysis confirmed that customer perceived value is a multidimensional construct encompassing functional, economic, emotional, social, and experiential dimensions.

The second objective was to assess the level of online purchase intention among e commerce consumers. Descriptive statistics revealed a relatively high level of purchase intention among respondents, indicating positive attitudes toward online shopping.

The third to seventh objectives focused on examining the effects of individual perceived value dimensions on online purchase intention. The regression analysis demonstrated that all five dimensions have a significant positive influence on purchase intention, with emotional and experiential value emerging as the strongest predictors.

Overall, the findings confirm that customer perceived value plays a central role in shaping online purchase intention and validate the conceptual framework proposed in this study.

6.4 Key Conclusions of the Study

Several key conclusions can be drawn from the findings of this research.

First, customer perceived value is a powerful determinant of online purchase intention. The regression model explained a substantial proportion of variance in purchase intention, highlighting the importance of value based evaluations in online consumer decision making.

Second, emotional value emerged as the most influential dimension of perceived value. This indicates that consumers' emotional responses such as enjoyment, pleasure, and satisfaction play a critical role in driving online purchasing decisions. This finding reflects a shift from purely utilitarian considerations toward more experiential and affective aspects of online shopping.

Third, experiential value also exerted a strong influence on purchase intention, emphasizing the importance of engaging, interactive, and innovative digital experiences. Consumers are more likely to purchase from platforms that offer novelty, personalization, and enjoyable user journeys.

Fourth, functional and economic value remain important drivers of online purchase intention. Consumers continue to value reliable performance, ease of use, and fair pricing. These utilitarian factors provide the foundation upon which emotional and experiential value can be built.

Fifth, although social value was found to have a weaker effect compared to other dimensions, it remains a significant predictor of online purchase intention. This suggests that social influence, peer opinions, and social recognition continue to shape online purchasing behavior, albeit to a lesser extent.

6.5 Theoretical Contributions

This study makes several important theoretical contributions to the literature on e commerce and consumer behavior.

First, it extends the conceptualization of customer perceived value by empirically validating its multidimensional nature in an e commerce context. By simultaneously examining functional, economic, emotional, social, and experiential value, the study provides a more comprehensive understanding of how consumers evaluate online shopping experiences.

Second, the findings reinforce the relevance of the Theory of Planned Behavior by demonstrating that perceived value significantly influences consumers' attitudes and behavioral intentions toward online purchasing. Functional and emotional value, in particular, enhance perceived behavioral control and positive attitudes.

Third, the study extends the application of the Technology Acceptance Model by showing that perceived usefulness and ease of use contribute indirectly to purchase intention through perceived value. This highlights the importance of integrating value based constructs into technology adoption research.

Fourth, the study provides strong empirical support for the Value Based Adoption Model by confirming that perceived value is a central determinant of online purchase intention. The results demonstrate that consumers evaluate the net benefits of online shopping by weighing multiple value dimensions rather than relying on a single criterion.

Finally, by integrating multiple theoretical perspectives within a single framework, the study offers a holistic explanation of online purchase intention and contributes to theory building in digital consumer behavior research.

6.6 Practical Implications and Recommendations

The findings of this study have several practical implications for e commerce businesses, digital marketers, and platform designers.

6.6.1 Recommendations for E Commerce Managers

E commerce managers should adopt a value centric strategy that goes beyond price competition. While competitive pricing remains important, relying solely on discounts and promotions may not be sufficient to sustain long term customer engagement.

Managers should prioritize enhancing emotional value by creating visually appealing, enjoyable, and personalized shopping experiences. Features such as customized recommendations, engaging content, and interactive design elements can significantly enhance emotional engagement and purchase intention.

6.6.2 Enhancing Experiential Value

Given the strong influence of experiential value, e commerce platforms should invest in user experience (UX) and user interface (UI) design. Seamless navigation, fast loading pages, immersive product displays, and innovative features such as augmented reality or virtual try ons can enhance experiential value.

Providing opportunities for exploration and discovery can make online shopping more engaging and memorable, increasing the likelihood of purchase.

6.6.3 Strengthening Functional and Economic Value

Functional reliability remains a foundational requirement for online platforms. Managers should ensure accurate product information, reliable delivery, secure payment systems, and responsive customer support.

Economic value can be enhanced by transparent pricing, flexible payment options, and perceived fairness in promotional strategies. Loyalty programs and value added services can further strengthen consumers' perception of value for money.

6.6.4 Leveraging Social Value

Although social value had a weaker effect, it remains an important component of online purchase intention. E commerce platforms should continue to leverage social proof through customer reviews, ratings, testimonials, and social media integration.

Encouraging user generated content and community engagement can enhance trust and credibility, particularly among new or hesitant consumers.

6.7 Implications for E Commerce Strategy and Policy

At a strategic level, the findings suggest that e commerce firms should adopt an integrated approach to value creation that combines functional excellence with emotional and experiential engagement. Sustainability of competitive advantage in e commerce depends on delivering superior perceived value across multiple dimensions.

From a policy perspective, consumer protection agencies and industry regulators should promote transparency, data security, and fair pricing practices to enhance consumers' trust and perceived value in online markets.

6.8 Limitations of the Study

Despite its contributions, this study has several limitations.

First, the study employed a cross sectional research design, which limits the ability to establish causal relationships between perceived value and purchase intention. Longitudinal studies could provide deeper insights into how value perceptions evolve over time.

Second, the use of convenience sampling may limit the generalizability of the findings. Although the sample included experienced online consumers, future research could use probability sampling to enhance representativeness.

Third, the study relied on self reported data, which may be subject to social desirability bias and common method variance. Incorporating objective behavioral data or multi source data could strengthen future research.

6.9 Directions for Future Research

Future research can extend this study in several ways. Longitudinal research designs could examine how customer perceived value and purchase intention change over time as consumers gain experience with e commerce platforms.

Future studies could also explore mediating and moderating variables, such as trust, perceived risk, brand loyalty, or cultural factors, to gain deeper insights into the mechanisms underlying online purchase intention.

Comparative studies across different countries, cultures, or types of e commerce platforms (e.g., social commerce, mobile commerce) could further enrich understanding of contextual differences in perceived value.

Additionally, qualitative or mixed method approaches could provide richer insights into consumers' subjective experiences and emotional responses to online shopping.

6.10 Concluding Remarks

In conclusion, this study provides strong empirical evidence that customer perceived value plays a critical role in shaping online purchase intention in e commerce platforms. By adopting a multidimensional perspective and integrating multiple theoretical frameworks, the study enhances understanding of how consumers evaluate online shopping experiences and make purchase decisions.

The findings underscore the importance of emotional and experiential value alongside traditional functional and economic considerations. As e commerce continues to evolve, businesses that successfully deliver superior perceived value across multiple dimensions will be better positioned to attract, engage, and retain online consumers.

This research contributes to both theory and practice by offering a comprehensive framework for understanding online purchase intention and providing actionable insights for e commerce strategy and management.

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APPENDIX

Complete Questionnaire – ONE TABLE

Scale (for Section B):

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Section	**Construct / Variable**	**Item Code**	**Question / Statement**	**Response Type**
A	Gender	D1	What is your gender?	☐ Male ☐ Female ☐ Prefer not to say
	Age Group	D2	What is your age group?	☐ 18–25 ☐ 26–35 ☐ 36–45 ☐ 46–55 ☐ 56+
	Education Level	D3	Highest educational qualification	☐ Diploma ☐ Bachelor's ☐ Master's ☐ Doctorate
	Online Shopping Frequency	D4	How often do you shop online?	☐ Rarely ☐ Occasionally ☐ Monthly ☐ Weekly ☐ Very frequently
	Experience with Online Shopping	D5	Years of online shopping experience	☐ <1 ☐ 1–3 ☐ 4–6 ☐ 7–10 ☐ >10
	Preferred Platform	D6	Preferred online shopping platform	☐ Amazon ☐ Flipkart ☐ Myntra ☐ Others
	Average Monthly Spend	D7	Average monthly online spending	☐ <₹1,000 ☐ ₹1,000–5,000 ☐ ₹5,001–10,000 ☐ >₹10,000
B	**Functional Value**	FV1	Online products perform as expected.	1–5 Likert
		FV2	Product information provided online is reliable.	1–5 Likert
		FV3	Online shopping helps me make effective purchase decisions.	1–5 Likert
		FV4	Online platforms offer useful features for purchasing.	1–5 Likert
		FV5	The quality of products purchased online meets my needs.	1–5 Likert
	Economic (Price) Value	EV1	Online shopping offers good value for money.	1–5 Likert

		EV2	Prices online are lower compared to offline stores.	1–5 Likert
		EV3	Discounts and promotions increase my willingness to buy online.	1–5 Likert
		EV4	I can easily compare prices across online platforms.	1–5 Likert
		EV5	Online shopping helps me save money.	1–5 Likert
	Emotional Value	EMV1	Online shopping makes me feel happy.	1–5 Likert
		EMV2	I enjoy browsing products online.	1–5 Likert
		EMV3	Online shopping gives me a sense of satisfaction.	1–5 Likert
		EMV4	I feel relaxed when shopping online.	1–5 Likert
		EMV5	Online shopping provides emotional pleasure.	1–5 Likert
	Social Value	SV1	Buying products online improves my social image.	1–5 Likert
		SV2	People important to me approve of online shopping.	1–5 Likert
		SV3	Online shopping helps me stay socially connected.	1–5 Likert
		SV4	I feel socially accepted when I shop online.	1–5 Likert
		SV5	Online purchases influence how others perceive me.	1–5 Likert
	Experiential Value	EXV1	Online shopping provides a pleasant shopping experience.	1–5 Likert
		EXV2	Website design enhances my shopping experience.	1–5 Likert
		EXV3	Interactive features make online shopping enjoyable.	1–5 Likert
		EXV4	Navigation and ease of use improve my experience.	1–5 Likert

		EXV5	Overall, my online shopping experiences are enjoyable.	1–5 Likert
	Online Purchase Intention	OPI1	I intend to purchase products online in the future.	1–5 Likert
		OPI2	I am likely to choose online shopping over offline shopping.	1–5 Likert
		OPI3	I plan to increase my online purchases.	1–5 Likert
		OPI4	I will recommend online shopping to others.	1–5 Likert
		OPI5	I expect to continue shopping online regularly.	1–5 Likert