



## Exploring the influence of emotions on sustaining purchase intentions through the online store in Indonesia

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### ABSTRACT

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This study explores the influence of emotions on sustaining purchase intentions through an online store in Indonesia. Application penetration in the mobile ecosystem has become popular as an online-to-offline (O2O) service that applies the convenience of online services to offline reality. Therefore, this study aims to develop a comprehensive model of online store image based on the continuous usage intention of consumers in online-to-offline meal applications. This study uses Pleasure, Arousal, and Dominance (PAD) theory as an adapted model of the organism stimuli, and response framework. The design of the study uses a quantitative research approach and adapts research instruments from previous research. This study focuses on five variables. It consists of Online Store Image, Pleasure, Arousal, Dominance, and continuous purchasing—the indicators obtained from previous studies. This study collected data in 2023, when the World Health Organization (WHO) revoked COVID-19 status. There are 260 responses collected. The result indicates that online store image affects pleasure, arousal, and dominance, as the emotions stimulated by this study show that pleasure and dominance emotions positively and significantly impact continuous purchase intention. The study's practical implication suggests that the potential for boosting sustained purchasing intention exists when consumers experience feelings of happiness and sense of dominance. So, this study suggests the provider must increase their online presence to create an excellent online store's image. If the online store's image is good, consumers' pleasure, arousal, and dominance emotions will increase.

**Contribution/Originality:** This study develops a comprehensive model of online store image based on continuous usage intention of consumers in online-to-offline meal applications that captures the environmental psychology perspective through PAD theory. We adopt the SOR model because it helps clarify consumer responses based on online image stores as stimuli.

## 1. INTRODUCTION

The development of the internet has led to an increase in the use of mobile devices, a trend closely associated with the public's convenience in using them for daily life. The use of smartphones among consumers has increased exponentially (Kumar & Shah, 2021). A Global Association of Mobile Operators report shows that the increase in mobile ecosystem in 2021 increased to \$1.1 trillion, and mobile operators accounted for more than half of this

figure. One of the most significant improvements in the mobile ecosystem is the increase in mobile application penetration. Several companies have launched various apps and played in this pool to attract customers (Kumar & Shah, 2021). Recently, the application that has become increasingly popular is the existence of an application, which is an online-to-offline (O2O) service where the service applies the convenience of online services to offline reality (Roh & Park, 2019). In 2021, the use of online-to-offline service applications reached 296.3 billion USD and is predicted to reach 466.5 billion USD in 2026 (Statistika, 2020). One of the uses of this online-to-offline service application is to order food online, which is then delivered to the ordering location within a certain period (Shah, Abbasi, & Yan, 2023).

The COVID-19 pandemic has impacted various service sectors, including food and restaurants. Therefore, several large and medium celebrants are turning to online catering and innovating by providing online-to-offline meal services to survive in the market and meet changes in consumer behavior (Talwar, Jabeen, Tandon, Sakashita, & Dhir, 2021). During the pandemic, many traditional food providers turned to online platforms and used online-to-offline meal services to survive. The raise of online-to-offline providers has undoubtedly increased competition. Service providers compete to provide their best deals online (He, Han, Cheng, Fan, & Dong, 2019). From a consumer point of view, an online store will be attractive or not, depending on how consumers perceive the image of the online store (Ariffin, Mohan, & Goh, 2018). This consumer perspective is the basis for consumers' perceptions of the online store, whether exciting or not.

Previous research explained that consumers' online intention behavior depends on the variety of products provided, clarity of product information, and website features (Dholakia & Zhao, 2009; Pee, Jiang, & Klein, 2019). Furthermore, Dholakia and Zhao (2009) have identified that consumers' purchase intentions online are also influenced by product factors, shipping problems, prices, and the design of the store's website itself. Other research explains that emotions can mediate purchasing decisions (Bigne, Chatzipanagiotou, & Ruiz, 2020). Researchers discovered that consumer' intentions to engage in online consumption can be positively influenced by the presence of pleasure, passion, and dominance. Therefore, online-to-offline meal providers should be able to understand how the environment of online feedback can affect the emotional state of consumers so that it can affect future purchases (Shah et al., 2023).

Based on a comprehensive literature review, we found some research gaps in online-to-offline meal applications: 1) Majority of studies are concerned with application adoption in online-to-offline meals applications; 2) the adoption of SOR model in the online-to-offline meal application focuses only on online peer review; 3) there aren't any studies that purposefully use Pleasure Arousal Dominance (PAD) theory as psychology perspective to understand the emotions of the online consumer in the relationship between online store image and continued usage intention on online-to-offline meal application.

In this paper, our goal is to bridge the previously identified gaps. Thus, in this study, we develop a comprehensive model of online store image on continuous usage intention of consumers in online-to-offline meal applications that captures the environmental psychology perspective through PAD theory. This extended model follows the extensive framework of Stimuli, Organism, and Response (SOR) model. We adopt the SOR model because it helps clarify consumer responses based on online image stores as stimuli. This paper's composition includes an introduction, a section on literature review, a description of the methods, presentation of results, a conclusion, and a section addressing limitations and offering suggestions.

## 2. LITERATURE REVIEW

### 2.1. SOR Theory

The stimuli, Organism, and Response (SOR) model explains how the environment (stimuli) influences people's affective state (Organism), which can direct to behavioural response (response) (Mehrabian & Russell, 1974). This theory provides valuable insights into the environmental elements known as stimuli. Marketing research uses the

SOR model to learn about the environment (Xu, Benbasat, & Cenfetelli, 2014). The stimuli affect the *Organism*, specifically consumers' cognitive and affective processes, leading to a behavioural *response*. This study adopts the SOR model because it explains cause and effect, which helps to explain how the environment leads to continuous usage intention on online-to-offline meal apps. Through the process that SOR theory did, we can get research with grounded techniques for investigating ongoing usage intention (Shah, Yan, & Qayyum, 2022).

## 2.2. PAD Theory

The pleasure Arousal Dominance (PAD) theory is an extension theory of the SOR model (Mehrabian & Russell, 1974). This theory is about a psychological perspective known as the emotional state model. The Pad theory encompasses three distinct emotions. The first is pleasure. Pleasure is an emotion of delight or contentment (Loureiro, Bilro, & Japutra, 2019). The second is arousal. Arousal is a perception of being stimulated by one's surroundings (Verkijika & De Wet, 2019). The third is dominance. Dominance refers to the perception of possessing completeness. Many research studies have used PAD theory in multiple contexts regarding technology use behavior (Kumar & Shah, 2021). For example, there is research about purchase intention in an online retail environment, and another study about attitude and use intention in social media such as Facebook, purchasing behavior on online website satisfaction, and recommendations (Miniero, Rurale, & Addis, 2014).

### 2.2.1. Online Store Image and PAD Theory

Store image affects consumer perceptions of service quality, affecting consumer preferences and increasing consumer availability to buy products or services (Beneke, Brito, & Garvey, 2015). Store image makes the product more valuable, influencing purchase intention (Graciola, De Toni, Milan, & Eberle, 2020). Besides, store image also impacts consumer preference on purchase decision (Chang & Tseng, 2013). Existing studies found no interaction between store image and increasing product value (Grewal, Krishnan, Baker, & Borin, 1998). Likewise, in online stores, consumers' perceptions of the store's appearance will also affect purchases (Ariffin et al., 2018). Previous studies explain that online store image positively and significantly impacts the consumer's purchase intention in diversified contexts (Chen, Teng, Yu, & Yu, 2016). Further, the online-to-offline provider uses design and interface online-to-offline meal apps to optimize the online store image (Kapoor & Vij, 2018) perhaps it can evoke fundamental emotions. Thus, we hypothesize that:

*H<sub>1a</sub>: Online store image has a positive and significant impact on consumer pleasure.*

*H<sub>1b</sub>: Online store image has a positive and significant impact on consumer arousal.*

*H<sub>1c</sub>: Online store image has a positive and significant effect on consumer dominance.*

### 2.2.2. PAD and Continuous Purchase Intention

Previous studies found pleasure is associated with consumer behavioral intention (Kumar & Shah, 2021). Miniero et al. (2014) clarify that pleasure plays a significant role in both satisfaction and recommendation impacts. One of the indicators of revisiting and recommendation intentions is pleasure (Loureiro et al., 2019). Yang, Kim, and Zimmerman (2020) support a positive association between pleasure and continued usage intentions.

Further, the excitement created from stimulation refers to Arousal (Miniero et al., 2014). A previous study found the arousal of individual experience influences intentions to use social media platforms (Hall, Elliott, & Meng, 2017). Existing studies demonstrate that travel and online retailing websites determine arousal (Loureiro et al., 2019).

Afterward, there was a literature review about the association between dominance and behavioral outcomes. There was a positive association between dominance and continued usage intentions of travel websites (Loureiro et al., 2019). A previous study found a positive association between dominance and purchase intention in an online retail environment. Based on the comprehensive literature review, we know that all PAD components (pleasure,

arousal, and dominance) have positive significance for behavioral intention in a broad context. Secondly, we believe that the PAD component in online-to-offline meal apps gives online consumers a sense of control. At the same time, they have a decision-making process, like offering consumers continuous purchase intentions on online-to-offline meal apps. Thus, we hypothesize that:

*H<sub>2a</sub>: Pleasure has a positive and significant impact on continuous purchase intention.*

*H<sub>2b</sub>: Arousal has a positive and significant effects on continuous purchase intention.*

*H<sub>2c</sub>: Dominance has a positive and significant impact on continuous purchase intention.*

**2.2.3. Mediation Effect of PAD**

Additionally, this study examines how the PAD theory mediates the relationship between online store image and continuous purchase intention in online-to-offline meal apps. Previous studies have identifies PAD as a mediator. Huang, Ali, and Liao (2017) confirm that emotion mediates the relationship between the website atmospheric variable and the result variable. PAD as a mediation effect is also confirmed by Yang et al. (2020) those who explain emotion as a mediating effect, leading to a positive response toward the brand. A similar finding by Kumar and Shah (2021) explains that emotion PAD mediated the relationship between aesthetic formality and continued usage intention. In line with Hall et al. (2017) we argue that consumer experiences of pleasure and intention of continued use are mediated by varying degrees of passion and dominance, and they influence the intention of continued use of consumers. Thus, we hypothesize that:

*H<sub>3a</sub>: Pleasure emotion is mediating the relationship between online store image and continuous purchase intention.*

*H<sub>3b</sub>: Arousal emotion mediates the relationship between online store image and continuous purchase intention.*

*H<sub>3c</sub>: Dominance emotion is mediating the relationship between online store image and continuous purchase intention.*

This study proposes a research framework, attached.

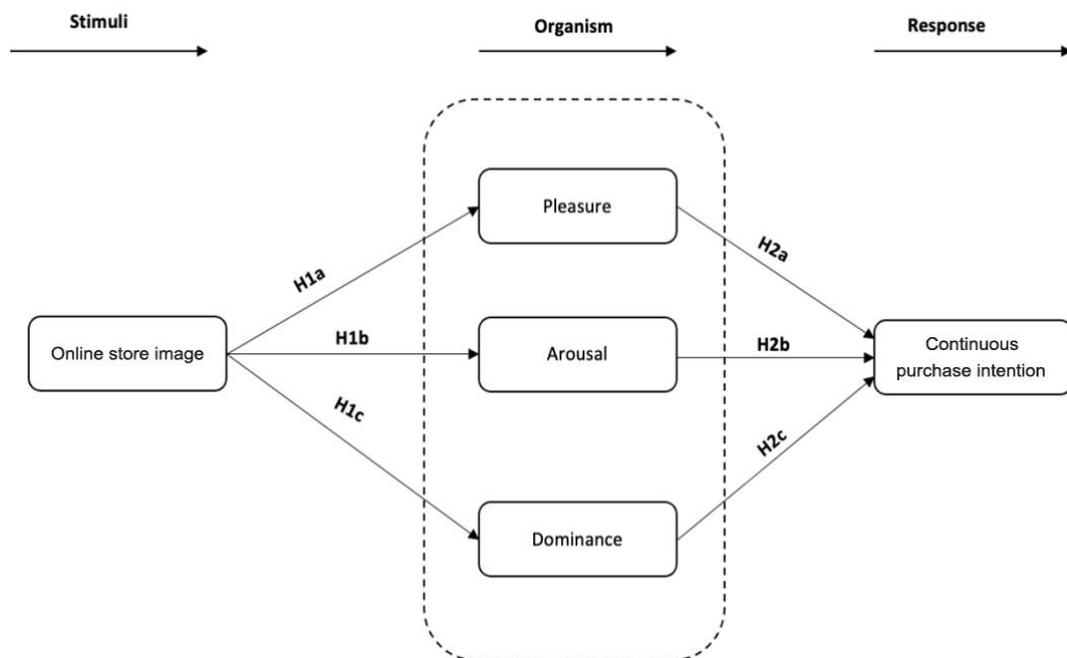


Figure 1. The framework proposed in this study.

**3. METHODS**

Figure 1 illustrates that this study focuses on Pleasure Arousal Dominance (PAD) theory from a psychological perspective to understand the emotions of online consumers and the relationship between online store image and continued usage intention on online-to-offline meal applications. Majority of previous studies are concerned about application adoption in online-to-offline meal applications and the adoption of the SOR model in the online-to-

offline meal application, focusing only on online peer review. This study is concerned with quantitative research and adopts the survey-based questionnaire approach to collect data from respondents. The quantitative approach in this study is descriptive, which aims to explain and provide an overview of the object of study. The survey instruments are based on previous studies: online store image formality from Kumar, Gupta, and Cappiello (2023) pleasure, arousal, and dominance from Huang et al. (2017) and continuous purchase intention from Yang et al. (2020). We employed a five-point Likert scale for gathering responses, with one representing strong disagreement and five indicating strong agreement. After preparing the survey and adapting the questionnaire to the context of online-to-offline meal apps, we will seek to validate the survey instruments that are not integral to our research. Perhaps the instrument surveys that spread to respondents are precise and have no return. We conducted a preliminary study using online-to-offline meal apps, after incorporating the recommended modification into the survey. The pilot study was performed to ensure the validity and reliability of constructs, which was ensured by the pilot study results.

Regarding the analyses, this study uses the Structural Equation Model (SEM) to test the hypothesis. SEM is a multivariate statistical analysis method. In structural equation modeling (SEM), three concurrent tasks are undertaken: assessing the validity and reliability of measurement instruments, examining the relationships between variables (through path analysis), and developing predictive models. A comprehensive model comprises both a measurement model and a structural model.

In this study, there are five variables. It consists of Online Store Image, Pleasure, Arousal, Dominance, and continuous purchasing—the indicators obtained from previous studies. We adopted the online store image indicator from Kumar et al. (2023). Furthermore, the hand of Pleasure, Arousal, and Dominance were assumed from Mehrabian and Russell (1974) and the last one was the continuous purchase intention variable.

#### 4. RESULTS

According to the collected data, this study gets the information presented in Table 1 about respondents' demographic information. The participants in this study were primarily female. Besides, the significant proposition for this generation is the millennial generation. This study collected data in 2023, when the World Health Organization (WHO) revoked COVID-19 status. During this period, online purchasing, including online and offline meals, is increasing.

**Table 1.** Demographic information of respondents (n=260).

Measure	Items	Frequency	Percentage (%)
Gender	Male	33	25%
	Female	97	75%
Age	11-24	65	50%
	25-40	48	36%
	41-56	16	13%
	57-75	1	1%

##### 4.1. Measurement Model

Furthermore, this study evaluates both the measurement and structural models. The first one is the measurement model. During this phase, the researcher evaluates the data's validity and reliability. The validity assessment includes both convergent validity and discriminant validity checks. Convergent validity can be seen in Table 2, which presents the value of the loading factor and average variance extracted (AVE). Based on the assessment that two indicators don't meet the criteria, it is 0,07. Therefore, we must eliminate indicator arousal number four and online store image number four. Besides, discriminant validity can be seen from the Fornell-Lacker criterion and cross-loading. Table 3 explains that all constructs have met the requirements. Following the

validity test, we proceed to examine composite reliability and Cronbach's Alpha criteria. Based on Table 2, we know that all constructs meet Cronbach's alpha criteria. The Composite Reliability assessment will qualify if Cronbach's alpha is 0.70.

Last, we can see Table 4 explaining cross-loading between each indicator. The result indicates that the cross-loading indicator for each construct is greater than cross-loading indicator for another construct. So, we can conclude from Tables 2, 3, and 4 that this study has good validity and reliability.

Table 2. Loadings, reliability, and convergent validity.

Construct	Code of items	Factor loadings	CR ( $\alpha$ )	AVE	Convergent validity
Online store image	OSI1	0.810	0.943	0.780	Yes
	OSI2	0.873			
	OSI3	0.915			
	OSI5	0.891			
	OSI6	0.894			
Pleasure	PLS1	0.879	0.879	0.735	Yes
	PLS2	0.848			
	PLS3	0.826			
	PLS4	0.874			
Arousal	ARS1	0.909	0.851	0.770	Yes
	ARS2	0.898			
	ARS3	0.824			
Dominance	DMC1	0.732	0.908	0.687	Yes
	DMC2	0.815			
	DMC3	0.847			
	DMC4	0.843			
	DMC5	0.865			
	DMC6	0.862			
Continuous purchase intention	CPI1	0.897	0.943	0.718	Yes
	CPI2	0.862			
	CPI3	0.903			
	CPI4	0.878			
	CPI5	0.782			
	CPI6	0.859			
	CPI7	0.867			
	CPI8	0.712			

Table 3. Analysis of discriminant validity Fornell-Larcker.

Construct	OSI	PLS	ARS	DMC	CPI
OSI	0.883				
PLS	0.793	0.875			
ARS	0.758	0.820	0.878		
DMC	0.643	0.695	0.737	0.828	
CPI	0.684	0.702	0.695	0.737	0.847

Table 4. Analysis of discriminant validity cross loadings.

	Arousal	Continuous purchase intention	Dominance	Online store image	Pleasure
ARS1	0.9091	0.6681	0.6306	0.6925	0.7446
ARS2	0.8984	0.6601	0.6749	0.7021	0.7498
ARS3	0.8240	0.4850	0.6413	0.5959	0.6629
CPI1	0.6678	0.8970	0.5937	0.6799	0.6902
CPI2	0.6312	0.8622	0.5669	0.6115	0.6219
CPI3	0.5725	0.9037	0.6065	0.5775	0.6018
CPI4	0.5805	0.8780	0.5467	0.6096	0.5931
CPI5	0.5074	0.7828	0.5513	0.3533	0.4286

	Arousal	Continuous purchase intention	Dominance	Online store image	Pleasure
CPI6	0.6150	0.8599	0.6300	0.6608	0.6340
CPI7	0.6664	0.8673	0.6375	0.6822	0.6716
CPI8	0.4338	0.7122	0.5035	0.3864	0.4676
DMC1	0.5893	0.4155	0.7325	0.4435	0.5125
DCM2	0.6119	0.5775	0.8151	0.5993	0.5897
DMC3	0.5926	0.5585	0.8476	0.4635	0.5797
DMC4	0.6164	0.5259	0.8437	0.5288	0.5310
DMC5	0.6485	0.6229	0.8650	0.5496	0.5846
DMC6	0.6125	0.6674	0.8620	0.5882	0.6477
OSI1	0.6030	0.5502	0.4962	0.8106	0.6588
OSI2	0.5949	0.5836	0.5571	0.8733	0.6484
OSI3	0.6486	0.6193	0.5904	0.9150	0.7004
OSI5	0.7036	0.5771	0.5723	0.8911	0.7290
OSI6	0.7083	0.6134	0.5837	0.8947	0.7211
OSI7	0.7472	0.6789	0.6033	0.9116	0.7425
PLS1	0.8087	0.6595	0.6262	0.7213	0.8797
PLS2	0.6654	0.5907	0.6276	0.6371	0.8484
PLS3	0.6238	0.5310	0.5450	0.6756	0.8267
PLS4	0.7062	0.6213	0.5861	0.6864	0.8742

#### 4.2. Structural Model

After evaluating the measurement model, we continue to analyze the structural model. In this stage, we test the relationship between variables or the hypothesis. Several structural model evaluation methods include R Square, Path Coefficients, T-statistics, Predictive Relevance, and Model Fit. R Square assesses the proportion of the dependent variable influenced by the independent variable. We use path coefficient to determine whether the relationships between variables are positive or negative. Path coefficient evaluation (denoted as  $\beta$ ) considers values between 0 and 1 for positivity and 0 to -1 for negativity.

Additionally, the t-statistic gauges the significance level of relationships. A t-statistic exceeding 1.96 indicates significance, while a value below 1.96 implies insignificance between variables. Significance is also inferred from the p-value, which is considered significant when  $p < 0.05$ ,  $p < 0.01$ , or  $p < 0.001$ . The figure below displays the outcomes of the structural model for the data processing using Smart PLS.

In the structural analysis, we present Table 5, which displays the direct effect results. From Table 5, we can conclude that online store image has a positive and significant effect on pleasure variable ( $\beta=0.794$ ,  $T=13.708$ ,  $p<0.05$ ), arousal variable ( $\beta=0.759$ ,  $T=12.956$ ,  $p<0.05$ ), and dominance variable ( $\beta=0.643$ ,  $T=9.013$ ,  $p<0.05$ ), consequently, the variables, H1a, H1b, and H1c received support. Besides, there was also a significant effect of a relationship pleasure variable ( $\beta=0.315$ ,  $T=2.512$ ,  $p>0.001$ ) and dominance variable ( $\beta=0.316$ ,  $T=2.761$ ,  $p>0.05$ ) on continuous purchase intention, thus H2a, and H2c were supported. Last but not least, there was an insignificant between the arousal variable and continuous purchase intention ( $\beta=0.205$ ,  $T=1.552$ ,  $p>0.05$ ) and online store image an continuous purchase intention ( $\beta=0.236$ ,  $T=1.878$ ,  $p>0.05$ ), thus H2b and H3 were not supported.

Table 5. Direct effect.

H	Path	$\beta$	T-value	P-value	Results
H1a	OSI $\rightarrow$ PLS	0.794	13.708	0.000	Supported
H1b	OSI $\rightarrow$ ARS	0.759	12.956	0.000	Supported
H1c	OSI $\rightarrow$ DMC	0.643	9.013	0.000	Supported
H2a	PLS $\rightarrow$ CPI	0.315	2.512	0.012	Supported
H2b	ARS $\rightarrow$ CPI	0.205	1.552	0.121	Not supported
H2c	DMC $\rightarrow$ CPI	0.316	2.761	0.006	Supported
H3	OSI $\rightarrow$ CPI	0.2361	1.878	0.061	Not supported

The next step is about indirect effects. Table 6 demonstrates the measurement or explanation of any indirect effect takes the form of a mediation effect. The mediation concerns the relationship between online store image and continuous purchase intention through pleasure, arousal, and dominance variables. Table 6 demonstrates that H3a and H3c received support due to a p value of less than 0.05, while H3b did not receive support due to a p value greater than 0.05. Furthermore, we can conclude what kind of mediation is involved in this study. As we know, the relationship between online store image and continuous purchase intention was not supported and indirectly affected the relationship between online store image and continuous purchase intention through pleasure so we can conclude that the pleasure variable is fully mediating in the relationship between online store image and continuous purchase intention. The next variable under consideration is the arousal variable. As we know, the indirect relationship between online store image and continuous purchase intention through arousal was not significant. So, we can conclude that arousal did not mediate the relationship between online store image and continuous purchase intention. Ultimately, we observe that dominance also reinforces the indirect relationship between online store image and continuous purchase intention. This means dominance fully mediates the relationship between online store image and continuous purchase intention.

Table 6. Indirect effect.

H	Path	$\beta$	T-value	P-value	Results
H3a	OSI $\rightarrow$ PLS $\rightarrow$ CPI	0.109	2.367	0.018	Supported
H3b	OSI $\rightarrow$ ARS $\rightarrow$ CPI	0.041	1.526	0.127	Not supported
H3c	OSI $\rightarrow$ DMC $\rightarrow$ CPI	0.084	2.552	0.011	Supported

## 5. CONCLUSION

This study investigates how online store image stimulates continuous purchase intention in Indonesia, which is mediated by emotions. The result reveals that online store image affects pleasure, arousal, and dominance as the emotion is evoked. That means when someone has a good impression of an online store, it will increase feelings of emotion like pleasure, arousal, and dominance. This result supports previous research (Graciola et al., 2020; Grewal et al., 1998). When the customer is interested in the online store image on the offline-to-online meals application, the customer will have an increased feeling of pleasure. When the customer is interested in the online store image on the offline-to-online meals application, they will feel good about the food. Finally, when customers show interest in offline-to-online store images on offline-to-online meal applications, their dominance increases.

Furthermore, this study also investigates the relationship between emotions and continuous purchase intention. The result shows that pleasure and dominance emotions positively and significantly impact continuous purchase intention. This result supports the previous research (Loureiro et al., 2019; Yang et al., 2020; Yost & Cheng, 2021). Simultaneously, arousal does not exhibit a positive and significant correlation with continuous purchase intention. This result differs significantly from previous research. The reason for this result is any different object research from previous research. In this research, the majority of respondents are millennials. This may have an impact on the respondents' purchasing power. So, although the customer has good arousal on offline-to-online meal application, they don't have enough to buy the product and don't think of continuous purchase intention.

Finally, this study also explores the role of emotional variables in mediating the relationship between online store image and continuous purchase intention. There are three mediations in this study: the first is pleasure variable, the second is arousal, and the third is dominance. From Tables 5 and 6, we know that pleasure variable and dominance variable are fully mediating in relation to the online store image and continuous purchase intention. Furthermore, arousal variable was not mediating the relationship between online store image and continuous purchase intention. We can conclude that if the consumer feels arousal when they see an online store image, it will not impact their continuous purchase intention. This study validates previous factors that motivate individuals to

make purchases through e-commerce in Indonesia. The study found that some variables have a significant impact on deciding on online shopping, like perceived enjoyment, social norms, social presence, perceived utility, and shopping orientation (Sari, Febrilia, Kresnamurti, Sholikhah, & Rachmahani, 2023).

## 6. IMPLICATION AND LIMITATION

There is an implication in this study between theory and practical implications. The theoretical implication is that this research contributes to conducting emotion variables as mediating the relationship between online store image and continuous purchase intention. In a previous study, online-to-offline meal applications showed a strong relationship between online store image and continuous purchase intention. However, this study also considers emotion as a mediating variable in that relationship. Furthermore, this study's practical implications can be obtained from the hypothesis result. As the discussion mentions, online store image positively and significantly impacts emotions, and then emotions, mainly pleasure, and dominance mediating, can impact continuous purchase intention. Thus, from discussion section, we can know that increasing pleasure and dominance are positive and significant for continuous purchase intention. So, this study suggests the provider must increase their online presence to create an excellent online store image. If the online store's image is good, consumers' pleasure, arousal, and dominance emotions will increase. Increasing happiness and dominance can expand the opportunity for consumers to have continuous purchase intentions.

Besides the various implications, this study still has limitations. The diversity of respondents is the first limitation. This study has a limited variety of respondents, and most respondents are millennials, meaning they have limited purchasing power. The second limitation is that this study does not explain online store image dimensions in detail. So, our recommendation for the following research is to increase the diversity of respondents and add more dimension to the online store image.

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**Transparency:** The authors state that the manuscript is honest, truthful, and transparent, that no key aspects of the investigation have been omitted, and that any differences from the study as planned have been clarified. This study followed all writing ethics.

**Data Availability Statement:** The corresponding author can provide the supporting data of this study upon a reasonable request.

**Competing Interests:** The authors declare that they have no competing interests.

**Authors' Contributions:** All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

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