

Effect of implementing an e-commerce platform on purchase intention

Efecto de la implementación de una plataforma de comercio electrónico sobre la intención de compra

ABSTRACT

E-commerce has grown rapidly and is transforming the way consumers interact with businesses. The objective of this study was to determine the effect of implementing a PrestaShop-based e-commerce platform on customers' purchase intention at the DIFENA hardware store in Lima, Peru. A quantitative study was conducted, in which a questionnaire was administered to 30 customers, and a checklist was completed by 7 technical managers. The results showed favorable evaluations of usability (86.7% for interaction clarity; 83.3% for speed), but deficiencies in multimedia resources (only 33.3% received high ratings) and in informational accuracy (53.3% at a medium level). It is concluded that the PrestaShop platform significantly improved purchase intention, highlighting attributes such as usability, functionality, trust, and visual design; however, specific technical and informational areas remain that require optimization to achieve greater operational effectiveness and digital competitiveness.

Keywords: E-commerce; Online shopping; Web design; Purchase intention; Customer satisfaction.

RESUMEN

El comercio electrónico ha crecido rápido y transforma la manera en que los consumidores interactúan con las empresas. La presente investigación tuvo como objetivo determinar el efecto de la implementación de una plataforma de comercio electrónico basada en Prestashop sobre la intención de compra de los clientes de la ferretería DIFENA, en Lima, Perú. Se realizó un estudio cuantitativo donde se aplicó un cuestionario a 30 clientes y una lista de cotejo a 7 responsables técnicos. Los resultados mostraron valoraciones favorables en usabilidad (86,7 % en claridad interactiva; 83,3 % en velocidad), pero deficiencias en recursos multimedia (solo 33,3 % de valoración alta) y precisión informativa (53,3 % nivel medio). Se concluye que, La plataforma Prestashop mejoró significativamente la intención de compra, destacando atributos de usabilidad, funcionalidad, confianza y diseño visual, aunque persisten áreas técnicas e informativas específicas que requieren optimización para lograr mayor eficacia operativa y competitividad digital.

Palabras clave: Comercio Electrónico; Compra en línea; Diseño Web; Intención de compra; Satisfacción del cliente.

INTRODUCTION

E-commerce involves digital transactions through online platforms that enable the exchange of goods and services, optimizing the purchasing process through electronic payments (Alamdari et al., 2020). This modality has transformed the company–customer relationship, adapting traditional models to digital environments. Currently, consumers prefer mobile applications that facilitate product search, price comparison, and shorter wait times. According to Morocho et al. (2024), this trend reflects an evolution in consumption habits, in which efficiency, accessibility, and convenience become determining factors for purchase intention.

In this context, customer satisfaction is a key factor in purchase intention on digital platforms. According to Salas et al. (2021), perceived benefits and system complexity influence user attitudes, which in turn determine their willingness to purchase products online. El-Ebiary et al. (2021) complement this perspective by noting that trust in digital services conditions purchase decisions, highlighting the importance of understanding consumer perceptions. Likewise, Moon and Armstrong (2020) emphasize that service quality and application design shape these perceptions and purchasing behavior.

In line with the above, Meléndez and Abrego (2021) argue that perceived trust and customer attitude are fundamental antecedents of e-commerce adoption. These factors not only attract new users but also strengthen loyalty to digital platforms. However, the effectiveness of such strategies depends on companies' ability to integrate technical and psychological components into system design in order to generate experiences aligned with specific expectations. This combination of operational functionality and subjective perception poses a key challenge in implementing digital solutions.

Logro (2024) maintains that e-commerce web applications are distinguished by their versatility, as they operate across multiple devices and facilitate seamless shopping experiences. Their ability to process data dynamically makes them ideal tools for inventory and sales management, as evidenced by the system developed by this author for the hardware sector in Bolivia. Nevertheless, Lee et al. (2022) warn that the success of these platforms depends on attributes such as responsiveness, intuitive design, reliability, and perceived usefulness, which directly influence user satisfaction.

At the DIFENA hardware store in Lima, Peru, the implementation of a PrestaShop-based platform raises questions regarding its impact on purchase intention. Although e-commerce offers theoretical advantages, its effectiveness in technical sectors such as hardware retail requires empirical validation. Ideally, a platform should optimize user experience, improve commercial management, and strengthen purchase intention. This research poses two questions: What effect does PrestaShop have on purchase intention? Which technical and perceptual attributes explain this effect? Therefore, the objective of the present study was to determine the effect of implementing a PrestaShop-based e-commerce platform on customers' purchase intention at the DIFENA hardware store in Lima, Peru.

METHODOLOGY

The present study adopted a quantitative, non-experimental, cross-sectional design to analyze relationships among variables without deliberate manipulation. This strategy enabled the evaluation of the effect of implementing an e-commerce website on customer purchase intention, with a focus on identifying significant differences between groups. This approach facilitated the generation of empirical evidence to support conclusions regarding the impact of the digital platform on purchasing behavior.

The population consisted of 70 frequent customers of the DIFENA hardware store, located in Metropolitan Lima, Peru. To determine a representative sample, the finite population formula was used with a 95% confidence level and a 5% margin of error, yielding a sample of 30 participants (9 women and 21 men). Regarding educational level, 17 had university education, 9 had technical institute training, and 4 had secondary education. The age range was between 18 and 64 years.

The sample of technical managers was intentional and non-probabilistic, consisting of seven specialists selected according to experience and technical responsibility criteria. This group included technical staff, website administrators, consultants, programmers, and members of the technology area, all with direct knowledge of the platform.

$$n = \frac{z^2 p q N}{z^2 p q + e^2 (N-1)}$$

Two instruments were used for data collection. The first was a customer questionnaire designed to measure their perceptions of usability, functionality, and website quality, as well as their impact on purchase intention. This instrument consisted of eight items with ordinal response options (Low, Medium, and High). The second instrument was a checklist for technical managers, designed to objectively record compliance with technical, functional, and operational requirements for the platform's implementation. This checklist covered installation, configuration, security, key functionalities, and user experience.

Both instruments were validated through expert judgment. The questionnaire was evaluated by three professionals with experience in marketing, administration, systems, research, and statistics, who assessed clarity, coherence, relevance, and sufficiency of the items. As a result, a Cronbach's alpha coefficient of 0.89 was obtained, indicating high reliability. The checklist was reviewed to ensure that the included criteria adequately covered the technical and operational aspects necessary to evaluate the platform.

Ethical principles were observed throughout the study. Participants were informed about the objectives, procedures, and voluntary nature of their participation, and informed consent was obtained. Anonymity and data confidentiality were guaranteed, with access restricted exclusively to the research team. The questionnaire was administered individually

to customers, with clear instructions and in an environment conducive to reflective responses. The checklist was completed by technical managers through direct observation and verification of the platform's criteria.

Data processing was performed using IBM SPSS Statistics version 23. Descriptive analyses (absolute and relative frequencies) were applied to characterize the variables, along with inferential statistical tests. Specifically, Levene's test was used to evaluate homogeneity of variances, and the independent-samples t-test was applied to compare mean purchase intention between groups and to determine significant differences.

The null hypothesis (H_0) stated that implementing a PrestaShop-based e-commerce website has no significant effect on purchase intention at the DIFENA hardware store. The alternative hypothesis (H_1) posited that such implementation does have a significant effect. The decision criterion established that if the p-value was less than 0.05, H_0 would be rejected and H_1 accepted; otherwise, H_0 would be accepted. This procedure ensured a rigorous and objective analysis of the platform's impact on customer behavior.

RESULTS

Based on data from the questionnaire administered to customers of the DIFENA hardware store, the main findings on perceptions of usability, functionality, and quality of the PrestaShop-based digital platform, as well as its impact on purchase intention, are presented. Levels of user satisfaction and the results of Levene's and Student's t-tests are detailed, along with the findings from the checklist applied to technical managers, which evaluated compliance with the platform's technical and functional requirements.

Table 1 shows customer perceptions regarding various aspects of usability, functionality, and information quality on the DIFENA hardware store website. The results reveal a predominantly positive perception among customers regarding the e-commerce platform. In six of the eight evaluated items, more than 75% of participants rated their experience as "High," particularly highlighting interaction clarity (86.7%), loading speed (83.3%), and visual presentation (76.7%). Although multimedia resources and informational accuracy received more distributed ratings, most users recognized functionality, updating, and adaptability as elements that favor purchase intention. Statistical tests confirmed significant differences between groups, and the technical evaluation validated compliance with operational requirements. These findings support PrestaShop's effectiveness as a digital tool for improving purchasing behavior in hardware retail contexts.

Table 1.

Customer perception of purchase intention on the DIFENA hardware store e-commerce platform

Item	Low		Medium		High	
	fi	%	fi	%	fi	%
1. Interaction with the website is clear and understandable.	1	3,3	3	10	26	86,7

2. Access speed and website loading time are fast.	2	6,7	3	10	25	83,3
3. The visual presentation of the website is attractive.	2	6,7	5	16,6	23	76,7
4. The multimedia resources used on the website contribute to the user experience.	3	10	17	56,7	10	33,3
5. The interactive functions of the website facilitate the completion of activities.	1	3,3	6	20	23	76,7
6. The website allows obtaining information adapted to individual needs.	1	3,3	6	20	23	76,7
7. The information provided on the website is accurate and detailed.	3	10	16	53,3	11	36,7
8. The resources and information on the website are up to date.	1	3,3	6	20	23	76,7

Table 2 presents the results of Levene's test evaluating the homogeneity of variances for the purchase intention variable after the website's implementation. The analysis yielded an F value of 12.530 and a significance of 0.001, below the 0.05 threshold, indicating that the assumption of equal variances between groups is not met. This result confirms the presence of unequal variances and justifies the use of the independent samples t-test under this assumption. It also allows rejecting the null hypothesis and accepting the alternative hypothesis, supporting the conclusion that the implementation of the PrestaShop platform had a significant effect on customer purchase intention.

Table 2.*Levene's test for homogeneity of variances*

Variable	F	Sig.	Decision on variances
Purchase intention	12,530	0,001	Unequal variances

Regarding the Student's t-test, it was applied to compare mean purchase intention between defined groups, considering both equal- and unequal-variance scenarios. Table 3 shows the results of the t-test for equality of means. Under both assumptions, a t value of -2.918 was obtained, with bilateral significance levels of 0.006 and 0.007, both below 0.05. This indicates statistically significant differences between the analyzed groups. The mean difference was -12.667, with a standard error of 4.341, and the 95% confidence interval did not include zero, reinforcing the significant effect of the PrestaShop platform on purchase intention.

Table 3.*t-test for equality of means in purchase intention*

Assumption of variance	t	df	Sig. (two-tailed)	Mean difference	Standar d error	95 % IC lower	95 % IC Upper
Equal variances	- 2,918	40	0,006	-12,667	4,341	-21,440	-3,893
Unequal variances	- 2,918	29,325	0,007	-12,667	4,341	-21,541	-3,792

Table 4 shows the technical and functional evaluation of the e-commerce platform implemented at DIFENA. Of the 31 analyzed elements, 25 achieved 100% compliance, demonstrating strong implementation across key areas such as store configuration, server security, the administration panel, payment methods, and the product catalog. However, areas with partial compliance were identified, particularly in backups, SSL certification, social media integration, inventory integration, and report analysis, where 14.3%-28.6% of technical managers reported non-compliance. These findings identify opportunities for technical improvements in platform operations.

Table 4.*Technical and functional compliance evaluation of the DIFENA e-commerce platform*

Evaluated elements	Not met		Met	
	fi	%	fi	%
Language selection	0	0	7	100
License agreement	0	0	7	100
Server configuration	1	14,3	6	85,7
Requirements check	0	0	7	100
Store configuration	0	0	7	100
Administrator data	0	0	7	100
Sample data selection	1	14,3	6	85,7
Installation completion	0	0	7	100
Store homepage	0	0	7	100
Administration panel	0	0	7	100
Web server	0	0	7	100
Operating system	0	0	7	100
Programming language	0	0	7	100
Database	0	0	7	100
Backups	2	28,6	5	71,4
PHP extensions	0	0	7	100
RAM memory	0	0	7	100
Disk space	1	14,3	6	85,7

SSL certificate	2	28,6	5	71,4
Web browsers for administration	0	0	7	100
Aesthetic design	1	14,3	6	85,7
Search function	1	14,3	6	85,7
Shopping cart	0	0	7	100
Payment methods	1	14,3	6	85,7
Customer registration	0	0	7	100
Product catalog	0	0	7	100
Product description	1	14,3	6	85,7
Social media	2	28,6	5	71,4
Data management module	1	14,3	6	85,7
Server performance	1	14,3	6	85,7
System response time	1	14,3	6	85,7
Inventory system integration module	2	28,6	5	71,4
Statistical report analysis	2	28,6	5	71,4

Overall, the findings confirm that implementing the PrestaShop platform at DIFENA had a significant effect on purchase intention. Customers reported high levels of satisfaction with usability, functionality, and informational quality. Statistical tests evidenced significant differences between groups, and the technical evaluation showed high compliance with operational components, although critical areas with partial performance were identified. Collectively, the results validate the platform's effectiveness as a strategic digital tool and identify opportunities to optimize overall performance.

DISCUSSION

The results obtained at the DIFENA hardware store show that the implementation of the PrestaShop-based e-commerce platform generated a positive effect on customers' purchase intention. This finding is supported by high levels of satisfaction reported in technical and functional aspects, such as clarity of interaction (86.7%) and loading speed (83.3%). These indicators suggest that user experience plays a decisive role in purchase decisions, in line with previous studies that highlight usability as a key factor in digital commercial environments.

These findings are consistent with those reported by Lee et al. (2022), who, in a study on e-commerce in Uzbekistan, identified web design and ease of use as determining factors in user satisfaction and purchase intention. Complementarily, Hewei and Youngsook (2022) emphasize that interactivity and immersive experience strengthen this construct, and that demographic variables such as educational level significantly influence its configuration, based on evidence obtained in the Chinese context. This relationship is reflected in the DIFENA sample, composed of customers with diverse educational backgrounds, among whom differentiated perceptions of the digital experience were observed.

Additionally, the evaluation of advanced functionalities revealed specific challenges in the digital experience. Only 33.3% of Peruvian customers considered the

multimedia resources to be adequate, and 53.3% rated informational accuracy as medium. These findings expand upon those reported by Chen et al. (2021) in fresh food platforms, where perceived risk reduced purchase intention, and are related to the results of Wang et al. (2023), who demonstrated that poor information quality affects trust in cross-border commerce. Taken together, these studies show that misalignment between technical expectations and actual experience can weaken consumer trust, especially in technical sectors such as hardware retail, where product details are decisive.

The quality of DIFENA's e-commerce platform positively influenced customer trust and perceived value, as evidenced by the 76.7% of users who recognized that the information was adapted to their individual needs, which translated into higher purchase intention. This finding is related to that reported by Han et al. (2023), who, in a study conducted in Africa, demonstrated that information quality, system quality, and service quality in cross-border platforms increase perceived value and indirectly impact purchase intention, with trust as a key mediating factor.

In the same vein, Li et al. (2023) highlight that interactive stimulation and perceived usefulness in virtual reality-based e-commerce environments strengthen purchase intention, especially when they generate interactive pleasure and facilitate agile decision-making in highly competitive and dynamic digital contexts. These findings reinforce the importance of technologies aimed at improving user experience, even in technical sectors such as hardware retail, where fast, reliable, and visually precise information-based decision-making is essential to optimize acquisition processes and customer loyalty.

Despite the high levels of satisfaction reported, the t-test revealed a significant difference of -12.667 points in purchase intention between groups. This contrast is related to Giao et al. (2020), who demonstrated that web quality affects loyalty only through satisfaction and trust. Complementarily, Aljabari et al. (2023) indicated that technical quality requires trust mechanisms, a critical aspect at DIFENA, where SSL certificate implementation reached only 71.4%. This indicates that the digital experience must integrate technical quality, functional interaction, and perceived trustworthiness in order to effectively influence consumers.

The low percentages of technical compliance, such as the 71.4% observed for backup systems, are related to what was proposed by Qalati et al. (2021), who demonstrated that perceived risk negatively mediates the relationship between web quality and purchase intention. Complementarily, Hardiyanto and Firdaus (2021) showed that quality components (information, system, and service) and satisfaction influence repurchase intention. These findings reinforce the importance of maintaining high technical and service standards, as perceived quality and customer satisfaction are decisive for fostering loyalty and continuity in digital platforms.

Furthermore, the research conducted at DIFENA showed that web quality and customer satisfaction not only increased purchase intention but also stimulated positive word of mouth. This result coincides with Saleem et al. (2022), who demonstrated that web quality influences satisfaction, recommendation, and purchase intention. Complementarily, Van et al. (2022) found that platform quality affects purchase intention, mediated by trust and perceived risk. These findings reinforce the importance of reliable and functional digital environments to strengthen consumer behavior.

The high valuation of usability at DIFENA (86.7% in interactive clarity) is consistent with that reported by Tomić et al. (2025), who identified visual simplicity, intuitive navigation, processing speed, and reliability as essential elements for evaluating web quality in different contexts. In Malaysia, Rasli et al. (2018) demonstrated that design, information, and transaction capability positively influence customer satisfaction, although security and delivery service have a lower impact. These findings reinforce the need to prioritize user experience in visual and functional dimensions, especially in technical sectors such as hardware retail.

Complementarily, intuitive interaction and a clear information architecture reinforce e-loyalty and willingness to make future purchases. In China, Hsin (2022) demonstrated that digital loyalty depends on the balance between visual design and intuitive navigation, an aspect in which DIFENA showed weaknesses, as reflected in the low evaluation of multimedia resources (33.3%). Likewise, Zehra and Joma (2023), in Libya, identified that dimensions such as design, security, information quality, payment options, and delivery influence satisfaction and loyalty. Thus, multidimensional web quality is consolidated as a key factor for strengthening experience and purchase intention.

At DIFENA, the need to improve product descriptions was identified, as only 36.7% of customers considered them to be detailed. This finding expands upon what was proposed by Singh (2022) in the textile industry, who highlights creativity, accessibility, and informational depth as key attributes for attracting and retaining users in competitive environments. Additionally, filters, search options, and relevant content increase satisfaction. Complementarily, Htet (2025) in Myanmar showed that non-technical factors, such as store image, also enhance satisfaction. This reveals that both technological and perceptual aspects influence the digital experience.

Moreover, the relevance of usability, information quality, and interaction with digital services was reaffirmed both in the research conducted in Peru and in the study by Hikmah et al. (2024) on the Lazada Indonesia platform. These authors demonstrated that usability is the main factor influencing purchase decisions, while other variables are less decisive when analyzed separately. Nevertheless, their combined influence strengthens the digital experience, as observed at DIFENA. Aggarwal (2022) supports this view by noting that system quality and robust web design influence satisfaction and indirectly affect purchase intention.

Along these lines, the study shows that trust, satisfaction, and visual design of websites foster purchase intention in digital environments. Dhingra et al. (2020) identify trust as the most influential dimension of electronic service quality, demonstrating that willingness to purchase depends on reliable and functional environments. Likewise, Shaouf (2020) highlights the role of visual design in shaping attitude and trust, which mediate purchasing behavior in B2C contexts. This evidence supports the notion that the PrestaShop strategy at DIFENA strengthens digital trust and enhances purchase intention.

Overall, the findings of the research conducted at DIFENA and the international literature reviewed allow us to conclude that web quality, trust, satisfaction, and integrated digital experience are determining factors in purchase intention. The interaction between technical and perceptual attributes reinforces loyalty and positive consumer behavior. These results support the relevance of strategies focused on usability, functional

design, and information quality—key elements for consolidating effective digital environments in highly competitive sectors such as hardware retail.

CONCLUSION

The analysis showed that implementing a PrestaShop-based e-commerce website positively affects customers' purchase intention at the DIFENA hardware store in Lima, Peru. The results showed a significant improvement in users' willingness to purchase products through the digital platform, confirming that attributes of usability, functionality, and technical quality favor customer satisfaction and trust. This was reflected in favorable evaluations of navigation experience, speed, interaction clarity, and ease of access. The presence of certain aspects with room for improvement—such as multimedia content updating (only 33.3% high ratings) and informational accuracy (53.3% at a medium level)—indicates that the platform could achieve greater effectiveness through optimization of these components.

Based on the findings, it is considered pertinent for DIFENA to maintain a policy of continuous review and updating of digital content and tools, to ensure secure integration of payment methods and maintain high technical standards in portal functionality. Investment in technical staff training and periodic user feedback is also recommended to identify improvement opportunities and enhance the platform's adaptability to changing market needs. These actions will strengthen the company's digital competitiveness and consolidate customer trust in its e-commerce channel.

It is recommended to implement a continuous improvement plan for DIFENA's PrestaShop platform, focusing on strengthening technical components with partial compliance, including backups, SSL certification, and inventory integration. Likewise, optimizing multimedia resources and informational accuracy is advised to enhance perceived quality. These actions will help consolidate a more reliable, functional, and competitive digital environment, aligned with customer expectations and operational standards required to boost purchase intention in the hardware sector.

REFERENCES

Aggarwal, N. (2022). A review of website quality and its impact on customer satisfaction. *Information Resources Management Journal (IRMJ)*, 35(3), 1–18. <https://doi.org/10.4018/IRMJ.305867>

Alamdari, P. M., Navimipour, N. J., Hosseinzadeh, M., Safaei, A. A., & Darwesh, A. (2020). A systematic study on recommender systems in e-commerce. *IEEE Access*, 8, 115694–115716. <https://doi.org/10.1109/ACCESS.2020.3002803>

Aljabari, M. A., Joudeh, J. M., Aljumah, A. I., Al-Gasawneh, J., & Daoud, M. K. (2023). The impact of website quality on online purchase intention: The mediating effect of e-WOM, Jordan context. *International Journal of Professional Business Review*, 8(6), e02143. <https://doi.org/10.26668/businessreview/2023.v8i6.2143>

Chen, L., Rashidin, M. S., Song, F., Wang, Y., Javed, S., & Wang, J. (2021). Determinants of consumers' purchase intention on fresh e-commerce platforms: Perspective of the UTAUT model. *SAGE Open*, 11(2). <https://doi.org/10.1177/21582440211027875>

Dhingra, S., Gupta, S., & Bhatt, R. (2020). A study of the relationship among service quality of e-commerce websites, customer satisfaction, and purchase intention. *International Journal of E-Business Research (IJEBR)*, 16(3), 42–59. <https://doi.org/10.4018/IJEBR.2020070103>

El-Ebri, Y. A. B., Pathmanathan, P. R., Tarshany, Y. M. A., Jusoh, J. A., Aseh, K., Al Moaiad, Y., Al-Kofahi, M., Pande, B., & Bamansoor, S. (2021). Determinants of customer purchase intention using the Zalora mobile commerce application. 2021 2nd International Conference on Smart Computing and Electronic Enterprise (ICSCEE), 159–163. <https://doi.org/10.1109/ICSCEE50312.2021.9497995>

Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumers' e-loyalty through the mediating role of e-trust and e-satisfaction: Evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8, 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>

Han, L., Ma, Y., Addo, P. C., Liao, M., & Fang, J. (2023). The role of platform quality on consumer purchase intention in the context of cross-border e-commerce: Evidence from Africa. *Behavioral Sciences*, 13(5), 385. <https://doi.org/10.3390/bs13050385>

Hardiyanto, N., & Firdaus, A. (2021). Website quality and the role of customer satisfaction toward repurchase intention: A study of Indonesian e-commerce. *Journal of Marketing Innovation (JMI)*, 1(1). <https://doi.org/10.35313/jmi.v1i01.15>

Hewei, T., & Youngsook, L. (2022). Factors affecting continuous purchase intention of fashion products on social e-commerce: The SOR model and the mediating effect. *Entertainment Computing*, 41, 100474. <https://doi.org/10.1016/j.entcom.2021.100474>

Hikmah, N. S., Mavilinda, H. F., & Iisnawati. (2024). The influence of website quality on purchasing decisions in Lazada e-commerce. *Journal of Management and Digital Business*, 4(2), 234–249. <https://doi.org/10.53088/jmdb.v4i2.994>

Hsin, H. (2022). Empirical investigation of website design affecting e-loyalty. *Management Studies*, 10(1), 12–18. <https://doi.org/10.17265/2328-2185/2022.01.002>

Htet, A. T. (2025). Website quality, store image, and customer satisfaction in e-commerce in Myanmar. *ASEAN International Journal of Business*, 4(1), 22–30. <https://doi.org/10.54099/aijb.v4i1.1161>

Lee, V., Park, S., & Lee, D. (2022). The effect of e-commerce service quality factors on customer satisfaction, purchase intention, and actual purchase in Uzbekistan. *Global Business & Finance Review (GBFR)*, 27(3), 56–74. <https://doi.org/10.17549/gbfr.2022.27.3.56>

Li, S., Zhu, B., & Yu, Z. (2023). The impact of cue–interaction stimulation on impulse buying intention on virtual reality tourism e-commerce platforms. *Journal of Travel Research*, 63(5), 1256–1279. <https://doi.org/10.1177/00472875231183163>

Logro, E. P. (2024). Progressive web system for e-commerce with an online payment gateway. *Revista Ingeniería*, 8(20), 15–30. <https://doi.org/10.33996/revistaingenieria.v8i20.115>

Meléndez, E. I., & Abrego, D. (2021). The role of trust in the intention to use e-commerce. *RISTI – Iberian Journal of Information Systems and Technologies*, 42, 30–45. <https://doi.org/10.17013/risti.42.30-45>

Moon, Y., & Armstrong, D. J. (2020). Service quality factors affecting customer attitudes in online-to-offline commerce. *Information Systems and e-Business Management*, 18(1), 1–34. <https://doi.org/10.1007/s10257-019-00459-y>

Morocho, T. M., Beltrán, N. G., López, M. L., López, C. E., & Ronny, W. S. (2024). Importance of online stores through mobile applications. *MQRInvestigar*, 8(2), 152–176. <https://doi.org/10.56048/mqr20225.8.2.2024.152-176>

Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Thuy, T. T. H., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business & Management*, 8(1), 1869363. <https://doi.org/10.1080/23311975.2020.1869363>

Rasli, S., Khairi, N., Ayathuray, H., & Sudirman, M. S. (2018). The effect of e-business website quality on customer satisfaction. *Selangor Business Review*, 3(1), 37–45. <https://sbr.journals.unisel.edu.my/index.php/sbr/article/view/15>

Salas, M. I., Ábrego, D., & Mendoza, J. (2021). Intention, attitude, and actual use of e-commerce. *Investigación Administrativa*, 50(127), 1–10. <https://doi.org/10.35426/ia50n127.03>

Saleem, U., Yi, S., Bilal, M., Topor, D. I., & Căpușneanu, S. (2022). The impact of website quality on customer satisfaction and eWOM in online purchase intention: The moderating role of gender in risk-taking. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.945707>

Shaouf, A. A. A. (2020). The role of website visual design in predicting consumers' purchase intentions: An empirical study in a B2C online environment. *International Journal of Online Marketing (IJOM)*, 10(4), 1–17. <https://doi.org/10.4018/IJOM.2020100101>

Singh, B. (2022). Website quality effect on consumer online purchase behaviour in the apparel industry: Implications and analysis. *AIP Conference Proceedings*, 2555(1), 050014. <https://doi.org/10.1063/5.0123976>

Tomić, T., Lavrnić, I., & Viduka, D. (2025). The impact of website design on customer satisfaction and purchase intention. *Journal of Process Management and New Technologies*, 13(1–2), 1–13. <https://doi.org/10.5937/jpmnt13-51904>

Van, P., Ha, N. M., Hiep, B. D., Huy, N. Q., Mai, T. T. N., & Phuong, P. M. (2022). The experience of using e-commerce platforms affects customers' online purchase intention in the FMCG sector in Hanoi City. *International Journal of Business and Social Science Research*, 3(4), 16–24. <https://doi.org/10.47742/ijbssr.v3n4p3>

Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border e-commerce platforms. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e21617>

Zehra, F., & Joma, A. A. (2023). The relationship between e-business website quality and customer satisfaction. *International Journal of Management and Economics Invention*, 9(4), 2879–2890. <https://doi.org/10.47191/ijmei/v9i4.03>