

The Impact of Determinants of Customer Buying Behavior on the Market Performance of E-Commerce Platform. (A case study on BAZARRY e-commerce company Aden, Yemen)

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Article History	Abstract
Original Research Article	<i>Chapter One presents the introduction to the study, including the background of the study, statement of the problem, purpose of the study, research objectives, research questions, research hypotheses, significance of the study, limitations of the study, scope of the study. Chapter Two presents the literature review. It discusses the theoretical and empirical background of Customer buying behavior and market performance, and it builds the conceptual foundation for the study. Chapter Three presents the research methodology. It explains the research design, population, sample, data collection instrument, data collection procedures, measurement of variables, validity and reliability procedures, and methods of data analysis. Chapter Four presents the analysis and results of the study. It reports the respondents' profile, descriptive statistics, measurement model assessment, and hypothesis testing. Chapter Five presents the findings, discussion, conclusions, implications, limitations, and recommendations of the study. It interprets the results in relation to the research objectives and the existing literature.</i> Keywords: Customer Buying, Market Performance, E-Commerce, BAZARRY, Aden.
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Background

E-commerce is the digital buying, selling, and exchange of goods, services, and information through the Internet, enabling continuous operations and overcoming geographic limitations. Its global development varies by country, with developed economies relying on advanced digital infrastructure, while developing countries often depend on mobile commerce and Cash-on-Delivery. COVID-19 significantly accelerated e-commerce adoption worldwide. In Aden, Yemen, e-commerce remains underdeveloped due to weak internet and electricity infrastructure, currency instability, limited digital payments, low consumer trust, high delivery costs, and inadequate regulations.

Statement of the Problem

The problem is that e-commerce platforms, particularly in developing markets like Aden, struggle to convert customer

interest into sustained market performance due to trust, price, and ease-of-use concerns, compounded by weak digital and payment infrastructure. For Bazzarry, there is insufficient empirical evidence on how customer trust, price consciousness, and perceived ease of use influence customer buying behavior and market performance. This study therefore examines Bazzarry users' experiences to identify factors that can improve customer satisfaction, repeat purchasing, and market performance.

Purpose of the Study

The study aims to examine the impact of customer buying behavior determinants—trust, price consciousness, and perceived ease of use—on Bazzarry's market performance in Aden, Yemen. Specifically, it assesses the effects of each

determinant and their overall effect on market performance, including customer satisfaction, retention, and organizational image.

Research Questions

Main research question

What is the impact of the determinants of Customer buying behavior on the market

performance of Bazzarry in Aden, Yemen?

Sub-questions:

1. What is the effect of customer trust on the market performance of Bazzarry in Aden, Yemen?
2. What is the effect of price consciousness on the market performance of Bazzarry in Aden, Yemen?
3. What is the effect of Perceived Ease of Use on the market performance of Bazzarry in Aden, Yemen?

Research Hypotheses

Based on the research objectives and research questions, the research is guided by the following hypotheses:

H1: There is no significant relationship between Customer buying Behavior and Market Performance ($\alpha < 0.05$).

H1a: There is no significant relationship between Customer Trust and Market Performance ($\alpha < 0.05$).

H1b: There is no significant relationship between Price consciousness and Market Performance ($\alpha < 0.05$).

H1c: There is no significant relationship between Perceived Ease of Use and Market Performance ($\alpha < 0.05$).

Significance of the Research

The findings of this research offer both theoretical insights into ecommerce consumer

behavior frameworks and practical applications for digital businesses operating in

conflict-affected developing economies.

Theoretical Significance

- Fills a research gap by studying customer buying behavior and market performance in Yemen's conflict-affected e-commerce context.
- Extends theory by examining trust, price consciousness, and perceived ease of use in a challenging market.

- Contributes to knowledge on online consumer behavior and digital marketplace performance.
- Provides a useful reference for future researchers studying e-commerce in developing and fragile economies.

Practical Significance:

- **Bazzarry management:** Supports better decisions on trust, pricing, and platform usability to improve market performance and customer loyalty.
- **Customers:** Promotes a more trustworthy, affordable, and user-friendly shopping experience.
- **E-commerce businesses:** Provides practical guidance for customer-centered strategies and stronger competitive positioning.

Limitations of the Research:

The study has five main limitations:

1. **Self-reported data:** Responses may involve personal bias or inaccurate recall.
2. **Cross-sectional design:** It identifies relationships but cannot establish strong causality or changes over time.
3. **Limited scope:** Findings are specific to Bazzarry in Aden and may not generalize to other markets.
4. **Limited variables:** Only trust, price consciousness, and perceived ease of use were examined.
5. **Limited performance measures:** Market performance focused on satisfaction, retention, and organizational image, excluding financial indicators such as sales and profit.

Scope of the Research:

The study focuses on Bazzarry customers in Aden, Yemen, examining three buying-behavior determinants—trust, price consciousness, and perceived ease of use—and their impact on market performance measured by customer retention, satisfaction, and organizational image. It uses a quantitative, cross-sectional, explanatory design based on structured questionnaires and statistical analysis.

Literature review

Theoretical Foundation:

Independent Variable (Customer buying behavior):

1. Consumer Trust:

According to McKnight et al. (2002), trust is the belief in a vendor's reliability under transactional

uncertainty, supported by structural assurances such as payment security and return policies.

2. Price Consciousness

According to Lichtenstein et al. (1993), price consciousness is the degree to which a consumer focuses on price relative to the perceived quality of a product or service.

3. Perceived Ease of Use

According to Davis (1989), perceived ease of use is the belief that using a system requires minimal effort, which in turn drives system adoption.

Dependent Variable (Market performance)

1. Customer Satisfaction:

According to Oliver (1980), customer satisfaction is the outcome of a customer's performance

perception meeting or exceeding their pre-purchase expectations.

2. Customer Retention

According to Oliver (1999), customer retention is a sustained commitment to repurchase from a provider despite the presence of competing alternatives.

3. Organizational Image

According to Barich and Kotler (1991), organizational image is the cumulative impression held by stakeholders, formed through their experiences with an organization's products and communications.

CONCEPTUAL FRAMEWORK:

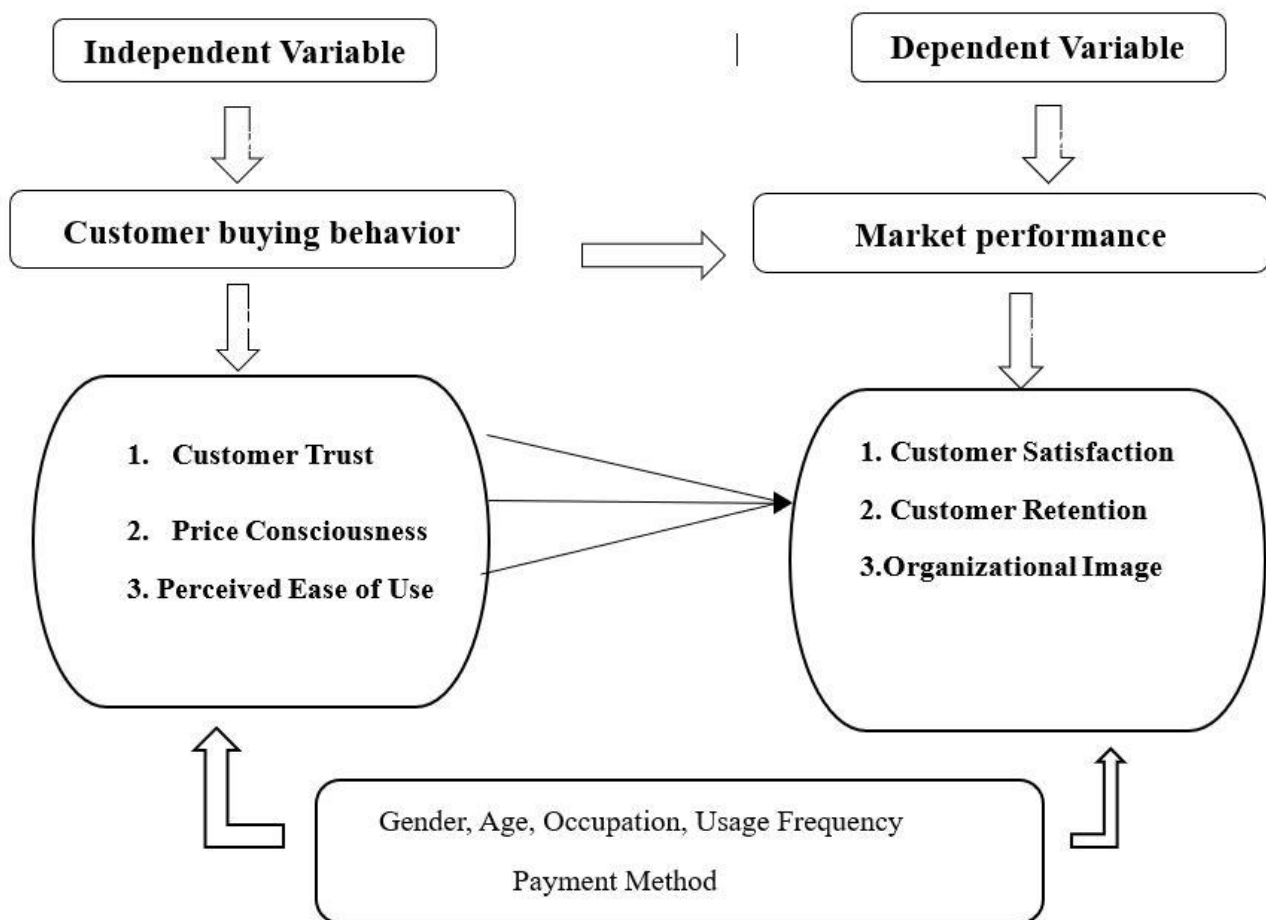


Figure 1 conceptual framework

Research Methodology

Data Collection

The study used a structured, self-administered questionnaire to measure customer buying behavior and market performance at Bazzarry. It was prepared in English, translated into Arabic, and administered electronically through Google Forms. A screening question

ensured that only Bazzarry users were included in the analysis.

Structure of the Questionnaire

The questionnaire had **two parts**

- **Part A:** Screening and respondent profile, including gender, age, employment, shopping frequency, and payment method.

- **Part B:** 24 Likert-scale items measuring six dimensions: Trust, Price Consciousness, Perceived Ease of Use, Customer Retention, Customer Satisfaction, and Organizational Image, with four items per dimension.

Preparation of Data for Analysis

After the Google Forms responses were exported into Excel, the dataset was screened to verify respondent eligibility, consistency of responses, and readiness for statistical analysis. Responses from non-users of Bazzarry were removed from the main analytical dataset. The remaining valid responses were coded according to the screening, profile, and Likert-scale coding schemes described above. Dimension scores were then computed as the mean of their corresponding items, while variable-level composite scores were computed as the mean of their respective dimensions. This procedure ensured consistency between the measurement instrument and the analyses reported in Chapter Four.

Pre-Testing

To ensure the clarity and validity of the research instrument, a pre-test was conducted prior to the full-scale distribution. The survey questionnaire was administered to a preliminary sample of 15 respondents. Feedback from this pilot group was utilized to refine the question phrasing and ensure the instrument's overall reliability.

Data Analysis Tools

Data were analyzed using **R**, while **Excel** was used only for data preparation and coding. R was used for descriptive statistics, reliability and validity tests, t-tests, and regression analysis, including R^2 and significance values. This ensured accurate, consistent, and reproducible results.

Research Design

The study uses a quantitative, cross-sectional, explanatory, survey-based design. Data were collected once through a structured questionnaire to measure customer perceptions and test the effects of trust, price consciousness, and perceived ease of use on market performance. Simple linear regression was used to test these relationships and hypotheses.

Research Hypotheses

The hypotheses were formulated to test both the overall effect of Customer buying Behavior on Market Performance and the separate effects of the three dimensions of the independent variable. In order to maintain conceptual and statistical consistency, the dimension-level hypotheses treat the independent dimensions as predictors, while the dependent variable is treated as one composite Market Performance score.

Population, Sampling, and Sample Size

The study targeted Bazzarry users and used convenience sampling. Of 202 responses, 180 valid users were retained, while 22 non-users were excluded. All statistical analyses were consistently conducted using the 180 valid responses.

Validity and Reliability Procedures

The instrument's quality was ensured through content alignment, consistent coding, and statistical validation. Reliability was assessed using item loadings, Cronbach's Alpha, and Composite Reliability (CR), while validity was assessed using AVE, Fornell–Larcker, and HTMT criteria.

Data Collection Procedures

Data were collected through a structured questionnaire targeting Bazzarry users. Respondents first confirmed platform use, then completed demographic and research items. They were informed that responses were confidential, voluntary, and used only for research, with no right or wrong answers.

Statistical Analysis Techniques :

The analysis followed four stages: (1) respondent demographics, (2) descriptive statistics of the constructs, (3) reliability and validity assessment, and (4) hypothesis testing using simple linear regression. This sequence ensured systematic analysis from sample description to measurement validation and hypothesis testing.

Respondent Profile Analysis

The respondent profile was analyzed using frequencies and percentages. This analysis covered gender, age group, employment status, shopping frequency on Bazzarry, and preferred payment method. The purpose of this stage was to provide a clear description of the valid sample and to support interpretation of the empirical findings in Chapter Four. Frequencies show the number of respondents in each category, while percentages indicate the relative weight of each category within the valid sample of 180 respondents.

Descriptive Statistics and One-Sample t-Test

Descriptive analysis used means and standard deviations at the item, dimension, and variable levels. A one-sample t-test compared means with the neutral value of 3, using $p < 0.05$ for significance. Percentage weights and rankings were also calculated to facilitate comparison and interpretation.

Measurement Model Assessment

The measurement model assessed reliability and validity of the six constructs using:

- **Item loadings:** indicator reliability.
- **Cronbach's Alpha and Composite Reliability:** internal consistency.
- **AVE:** convergent validity.
- **Fornell–Larcker and HTMT:** discriminant validity.

This ensured that the latent constructs were measured reliably and validly before regression analysis.

Hypotheses Testing Using Simple Linear Regression

Simple linear regression was used to test the hypotheses. Customer Trust, Price Consciousness, and Perceived Ease

of Use were each tested separately against Market Performance, while Customer Buying Behavior was tested as the overall predictor. Results were evaluated using β , t , F , R^2 , adjusted R^2 , and p -values.

Model: $MP = \beta_0 + \beta_1 X + \varepsilon$.

Analysis and Results

Gender of Respondents

Table 4.1 presents the gender distribution of valid respondents participating in the study.

Table 4.1 Respondents by Gender

Category	Frequency	Percent
Male	42	23.33%
Female	138	76.67%
Total	180	100.00%

Interpretation

Among the 180 respondents, 138 (76.67%) were female and 42 (23.33%) were male, indicating a clear female majority. This should be considered when interpreting Bazzarry customers' shopping behavior and perceptions.

Age Distribution

Table 4.2 describes the age distribution of the respondents, providing insight into the generational composition of Bazzarry users included in the analysis.

Table 4.2 Age of Respondents

Category	Frequency	Percent
Under 18 years	2	1.11%
18 to less than 23 years	77	42.78%
23 to less than 28 years	46	25.56%
28 to less than 33 years	16	8.89%
33 years or above	39	21.67%
Total	180	100.00%

Interpretation

The sample was predominantly young adults, with 42.78% aged 18–22 and 25.56% aged 23–27. Overall, the 18–28 age group formed the majority, indicating that the findings largely reflect the perceptions of digitally active young customers.

Employment Status

Table 4.3 presents the employment status of the respondents.

Table 4.3 Employment Status of Respondents

Category	Frequency	Percent
Student	84	46.67%
Employee	48	26.67%
Self-employed	24	13.33%
Unemployed	24	13.33%
Total	180	100.00%

Interpretation

Students were the largest group (46.67%), followed by employees (26.67%), while self-employed and unemployed respondents each represented 13.33%. Thus, the sample was mainly composed of students and young consumers, with varying purchasing power and expectations.

Shopping Frequency on Bazzarry

Table 4.4 shows how often the respondents shop on Bazzarry.

Table 4.4 Shopping Frequency on Bazzarry

Category	Frequency	Percent
Daily	8	4.44%
Weekly	21	11.67%
Monthly	54	30.00%
A few times per year	97	53.89%
Total	180	100.00%

Interpretation

Most respondents used Bazzarry a few times per year (53.89%), followed by monthly (30%). Weekly users represented 11.67% and daily users 4.44%. This indicates a large base of occasional users and an opportunity to increase purchase frequency and customer engagement.

Preferred Payment Method

Table 4.5 presents the preferred payment method among Bazzarry users.

Table 4.5 Preferred Payment Method

Category	Frequency	Percent
Cash on delivery	134	74.44%
Electronic payment	46	25.56%
Total	180	100.00%

Interpretation

Cash on delivery was the preferred payment method for 74.44% of respondents, compared with 25.56% for electronic payments. This suggests that trust, payment security, and infrastructure limitations may influence customer preferences. Overall, the sample was predominantly young and female, with students and occasional shoppers forming the largest groups.

Descriptive Statistics

This section presents descriptive statistics for Customer Buying Behavior and Market Performance. It uses means, standard deviations, one-sample t-tests, percentage weights, and rankings to assess respondents' perceptions of trust, price attractiveness, ease of use, retention, satisfaction, and organizational image.

Descriptive Statistics of Customer buying behavior

Customer buying behavior in this research is represented by three dimensions: Customer Trust, Price consciousness, and Perceived Ease of Use. Together, these dimensions capture the psychological, economic, and practical factors that influence how customers interact with and purchase from Bazzarry.

A. Customer Trust

Table 4.6 Descriptive Statistics of Customer Trust

Code	Item	Mean	SD	t-value	p-value	%	Rank
CT1	I feel that my payment information is secure when using Bazzarry.	3.96	0.70	18.52	$p < .001$	79.22	3
CT2	I trust that the products I receive from Bazzarry will match the descriptions presented on the platform and in its marketing materials.	4.04	0.65	21.57	$p < .001$	80.78	2
CT3	I trust that Bazzarry has a clear and reliable return policy for purchased goods.	3.87	0.72	16.32	$p < .001$	77.44	4
CT4	I feel that Bazzarry treats its customers with care, appreciation, and attention.	4.08	0.65	22.34	$p < .001$	81.67	1
	Customer Trust	3.99	0.50	26.62	$p < .001$	79.78	2

Customer Trust recorded a high mean of 3.99 (79.78%), significantly above the neutral level ($t = 26.62$, $p < .001$). The strongest item was CT4 ($M = 4.08$), while CT3 ($M = 3.87$) was the lowest. Overall, customers showed strong trust in Bazzarry.

B. Price Consciousness

Table 4.7 Descriptive Statistics of Price Consciousness

Code	Item	Mean	SD	t-value	p-value	%	Rank
PC1	I am more likely to buy a product from Bazzarry when there is a discount or special offer.	4.34	0.64	27.88	$p < .001$	86.78	1
PC2	The availability of a "Buy Now, Pay Later" option would make me more willing to purchase from Bazzarry.	4.08	0.80	18.23	$p < .001$	81.67	2
PC3	Bazzarry provides good quality in return for the price customers pay.	4.07	0.66	21.79	$p < .001$	81.33	4
PC4	Price is the most important factor in my decision to continue using Bazzarry.	4.08	0.71	20.29	$p < .001$	81.56	3

Code	Item	Mean	SD	t-value	p-value	%	Rank
	Price consciousness	4.14	0.44	34.51	p<.001	82.83	1

Price Consciousness had the highest mean among buying-behavior dimensions ($M = 4.14$; 82.83%), significantly above neutral ($t = 34.51$, $p < .001$). Discounts and special offers were the strongest motivators ($M = 4.34$), highlighting the importance of competitive pricing, promotions, and payment flexibility.

C. Perceived Ease of Use

Table 4.8 Descriptive Statistics of Perceived Ease of Use

Code	Item	Mean	SD	t-value	p-value	%	Rank
EU1	It is easy for me to find the specific products I am looking for on Bazzarry.	3.78	1.01	10.41	$p < .001$	75.67	4
EU2	The checkout process on Bazzarry is clear and straightforward.	4.11	0.70	21.28	$p < .001$	82.11	1
EU3	Bazzarry is easy to use and navigate.	3.89	0.82	14.72	$p < .001$	77.89	3
EU4	Sales-related functions on Bazzarry, such as search, filters, and the shopping cart, are clear and easy to use.	3.90	0.84	14.38	$p < .001$	78.00	2
	Perceived Ease of Use	3.92	0.65	19.14	$p < .001$	78.42	3

Perceived Ease of Use was high ($M = 3.92$; 78.42%) and significantly above neutral ($t = 19.14$, $p < .001$). The checkout process scored highest ($M = 4.11$), while product search scored lowest ($M = 3.78$), suggesting opportunities to improve search accuracy, categorization, and navigation.

Table 4.9 Dimension-Level Descriptive Statistics of Customer buying behavior

Variable	Dimension	Mean	SD	t-value	p-value	%	Rank
Customer Buying Behavior	Price Consciousness	4.14	0.44	34.51	$p < .001$	82.83	1
Customer buying behavior	Customer Trust	3.99	0.50	26.62	$p < .001$	79.78	2
Customer Buying Behavior	Perceived Ease of Use	3.92	0.65	19.14	$p < .001$	78.42	3

At the dimension level, Price consciousness ranked first within Customer buying behavior ($M = 4.14$, 82.83%), followed by Customer Trust ($M = 3.99$, 79.78%) and Perceived Ease of Use ($M = 3.92$, 78.42%). These results indicate that price-related considerations are the most

prominent driver of buying behavior among Bazzarry users, while trust and usability also remain important and statistically significant. The relatively close mean values across the three dimensions show that customer buying

behavior is multidimensional and depends simultaneously on pricing, confidence, and platform usability.

Descriptive Statistics of Market Performance

Market Performance in this research is represented by Customer Retention, Customer Satisfaction, and Organizational Image. These dimensions reflect the market-facing outcomes of the Bazzarry platform, including customers continued use intentions, satisfaction with the platform experience, and perceptions of the company's image and professionalism.

A. Customer Retention

Customer Retention was high ($M = 3.99$; 79.83%) and significantly above neutral ($t = 22.41$, $p < .001$). Willingness to recommend Bazzarry was strongest ($M = 4.09$), while preference over traditional stores was lowest ($M = 3.87$). Overall, Bazzarry shows strong customer retention, with room to improve convenience, product availability, and value.

B. Customer Satisfaction

Customer Satisfaction was high ($M = 4.03$; 80.61%) and significantly above neutral ($t = 22.95$, $p < .001$). Overall satisfaction was strongest ($M = 4.07$), while product quality scored lowest ($M = 3.99$). Overall, customers are highly satisfied, but product quality and service reliability should be maintained.

C. Organizational Image

Organizational Image had the highest Market Performance mean ($M = 4.15$; 83.06%) and was significantly above neutral ($t = 29.07$, $p < .001$). Bazzarry was viewed as professional, organized, reliable, and innovative, indicating a strong market image that can support customer retention and satisfaction.

Reliability and Convergent Validity

Reliability and convergent validity were assessed using Cronbach's alpha, Composite Reliability, and AVE. Cronbach's alpha and CR values of .70 or above generally indicate acceptable internal consistency, while AVE values of .50 or above indicate that a construct explains more than half of the variance in its indicators.

The results confirm that all constructs satisfy the required thresholds for internal consistency reliability and convergent validity. Cronbach's Alpha values range from 0.716 to 0.822, while Composite Reliability values range from 0.822 to 0.877, indicating that all constructs are reliable. Similarly, AVE values range from 0.534 to 0.653, exceeding the minimum acceptable value of 0.50. Therefore, the measurement model demonstrates acceptable psychometric quality, and all constructs can be retained for subsequent analysis and hypothesis testing. In

substantive terms, this means that the dimensions of Customer buying behavior and Market Performance are measured with sufficient consistency and validity in the context of the Bazzarry platform.

Hypotheses Testing

This section presents the results of hypotheses testing using simple linear regression analysis. The dimension-level sub-hypotheses were tested by treating each dimension of the independent variable as a separate predictor, while the dependent variable was treated as the composite Market Performance variable. Therefore, Customer Trust, Price consciousness, and Perceived Ease of Use were each regressed separately on Market Performance. The main hypothesis was tested by regressing the composite Customer buying behavior variable on the composite Market Performance variable.

The dimension scores were computed as the mean of their four items. Customer buying behavior was calculated as the mean of Customer Trust, Price consciousness, and Perceived Ease of Use, while Market Performance was calculated as the mean of Customer Retention, Customer Satisfaction, and Organizational Image. The valid sample consisted of 180 Bazzarry users. The significance level was set at 0.05. Because the analysis uses simple linear regression, the step-wise procedure refers to sequential testing of separate simple regression models rather than cumulative multiple regression.

Effect of Customer Trust on Market Performance

The first sub-hypothesis examined whether Customer Trust has a statistically significant positive effect on Market Performance. Customer Trust was entered as the independent variable, and the composite Market Performance score was entered as the dependent variable. The regression results are presented in Table 4.23.

The regression model was statistically significant ($F = 171.564$, $p < .001$). Customer Trust explained 49.1% of the variance in Market Performance ($R^2 = 0.491$; adjusted $R^2 = 0.488$). The standardized regression coefficient was positive and strong ($\beta = 0.701$), and the t-value was statistically significant ($t = 13.098$, $p < .001$). This indicates that higher levels of customer trust are associated with stronger market performance. Therefore, H1a is accepted. Practically, this result suggests that payment security, product accuracy, reliable return policies, and customer care are major contributors to customers' evaluation of Bazzarry's market outcomes.

Effect of Price Consciousness on Market Performance

The second sub-hypothesis examined whether Price Consciousness has a statistically significant positive effect on Market Performance. Price Consciousness was entered

as the independent variable, and Market Performance was entered as the dependent variable.

Table 4.24 presents the regression results.

Effect of Perceived Ease of Use on Market Performance

The third sub-hypothesis examined whether Perceived Ease of Use has a statistically significant positive effect on Market Performance. Perceived Ease of Use was entered as the predictor, and Market Performance was used as the composite dependent variable. The regression results are reported in Table 4.25.

The regression model was statistically significant ($F = 106.528$, $p < .001$). Perceived Ease of Use explained 37.4% of the variance in Market Performance ($R^2 = 0.374$; adjusted $R^2 = 0.371$). The standardized coefficient was positive and statistically significant ($\beta = 0.612$, $t = 10.321$, $p < .001$). Therefore, H1c is accepted. This finding indicates that a clear checkout process, simple navigation, and functional search and cart features contribute meaningfully to the way customers evaluate Bazzarry's performance in the market. Although Perceived Ease of Use ranked third among the independent dimensions in the descriptive analysis, its regression effect was slightly stronger than Price Consciousness in terms of R^2 , confirming its practical importance for market outcomes.

Effect of Customer buying behavior on Market Performance

The main hypothesis examined whether Customer buying behavior has a statistically significant positive effect on Market Performance. In this model, Customer buying behavior was measured as a composite variable formed from Customer Trust, Price Consciousness, and Perceived Ease of Use, while Market Performance was measured as a composite variable formed from Customer Retention, Customer Satisfaction, and Organizational Image. Table 4.26 summarizes the results.

The main regression model was statistically significant ($F = 321.160$, $p < .001$). Customer buying behavior explained 64.3% of the variance in Market Performance ($R^2 = 0.643$; adjusted $R^2 = 0.641$). The standardized coefficient was strong, positive, and statistically significant ($\beta = 0.802$, $t = 17.921$, $p < .001$). This result provides strong empirical support for the main hypothesis. It indicates that stronger Customer buying behavior, reflected in trust, Price Consciousness, and Perceived Ease of Use, is associated with higher market performance for Bazzarry. Therefore, H1 is accepted.

Findings and Discussion

Results

Results from Descriptive Statistics

- The respondent profile showed that the valid sample consisted of 180 Bazzarry users. Females represented the majority of respondents (76.67%), while males represented 23.33%. The sample was also largely composed of young adults, especially those aged 18 to less than 23 years (42.78%) and 23 to less than 28 years (25.56%).
- Students formed the largest employment group (46.67%), followed by employees (26.67%). This indicates that the findings are strongly shaped by a young and digitally active customer segment whose purchasing behavior is likely to be sensitive to price, convenience, usability, and trust.
- Shopping frequency results showed that most respondents shop on Bazzarry a few times per year (53.89%), while 30.00% shop monthly. This pattern indicates that Bazzarry has already attracted a customer base, but frequent engagement remains limited. Therefore, customer retention and repeat-purchase stimulation remain important managerial priorities.
- Cash on delivery was the dominant payment method (74.44%), compared with electronic payment (25.56%). This result signals the continuing importance of payment-related trust, customer assurance, and verification before payment in the Bazzarry context.
- Across the main constructs, all means were above the neutral midpoint of 3 on the five-point Likert scale and were statistically significant at $p < .001$. This confirms that respondents generally hold positive perceptions of both Customer buying behavior and Market Performance.
- At the variable level, Market Performance recorded a mean of 4.06 with a percentage weight of 81.17%, while Customer buying behavior recorded a mean of 4.02 with a percentage weight of 80.34%. This suggests that respondents perceive Bazzarry's market-facing outcomes slightly more positively than the behavioral conditions that drive those outcomes.
- Within Customer buying behavior, Price consciousness ranked first ($M = 4.14$; 82.83%), followed by Customer Trust ($M = 3.99$; 79.78%) and Perceived Ease of Use ($M = 3.92$; 78.42%). This indicates that customer behavior on Bazzarry is particularly influenced by discounts, special offers, perceived value, and payment flexibility, while trust and usability remain essential supporting factors.

- At the item level, the strongest purchase-behavior item was the effect of discounts and special offers on purchasing decisions (PC1: $M = 4.34$; 86.78%). This confirms that promotional pricing is a highly influential driver of customer response on the platform.
- Within Customer Trust, the highest-rated item concerned customers' perception that Bazzarry treats them with care, appreciation, and attention (CT4: $M = 4.08$). The lowest-rated item concerned the clarity and reliability of the return policy (CT3: $M = 3.87$), suggesting that return-policy communication and after-sales assurance may require further strengthening.
- Within Perceived Ease of Use, the checkout process was rated highest (EU2: $M = 4.11$), while the ability to find specific products was rated lowest (EU1: $M = 3.78$) and had the highest standard deviation ($SD = 1.01$). This indicates that the platform's checkout process is relatively strong, but product search, categorization, and navigation pathways may not be equally smooth for all customers.
- Within Market Performance, Organizational Image ranked first ($M = 4.15$; 83.06%), followed by Customer Satisfaction ($M = 4.03$; 80.61%) and Customer Retention ($M = 3.99$; 79.83%). This pattern indicates that Bazzarry is perceived as professional, reliable, and positive in image, while repeat-use preference still has room for improvement.
- At the item level of Market Performance, the highest-rated item was the perception that Bazzarry is a professional and well-organized company with an integrated marketing and profitability plan (OI4: $M = 4.25$; 85.00%). The lowest-rated retention item was preference for buying from Bazzarry rather than traditional stores (CR3: $M = 3.87$), indicating that offline purchasing remains a meaningful alternative for some customers.

Results from Hypotheses Testing

- All sub-hypotheses were supported. Customer Trust, Price consciousness, and Perceived Ease of Use each had a positive and statistically significant effect on Market Performance when the dependent variable was treated as a composite construct.
- Customer Trust was the strongest dimension-level predictor of Market Performance ($\beta = 0.701$, $R^2 = 0.491$, $p < .001$). This means that trust-related factors explained 49.1% of the variance in Market Performance and therefore represent the most powerful behavioral lever in the model.
- Perceived Ease of Use also had a positive and statistically significant effect on Market Performance ($\beta = 0.612$, $R^2 = 0.374$, $p < .001$). Although Perceived Ease of Use ranked third descriptively, it explained 37.4% of the variance in Market Performance, confirming its practical importance in digital marketplace performance.
- Price consciousness had a positive and statistically significant effect on Market Performance ($\beta = 0.602$, $R^2 = 0.362$, $p < .001$). This indicates that price sensitivity, discount responsiveness, perceived value, and payment flexibility are important contributors to market outcomes.
- The main hypothesis was strongly supported. Customer buying behavior had a strong positive effect on Market Performance ($\beta = 0.802$, $R^2 = 0.643$, $p < .001$). This means that the combined behavioral construct explained 64.3% of the variance in Market Performance, providing strong evidence that market outcomes on Bazzarry are substantially shaped by trust, price-related behavior, and ease of platform use.

Discussion and Synthesis

- The results present a coherent picture of Bazzarry as a platform with generally positive customer perceptions, but with clear opportunities to move from occasional usage toward stronger repeat purchasing and deeper customer commitment. The respondent profile is central to understanding this pattern. The sample is predominantly female, young, and student-based, which suggests that Bazzarry is reaching a digitally active and price-conscious segment. This customer group is likely to value convenience and promotional attractiveness, yet it may also be cautious about payment methods, product reliability, and the consistency of online shopping experiences. The dominance of cash on delivery reinforces this interpretation: although customers engage with an online platform, many still prefer a payment mode that reduces perceived risk and allows greater control over the transaction.
- The descriptive results show that customers evaluate Bazzarry positively across all constructs, yet they do not evaluate all dimensions equally. Price consciousness achieved the highest score within Customer buying behavior, demonstrating that customers are highly responsive to discounts, offers, and perceived value. This is particularly meaningful in a market where purchasing power may be constrained and customers compare online purchases with traditional shopping alternatives. The high score of the discount-related item indicates that promotional campaigns are not merely

supportive tools but central behavioral triggers for purchase decisions on Bazzarry.

- However, the regression results reveal a more strategic insight: while Price consciousness is the highest-rated behavioral dimension descriptively, Customer Trust is the strongest predictor of Market Performance. This distinction is important. Customers may notice prices and respond strongly to offers, but the platform's ability to convert customer behavior into stronger retention, satisfaction, and image depends more heavily on whether customers trust Bazzarry. In other words, price can attract attention and stimulate purchase interest, but trust appears to be the deeper foundation of sustainable market performance.
- Customer Trust in this research includes payment security, product-description accuracy, reliable return policy, and customer care. The strong effect of Customer Trust on Market Performance suggests that customers' willingness to continue using and recommending Bazzarry depends on confidence that the platform will deliver what it promises. This is especially significant because cash on delivery is the preferred payment method among most respondents. The preference for cash on delivery can be interpreted as both a behavioral habit and a trust-management mechanism. Customers may not reject online purchasing itself; rather, they may seek transaction arrangements that reduce uncertainty. Therefore, improving trust could gradually increase customers' willingness to adopt electronic payment and engage more frequently with the platform.
- Perceived Ease of Use also emerged as a meaningful predictor of Market Performance. The descriptive findings indicate that the checkout process is perceived positively, but product search and locating specific items received the lowest usability rating. This suggests that Bazzarry has developed a reasonably functional purchase completion process, yet the earlier stages of the customer journey may still produce friction. In digital marketplaces, usability problems in search, filters, categorization, and navigation can weaken conversion even when prices are attractive and trust is present. Therefore, usability should not be treated as a purely technical issue; it is a market-performance issue because it affects satisfaction, retention, and customer perception of professionalism.
- The Market Performance results also require careful interpretation. Organizational Image ranked first, followed by Customer Satisfaction and Customer Retention. This indicates that respondents hold a favorable impression of Bazzarry as a professional and

organized platform, but this image has not yet fully translated into frequent platform use. The shopping-frequency results show that most respondents use Bazzarry only a few times per year. Thus, the platform appears to have a positive reputation among users, but stronger strategies are needed to transform positive image and satisfaction into habitual purchasing behavior.

- The relatively lower ranking of Customer Retention compared with Organizational Image also suggests that customers may admire the platform and be satisfied with it without necessarily using it regularly. This can occur when product availability, delivery convenience, search efficiency, pricing consistency, or trust in post-purchase processes are not yet strong enough to make Bazzarry the default purchasing channel. The low ranking of the item comparing Bazzarry with traditional stores further supports this interpretation. Traditional stores remain relevant, which means Bazzarry must compete not only with other platforms but also with deeply rooted offline purchasing habits.
- The measurement model assessment strengthens confidence in these findings. The reliability and validity results indicate that the constructs were measured consistently and appropriately. At the same time, the closeness among some constructs in the HTMT matrix is theoretically understandable. For example, Customer Satisfaction, Customer Retention, and Organizational Image are naturally connected as dimensions of market outcomes. Satisfied customers are more likely to recommend the platform, continue using it, and develop a positive image of the company. Similarly, Price consciousness may be related to retention because customers who perceive good value and attractive pricing may be more willing to return. Therefore, the observed conceptual closeness reflects the real interdependence of customer behavior and market outcomes in digital commerce.
- Taken together, the hypothesis-testing results point to a central conclusion: Bazzarry's Market Performance is not shaped by a single factor, but by the integrated effect of trust, Price consciousness, and usability. The main regression model explained 64.3% of the variance in Market Performance, which is a substantial effect. This means that improving customer buying behavior is likely to produce meaningful gains in retention, satisfaction, and image. Nevertheless, the dimension-level results show that the strongest immediate priority should be trust, followed by usability and pricing strategy. Price attracts customers, Perceived Ease of Use helps them complete the journey, but trust sustains the

relationship and converts individual transactions into lasting market performance.

Implications and Contributions

Theoretical Implications

The findings contribute to the literature on digital marketplace behavior by confirming that Customer buying behavior is a multidimensional construct that combines psychological, economic, and technological elements. In the Bazzarry context, trust, Price consciousness, and Perceived Ease of Use jointly explain a large proportion of Market Performance. This supports the view that digital-platform outcomes cannot be adequately explained by price or technology alone; rather, market performance depends on the interaction between confidence, perceived value, and the quality of the user journey.

The research also provides a useful distinction between descriptive prominence and predictive strength. Price consciousness received the highest descriptive mean, indicating that customers strongly recognize the importance of discounts, offers, and value. However, Customer Trust produced the strongest regression effect on Market Performance. Theoretically, this suggests that the factors customers notice most in their purchasing decisions are not always the factors that most strongly shape broader market outcomes. In digital commerce, trust may operate as a deeper enabling condition through which price attractiveness and usability can translate into satisfaction, retention, and positive image.

Another theoretical contribution lies in the operationalization of Market Performance through customer-facing dimensions: Customer Retention, Customer Satisfaction, and Organizational Image. This approach broadens the understanding of performance in platform-based businesses beyond purely financial or sales indicators. In emerging e-commerce settings, market performance can be meaningfully assessed through customers' intention to continue, satisfaction with services, and perception of the company's image and professionalism. These dimensions are especially relevant where objective performance indicators may not fully capture the strength of customer relationships.

Finally, the research contributes context-sensitive evidence from the Bazzarry platform environment. The strong preference for cash on delivery, the dominance of young consumers, and the importance of trust show that digital marketplace behavior is shaped by local payment habits, risk perceptions, and customer readiness. Therefore, theoretical models of e-commerce adoption and performance should remain sensitive to local market conditions rather than assuming that platform behavior follows the same pattern across all environments.

Practical Implications

For Bazzarry management, the findings provide several actionable implications. First, trust should be treated as a strategic asset rather than a general customer-service issue. Since Customer Trust produced the strongest dimension-level effect on Market Performance, Bazzarry should strengthen payment-security communication, product-description accuracy, return-policy clarity, and after-sales responsiveness. Customers need to feel that the platform is safe, transparent, and accountable throughout the entire transaction.

Second, Bazzarry should refine its return and refund policy communication. The lowest trust-related item concerned the clarity and reliability of the return policy. This suggests that customers may require clearer procedures, visible policy statements, predictable timelines, and simple claim-handling mechanisms. A well-communicated return process can reduce perceived purchase risk and strengthen confidence in online purchasing.

Third, pricing and promotional strategies should remain central to Bazzarry's market approach. The strongest item in the entire descriptive analysis was the influence of discounts and special offers. This means that targeted promotions, seasonal campaigns, bundled offers, loyalty discounts, and value-based pricing can stimulate purchasing behavior. However, promotions should be designed in a way that builds long-term loyalty rather than only short-term transactions.

Fourth, payment flexibility deserves careful development. The positive rating of the "Buy Now, Pay Later" item indicates that customers may respond favorably to flexible payment arrangements. Nevertheless, any payment innovation should be introduced with strong trust-building measures, clear terms, and risk controls. Since cash on delivery remains dominant, Bazzarry should gradually educate customers on the safety and convenience of electronic payments while maintaining the option of cash on delivery for trust-sensitive segments.

Fifth, platform usability should be improved at the search and browsing stages. The checkout process appears strong, but customers reported relatively lower ease in finding specific products. Bazzarry should therefore improve search accuracy, product tagging, product categorization, filter quality, recommendation systems, and navigation structure. These improvements can reduce friction, increase conversion, and enhance the perception of the platform as professional and reliable.

Sixth, Bazzarry should convert its positive organizational image into stronger retention. The platform is perceived positively, but most users shop only a few times per year. To increase frequency, management should develop

retention programs such as loyalty points, personalized offers, reminders, post-purchase follow-up, subscription-like benefits for frequent categories, and customer segmentation based on shopping behavior. The goal should be to transform satisfied occasional users into regular customers.

Seventh, Bazzarry should address the continued relevance of traditional stores. Since the item measuring preference for Bazzarry over traditional stores scored relatively lower, the platform should emphasize advantages that offline channels cannot easily provide, such as wider product comparison, convenience, time saving, transparent offers, home delivery, and reliable customer support. Strengthening these advantages can help position Bazzarry as a preferred purchasing channel rather than merely an alternative channel.

Limitations and Future Research

Limitations

Despite the value of the findings, the research should be interpreted in light of several limitations. First, the research relied on self-reported questionnaire data. Although the measurement model demonstrated acceptable reliability and validity, self-report responses may still be influenced by personal perceptions, recall limitations, or social desirability.

Second, the research used a cross-sectional design. The results therefore capture customer perceptions at one point in time and cannot fully establish causal relationships. While the regression results show strong statistical associations, the direction and stability of these relationships should be further examined through longitudinal research.

Third, the sample consisted only of valid Bazzarry users, with a strong representation of females, young adults, and students. This sample profile is useful for understanding a major segment of Bazzarry's customer base, but it may limit the generalizability of the findings to older customers, high-income customers, corporate buyers, or users with different purchasing habits.

Fourth, Market Performance was measured through customer-based perceptions, namely retention, satisfaction, and organizational image. These indicators are valuable and relevant, but they do not directly include objective performance data such as sales growth, order frequency, conversion rates, customer lifetime value, repeat-purchase ratios, complaint rates, or delivery performance.

Fifth, the analysis focused on three dimensions of Customer buying behavior: Customer Trust, Price consciousness, and Perceived Ease of Use. Other potentially important factors, such as delivery speed, product variety, service recovery,

social influence, brand awareness, mobile application quality, and customer support quality, were not included in the tested model.

Directions for Future Research

Future research can extend the present research in several directions. First, longitudinal studies are recommended to examine whether improvements in trust, pricing strategy, and platform usability lead to sustained changes in customer retention and market performance over time. Such designs would provide stronger evidence regarding causal mechanisms.

Second, future studies may compare Bazzarry with other e-commerce platforms or traditional retail channels. Comparative designs would clarify whether the observed relationships are specific to Bazzarry or reflect broader patterns in the local digital marketplace environment.

Third, future research should integrate objective platform metrics with survey data. Combining customer perceptions with actual transaction records, frequency of purchases, average order value, return rates, abandoned-cart rates, delivery times, and electronic-payment adoption would provide a richer and more accurate understanding of market performance.

Fourth, additional variables should be considered in future models. Potential mediators such as customer satisfaction, perceived value, and perceived risk could explain how trust, Price consciousness, and Perceived Ease of Use translate into retention and image. Potential moderators such as age, gender, payment method, shopping frequency, income level, and digital literacy may also reveal important differences among customer segments.

Fifth, qualitative research could complement the quantitative findings. Interviews or focus groups with Bazzarry users may reveal why some customers continue to prefer traditional stores, why cash on delivery remains dominant, and what specific improvements would increase trust, repeat purchasing, and willingness to use electronic payment.

Finally, future research may use full PLS-SEM or structural equation modeling procedures with bootstrapping to confirm the measurement and structural model more rigorously. This would allow simultaneous testing of direct, indirect, and total effects and provide deeper insight into the mechanisms linking customer buying behavior to market performance.

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