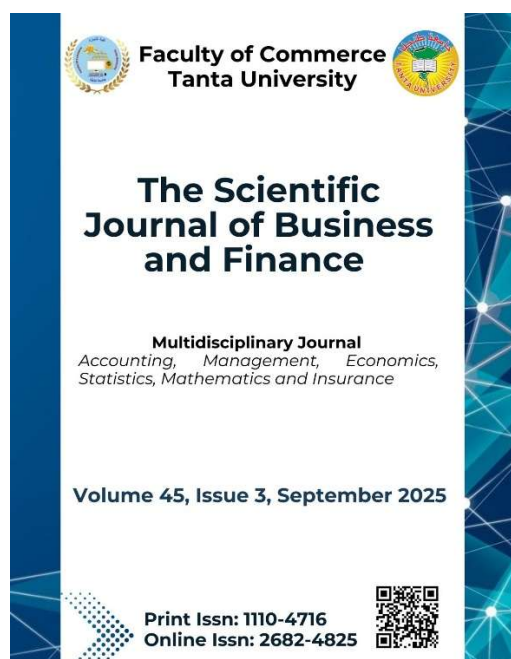




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Constructing the Concept of Electronic Behavioral Loyalty: A Review.

Sohir Mohamed Tony.^a, Dina Osama Abd Alhaleem^b & Sayed Sharaf^c

^a Engineering and Media Science, Cairo, Egypt.

^b Assistant professor Business of Administration Department Engineering and Media Science, Cairo, Egypt.

^c Assistant professor Department of Business Administration, Faculty of Commerce, Cairo University Egypt.

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Constructing the Concept of Electronic Behavioral Loyalty: A Review

Sohir Mohamed Tony

Engineering and Media Science , Cairo, Egypt.

Dina Osama Abd Alhaleem

Department Engineering and Media Science , Cairo, Egypt.

Sayed Sharaf

Department of Business Administration , Faculty of Commerce , Cairo University, Egypt

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Abstract

The main purpose of this research paper is to review and critique the available literature on e- behavioral loyalty through online retails, which has been published between 2015 and 2021. In addition to assessing the measurement models that are used to test the e-loyalty phenomenon, it develops a new conceptual measurement model of e-loyalty and its concept. This research employs an integrative literature review approach, which involves analyzing multiple empirical articles published from 2015 to 2021. The aggregation is constructed on the databases, such as science direct, Google Scholar, E-Besco, Emerald, and Scopus. The search process included scientific articles published in the English language and included studies that handle the concept and scale of e-behavioral loyalty or behavioral loyalty via the Internet independently, also within the component of the concept of e-loyalty or loyalty through the Internet. The first stage of filtration, reveals 205 academic scientific papers are related to a key research topic "e- loyalty", the researcher has excluded 16195 articles for different reasons; as they are not in the English language, irrelevant abstracts or title keywords, terms, criterion, measurement statements, sample, and field of research. Qualitative studies were omitted from this review because it focuses on the instruments utilized to assess electronic loyalty and their psychometric characteristics.

The second stage of filtration has excluded 128 papers for the following reasons: i) investigation of electronic behavioral loyalty or online behavioral loyalty, ii) lack of satisfaction from the inclusion criteria (principally qualitative research). The critical review involves n= 28 academic scientific papers (quantitative) because they match the criteria and objective of the research review, and they are as follows: term, criterion, measurement statements, sample, and field of research.

This research concluded that the previous studies found that there is a scarcity of studies that handled e- behavioral loyalty from a comprehensive perspective, moreover, it studied the

loyalty concept from a traditional retail perspective in the context of online retail. The study presents concepts of electronic behavioral loyalty based on the motives of shoppers and consumers via the Internet and determines the components of the behavioral act for e-loyalty. Moreover, it supposes a measurement model of e-loyalty in online retail. Further validation of the concept with further application of scale in future studies. The concept of electronic loyalty has many aspects. commerce site managers should carefully consider this finding when building e-loyalty for consumers

Keywords: Behavioral e-loyalty; e-shopping units; motives of online shopping (utilitarian - Hedonic).

1. Introduction

The companies base their strategies on consumers' purchasing decision-making processes, influencing various traditional and online marketing processes (Arul Rajan, 2020). Companies are becoming more aware of the increasing importance of e-business in creating new wealth. As a result, they focus more on establishing the loyalty of electronic customers (Al-Ayed, 2022). Continuous technological advancement plays an essential role in transforming business transactions and changing consumers' behavior due to their limited time and their desire to break away from their daily routine. Hence, consumers prefer online shopping (Cachero-Martínez & Vázquez-Casielles, 2021). Building consumer loyalty is a critical business objective (Chiu *et al.*, 2009), as it is a key indicator for assessing business success in the highly competitive online business environment. Nguyen & Khoa (2019) launched the concept of online loyalty as e-loyalty. The term is relatively young (Al-Dmour & Allwan, 2019).

However, there is a dearth of previous studies on developing a concept and scale for common research-based electronic behavioral loyalty of electronic retail stores, as previous studies relied on the behavioral concept in traditional commercial - (Adwan *et al.*, 2020); Khan *et al.*, (2019), saw (Molinillo *et al.*, 2020) to loyalty as a construct that reflects two types of behaviors: intent to buy back and intent to recommend, several studies have addressed Tankovic & Benazic (2018); Cheng (2011); Sai Vijay *et al.*, (2019); Cachero-Martínez & Vázquez-Casielles (2021); Tankovic & Benazic (2018); (Kumar *et al.*, 2006). The notion of consumer loyalty encompasses two primary aspects: attitudinal loyalty and behavioral loyalty. Attitudinal loyalty refers to a consumer's recognition of a specific service provider, their preference for that product or service over alternatives, and their intention to make a purchase. In contrast, behavioral loyalty pertains to the customers' willingness to engage in repeat transactions, including both the intention to repurchase and their actual purchasing actions. Rather & Hollebeek (2019) identified three dimensions of loyalty: attitude, behavior, and a synthesis of both. Various studies have approached the measurement of electronic loyalty through different lenses, focusing on psychological factors (Chu & Yuan, 2013), behavioral actions (Khoa, 2020), or a combination of these elements (Valvi & West, 2013).

Despite the differences between the online and traditional buying processes, previous research based the notion of electronic behavioral loyalty on the concept of traditional commerce, which expresses an act (recommendation, whether through WOM or E-WOM and or repurchasing from the same company). Behavioral loyalty to traditional commerce may influence the frequency with which consumer purchases from the same store or his recommendation to others (friends, relatives, coworkers, and so on) to purchase from the same store, and in both cases, the consumer must visit the store, thereby increasing the store reputation and sales. While the process of online shopping is easy, as electronic commerce has assisted in reducing consumers' dependence on memory for the ease and speed of the process of searching for products via the Internet (Padmavathy *et al.*, 2019), where the consumer can access the website at any time and the lowest cost and effort (Haridasan & Fernando, 2018), by providing a larger selection of products, faster payments, multiple product delivery options (Yeo *et al.*, 2017), a wider range of items for the same product, and convenience (Al-Ayed, 2022). (Sreeram *et al.*, 2017) highlighted that the diverse range of products and user-friendly nature of online shopping platforms are key factors that draw consumers in, enhancing their entertainment experience. This, in turn, boosts their behavioral intentions, leading to longer shopping durations on the site, a higher frequency of visits, and an increase in multiple purchases. Furthermore, the inclination of consumers to explore online shopping sites rises when they seek products and information to fulfill unmet utilitarian needs (Annisa Islam & Ezni Balqiah, 2021).

Thus, the concept of electronic behavioral loyalty has become different, as it is considered an act of the consumer via the Internet within the shopping site or on social networking pages via the Internet. The consumer can take action without making a purchase, after satisfying his motives towards pleasure from shopping. Therefore, the consumer can share the link of the site with others, leave a comment, browse inside it, share opinions, or give a like on the social networking page connected to the main page of the site via the Internet (Solem, 2016), and all of these actions increase the rate of spread of the online shopping site first among a wide base of the audience via the Internet, which increases the marketing share of the site before and without increasing sales, and also assists in increasing commercial advertisements within the advertising platform on the site. These Internet marketing practices gain consumer loyalty through a set of effective services and positive factors for the consumer's psyche (Muharam *et al.*, 2021) because the many choices of product types via the Internet make consumers feel pleased and excited during the shopping process (Pratminingsih *et al.*, 2013; Wareham *et al.*, 2005). Recommended online shopping sites increase their sites with promotions to make the consumer enjoy the shopping process, and (Solomon & Panda, 2004) defined shopping enjoyment as "that consumers who enjoy shopping spend time searching for products, which leads them to increase product knowledge".

As a result, despite the findings of Sütütemiz & Saygılı (2020), traditional shopping motives are also valid for online shopping and have an impact on purchasing intent, as Haridasan & Fernando (2018) explained studies that did not take into account the main motives for e-shopping when measuring the concept of behavioral e-loyalty. It is noticed that the two main motivations for

online shopping are utilitarian and Hedonic motives, with pleasure motives satisfying psychological demands for the pleasure of shopping, and utilitarian motives satisfying the consumer's necessary material needs that may not be met. If the shopping site satisfies the user's enjoyment motives, the consumer may decide to purchase from the site, which will gratify his fundamental motives.

Hence, the purpose of this study is to make the available empirical literature focus on the concept of electronic behavioral loyalty, and answer the following questions:

- 1- What are the factors that motivate the online shopper's motives to shop online?
- 2- What are the main shopping motives that lead the consumer to engage in online behavior, and who built electronic behavioral loyalty?
- 3- What is the current literature on the concept and measure of electronic behavioral loyalty?

2. Methodology

The following electronic databases were utilized to conduct the literature review: web of science direct, Google scholar, E-Bisco, and Scopus. The search operations extended during the period from the beginning of 2015 until the end of 2021, and the search process included scientific articles published in the English language and included studies that handle the concept and scale of electronic behavioral loyalty or behavioral loyalty via the Internet independently, or within the component of the concept of electronic loyalty or loyalty through the Internet. The Internet, and satisfied several articles 28 that fit the criteria and objective of the research review, which are as follows: term, criterion, measurement statements, sample, and field of research. Qualitative studies were excluded due to the interest of current review in the tools utilized to measure electronic loyalty and its psychometric properties.

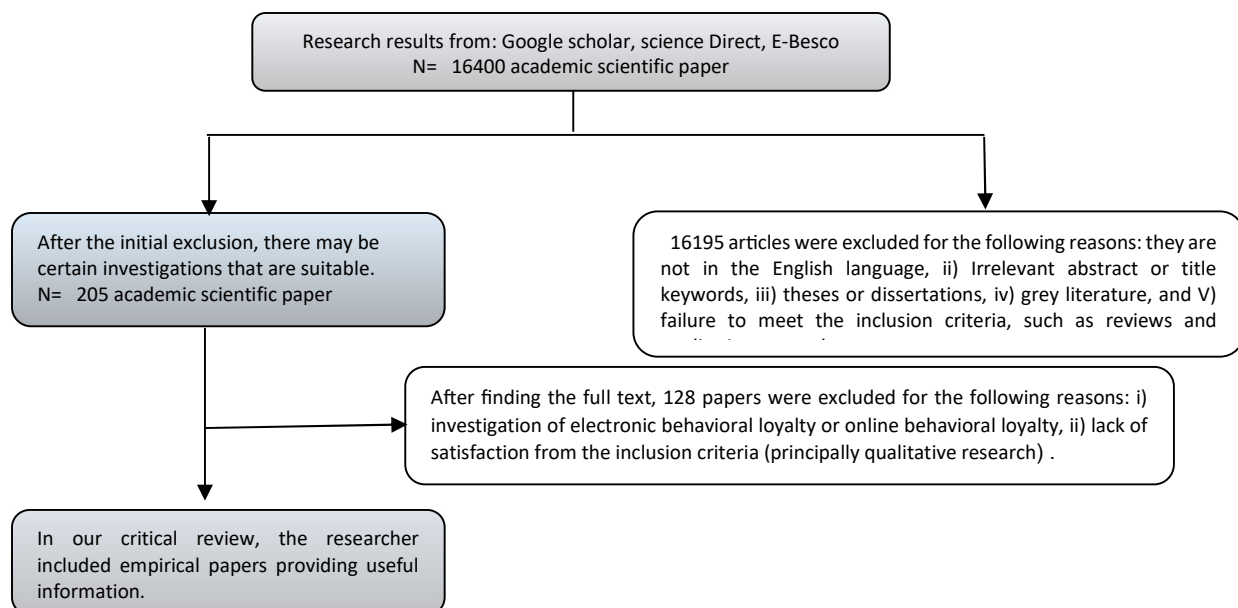


Figure 1. Results of a literature search

The studies included in our analysis primarily originated from diverse sectors within marketing and e-commerce, such as social commerce platforms, virtual goods, the internet service market, travel websites, and general retail sites, among others. The overall sample encompassed 123,000 entries drawn from all the studies. The initial papers addressing various facets of e-commerce loyalty emerged in 1999, with a consistent rise in publications observed from 2003 to 2021. During this period, research concentrated on the notion of electronic behavioral loyalty as a fundamental aspect from 2014 to 2021 (refer to Fig. 2 and Fig. 3). Furthermore, several articles have continued to be published since 2022, indicating the ongoing interest of the academic community in exploring electronic behavioral loyalty within e-commerce contexts.

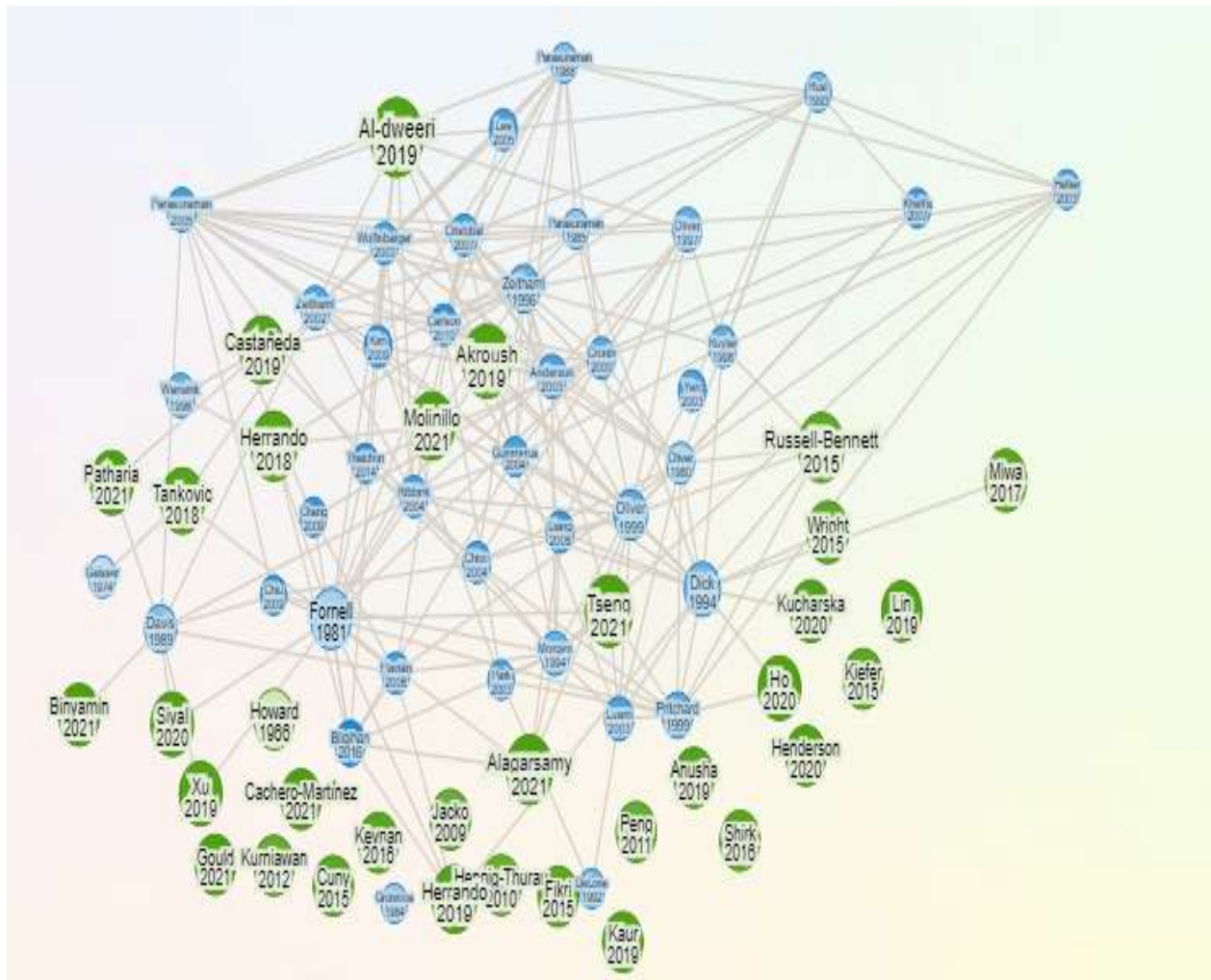


Figure 2. The extent of the correlation of studies that handled electronic behavioral loyalty

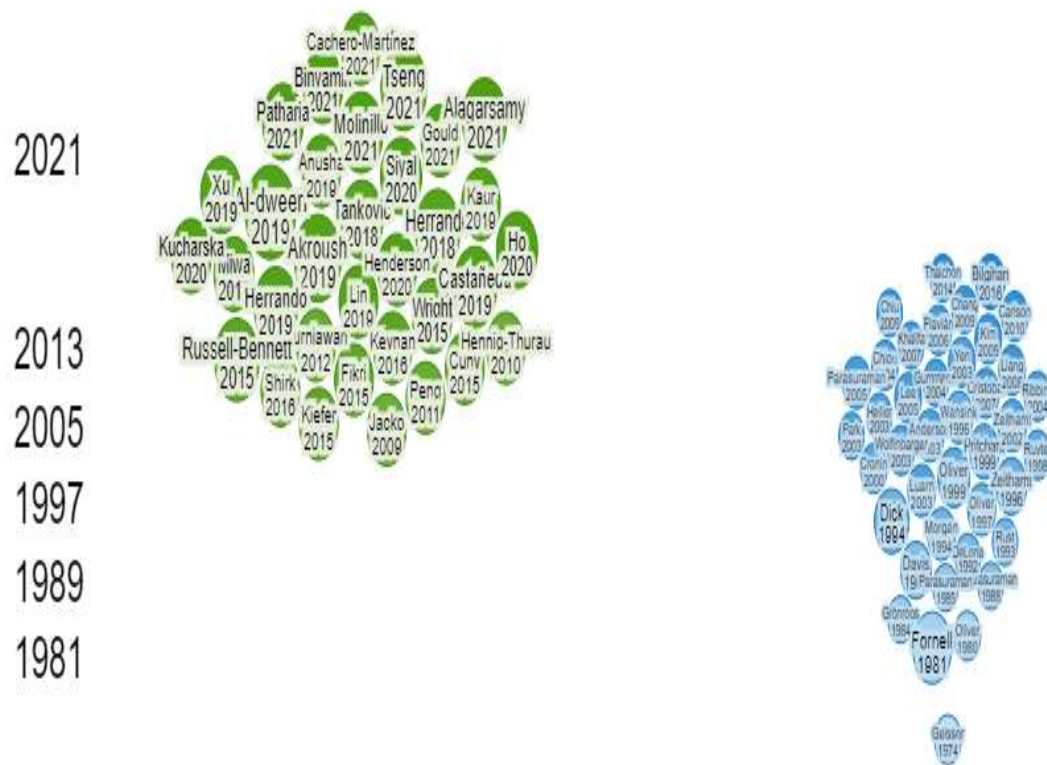


Figure 3. The period that focused on the concept of electronic behavioral loyalty

3. Comprehensive evaluation of E-behavioral loyalty tools:

Summary of E- loyalty tools

An effective approach to evaluating the literature on e-behavioral loyalty involves recognizing overarching trends in the current measurement tools and instruments. Our research revealed that many studies overlooked qualitative methodologies when exploring the concept of behavioral loyalty in digital contexts, focusing exclusively on quantitative methods. We identified 16 scales, each containing between 2 to 10 items, utilizing either a 5-point or 7-point Likert scale, as illustrated in Tables 1 and 2.

Numerous scholarly articles have thoroughly examined the definitions of online behavioral electronic loyalty. However, the present review identified a lack of research focusing on electronic behavioral loyalty as an independent variable, as noted by (Yoshida *et al.*, 2018), (Inoue *et al.*, 2017), Yun & Good (2007), (Lopez *et al.*, 2018), and (Rita *et al.*, 2019). Related concepts that are often referenced include e-behavioral intent (Cuny *et al.*, 2015), Loyalty Behavior intent (Molinillo *et al.*, 2021), and Loyalty and Continuous Visitation Behavior (Kim *et al.*, 2019). Various studies have explored the notion of behavioral electronic loyalty as a component of Oliver's broader framework of electronic loyalty. This framework is rooted in

Oliver's (1999) definition of loyalty in traditional commerce, which describes it as "a firm commitment to repurchase or consistently reorder a preferred product or service in the future, leading to repeated purchases of the same brand." This concept acknowledges the influence of different situational factors and marketing strategies, which include dimensions such as attitudinal loyalty and behavioral loyalty (Cachero-Martínez & Vázquez-Casielles, 2021; Kaur *et al.*, 2021; Alagarsamy *et al.*, 2021; Herrando *et al.*, 2019; Zaid & Patwayati, 2021). Additionally, it may encompass elements like emotional loyalty and behavioral loyalty (Herrando *et al.*, 2019) or a combination of behavioral loyalty along with cognitive loyalty (Akroush & Mahadin, 2019).

Electronic behavioral loyalty is measured in the previous studies on different dimensions, such as intent (purchasing, use), online or direct recommendation, positive electronic word of mouth, uttered a word, preferring a site to others, commitment to the site, re-visiting the site, frequency of visit, first choice, frequency of purchase, number of times of purchase, share with other consumers, pay more, or amount spent. Table (1)

Through examining previous studies, it was demonstrated that the studies had three different ways to measure consumer's electronic behavioral loyalty online, where the first set of studies relied on the dimensions of electronic attitudinal loyalty, and the second set of studies relied on the dimensions of electronic behavioral loyalty, the third set is a mixture of them. Electronic loyalty consists of three dimensions, which are as follows: (A) the traditional attitudinal loyalty, which results in [encouraging friends to utilize a website, and the intent to recommend], such as the (Shafiee and Bazargan, 2018; Molinillo *et al.*, 2021; Cachero-Martínez & Vázquez-Casielles, 2021; Rita *et al.*, 2019; Castañeda *et al.*, 2019; Akroush & Mahadin, 2019; Tankovic & Benazic 2018; Herrando *et al.*, 2019; Tseng, 2021; Sreeram *et al.*, 2017); or (B) the attitudinal loyalty to the website, which results in the [the first choice for future purchases, recommend visiting this website, consumer engagement, commitment, repurchase intent, purchase intent, continuity intent, return intent, website preference. The intent (to utilize the site, to purchase from the site), recommendation, encouragement] (Cuny, *et al.*, 2015; Shafiee & Bazargan, 2018; Yoshida *et al.*, 2018; Cachero-Martínez & Vázquez-Casielles, 2021; Rita *et al.*, 2019); Kaur *et al.*, 2021; Castañeda *et al.*, 2019; Alagarsamy *et al.*, 2021; Al-dweeri *et al.*, 2019; Akroush & Mahadin, 2019; Tankovic & Benazic, 2018; Thaichon & Jebarajakirthy, 2016; Herrando *et al.*, 2019; Tseng, 2021; Lopez *et al.*, 2018); Sreeram *et al.*, 2017), or in (C) the attitudinal loyalty to site services, which results in [more business with the site, return to the virtual art gallery site, intent to buy back, and more business, encouraging you to revisit this social commerce site] (Shafiee & Bazargan, 2018; Castañeda *et al.*, 2019; Alagarsamy *et al.*, 2021; Al-dweeri *et al.*, 2019); Tankovic & Benazic, 2018; Thaichon & Jebarajakirthy, 2016; Herrando *et al.*, 2019; Lopez *et al.*, 2018).

The findings related to the dimensions of the electronic behavioral loyalty outcome measure are categorized as follows: (A) Traditional behavioral loyalty, which encompasses the intention to [continue shopping on this website in the future, engage in positive word-of-mouth, and share favorable opinions about the site with others] as noted by (Shafiee &

Bazargan, 2018, Castañeda *et al.*, 2019, Alagarsamy *et al.*, 2021, Al-dweeri *et al.*, 2019, Tankovic & Benazic, 2018, Thaichon & Jebarajakirthy, 2016, Herrando, *et al.*, 2019, and Lopez *et al.*, 2018); (B) Behavioral loyalty to the website, which leads to [positive electronic word-of-mouth, encouraging friends or others to shop on this social commerce platform, commitment, repeat visits, intent to repurchase, and willingness to spend more] as discussed by (Molinillo *et al.*, 2021, Inoue *et al.*, 2017, Shin *et al.*, 2017, and Rita *et al.*, 2019); or (C) Behavioral loyalty towards site services, which results in [frequent consumer purchases, e-behavioral loyalty for an online retail store, and increased spending] as highlighted by (Yoshida, *et al.*, 2018b, Yun & Good, 2007), and Akroush & Mahadin, 2019). Refer to Figure (2) and Table (2) for further details.

Table 1. Summary of previous studies that handled E-behavioral loyalty as a major variable during the period 2015-2021

No	Reference	Expression	the Field	Sample (N)	Dimensions of e-behavioral loyalty	E-behavioral loyalty measurement phrases	Measurement Linker	Reliability
1	Yun & Good, (2007).	E-behavioral loyalty	E-tail store	203	- Number of times they purchased - The total amount they spent - Number of people they have - Referred to a favorite e-tailer	- How many times have you purchased from your favorite e-tailer in the past 12 months? - Behaviors AM What is the amount did you spend with your favorite e-trailer in the past 12 months? - How many people have you referred to your favorite e-trailer?	3*(7)	CFA x 2 (126, N ¼ 203) ¼ 196.53, p , 0:001; CFI ¼ 0.97, NFI ¼ 0.92; RMSEA ¼ 0.05.
2	Cuny <i>et al.</i> , (2015).	E-behavioral intent	Visit a virtual art	250	- intent - Recommending	- I will recommend visiting this site. e-Behavioral intent - I will return to the virtual art gallery site.	2*(5)	Cronbach's [75] α
3	Thaichon, Jebarajakirt (2015)	Customers' behavioral loyalty	Home internet services	2,059	- First choice - More business	- I would consider this ISP as my first choice to buy services. - I would do more business with this ISP in the next few years. - I would do less business with this ISP in the next few years.	3*(5)	Cronbach's [.910] α
4	Inoue <i>et al.</i> , (2017).	Behavioral loyalty	Social commerce sports marketing	634	- Commitment	- I feel emotionally attached to this team. - I continue to be a member of this team because I like being associated with them. - I continue to be a member of this team because I genuinely enjoy my relationship with them.	3*(7)	CR= [.87]

No	Reference	Expression	the Field	Sample (N)	Dimensions of e-behavioral loyalty	E-behavioral loyalty measurement phrases	Measurement Linker	Reliability
5	Sreeram <i>et al.</i> , (2017)	Behavioral loyalty	Online grocery shopping	240	- Intent (to utilize the website, to purchase from the website). - recommendation. - encouragement - WOM	-I would use this online shopping website again. -I would consider purchasing through this online shopping website in the future. -I would consider using this online shopping website in the future. -I would recommend this website to others. -I would say good things about this website to others. -I would encourage friends and relatives to do business with this website.	6()	Cronbach's [.901] α
6	Blasco <i>et al.</i> , (2018).	Behavioral E-Loyalty	online local food shopping	305	- intent to return to the website -Purchases intent.	-I plan to return to this website when I require its services again. - This website merits another visit. - I am inclined to revisit this website when the need arises. - I feel motivated to return to this website in the future. - It is probable that I will engage with this website next year. - If the opportunity arises, I aim to utilize this website. - If given the chance, I anticipate that I will make use of this website next year.	7*(7)	- intent to return to the website. (CR) [.975] -purchase intent. (CR) [.976]
7	Shafiee, & Bazargan. (2018)	Behavioral Customer Loyalty	E-Shopping	0	- Recommending - Encouraging	- Motivating friends to explore the website. - Suggesting the website to others.	4*(0)	Cronbach's [.88] α

No	Reference	Expression	the Field	Sample (N)	Dimensions of e-behavioral loyalty	E-behavioral loyalty measurement phrases	Measurement Linker	Reliability
						- Sharing favorable opinions about the site with others. - Viewing the site as the preferred option for future acquisitions. - Engaging in increased transactions with the site in the coming months.		
8	Yoshida <i>et al.</i> , (2018)	Behavioral Brand Loyalty	Social commerce sports marketing	309	- Consumer Engagement - Purchase frequency of consumers			
9	Rita <i>et al.</i> , (2019).	Customer behavior in online shopping	Online shopping	355	- Repurchase intent - WOM+ E-WOM - recommending	- I will make more purchases through this online shop in the future. - I will increase purchases through this online shop. - I will intensify purchases through this online shop. - I say positive things about this online shop to other people. - I recommend this online shop to anyone who seeks my advice. - I encourage friends and others to purchase goods from this online shop. - I will not shop again from this online shop. - I will make my next purchase from this online shop. - I will re-visit this online shop in the future.	9*(7)	- Repurchase intent Cronbach's [.914] α - WOM+ E-WOM Cronbach's [.931] α - Recommend Cronbach's [.849] α

No	Reference	Expression	the Field	Sample (N)	Dimensions of e-behavioral loyalty	E-behavioral loyalty measurement phrases	Measurement Linker	Reliability
10	Castañeda <i>et al.</i> , (2019)	Behavioral loyalty	Tourism apps	258	- Recommendation - intent to continue using mobile	- I intend to continue using mobile Internet in the future. - I will always try to use mobile Internet in my daily life. - I plan to continue to use mobile Internet frequently. - Say positive things about XYZ to other people. - Recommend XYZ to anyone who seeks your advice. - Encourage friends and relatives to do business with XYZ. - Consider XYZ your first choice to buy -- services. - Do more business with XYZ in the next few years.	8*(7)	Cronbach's [0.70] α

Table 2 .Summary of previous studies that handled electronic behavioral loyalty as a component of a variable during the period 2015-2021

No	Reference	Expression	the Field	Sample (N)	Dimensions of e-behavioral loyalty	E-behavioral loyalty measurement phrases	Measurement Linker	Reliability
1	Shin <i>et al.</i> , (2017).	Loyalty and Continuous visiting behavior	social networking sites	189	- Repetition - Continuous visiting	As long as Facebook continues to offer its current features—such as messaging, photo and video uploads, tagging, commenting, notes, and events—I am unlikely to transition to other social networking platforms. I make it a point to use Facebook whenever I wish to engage with my friends online. I find great enjoyment in using Facebook. In my opinion, it is the most effective social networking site for connecting with my friends. Regarding my engagement with the Facebook pages of companies I follow, I would like to know the average amount of time I spend on these pages each week. Additionally, I am interested in how often I utilize Facebook to interact with the fan pages of these companies. Lastly, I would like to quantify the number of times I visit the fan pages of the companies I have liked or subscribed to on a weekly basis.		-Loyalty Cronbach's [.948] α - Continuous visiting behavior Cronbach's [.970] α
2	Al-dweeri <i>et al.</i> , (2018).	(e-loyalty) Attitudinal loyalty and behavioral loyalty	Online retailing	316	-WOM - Repurchasing - First choice	- I would consider this website as my first choice to buy services/goods. - I would do more business with this website in the next few years. - I am willing to put in extra effort to buy from this website.	3*(5)	Cronbach's [.734] α
3	Tankovic, & Benazic (2018).	(e-loyalty) Attitudinal loyalty and behavioral loyalty	E-shopping	221	- Do not switch to another location. - First choice and Constant use. - Purchasing future.	- I seldom consider switching to another website. - As long as the present service continues, I doubt that I would switch websites. - I try to use the website whenever I need to make a purchase. - The probability that I will use this online store again is high. - When I need to make a purchase, this website is my first choice.	5*(7)	Cronbach's [.854] α

No	Reference	Expression	the Field	Sample (N)	Dimensions of e-behavioral loyalty	E-behavioral loyalty measurement phrases	Measurement Linker	Reliability
4	Akroush, & Mahadin, (2019).	(E-loyalty) Attitudinal loyalty, behavioral loyalty and cognitive loyalty	Internet service market	1,297	- Pay more - Purchasing future - Commitment	- I will probably use my current internet provider in the future again, - I will do all of my business with the current internet provider when I need this type of service in the future. - I will probably subscribe to another internet service provider.	3*(5)	(CR) [.84]
5	Herrando <i>et al.</i> , (2019).	(SOCIAL COMMERC E USERS) Emotional loyalty and behavioral loyalty	Social commerce	590	- Return intent. - Repurchase intent.	- I am likely to revisit this social commerce website in the near future. I am encouraged to revisit this social commerce website in the near. - I am likely to purchase on this social commerce website. - Given the opportunity, I intend to purchase on this social commerce website. - I intend to purchase through this social commerce website in the near future.	5*(7)	Cronbach's [.70] α
6	Molinillo, <i>et al.</i> , (2021).	Loyalty behavior intent	Social commerce website	272	- Repurchase intent. - Positive E-WOM - Customer engagement behavior int	- I am interested in making additional purchases from this social commerce platform. - I plan to consistently buy products from this social commerce platform. - In the future, I intend to purchase items from this social commerce platform. - I encourage my friends and others to shop at this social commerce platform. - I suggest this social commerce platform to those who seek my recommendations. - I speak positively about this social commerce platform to others. - I advocate for this social commerce platform to my peers. - I aim to remain a member of this social commerce platform. - I am eager to engage actively in the activities of this social commerce platform. - I am prepared to assist fellow members of this social commerce platform.	10*(7)	Cronbach's [.70] α
7	Cachero <i>et al.</i> , (2021)	Attitudinal loyalty	Social commerce	496	- Positive WOM - Recommending	- I will say positive things about this website to other people.	6*(5)	Cronbach's [.939] α

No	Reference	Expression	the Field	Sample (N)	Dimensions of e-behavioral loyalty	E-behavioral loyalty measurement phrases	Measurement Linker	Reliability
		and behavioral loyalty			- intent to continue - Amount spent in that visit to the store	- I will recommend this website to family, friends, or acquaintances who ask me for advice. - I will encourage others to go to this website. - My intent is to continue shopping on this website in the future. - If I had to choose again, I would select this website Although other new alternatives arise. - I will not give up buying on this website.		
8	Kaur <i>et al.</i> , (2021)	Attitudinal loyalty and behavioral loyalty	Virtual Goods	309	- Purchase intent - Continuation intent	- I will frequently purchase LINE stickers. - I have the intent to buy LINE stickers. - I think it is a good idea to buy LINE stickers. - I intend to continue using LINE rather than discontinue its use. - I intend to use LINE rather than other alternatives. - I will keep on using LINE in the future.	6*(5)	(CR) [.70]
9	Alagarsamy <i>et al.</i> , (2021).	(Brand loyalty) Attitudinal loyalty and behavioral loyalty	Online Grocery Retailer	316	- Commitment. - Recommending. - Repurchase intent.	- Overall, I buy this brand most often. -I will tell other people how good this brand is. -I will recommend this brand to other people.	4*(5)	(CR) [.888]
10	Tseng (2021)	(e-loyalty) Attitudinal loyalty and behavioral loyalty	Online service	5000	- Website Preference. - Repurchase intent	- I will buy from this e-commerce website the next time I purchase the same product/service. - I intend to keep purchasing the same products/services from this e-commerce website.	2* (7)	Cronbach's [.860] α

Table 3. demonstrates the dimensions and measures utilized in previous studies on electronic behavioral loyalty

Electronic loyalty type	Recourse	Dimensions of electronic behavioral Loyalty	Measurement for dimensions
Electronic Attitudinal Loyalty	Shafiee & Bazargan. (2018), Molinillo <i>et al.</i> , (2021), Cachero <i>et al.</i> , (2021), Rita <i>et al.</i> , (2019), Castañeda <i>et al.</i> , (2019), Akroush, & Mahadin, (2019), Tankovic, & Benazic (2018), Herrando <i>et al.</i> , (2019), Tseng (2021), Sreeram <i>et al.</i> , (2017).	Traditional Attitudinal Loyalty	Encouraging friends to utilize a website, Intent to a recommendation.
	Cuny <i>et al.</i> , (2015), Shafiee & Bazargan (2018), Yoshida <i>et al.</i> , (2018), Cachero <i>et al.</i> , (2021), Rita <i>et al.</i> , (2019), Kaur <i>et al.</i> , (2021), Castañeda <i>et al.</i> , (2019), Alagarsamy <i>et al.</i> , (2021), Al-Dweeri <i>et al.</i> , (2018), Akroush & Mahadin (2019), Tankovic & Benazic (2018), Thaichon & Jebarajakirt (2015), Herrando <i>et al.</i> , (2019), Tseng (2021), Blasco <i>et al.</i> , (2018), & Sreeram <i>et al.</i> , (2017) have all contributed to the body of research in this field.	Attitudinal loyalty to the website	The first choice for future purchases, recommend visiting this site, consumer engagement, commitment, repurchase intent, purchase intent, continuation intent, return intent, website preference. intent (to utilize the website, to purchase from the website), recommendation, encouragement
	Shafiee, & Bazargan. (2018), Castañeda <i>et al.</i> , (2019), Alagarsamy <i>et al.</i> , (2021), Al-dweeri <i>et al.</i> , (2018), Tankovic, & Benazic (2018), thaichon, Jebarajakirt (2015), Herrando <i>et al.</i> , (2019), Blasco <i>et al.</i> , (2018).	Attitudinal loyalty to site services	More business with the site, return to the virtual art gallery site, repurchase intent, more business, encouraged to revisit this social commerce website.
	Molinillo <i>et al.</i> , (2021), Cachero <i>et al.</i> , (2021), Rita <i>et al.</i> , (2019), Al-dweeri <i>et al.</i> , (2018), Sreeram <i>et al.</i> , (2017)	Traditional Behavioral Loyalty	The intent is to continue shopping on this website in the future, positive WOM, saying positive things about the site to others.
	Molinillo <i>et al.</i> , (2021), Inoue <i>et al.</i> , (2017), Shin <i>et al.</i> , (2017), Rita <i>et al.</i> , (2019).	Behavioral loyalty to the website	Positive E-WOM, encourage friends or others to shop on this social commerce site, commitment, repetition, continuous visiting, intent to repeat purchase, intent to spend more.
	Yoshida <i>et al.</i> , (2018), Yun & Good, (2007), Akroush, & Mahadin, (2019).	Behavioral loyalty to site services	Purchase frequency of consumers, e-behavioral loyalty for e-tail stores, more pay.

3. Definitions of e- behavioral loyalty

Several published studies have explored the notion and assessment of online behavioral loyalty, also referred to as electronic behavioral loyalty. These studies indicate that researchers have developed a comprehensive understanding of electronic loyalty, drawing

from Oliver's 1999 definition in the context of traditional commerce. In this regard, Nguyen and Khoa (2019) characterize electronic loyalty as "the customer's preferred attitude towards electronic business," which is further demonstrated through the individual's repeated actions. Nevertheless, researchers have differed to clarify the concept of electronic behavioral loyalty or behavioral loyalty via the Internet, where the concept of (Jarvis *et al.*, 2006) on the behavior of the consumer's desire to return to the seller and make repeated purchases, whereas (Cyr *et al.*, 2008; Jiang *et al.*, 2016) refers to the attitudes of customers towards repurchasing a brand, while (Toufaily *et al.*, 2013) on the actual act of consumer's attitudes to visits and purchases from specific stores, explained (Cossío-Silva *et al.*, 2016) that it is a repeated purchase, we agree with him (Yoo *et al.*, 2013). In addition to repeated visitation, (Nugroho *et al.*, 2019) define the concept as the intent of the consumer to visit and purchase, whereas (Nugroho *et al.*, 2019) intent or action as a form of perception of consumer-owned attitudes to make frequent visits and purchases of specific vendors. Table (3)

Table 4 . Some Definitions of Electronic behavioral loyalty

No	Sources	Definitions
1	(Cyr 2008; Jiang <i>et al.</i> , 2015)	Behavioral loyalty refers to customer attitudes towards repurchasing a particular brand due to their liking.
2	Cossío-Silva <i>et al.</i> , (2016)	Behavioral loyalty is repeated purchasing.
3	Sharifi & Esfidani (2014)	As a cognitive or action aspect as a form of the realization of the cognitive and affective components to make a visit or purchase on a particular vendor.
4	Toufaily <i>et al.</i> , (2013)	As the intent as well as the actual action of consumer attitudes to make visits and purchases from specific stores.
5	Yoo <i>et al.</i> , (2013).	It is the behavior of repeated visits and purchases by consumers against certain sellers. Behavior-based loyalty is measured based on a benchmark that represents a consumer's commitment not to shop through other sellers' services.
6	Pereiro Atmojo <i>et al.</i> , (2019)	The intent or action as a form of the realization of attitudes owned by consumers to make visits and repeated purchases of specific vendors.
7	Jarvis <i>et al.</i> , (2006)	Customer loyalty based on behavior (behavioral loyalty) was defined as a customer's desire or actual action to return to a particular vendor and make repeated purchases.

Source; This model has been developed by Authors based on the literature review (Cyr, 2008; Jiang *et al.*, 2015; Cossío-Silva *et al.*, 2016; Sharifi & Esfidani, 2014; Toufaily *et al.*, 2013; Yoo *et al.*, 2013; Pereiro Atmojo *et al.*, 2019; Jarvis *et al.*, 2006)

There are other studies based on constructing the concept of e-loyalty on the environment of the virtual space "Internet". Where (Pandey *et al.*, 2020) explained that customer loyalty to e-retail sites could be measured by using positive feedback, recommendations, encouragement, posting a positive message, intending to continue, or planning to do more. (Sai Vijay *et al.*, 2019) discussed an alternative metric for assessing customer loyalty in e-retailing, which involves utilizing indicators such as the primary choice of location, the favored site for purchasing specific product categories, and the optimal retail location for conducting business.

Research conducted by Molinillo *et al.*, (2021) established that online consumers exhibit intentions to repurchase, engage in positive electronic word-of-mouth (E-WOM), and demonstrate engagement behaviors based on their perceived value of a website. Additionally, the findings of Sütütemiz *et al.*, (n.d.) indicated that both hedonic and utilitarian pleasure motives have a positive influence on purchase intentions. According to Rita *et al.*, (2019), customer satisfaction and e-confidence significantly impact repurchase intentions, word-of-mouth communication, and the likelihood of revisiting. Furthermore, customer engagement is characterized as a psychological process, a behavioral expression, and a motivational psychological state. Customer involvement can be assessed from two distinct perspectives.: rational and emotional (Kaur *et al.*, 2021). Quality of information, system quality, virtual interactivity, and rewards are antecedents of consumer engagement.

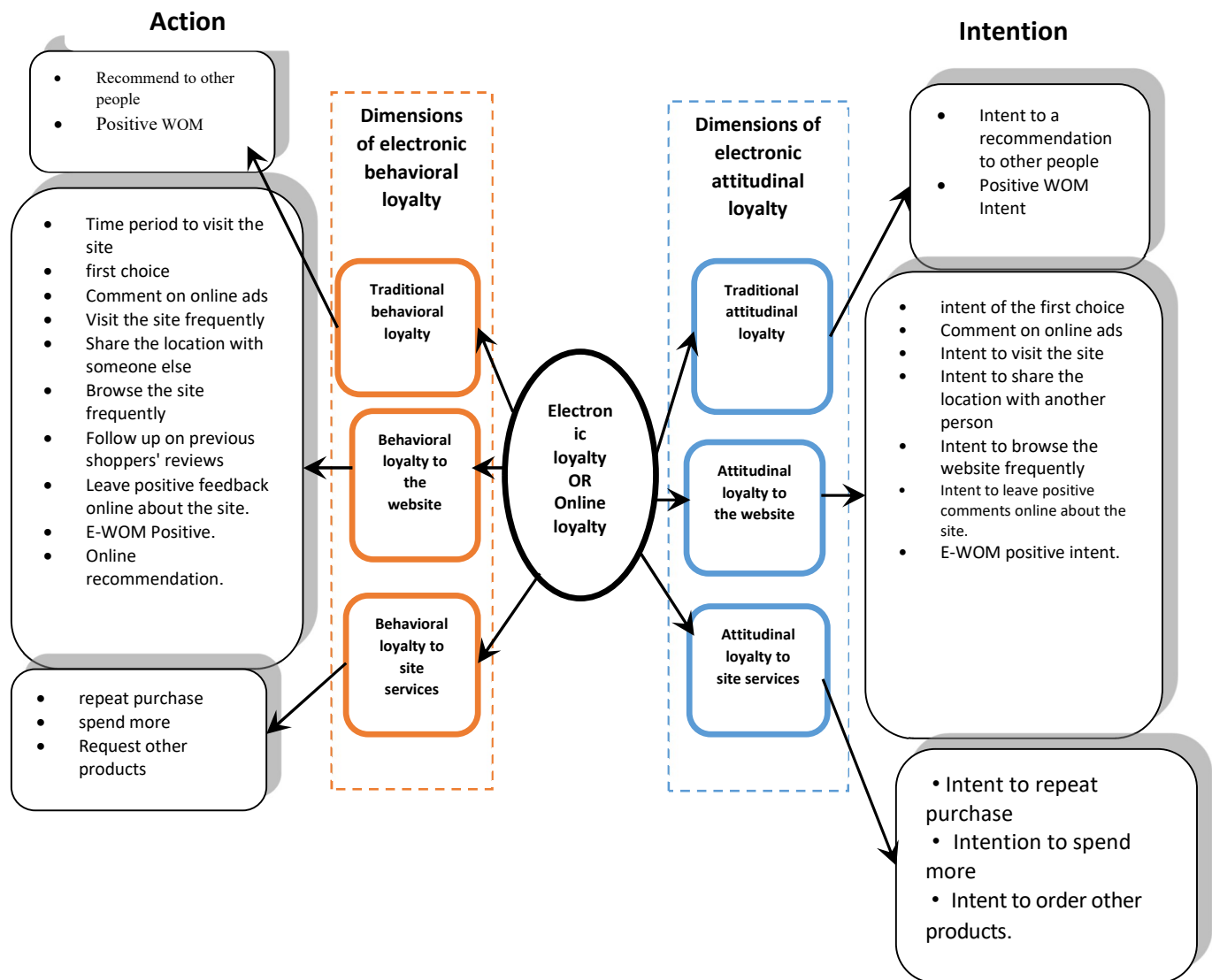


Figure 4. Clarifies the comprehensive concept and action of electronic loyalty (attitudinal, behavioral).

4. The conceptual framework for e-behavioral loyalty

Numerous elements that may serve as precursors to loyalty within the e-commerce landscape have been examined by instruments measuring e-behavioral loyalty. This section aims to integrate all these factors into a cohesive conceptual framework. The researcher will contend that the antecedent factors influencing e-behavioral loyalty can be categorized into four main groups: motivators for online shopping, fundamental reasons for engaging in online purchases, variables that contribute to electronic behavioral loyalty, and the actions associated with electronic loyalty. The model is interpreted from the left side to the right side, where online shopping motivators assist in achieving motives from e-shopping (hedonic motives and utilitarian motives), and when these motives are satisfied, they affect the variables that assist in building behavioral electronic loyalty, such as the perceived value of satiation of motives, and then E-trust and E-satisfaction are achieved. Thus, it constructs electronic behavioral loyalty when the consumer performs a repeated positive action, whether traditional, behavioral act of the website, or a behavioral act of the website services), thus constructing electronic behavioral loyalty. This is therefore explained as follows:

4.1.1 Online shopping motivators

4.1.1.1 Site qualifications

In the realm of e-commerce, numerous studies have demonstrated that the characteristics and quality of a website significantly influence online shoppers and consumers. This impact extends to their shopping experience and is closely linked to factors such as e-satisfaction, e-trust, e-loyalty, and overall online behavior. Research indicates that online customers prioritize design and aesthetics as key elements in their choice of shopping sites (Cyr *et al.*, 2008; Sreeram *et al.*, 2017). (Furthermore, Sreeram *et al.*, 2017) found that appealing design aesthetics enhance the entertainment value of these platforms. In light of these findings, Rita *et al.*, 2019) suggested that online shopping sites should ensure quick loading times, exceptional website design, effective information presentation with visually attractive content, easily readable data, and the inclusion of discounts and/or promotions.

The research conducted by (Rita *et al.*, 2019) established those various aspects of design quality—including information accuracy, website aesthetics, the purchasing process, user-friendliness, product variety, pricing strategies, site personalization, system reliability, as well as privacy and security—significantly affect customer satisfaction and electronic trust. These factors subsequently influence word-of-mouth communication, the likelihood of returning to the website, and intentions to make repeat purchases. Furthermore, it was evident that privacy, security, and user-friendliness contribute to electronic trust and satisfaction, which in turn promote the sharing of purchase intentions and positive word-of-mouth. Additionally, the findings of Annisa Islam & Ezni Balqiah (2021) align with those of (Shahid Iqbal *et al.*, 2018), who indicated that the quality of service and technological aspects of a website also play a crucial role in fostering customer loyalty and behavioral intentions.

4.1.1.2 Consumer factors

Wood (2002) concurs with Burke (2002) that demographic factors such as age, gender, education, and income significantly affect consumers' perceptions of online shopping. (Additionally, Leonidou *et al.*, 2013) validated that these same demographic variables play a crucial role in influencing consumers' purchasing behaviors on online shopping platforms.

Furthermore, 88% of Internet users engage in shopping activities, with 72% of these individuals' making purchases. Individuals under the age of 25 demonstrate a higher propensity for Internet usage, which subsequently enhances their online shopping activities. The research conducted by (Li *et al.*, 2020) supports the notion that age is the primary demographic factor influencing electronic loyalty, surpassing other variables such as income, gender, and education. Additionally, it was found that males exhibit a higher engagement in online shopping, with a 55.1% greater likelihood than females. Conversely, women tend to approach e-commerce with more skepticism compared to their male counterparts. In contrast, the findings of Baldevbhai (2015) suggest that there are no significant differences in shopping behaviors between male and female consumers.

(Alqahtani *et al.*, 2018) found that factors related to age, gender, and computer proficiency of a shopper in Saudi Arabia influence online marketing. Additionally, those who search in Arabic are more likely to utilize e-shopping by 72.4% than their counterparts who search in English that the level of education results in different results ranging from no positive impact on e-shopping, (Ladhari *et al.*, 2019). Research has shown that younger individuals exhibit a greater inclination towards utilizing modern technologies and the Internet for information retrieval and product comparison, in contrast to older adults (Lajante & Ladhari, 2019). Additionally, it has been established that satisfaction influences loyalty; however, this relationship is influenced by various factors, including demographic variables (Quan *et al.*, 2020).

The research conducted by Riquelme and Román (2014) revealed that income plays a crucial role in Internet usage. It established a correlation between the rise in Internet users and the growth in the number of online shoppers. Furthermore, the findings indicate that consumers' income has a substantial influence on their online shopping behaviors (Martín & Jiménez, 2011).

4.1.2 The main motives for online shopping

E-marketing is a process that consists of material and psychological benefits, or through which the consumer purchases goods or services directly, in addition to the psychological and emotional enjoyment of the marketing process, through online shopping sites without an intermediary, and one of the important basic feelings of electronic purchase behavior (pleasure and admiration) (Chiu *et al.*, 2009; Haridasan & Fernando 2018; Arul Rajan, 2020). The primary drivers of online shopping encompass both utilitarian and pleasure-oriented motives. Utilitarian motives include aspects such as achievement and efficiency, while pleasure motives are characterized by adventure, gratification, social interactions, and ideational shopping experiences. (Research by Ryu *et al.*, 2010) indicates that shopping is influenced by both pleasure and

utilitarianism, which positively contribute to electronic satisfaction and the development of electronic loyalty. Bhatnagar & Ghose (2004) highlight that utilitarian motives involve seeking comfort and variety in products at reasonable prices, whereas pleasure-driven motives address the emotional needs of consumers, aiming to create enjoyable shopping experiences. Additionally, online shoppers often seek a festive and entertaining atmosphere during their shopping activities, as noted by Scarpi (2012). This evidence suggests that both emotional and cognitive experiences, along with rational and emotional engagement, significantly enhance customer satisfaction and loyalty (Zaid & patwayati, 2021).

Chiu *et al.* (2009) characterized pleasure as the degree to which individuals find online shopping to be personally enjoyable and entertaining, asserting that pleasure constitutes an emotional reaction. (Koch *et al.*, 2020) discovered that motives related to pleasure serve as more effective predictors of purchase intention compared to utilitarian motives, suggesting that pleasure-driven motivations can significantly enhance commitment and the likelihood of repurchase (Chiu *et al.*, 2009). Furthermore, perceived enjoyment directly influences behavioral intentions. Research indicates that online consumer loyalty tends to increase when individuals are satisfied with their aesthetic experiences, particularly in terms of pleasure (Chiu *et al.*, 2009; Ahmad *et al.*, 2017). Additionally, Cachero-Martínez and Vázquez-Casielles (2021) demonstrate that emotional experiences have a direct effect on behavioral loyalty.

Consumers who follow utilitarian motives perceive that online shopping is useful to buy desired products, and consumers tend to visit the online shopping site when they search for products and information to satisfy unsaturated utilitarian motives to increase consumer's attraction (Annisa Islam & Ezni Balqiah, 2021). Online retail platforms ought to develop additional incentives to enhance the shopping experience. For instance, they could host engaging games that offer shopping vouchers as prizes or provide recipes and meal plans that include direct links for ordering ingredients from their stores. These strategies could contribute to fostering electronic behavioral loyalty among consumers.

4.1.3. Perceived value

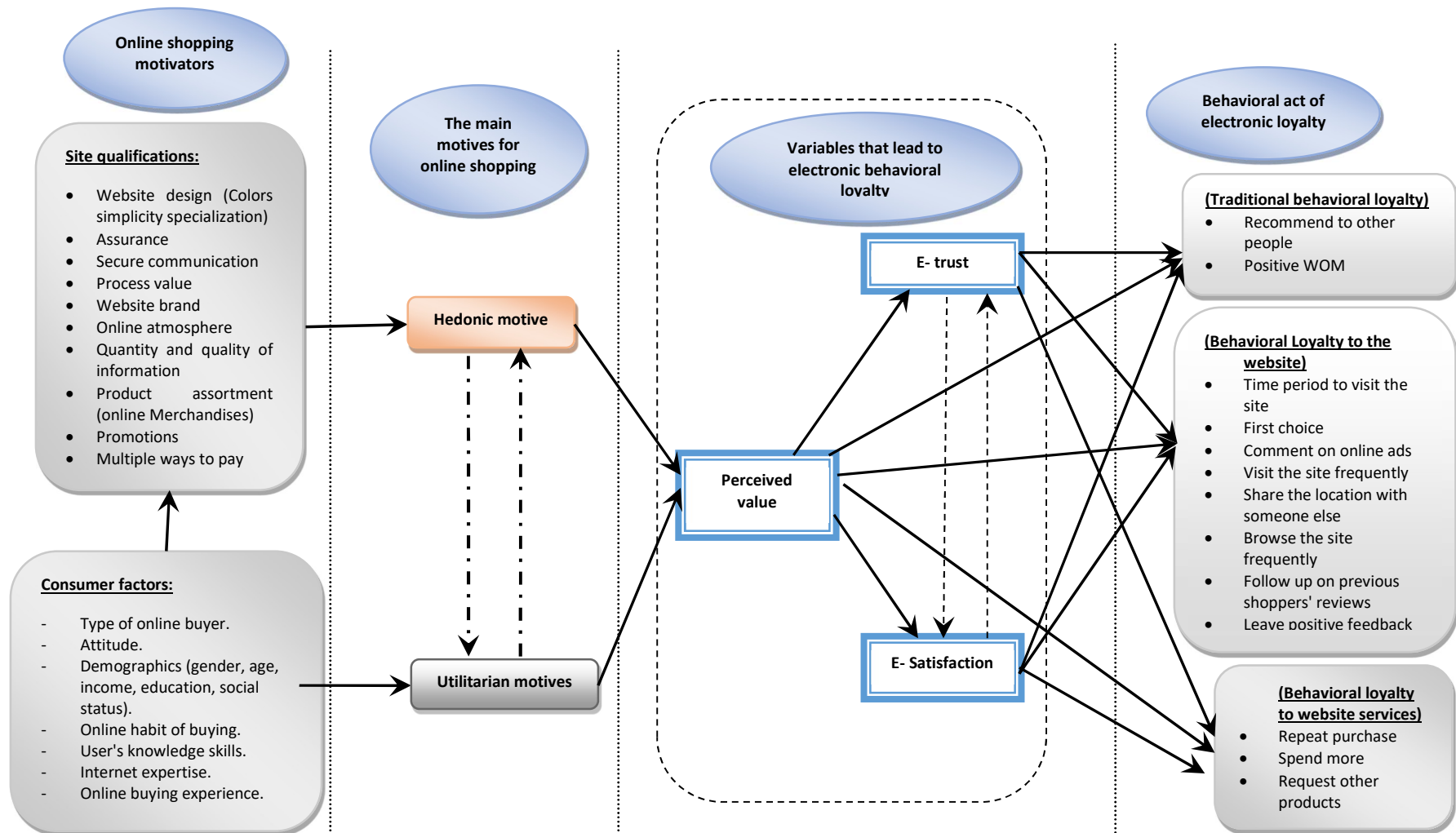
The notion of perceived value has been thoroughly examined in marketing research as both a precursor and influencer of electronic loyalty. The overall assessment of products available in online shopping centers can be characterized as e-perceived value (Jiang *et al.*, 2016). Related concepts, including perceived usefulness, benefits, and usability, have been employed to explore perceived value (Valvi & West, 2013; Additionally, Molinillo *et al.*, 2021) found that the perceived value experienced by online consumers is influenced by factors such as the quality of information, service quality, personalization, and reward systems.

The perceived value of online shopping is a fundamental component of the exchange process, and consumer perceptions of this value have garnered significant attention within marketing strategies, as they contribute to the establishment of sustainable competitive advantages (Tankovic &

Benazic, 2018). Given the highly competitive landscape of online purchasing and the accessibility of price comparison websites, perceived value has emerged as a vital factor in attracting customers (H.-C. Kim *et al.*, 2019). Research indicates that the perceived value experienced by online consumers is shaped by a range of benefits, including information quality, system quality, overall performance, cost savings, convenience, enjoyment, and trust, as well as various costs, such as privacy issues, fees, pricing, and technological effort (Shaw & Sergueeva, 2019).

The research conducted by (Valvi & West, 2013) indicated that various factors contribute to consumer loyalty in the online environment, including commitment, web continuity, electronic patronage intentions, remote attendance, recommendations, and web continuity. This loyalty is influenced by electronic trust, electronic satisfaction, and perceived value. Valvi & West (2013), through their review of multiple studies, established a positive correlation between perceived value and customer loyalty, as well as the intention to purchase or repurchase and to revisit a website. When consumers assign a high perceived value to the offerings of online shopping centers, their trust in these platforms increases. Furthermore, perceived value can enhance shopper satisfaction, trust, and commitment (H.-C. Kim *et al.*, 2019).

Numerous studies have identified a favorable correlation between perceived value and consumer loyalty, as well as the intention to purchase or repurchase (Yang & Peterson, 2004; Wang, 2008; Valvi & West, 2013).



Figuer 5. Developing a conceptual framework for ancestral influences on behavioral electronic loyalty: Analyzing it through the lens of online shopping motivations

Source: This model has been created by the authors following a comprehensive review of existing literature (Annisa & Ezni Balqiah, 2021; Iqbal *et al.*, 2018; Rita *et al.*, 2019; Valvi *et al.*, 2012).

4.1.3.1 E-Trust

Numerous scholarly articles in the fields of advertising, marketing, and e-commerce have demonstrated a strong and direct correlation between trust and e-loyalty (Wareham *et al.*, 2005). (Agag's research ,2016) suggests that customer satisfaction is attained when consumers feel at ease with e-commerce and when their purchasing experiences are successful, thereby enhancing their confidence in online shopping platforms (Leonidou *et al.*, 2013; Svensson *et al.*, 2010). J. B. Kim (2012) emphasizes that online trust is crucial in fostering the exchange relationship between consumers and e-commerce sites, which is essential for sustaining long-term connections. Castañeda (2011) illustrates that e-trust positively influences consumers' intent to purchase and their likelihood of recommending the online shopping site to family and friends. Trust significantly impacts a customer's decision to buy or make repeat purchases from the same online platform, as noted by Valvi & West (2013).

Research conducted by (J. Kim *et al.*, 2009), (Jin *et al.*, 2006), and (Al-dweeri *et al.*, 2019) demonstrates that electronic trust serves as a significant predictor of electronic satisfaction. Additionally, findings from (Kimery & McCord ,2006) & Kurt (n.d.) reveal that within the realm of electronic commerce, there exists a reciprocal relationship between electronic trust and electronic loyalty. (J. Kim *et al.*, 2009) advise electronic retailers to focus on fostering trust to enhance online satisfaction and loyalty. (Elbeltagi & Agag ,2016) further elucidate that trust plays a crucial role in influencing shoppers' satisfaction, a notion supported by (Yang *et al.*, 2020), who affirm the positive nature of this relationship. In line with this, the study by (Kao & Lin ,2016) explored the interconnectedness of trust and loyalty, concluding that electronic trust positively influences electronic loyalty. (Moreover, Ribbink *et al.*, 2004) and (Chiu *et al.*, 2009) identified that online satisfaction acts as a mediator in the indirect relationship between online trust and online loyalty. Overall, research indicates that electronic trust not only directly affects loyalty but also exerts an indirect influence through electronic satisfaction (Ribbink, Streukens Riel *et al.*, 2004).

4.1.3.2. E- Satisfaction

Águila-Obra *et al.* (2013) emphasized the significance of comprehending e-satisfaction, as it plays a crucial role in e-commerce and is associated with the loyalty of e-shoppers. According to Chang *et al.* (2009), customer satisfaction is defined as “the psychological response of a customer regarding their experience, based on a comparison between expected and perceived performance. Pandey *et al.* (2020) affirmed that customer satisfaction is derived from website loyalty, which is influenced by the diversity of products offered and the user-friendliness of the site. Visitors to a website experience satisfaction when the system promises enjoyment and engagement, which in turn enhances electronic satisfaction among consumers (Sreeram *et al.*, 2017). Furthermore, electronic satisfaction encompasses the e-shopper's perceptions of various factors related to online purchasing, including information availability, promotional offers, site design, and aspects of financial and personal security (Bachleda & Selmouni, 2014). (Additionally, Chou *et al.*, 2015 and Ziaullah *et al.*, 2014) discussed the implications of these factors on the decision to repurchase.

Research has established that satisfaction is a critical factor influencing the development of electronic loyalty (Chen *et al.*, 2008; Taylor & Strutton, 2010). An examination of the impact of satisfaction with e-shopping sites on e-loyalty revealed that satisfaction positively influences loyalty intentions (Gong-min, 2010). This finding is further supported by the work of J. H. Kim & Lennon (2017), Herington & Weaven (2009), and (Al-dweeri *et al.*, 2017), who have all highlighted the relationship between satisfaction and behavioral intentions. Additionally, Thaichon & Quach (2015) and (Al-dweeri *et al.*, 2017) have demonstrated that satisfaction is significantly linked to behavioral loyalty.

In summary

This document represents the inaugural comprehensive review of the e-behavioral loyalty literature, drawing from a substantial array of sources that utilize quantitative analyses. Concerning the initial research question related to the definition and assessment of e-behavioral loyalty, it is evident that a consensus on the measurement methodology is lacking. This is true even though there exists a shared theoretical foundation rooted in Oliver's 1999 framework of consumer loyalty within traditional commerce. Another issue that came to the fore was that the authors studied electronic behavioral loyalty from different perspectives, with some focusing on behaviors, such as pests, others on attitudes, and others on integrated approaches, which were discussed above. Without focusing on the behavioral aspects that the consumer takes through the virtual reality via the Internet, which are necessary for the proposed standardization.

The categories of e-behavioral loyalty are structured within a framework that highlights the factors driving online shoppers to participate in specific behaviors, ultimately shaping their e-behavioral loyalty. This framework incorporates various related concepts from existing literature and represents the first comprehensive, evidence-based approach in the field of electronic behavioral loyalty, establishing a taxonomy of online consumer behaviors. Unlike existing models, this framework prioritizes the motivations behind shopping—both hedonic and utilitarian—viewing the shopping experience as an ongoing process rather than a singular event. While current theories have primarily concentrated on analyzing online consumers and identifying key drivers of online shopping (Ryu, *et al.*, 2010), they often overlook the significance of the final consumer actions related to electronic behavior. The new approach outlined here has immediate implications for management, emphasizing the necessity of understanding the role of motivations (hedonic and utilitarian) and the dynamics of their interaction in fostering electronic behavioral loyalty. A prevalent aspect of existing models is their focus on the variables that contribute to electronic behavioral loyalty, such as perceived value, which influences the development of electronic trust and satisfaction, as well as the degree of interaction among these factors, thereby accounting for much of the variability in e-behavioral loyalty.

Thus, these variables extend to a multifaceted behavior (traditional behavior of loyalty, loyalty behavior of the site, loyalty behavior of site services), and with their repetition, the consumer through the Internet forms electronic loyalty. Hence, the simultaneous research is concerned with electronic

behavioral loyalty via the Internet only, which explains the variance in electronic behavioral loyalty. As there is currently no standard definition to be followed by a standardized electronic loyalty tool. Therefore, the existing research defines electronic behavioral loyalty as “a positive act repeated by an online shopper or consumer in addition to (or) the traditional behavioral act of loyalty, which results from the achievement of satisfaction (psychological or internal) or both, and leads to the expansion of the engagement or marketing position of the site, and its spread among the community of shoppers in virtual reality, which contributes to increasing the production of commercial advertisements within the site and increasing the percentage of sales, which in turn leads to an increase in the site profits.”

This behavioral act is a real action based on an online auction, not the intent, such as repurchase, revisit the site, expand shopping on the site, positive E-WOM, share the site link with others, such as site ads via social media sites, and leave a positive comment on the products, or recommend online or through social media to purchase from the site.

This framework possesses several progressive attributes that can impact management and strategic practices. Firstly, the motivations for online shopping—namely hedonic and utilitarian motives—are recognized as relatively stable. Consequently, managers cannot address these factors immediately; instead, their evolution should be integrated into a long-term strategy. A thorough understanding of these motivations is essential for effective influence. For instance, conducting extensive market and industry research will yield valuable insights into customer characteristics and the overall state of the industry. These motivations can significantly affect a website's reputation by enhancing the online experience, such as through high-quality service. While customer enjoyment can be enhanced, it is somewhat contingent upon individual personality traits and characteristics, necessitating considerable time and effort. Nevertheless, the ability to influence these motivations can help e-commerce platforms navigate competition and mitigate the threat of new entrants. When consumers experience satisfaction with one or both shopping motivations and a sense of perceived value and comfort, it fosters electronic satisfaction and trust. Ultimately, this leads to online engagement and, consequently, e-behavioral loyalty.

The analysis of the proposed model indicates that both the market and e-commerce platforms necessitate comprehensive research to understand customer characteristics, the motivations behind online shopping, and the factors that contribute to achieving online behavioral loyalty.

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المستخلص

هدفت الدراسة لتطوير نموذج مفاهيمي جديد لقياس الولاء السلوكي الإلكتروني، بناءً على دوافع المتسوقين والعملاء عبر الإنترنت موضحاً مكونات الولاء السلوكي الإلكتروني المبني على دوافع العملاء نحو التسويق عبر الإنترنت (دوافع المتعة - ودوافع النفعية). وتم ذلك بالاعتماد على منهجية الدراسات السابقة والتي تم نشرها على قواعد البيانات التالية (Google Scholer, Science direct, Scopus, Emerald, and E-Besco) من عام 2015 وحتى عام 2021، وتم وضع معايير لعملية اختيار الدراسات السابقة وهي (أن تكون الدراسات باللغة الإنجليزية، وأن تحتوي إحدى متغيراتها على مفهوم الولاء السلوكي الإلكتروني، وأن تكون منهجية الدراسة من أنواع الدراسات الكمية بحجم عينة مناسب وموضح بها الأبعاد والمقاييس المستخدمة، كما يجب أن تكون الدراسة مرتبطة بمجال تجارة التجزئة الإلكترونية). وخلصت نتائج هذه الدراسة إلى ندرة الدراسات السابقة التي تناولت الولاء السلوكي الإلكتروني من منظور شامل، كما توضح أنه تم دراسة مفهوم الولاء الإلكتروني من منظور تجارة التجزئة التقليدية في سياق تجارة التجزئة الإلكترونية.

الكلمات المفتاحية : الولاء الإلكتروني السلوكي؛ دوافع التسوق الإلكتروني (دوافع المتعة - ودوافع النفعية).