BIJMT : Brilliant International Journal of Management and Tourism

E- ISSN: 2827-8380
P- ISSN: 2810-076X

Research Article

Testing the Influence of Retail Cues on Consumer Purchase Interest in Grocery Stores

Sujeni

Management Study Program, Faculty of Economics, Universitas Muhammadiyah Ahmad Dahlan Cirebon, Indonesia
*Corresponding Author: sujeni@feshum.ummada.ac.id

Abstract : Grocery stores remain an important retail outlet for the community because they are close by, easy to reach, and help meet daily needs. However, to maintain business continuity, store owners need to understand the factors that can drive consumer purchasing interest. This study aims to analyze the effect of price, product completeness, stock availability, and shopping convenience on consumer purchasing interest in grocery stores. The study used a quantitative approach with a survey method of 109 respondents selected using purposive sampling. Data were collected directly (offline) through a five- point Likert scale questionnaire and analyzed using SEM-PLS with the help of SmartPLS version 4. The results showed that shopping convenience had a positive and significant effect on purchasing interest ($\beta = 0.203$; $p = 0.011$), while price ($p = 0.435$), product completeness ($p = 0.069$), and stock availability ($p = 0.104$) did not have a significant effect. These findings imply that grocery store managers need to prioritize improving shopping convenience, such as maintaining cleanliness, neat layout, ease of finding items, and fast service, to increase consumer purchasing interest.

Keywords : Grocery Store; Price; Product Completeness; Purchase Interest; Shopping Convenience

1. Background

Small retail businesses, such as grocery stores, continue to play a vital role in meeting people's daily needs, as the presence of physical retail facilitates consumer shopping while providing a more immersive and real-life shopping experience (Kupfer et al., 2024). Grocery stores remain highly relevant because they are the most accessible places for people to fulfill their daily requirements, and proximity encourages consumers to consider ease of access and convenience when making purchasing decisions (CV & Agrawal, 2024). However, maintaining the sustainability of physical retail is challenging, as several factors determine whether a store survives, declines, or closes. Therefore, business owners need to understand the key factors influencing store competitiveness and performance to withstand market competition (Kupfer et al., 2024). In consumer behavior, purchasing interest and store preferences are shaped by various retail cues, including consumers' perceptions of the store and the attributes they notice during the shopping process (Jung et al., 2022). One critical factor is price, as consumer perceptions of price can shape their evaluation of a store and ultimately encourage or discourage purchase intentions (Hung et al., 2021). In addition to price, product assortment is another factor influencing shopping behavior and retail performance, with strategies for managing product variety and breadth affecting purchase volume and consumer behavior during shopping (Hanaysha et al., 2025). Furthermore, consistent stock availability enhances the shopping experience, as consumers generally feel more satisfied and are more likely to make repeat purchases when items are consistently available (Chatzoglou et al., 2022). Another important factor is shopping convenience, which is influenced by the efficiency of retail operations, such as service speed and workflow management, as effective operations enhance ease of shopping and the overall in-store experience (CV & Agrawal, 2024). Based on these conditions, grocery store business development should begin with a data-driven understanding of consumer purchasing interest and its influencing factors, including price, product completeness, stock availability,

Received: 20 December, 2025
Revised: 28 January, 2026
Accepted: 01 February, 2026
Published: 03 February, 2026
Curr. Ver.: 03 February, 2026

and shopping convenience; therefore, this study was conducted to analyze consumer purchasing interest in grocery stores and identify its determining factors as a foundation for developing more appropriate and sustainable inventory management and store operation strategies.

2. Theoretical Study

Theoretical basis

Purchase Interest

Purchase intention is a consumer's desire to buy a product. This desire typically arises after consumers perceive the product as useful, meeting their needs, and worth the cost (García-Salirrosas et al., 2024) . Furthermore, purchase intention is also influenced by how consumers evaluate various factors before purchasing, such as confidence, suitability, and personal considerations (Escobar-Farfán et al., 2025).

Price

Price is often a primary consideration when consumers make purchasing decisions. Consumers typically assess whether the price feels affordable and reasonable, especially when compared to the quality or benefits they receive (Xu et al., 2024). If the price is perceived as reasonable, consumers tend to be more comfortable purchasing and may even develop the intention to repurchase in the future (Kim & Moon, 2025).

Product Completeness

Product comprehensiveness describes the extent of a store's selection of goods. Consumers are typically more interested in shopping if they feel they can find everything they need in one place, without having to search for other stores (Cadavid-Gómez et al., 2025). The greater the selection available, the more satisfied consumers tend to be and the more confident they are in making a purchase (García-Salirrosas et al., 2024).

Stock Availability

Stock availability means that the items consumers need are available when they shop. Consumers are generally happier and feel more supported when the products they're looking for are frequently out of stock (García-Salirrosas et al., 2024) . If items are always available, or at least have alternatives, consumers will find shopping easier and less time-consuming (CV & Agrawal, 2024) .

Shopping Convenience

Shopping comfort is the sense of well-being consumers experience while in a store, from the store's atmosphere, ease of finding items, to smooth payment (Kumar & Agrawal, 2024). When consumers perceive a hassle-free and pleasant shopping experience, they tend to feel more at home, more satisfied, and more interested in making purchases (CV & Agrawal, 2024).

Previous Research

In retail shopping activities, differences in price levels offered can influence consumers' desire to purchase. Low and high prices shape how consumers evaluate their choices, especially in digital shopping situations that reflect the purchasing decision-making process (Summerlin & Powell, 2022).

Another study found that consumer perceptions of price can influence repurchase intentions, which occurs through how consumers assess the value they receive and the level of satisfaction they feel (Phan Tan & Le, 2023). Researchers developed the following hypothesis: H_1 : Price has a positive and significant effect on purchase intention.

Research shows that product assortment influences perceived value and various consumer behavioral outcomes, such as loyalty and purchase intention, in a retail context. These findings support the relationship between product assortment and consumer purchase intention (Hanaysha et al., 2025). Another study assessed the perception of product variety or completeness as a form of value that drives purchase intention. This finding further strengthens the idea that the availability of diverse choices can increase consumer desire to make a purchase (Huang et al., 2025) . The researchers developed the following hypothesis: H_2 : Product completeness has a positive and significant effect on purchase intention.

Studies in stockout scenarios *show* that recovery efforts through product replacement recommendations can influence consumer post-purchase intentions. These findings confirm that product availability is a significant factor influencing subsequent consumer behavioral intentions (Dai et al., 2025). Another study showed that consumer

perceptions of product availability were also related to purchase intentions, although the study was conducted on a specific product category. This finding further confirms that product availability is a significant factor in shaping consumer purchase intentions. (Filip et al., 2025) . Researchers developed a hypothesis, namely, H 3 : Stock availability has a positive and significant effect on purchasing interest.

Research on physical retail shows that store design and ambiance play a role in influencing purchasing decisions. Conceptually, these purchasing decisions are preceded by the formation of consumer purchase intention (Khan et al., 2022) . Research on multisensory retail atmospheres shows that store atmosphere can shape consumer emotions and influence purchasing behavior. These findings indicate that the more comfortable the shopping experience, the greater the consumer's intention to make a purchase (Li et al., 2022). Another finding shows that visual factors in the physical store environment also influence consumer purchase intentions. Researchers developed the following hypothesis: H4 : Shopping convenience has a positive and significant effect on purchase intention.

3. Research Methods

Types and Approaches of Research

This study applies a quantitative approach with a survey method to empirically examine the relationships and influences between variables based on numerical data collected from respondents (Creswell & Creswell, 2017) . The quantitative approach was chosen because it provides an objective basis for hypothesis testing through systematic and structured statistical analysis (Sekaran & Bougie, 2016) . This study is explanatory in nature, aiming to explain the causal relationship between the independent and dependent variables by referring to a previously formulated conceptual model (Hair Jr et al., 2021).

Population and Sample

The population in this study were consumers who had experience shopping at grocery stores, because this group was relevant to the object and objectives of the research being studied (Sekaran & Bougie, 2016) . The sampling technique used was *purposive sampling, a non-probability sampling* technique that determines respondents based on certain criteria in accordance with the research objectives (Etikan et al., 2016). The respondent criteria in this study included: being at least 17 years old, residing in the research area, and having made a purchase at a grocery store in the last three months. The determination of these criteria was intended to ensure that respondents had actual experience and were relevant to the research context. Determination of the number of samples refers to the *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) analysis guidelines, namely the minimum sample size is set at five to ten times the number of indicators (Hair Jr et al., 2021) . In this research model using 20 indicators, so the minimum required sample size is 100 respondents.

Data collection technique

The research instrument used was a structured questionnaire designed to measure respondents' perceptions, attitudes, and assessments of the research variables (Creswell & Creswell, 2017). The questionnaire was structured based on indicators representing each research construct and distributed directly (offline) to respondents to increase the response rate and ensure clear understanding of the statement items (Sekaran & Bougie, 2016) . All statement items were measured using a five- point Likert scale, with a range of answers from strongly disagree to strongly agree. The use of a five-point Likert scale was chosen because it is able to adequately and consistently capture variations in respondents' attitudes in consumer behavior research (Hair Jr et al., 2021).

Operational Variables

The operationalization of variables in this study is designed to understand purchase intention as a tendency of consumer behavior in making purchases and repeat purchases. Purchase intention is formed through the process of consumers evaluating the shopping environment and the value they perceive during consumption activities (Ma et al., 2023 . In this study, purchase intention is influenced by several main factors, namely price, product completeness, stock availability, and shopping convenience. These factors reflect consumers' shopping experiences in physical retail and play a role in shaping consumers' tendencies to choose, purchase, and return to a store (Filip et al., 2025) (Zhang & Huang, 2024) . All variables are measured using a five- point Likert scale, from strongly disagree to strongly agree, with operational definitions and measurement indicators for each variable presented in the variable operationalization table.

Data Analysis Techniques

The research data were analyzed using *Structural Equation Modeling–Partial Least Squares (SEM-PLS)* , as this method is suitable for research with relatively limited sample sizes and does not require the assumption of data normality (Hair Jr et al., 2021) . The data analysis process was carried out using SmartPLS version 4 software. The SEM-PLS analysis was carried out in two main stages: evaluation *of the outer model* and evaluation *of the inner model.* (Hair Jr et al., 2021) . The outer model test aims to assess the validity and reliability of the construct through *the loading factor value* , *average variance extracted* (AVE), and *composite reliability*, while the inner model test is used to evaluate the relationship between latent variables based on the path coefficient value *, t-statistic* value , and *p-value* (Hair Jr et al., 2021).

Evaluation of Measurement Model (*Outer Model*)

Evaluation of the measurement model (*outer model*) was conducted to ensure that the research indicators were able to represent the latent constructs validly and reliably before the structural model analysis was conducted. Convergent validity was assessed through the *outer loading* and *average variance extracted* (AVE) values, where an indicator was declared valid if it had an *outer loading value* ≥ 0.70 and the construct was declared to meet convergent validity if the AVE value ≥ 0.50. Furthermore, discriminant validity was evaluated using *the Heterotrait–Monotrait Ratio* (HTMT) approach, with the criteria of an HTMT value < 0.90 indicating that each construct had an adequate level of difference compared to other constructs (Hair Jr et al., 2021). Construct reliability was tested using *Composite Reliability* (CR) and *Cronbach's Alpha values* , with a minimum limit of ≥ 0.70 indicating the internal consistency of the indicator in measuring the construct. Based on the test results, the measurement model was declared to have met the required validity and reliability criteria, so it is suitable for use for *inner model analysis.* (Hair Jr et al., 2021).

Structural Model Evaluation (*Inner Model*)

Inner model evaluation was conducted to assess the causal relationships between latent variables and the model's ability to explain endogenous variables. Model quality was assessed using the coefficient of determination (R^2), which indicates the proportion of endogenous variable variance that can be explained by exogenous variables. The R^2 value was interpreted as strong (0.75), moderate (0.50), and weak (0.25) (Hair Jr et al., 2021). Next, the model's predictive ability was evaluated using the PLSpredict procedure in SmartPLS version 4. A model was declared to have good predictive ability if *the prediction error* (RMSE) value in the PLS model was lower than that of the comparison model (Hair Jr et al., 2021). Hypothesis testing was conducted through path *coefficient* analysis, *t-statistic values* , and *p-values* obtained from the *bootstrapping procedure* with a significance level of 5% (*p-value* < 0.05). In addition, *the effect size* (f^2) test is used to assess the contribution of each exogenous variable to the endogenous variable (Hair Jr et al., 2021)

4. Results and Discussion

Descriptive Analysis of Respondents

Table 1. Descriptive Analysis of Respondents.

Characteristics	Category	Amount	Percentage (%)
Gender	Man	60	55
	Woman	49	45
Age	17-25 Years	24	22
	26-34 years	23	21.1
	35-44 Years	26	23.9
	45-54 Years	25	22.9
	> 55 years	11	10.1
Work	Students	15	13.8
	Worker	7	6.4
	Farmer	53	48.6
	Housewife	26	23.9
	Other	8	7.3

This study involved 109 respondents who were grocery store consumers. Based on Table 1, the characteristics of the respondents show that the majority of respondents were

male (55.0 %), with the most dominant age group being in the 35–44 years range (23.9%). In terms of occupation, the majority of respondents worked as farmers (48.6 %), which reflects the occupational background of respondents at the research location. Data collection was conducted through a survey using a structured questionnaire distributed directly (offline) to respondents who met the research criteria. The data collection process took place over two weeks in December 2025.

Measurement Model Testing (*Outer Model*)

Validity Test

Convergent Validity

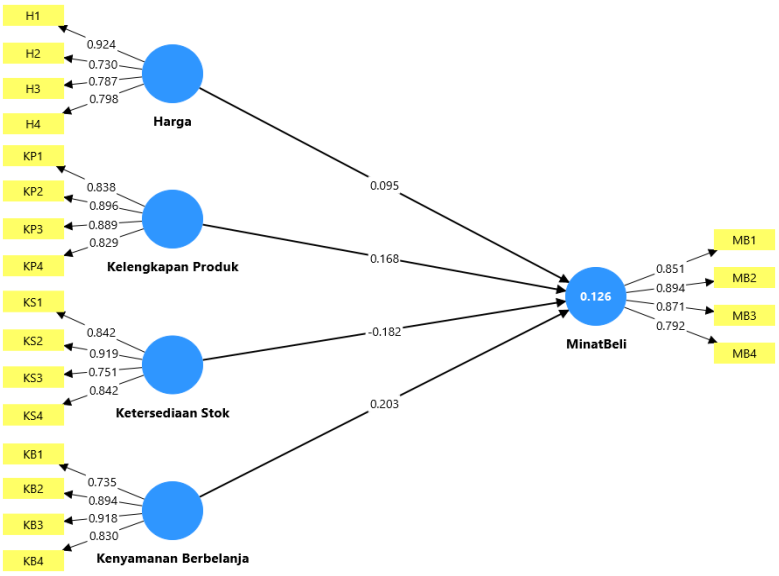

Figure 1. *Loading Factor Value.*

SmartPLS Data Processing

The loading factor value for each indicator in measuring the latent variable shows a figure above 0.50. This result indicates that all indicators are considered suitable for use because they meet the *convergent criteria. Validity.*

Discriminant Validity

Table 2. *Cross Loading* Values.

	Price	Product Completeness	Stock Availability	Shopping Convenience	Purchase Interest
H1	0.924	0.006	-0.002	0.176	0.162
H2	0.730	-0.003	0.003	0.230	0.048
H3	0.787	-0.057	-0.012	0.180	0.068
H4	0.798	-0.018	0.122	0.128	0.073
KP1	-0.006	0.838	0.001	0.158	0.155
KP2	-0.039	0.896	-0.061	0.100	0.185
KP3	0.077	0.889	0.042	-0.032	0.147
KP4	-0.081	0.829	-0.012	0.005	0.140
KS1	0.030	0.027	0.842	-0.076	-0.150
KS2	0.006	-0.038	0.919	0.016	-0.217
KS3	0.076	-0.030	0.751	0.004	-0.031
KS4	0.032	-0.003	0.842	-0.051	-0.111
KB1	0.057	0.115	0.007	0.735	0.090
KB2	0.175	0.048	-0.045	0.894	0.263
KB3	0.259	0.057	-0.016	0.918	0.228
KB4	0.140	0.065	-0.029	0.830	0.159
MB1	-0.023	0.218	-0.158	0.172	0.851
MB2	0.180	0.161	-0.186	0.239	0.894
MB3	0.104	0.173	-0.178	0.167	0.871
MB4	0.165	0.072	-0.108	0.240	0.792

SmartPLS Data Processing Results

The correlation between each construct and its indicators was shown to be higher than its correlation with other constructs. This indicates that all latent constructs have good *discriminant* validity , as each construct is able to explain the indicators in its own block more strongly than the indicators in other constructs.

Discriminant Validity AVE (Average Variance Extracted)

Table 3. *Discriminant Validity AVE (Average Variance Extracted*).

	Average variance extracted (AVE)
Price	0.661
Product Completeness	0.746
Stock Availability	0.706
Shopping Convenience	0.718
Purchase Interest	0.727

SmartPLS Data Processing Results

The Average Variance *Extracted* (*AVE)* value for all research variables and dimensions shows a figure above 0.50, thus fulfilling the validity criteria.

Fornell-Larcker Criterion

Table 4. *Fornell-Larcker Criterion.*

	Price	Product Completeness	Shopping Convenience	Stock Availability	Purchase Interest
Price	0.813				
Product Completeness	-0.015	0.864			
Shopping Convenience	0.206	0.072	0.847		
Stock Availability	0.027	-0.012	-0.030	0.840	
Purchase Interest	0.130	0.184	0.241	-0.187	0.853

SmartPLS Data Processing Results

Based on *the Fornell-Larcker Criterion* , each construct is declared to meet *discriminant validity* if its value is greater than its correlation with other constructs.

Heterotrait-Monotrait Ratio (HTMT)

Table 5. *Heterotrait-Monotrait Ratio (HTMT).*

	Price	Product Completeness	Shopping Convenience	Stock Availability	Purchase Interest
Price					
Product Completeness	0.093				
Shopping Convenience	0.224	0.114			
Stock Availability	0.081	0.065	0.055		
Purchase Interest	0.154	0.208	0.248	0.176	

SmartPLS Data Processing Results

The values in the *Heterotrait–Monotrait Ratio* (*HTMT*) matrix are not all below the 0.90 limit. This indicates that there are still several construct pairs that have not met *discriminant validity*, so *the Heterotrait–Monotrait Ratio* (*HTMT*) results in that section can be declared invalid.

Variance Inflating Factor (VIF)

Table 6. *Variance Inflating Factor (VIF).*

	VIF
H1	1,988
H2	1,780
H3	1,942
H4	1,847
KP1	2,136
KP2	2,625

KP3	3,010
KP4	2,342
KS1	1,962
KS2	2,253
KS3	2,187
KS4	2,472
KB1	1,777
KB2	2,231
KB3	3,089
KB4	2,259
MB1	2,237
MB2	2,596
MB3	2,518
MB4	1,774

SmartPLS Data Processing Results

All indicators have *a Variance Inflation Factor* (*VIF*) value of less than 5. These results indicate that there are no multicollinearity problems, so the indicators are considered suitable for use in the analysis.

Reliability Test

Composite Reliability

Table 7. *Composite Reliability*

	Composite reliability (rho_c)
Price	0.886
Product Completeness	0.921
Stock Availability	0.905
Shopping Convenience	0.910
Purchase Interest	0.914

SmartPLS Data Processing Results

The test results show that all variables have a *composite reliability value* above 0.70. Thus, it can be concluded that the research model has a good level of reliability and has met the *composite reliability test criteria*.

Cronbach's Alpha

Table 8. Cronbach *'s Alpha.*

	Cronbach's alpha
Price	0.844
Product Completeness	0.886
Stock Availability	0.876
Shopping Convenience	0.874
Purchase Interest	0.875

SmartPLS Data Processing Results

The test results showed that all variables had *Cronbach's Alpha values* above 0.60. Thus, the research instrument was declared reliable and consistent in measuring the constructs studied.

Structural Model Testing (*Inner Model*)

Evaluation of R2 Value

Table 9. R^2 value

Construct	*R-square*
Purchase Interest	0.126

SmartPLS Data Processing Results

The Purchase Intention variable has an R^2 value of 0.126. This means that the variables Price, Product Completeness, Stock Availability, and Shopping Convenience simultaneously explain 12.6% of the variation in Purchase Intention, while the remaining 87.4% is influenced by factors outside the research model. Therefore, the model's ability to explain Purchase Intention is considered weak.

Measuring Effect Size f²

Table 10. Effect *Size* f^2

	f-square
Price -> Buying Interest	0.010
Product Completeness -> Purchase Interest	0.032
Stock Availability -> Buying Interest	0.038
Shopping Convenience -> Purchase Interest	0.045

SmartPLS Data Processing Results

the effect size (f²) test show that the influence of Price on Purchase Intention has an f² value of 0.010, which indicates a very small effect. Furthermore, the influence of Product Completeness on Purchase Intention has an f² value of 0.032, and is still included in the small effect category. The Shopping Convenience variable shows an f² value of 0.045, which is also in the small effect category, but is the largest relative influence compared to other variables. Meanwhile, the influence of Stock Availability on Purchase Intention has an f² value of 0.038, which is also classified as a small effect.

Measuring the Goodness of Fit index (GoF)

$$GoF = \sqrt{\overline{AVE} \times \bar{R}^2}$$

$$GoF = \sqrt{0{,}7166 \times 0{,}126}$$

$$GoF = 0{,}299$$

Based on the calculation results, the GoF value obtained was 0.299, categorizing the model's fit as moderate. This finding indicates that the model is generally quite appropriate and suitable for use, although the R-square value for the endogenous variables indicates that the model's ability to explain variation in those variables is still relatively limited.

PLSpredict Testing

Table 11. *PLSpredict*

	Q²predict	*RMSE*
Purchase Interest	0.036473	1.003698

SmartPLS Data Processing Results

The analysis results show that the Q²predict value for the Purchase Intention construct is 0.036473 and is positive. This finding indicates that the model has predictive relevance for endogenous variables, although its predictive power is still relatively low because its value is relatively close to zero. Furthermore, the RMSE value of 1.003698 illustrates the average magnitude of the model's prediction error in estimating the Purchase Intention construct value.

Hypothesis Testing

Table 12. *Path Coefficients.*

	Original sample (O)	*Sample mean* (M)	*Standard deviation* (STDEV)	*T statistics* (O/STDEV)	P values
Price -> Buying Interest	0.095	0.106	0.122	0.780	0.435
Product Completeness -> Purchase Interest	0.168	0.184	0.092	1,820	0.069
Stock Availability -> Buying Interest	-0.182	-0.198	0.112	1,625	0.104
Shopping Convenience -> Purchase Interest	0.203	0.218	0.079	2,557	0.011

SmartPLS Data Processing Results

Hypothesis testing was conducted using a bootstrapping procedure with a significance level of 5% (p-value <0.05). The results showed that the effect of Price on Purchase Intention was not significant (β = 0.095; t = 0.780; p = 0.435), so the hypothesis was rejected. The effect of Product Completeness on Purchase Intention was also not significant (β = 0.168; t = 1.820; p = 0.069), so the hypothesis was rejected. Furthermore, Shopping Convenience had a positive and significant effect on Purchase Intention (β = 0.203; t = 2.557; p = 0.011), so the hypothesis was accepted. The effect of Stock Availability on Purchase Intention was not significant (β = –0.182; t = 1.625; p = 0.104), so the

hypothesis was rejected. Thus, of the four hypotheses tested, only one hypothesis was accepted.

Discussion of Research Results

The results of the study indicate that shopping convenience is the most influential factor in increasing consumer purchase intention at grocery stores. This means that consumers tend to be more interested in purchasing when they perceive the shopping process to be more comfortable, easy, and enjoyable. Conversely, price, product completeness, and stock availability were not proven to have a significant influence on purchase intention at the 5% significance level. This finding indicates that in the context of this study, these three factors are not the main reasons driving consumers to shop at grocery stores. This is also evident from the *R-square value* of Purchase Intention of 0.126, which indicates that the research model is only able to explain a small portion of the variation in purchase intention. This means that there are still other factors outside the model that may also influence consumer purchase intention. However, the Q^2*predict value* of 0.036473, which is positive, indicates that the model still has predictive ability, although it is still relatively low.

4. Conclusion And Suggestions

The results of the hypothesis testing using SEM-PLS indicate that shopping convenience is the only factor proven to have a positive and significant influence on consumer purchasing interest in grocery stores. In contrast, price, product completeness, and stock availability do not show a significant influence at the 5% level. This finding illustrates that in the context of this study, consumers tend to consider comfort when shopping such as store atmosphere, ease of finding items, and smooth shopping processes more than price or product availability. However, the R-square value of Purchase Intention of 0.126 indicates that this research model still explains purchase interest on a limited scale. This means that there are still other factors outside the research variables that may also influence consumer decisions and interest in shopping. Therefore, the results of this study need to be understood according to the conditions of the research area and the characteristics of the respondents, and not be generalized widely without additional consideration. Based on these findings, grocery store owners should focus on improving shopping convenience, for example by maintaining store cleanliness and tidiness, arranging items for easy finding, and making the shopping process more practical. This step is important because convenience has been shown to be the most significant factor driving purchase interest. The limitations of this study lie in the low ability of the model to explain purchasing interest, so that further research is recommended to add other relevant variables and expand the scope of respondents so that the results are more comprehensive and stronger for generalization.

Reference List

Cadavid-Gómez, H. D., Cano, J. A., & Sánchez-Torres, J. A. (2025). Corner stores as community hubs: A systematic review of public health, economic impact, and social dynamics in urban areas. *Frontiers in Nutrition, 12*, 1526594.

Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors influencing repurchase intentions in retail shopping: An empirical study. *Heliyon, 8*(9).

Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage Publications.

CV, S. K., & Agrawal, R. (2024). Developing customer convenience and experience through increased competency and efficiency: A strategic approach to retail operations mastery. *Heliyon, 10*(16).

Dai, B., Zhu, J., & Zhu, X. (2025). The impact of AI-recommended content affordances on post-purchase intention in stockout substitution scenarios. *Behavioral Sciences, 15*(11), 1507.

Escobar-Farfán, M., García-Salirrosas, E. E., Guerra-Velásquez, M., Veas-González, I., Gómez-Bayona, L., & Gallardo-Canales, R. (2025). Psychological determinants of healthy food purchase intention: An integrative model based on health consciousness. *Nutrients, 17*(7), 1140.

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics, 5*(1), 1–4.

Filip, A., Stancu, A., Onişor, L.-F., Mogoş, O. C., Catană, Ş.-A., & Goldbach, D. (2025). Drivers of purchase intentions of Generation Z on eco-products. *Sustainability, 17*(2), 629.

García-Salirrosas, E. E., Escobar-Farfán, M., Veas-González, I., Esponda-Perez, J. A., Gallardo-Canales, R., Ruiz-Andia, R., Fernandez-Daza, V. M., & Zabalaga-Davila, R. F. (2024). Purchase intention of healthy foods: The determinant role of brand image in the market of a developing country. *Foods, 13*(20), 3242.

Hair, J. F. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*. Springer Nature.

Hanaysha, J. R., Shriedeh, F. B., & Gulseven, O. (2025). Impact of website quality, product assortment, customer reviews, and perceived service quality on online loyalty: The role of perceived value as a mediator. *Cogent Business & Management, 12*(1), 2433706.

Huang, X., Liu, C., Wang, J., & Zheng, J. (2025). Exploring Chinese millennials' purchase intentions for clothing with AI-generated patterns from premium fashion brands: An integration of the theory of planned behavior and perceived value perspective. *Journal of Theoretical and Applied Electronic Commerce Research, 20*(2), 141. https://doi.org/10.3390/jtaer20020141

Hung, H.-H., Cheng, Y.-H., Chuang, S.-C., Yu, A. P.-I., & Lin, Y.-T. (2021). Consistent price ends up increasing consumers' perceptions of cheapness. *Journal of Retailing and Consumer Services, 61*, 102590.

Jung, I. N., Sharma, A., & Mattila, A. S. (2022). The impact of supermarket credibility on purchase intention of novel food. *Journal of Retailing and Consumer Services, 64*, 102754.

Khan, M. A., Vivek, Minhaj, S. M., Saifi, M. A., Alam, S., & Hasan, A. (2022). Impact of store design and atmosphere on shoppers' purchase decisions: An empirical study with special reference to Delhi-NCR. *Sustainability, 15*(1), 95.

Kim, M. G., & Moon, J. (2025). The impact of nutritional value on consumer attitudes and repurchase intentions: Price fairness as a moderator in the cereal market. *Foods, 14*(6), 938.

Kupfer, A.-K., Marchand, A., & Hennig-Thurau, T. (2024). Explaining physical retail store closures in digital times. *Journal of Retailing, 100*(4), 512–531.

Li, P., Guo, X., Wu, C., & Spence, C. (2022). How multisensory perception promotes purchase intent in the context of clothing e-customisation. *Frontiers in Psychology, 13*, 1039875.

Ma, X., Jin, J., & Liu, Y. (2023). The influence of interpersonal interaction on consumers' purchase intention under e-commerce live broadcasting mode: The moderating role of presence. *Frontiers in Psychology, 14*, 1097768.

Phan Tan, L., & Le, T.-H. (2023). The influence of perceived price and quality of delivery on online repeat purchase intention: The evidence from Vietnamese purchasers. *Cogent Business & Management, 10*(1), 2173838.

Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.

Summerlin, R., & Powell, W. (2022). Effect of interactivity level and price on online purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research, 17*(2), 652–668.

Xu, Z., Song, Z., & Fong, K.-Y. (2024). Perceived price fairness as a mediator in customer green consumption: Insights from the new energy vehicle industry and sustainable practices. *Sustainability, 17*(1), 166.

Zhang, Y., & Huang, S. (2024). The influence of visual marketing on consumers' purchase intention of fast fashion brands in China: An exploration based on fsQCA method. *Frontiers in Psychology, 15*, 1190571.