

FROM CLICKS TO CHART: ANALYZING EFFECTS OF E-TAILING ON CONSUMER PATRONAGE BEHAVIOR

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ABSTRACT

The present research looks at the way in which the quality of e-tailing services along with consumer trust affect consumer patronage behavior, not by measuring the transaction dimensions in terms of clicks and visits, but by the long-term behavioral response. As a research design, a quantitative and explanatory research design was used to assemble 300 consumers in Pakistan because previous surveyed customers had experience in online shopping in the country using a structured questionnaire. The proposed hypotheses were tested using Pearson correlation and multiple regressions. The results indicate that there is a positive and strong correlation between the quality of the service of the e-tailing services and the patronage behavior of the consumer. The findings of regression provide also further support that the e-tailing service quality has a strong positive association with patronage behavior and defines as the most important predictor of repeat purchasing and platform usage. The role of consumer trust has also been discovered to positively impact patronage behavior when it is high which explains the emphasis on the security of transactions, trustworthiness of service delivery and credibility of the platform as one of the critical factors that promote long term consumer relationships. The combination of e-tailing service quality and consumer trust contributes a significant percentage of the variation in consumer patronage behavior. The research is relevant to the field of e-tailing in that it establishes online interaction as not a sufficient condition to retain customers unless it is backed by quality of service and trust. Managers On the managerial side, the results imply that platforms must shift beyond the indicators of the click and emphasize on credible service provision and trust-building activities to transform the engagement into the prolonged patronage and value generation in competitive online retail settings in the global context.

Keywords: e-tailing, patronage behavior, platform usage, transactions, online interaction

INTRODUCTION

The world retail market has been experiencing a radical shift in the last twenty years, with the fast development of digital technologies, the availability of the internet, and the use of smartphones. The above developments have made the rapid expansion of electronic retailing (e-tailing) possible, as consumers can now participate

in the purchasing process without spatial and temporal restrictions that are inherent in the physical store. E-tailing sites have become holistic online markets that present large selections of products, comparison of prices, customized suggestions and simplified delivery services. According to recent research, it is clear that people

are gradually moving towards online shopping service platforms, which are not only convenient but also high involvement and experience-based products (Cheung et al., 2014; Keels, 2021; Rolando, 2025). Consequently, e-tailing has become not only an additional avenue of retailing, but also a primary factor that determines the current consumer behavior.

The exponentially growing nature of e-tailing has made organizations focus on using digital performance measurement systems that focus on transactional based measures on the number of visits made to websites, clicking rates, impressions and time spent by customers. The indicators are commonly employed to measure platform visibility, user participation and marketing performance. Nonetheless, researchers are starting to believe that these measures provide a restricted and inaccurate view of the value creation to consumers. Although clicks and visits are possible to show the presence of initial interest/curiosity, they do not mean that the person becomes behaviorally committed or long-lasting to the use of an e-tailing platform (Chen et al., 2020; Theodorakopoulos & Theodoropoulou, 2024). Therefore, the use of indicators that are based on transactions might distort the true motivational factors behind long-term consumer associations.

As a response to these shortcomings, recent studies have highlighted a change of the conceptual framework towards consumer patronage behavior other than short-term measures of engagement. Patronage behavior is the propensity of a consumer to repeatedly choose a certain retailer or platform in the long run, through repeat purchases, repeat use, intention to stay loyal, and positive word-of-mouth. In contrast to transactional measures, patronage behavior reflects the relational aspect of the consumer-firm relationships and is a better predictor of the long-term organizational performance (Keels, 2021). This change is in line with the relationship marketing theory that assumes that deep customer relationships lead to increased lifetime value compared to one-off transactions. Although there is growing understanding of the need to practice patronage behavior, a nagging issue in the e-tailing setting is that high rates of online interaction do not necessarily imply repeat patronage. Most of

the e-tailing sites record huge traffic numbers yet low conversion rates, cart abandonment and deteriorating customer retention. Empirical research has shown that customers tend to visit various platforms, browse, or even interact with promotional materials without any commitment to a particular retailer (Lee et al., 2022; Hasan & Pattikawa, 2022). This is more highly exhibited in highly competitive digital setting where switching costs are low and substitutes are easily accessible.

This lack of connection between engagement and patronage indicates the necessity to investigate the conditions under which consumers move beyond the first impression to behavioral commitment. According to research, after-sales analyses (perceptions of service quality and trustworthiness) are essential in influencing consumers to use an e-tailing platform further (Al-Adwan et al., 2020). Whenever a consumer feels that a platform is repeatedly offering good services, factual information, and safe transactions, he or she consider repeating the purchase and grew loyal in the long-run. On the other hand, bad service or worrying or insecurity can demoralize repeat business, irrespective of how much the business was engaged with. It is thus important to study the behavioral results of e-tailing both theoretically and managerially. Theoretically speaking, information systems and consumer behavior models highlight the fact that continuance behavior is not similar to first adoption. Technology Acceptance Model is an explanation of the early usage decisions that is based on the factor of perceived usefulness and ease of use, where Expectation-Confirmation Model is an extension of this theory because it emphasizes the importance of the factor of satisfaction and confirmation of expectations in making a decision to continue the usage (Bhattacharjee, 2001; Davis, 1989). These models propose that exposure or engagement on its own is not important in long-term behavioral outcomes, but instead the assessment of experiences by the consumers.

In the managerial view, profitability and competitiveness are directly associated with consumer patronage behavior. The acquisition of new customers is often more expensive than retention and loyal customers help to create consistent income streams, decrease marketing

expenses, and create a good brand image (Rolando, 2025). The service quality and trust are key levers in building long term consumer relationship in the e-tailing environment where price war and differentiation are highly competitive factors. Companies that manage to turn engagement into patronage are in a better position to have sustainable growth. Despite the significant amount of research conducted on the topic of e-tailing service quality, online trust, and customer satisfaction, the results are not unified and generalized. Purchase intention is the main outcome variable that is a subject of many studies and which does not necessarily reflect behavioral patterns in the long term (Cheung et al., 2014). Others consider service quality or trust as factors on their own, without taking into account how the two affect patronage behavior. Moreover, the use of correlation and regression analyses is relatively uncommon in the studies because it is necessary to differentiate the simple associations and predictive relationships among the key variables (Chen et al., 2020). This methodological weakness does not allow making strong conclusions regarding causal effect. According to recent reviews of e-commerce studies, more parsimonious and integrative empirical models that provide a connection between service attributes and psychological constructs and visible behavioral outcomes are needed (Khan et al., 2019; IJEMR Editorial Board, 2025). Specifically, researchers urge the research that not centric on the idea of clicks and its measures but concentrate on behavioral measures that capture long-term consumer interest. Sealing this divide is particularly paramount within the modern e-tailing setting that is marked by a high pace of technological advancement and customer demands.

With that, this study attempts to fill the identified research gap by empirically testing the assumed relationship and predictive impacts of e-tailing service quality and consumer trust on consumer patronage behavior. Instead of using a too complicated framework, the study uses a narrow analytical method which incorporates correlation and regression analysis. In particular, the research questions are whether the quality of e-tailing services has a strong relationship with patronage behavior and whether the service quality and

consumer trust are strong predictors of patronage behavior. This method allows drawing a line between simple association and explanatory power, therefore, adding to the increased transparency of the literature. The aim of the current research is thus to offer objective data on how online retailing sites could create patronage out of consumer interest. The article shifts the focus of the transactional measures to behavioral results which makes it a good addition to a better comprehension of the long-term value creation in online stores. It is believed that the results provide theoretical understanding of the consumer behavior after adoption and practical advice to e-tailers who want to develop strong customer relationships in the rapidly evolving competitive markets.

1. Literature Review

E-Tailing Service Quality

E-tailing service quality is the general assessment of the consumer as to the quality and high level of the online retail services offered by an e-tailing platform (Parasuraman et al., 2005). This construct deals with various dimensions such as functionality of the site, accuracy of information, reliability of site in terms of taking orders and responsiveness and security of the transactions. The quality of e-tailing services determines the consumer perception of value and satisfaction, and the quality of e-tailing services is conceptually different compared to the traditional service quality because of its digital environment and the use of technology as an intermediate (Xu et al., 2024; Chang et al., 2009). Multiple researchers state that the quality of high service delivery decreases the perceived risk, enhances user experience, and creates positive intentions to behave in online situations (Gadalla et al., 2013; Nguyen et al., 2018). Service quality is typically used in the context of e-tailing studies as the frameworks, including E-SERVQUAL and E-TailQ, conceptualize the old dimensions of service quality in digital form with adaptations (Rita et al., 2019; Kannan & Saravanan, 2012).

Consumer Patronage Behavior.

Consumer patronage behavior is a consumer commitment behavior that is manifested in the

behavior of the consumer in the form of repeat purchase, frequency of use, loyalty intention and persistence (Dick and Basu, 1994; Oliver, 1999). Contrary to initial adoption or one-time purchase intention, patronage behavior acquires long-term behavioral impacts that lead to long-term revenue and strategic benefit accretion to firms. Researchers also differentiate patronage behavior and attitudinal loyalty whereby repeat actions are measured rather than verbal preferences (Jones et al., 2007; Kumar & Ayodeji, 2021). The factors that determine the patronage behavior in online retail settings include previous purchase satisfaction, trust, perceived value, and the service performance (Do et al., 2023; Minhaj & Khan, 2025). As it has been shown by empirical evidence, patronage behavior is closely related to consumer retention and lifetime value in e-tailing (Idrees et al., 2025; Prachaseree et al., 2023).

Consumer Trust

Consumer trust in e-tailing is the confidence that the online site is competent, trustworthy and do the best interest of the consumer in deals (Gefen, 2002). Trust helps to reduce perceived risk of online shopping, which includes the issue of data security, product authenticity, privacy, and delivery. Trust in digital retailing is both cognitive and affective, i.e. leaning toward believing in the platform reliability (cognitive) and feeling certain about further interactions (affective) (Komiak & Benbasat, 2004; Giovanis & Athanasopoulou, 2014). In e-tailing, trust is especially important since there is no direct contact with the product, and online deals seem to be risky (Retnowati & Mardikaningsih, 2021). The research always indicates that trust has a positive effect on satisfaction, intention to repurchase, and sustained shopping with online retailers (Yoon, 2023; Bhattacharya et al., 2022).

H1: The quality of e-tailing services and consumer patronage behavior have a significant relationship.

The theoretical connection between the quality of services and the patronage behavior has been widely explored in the retail settings. Early studies on service quality indicate that when service performance is high, the consumer feels satisfied

thus leading to the development of repeat purchasing and consumer loyalty (Parasuraman et al., 1988; Cronin and Taylor, 1992). This relationship prevails in online spaces but it is determined by online peculiarities like usability of the websites, the accuracy of information, and the guarantees of safety (Rita et al., 2019; Gadalla et al., 2013). The recent empirical research further confirms a strong relationship between service quality and patronage behavior of e-tailing. As another example, Minhaj and Khan (2025) have discovered that online dimensions of service quality, including responsiveness and reliability, have a strong relationship with frequency of repeat purchase. In a similar manner, Purwanto (2022) found that the quality of e-tailing services was substantially connected to the intentions of consumers to further use the services in a sample of 1,200 online customers.

There is also other evidence indicating that customers are more willing to repurchase and stay with a platform when their service quality, e.g., improved after-sales services, personalized recommendations, and the safety of their transactions, are improved (Prachaseree et al., 2023; Do et al., 2023). Minhaj and Khan (2025) have illustrated that availability of products, as well as the accuracy of their delivery, which are the two key elements of service quality, were strongly linked with customer patronage in various online marketplaces. The same trends are observed in cross-national studies; they indicate that research in Asia, Europe, and North America demonstrates positive relationships between perceived quality of service and patronage intentions in various e-tailing conditions (Idrees et al., 2025; Bhattacharya et al., 2022). Also, longitudinal studies suggest that a better quality of e-tailing in the short term is a predictor of future growth in the engagement duration and repeat buying (Kumar & Ayodeji, 2021). When put together, this literature underlies H1 by showing that e-tailing service quality and consumer patronage behavior have a significant relationship in different contexts, product categories and consumer segments.

H2: The quality of e-tailing services has a strong positive effect on the consumer patronage behavior.

Although H1 is relationship oriented, H2 assess the predictive nature of e-tailing service quality on patronage behaviour. This positive impact is supported by strong evidence where regression and structural models have been applied in recent studies. On the example, Ngoata (2024) used a multiple regression analysis to demonstrate that such dimensions of service quality as the functionality of websites, trust warranty, and reliability of delivery play a significant role in predicting the tendency towards repeated purchase among consumers. They indicated that the quality of the service in their study explained a significant amount of variation in patronage, despite accounting for the variables of demographic and purchase frequency. In other places, Ziaullah et al. (2014) presented the results of structural equation modeling in order to find out that the quality of perceived e-tailing directly affects long-term consumer engagement and behavioral loyalty. Their results show that the positive impact is significant, which implies that the increase in consumer retention rates can be measured in the presence of the improvement in the service quality metrics.

Moreover, Sheng and Liu, (2010) discovered that responsiveness and assurance as the dimensions of quality of service can be positively predicted in repeat purchases in their regression analysis of consumer data online. Equally, Giovanis and Athanasopoulou (2014) established the significant positive influence of the quality of e-tailing on patronage behavior in a multi-country sample. Some other research studies also indicate that the influence of service quality on patronage behavior is mediated by consumer satisfaction. Indicatively, Rita et al. (2019) discovered that the satisfaction produced by high-quality online services has an indirect effect on patronage as a result of satisfaction, which again supports the practical relevance of high-quality online services. These forecast outcomes are consistent with theoretical anticipations that high-level service performance results in behavioral commitments exceeding primary dealings (Oliver, 1999; Jones et al., 2007). In this respect, based on the literature, H2 is

supported by showing that the quality of e-tailing service has a positive and significant effect on consumer patronage behavior.

H3: Consumer trust is positively influential on the consumer patronage behavior.

It has been well established that trust is a very important antecedent of long-term behavioral outcomes in online retail. As per the research that has been conducted and is still extant, consumer trust decreases perceived risk, generates emotional security and increases perceived value, which leads to repeated use of e-tailing platforms (Gefen, 2002; Komiak & Benbasat, 2004). Recent researches all report a positive correlation between consumer trust and patronage behavior. Indicatively, Fiiwe et al. (2023) found that the regression coefficients of trust were found to significantly predict repeat purchasing and loyalty intentions among e-commerce users. Similarly, Minhaj and Khan (2025) discovered that the trust in the security of transactions and data privacy are substantial predictors of long-term use of the online marketplaces. A number of studies indicate that trust is both direct and indirect based on the satisfaction or perceived value. Bhattacharya et al. (2022) revealed that the trust has a direct effect on patronage and an indirect effect via the improvement in the level of satisfaction. The findings of Minhaj and Khan (2025) also mentioned that the trust enhances the chances of repurchase and preference of a platform.

Retnowati and Mardikaningsih, (2021) used cross-sectional research but discovered that high platform trust was closely linked to high customer retention rates despite considering the service quality and price sensitivity. On a similar note, Mofokeng (2023) noted that trust has a positive relationship with loyalty and repeat visits in a variety of product categories. These results are supported by meta-analytic reviews, which also reveal that the role of trust is one of the most predictable forecasts of consumer behavior under online conditions, and its impact is more beneficial in a situation where the level of uncertainty and perceived risk is high (Al-Adwan et al., 2020; Ting & Ahn, 2023). Implemented cumulatively, this information supports H3 by showing that consumer trust is a significant

influencer of consumer patronage behavior in e-tailing conditions.

2. Methodology

The research strategy adopts in this study is a quantitative and explanatory research design to explore the relationship between and predictive influences of service quality and consumer trust of e-tailing on consumer patronage behavior. Quantitative approach relevant since the study aims at testing the predetermined hypotheses using numerical data and statistical methods, and explanatory design used to determine cause-effect relationships among the independent variables and the dependent variable. The design is common in e-commerce and consumer behavior studies where hypothesis testing and generalization are the major goals. The region is Pakistan, with the target consumers being any online shopper in Pakistan who is a frequent user of the e-tailing sites. The country of Pakistan is a good case study as the scale of e-commerce is fast expanding, there is a higher penetration of the internet, the number of smartphones is on the rise, and the number of digital payment systems is growing. The population that targeted is of the consumers who already have been exposed to e-tailing, which is those consumers who have already made a purchase at least once in the online retail store. Restricting the population to experienced e-tail consumers also help to make sure that the respondents are capable of assessing the quality of service, trust, and patronage behavior in terms of the actual usage experience.

The research method is a non-probability convenience sampling method, which is usually used to conduct research and online consumer research because of the considerations of accessibility and feasibility. The sample size is fixed to 300 respondents, which is deemed sufficient to use correlation analysis and multiple regression analysis. This size of a sample gives adequate statistical power, more stability in estimating the parameters, and a reliable test of hypothesis in multivariate analysis. The data are measured by a structured questionnaire that is done online. The questionnaire in form of close-ended questions that rated on a five-point Likert scale as strongly

disagree to strongly agree. A structured instrument allows collecting the data in a standardized way and allows a quantitative analysis. The respondents free to participate and told that the data only be used to conduct research. To reduce the bias in responses, anonymity and confidentiality are ensured.

The quality of e-tailing services is determined by several items that evaluate the perception of consumers about the ease of use, accuracy of information, security in transactions, reliability in delivery, and responsiveness of customer services of the websites. Consumer trust is gauged as the degree that the consumers evaluate the e-tailing platform to be credible, secure, and reliable, which encompasses trust in payment methods and safety of personal data. The behavior of consumer patronage is evaluated based on the items that indicate repeat buying, continued use, preference on the platform, and readiness to recommend the platform to others. Measurement scales are all modified versions of validated scales which have been utilized in previous studies to guarantee the reliability and validity of the scales. The statistical software is used in data analysis. The summary of the respondent characteristics and distribution of the variables are summarized using descriptive statistics, and the reliability testing is conducted using Cronbach alpha. The Pearson correlation test is applied to test the relationship between e-tailing service quality and consumer patronage behavior, and multiple regression test is applied to test the predictive relationship between e-tailing service quality and consumer trust on consumer patronage behavior.

3. Data Analysis and Results

This section shows the statistical analysis of the information gathered on 300 respondents with the use of SPSS. The systematic analysis is done to explain the characteristics of the sample, test the distribution of the study variables, measure the reliability of measurement scales, and test the hypotheses proposed through the correlation and regression analysis.

Demographic Statistics

Table 4.1: Frequencies- Demographic Variables.

Variable	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	168	56.0	56.0	56.0
	Female	132	44.0	44.0	100.0
Age	18-20	42	14.0	14.0	14.0
	21-35	176	58.7	58.7	72.7
	36-50	64	21.3	21.3	94.0
	Above 50	18	6.0	6.0	100.0

The population distribution shows that most of the respondents are male (56%), and females are 44 percent of the sample. The prevalence of the respondents in the age bracket of 21-35 years (58.7) is due to the group that has been the most actively involved in online shopping in Pakistan. This is the demographic that is usually more digital

literate, uses the internet frequently and is more exposed to the online stores. The demographic profile proves that the sample is suitable and valid in the context of analyzing the quality of e-tailing services, trust, and patronage behavior.

Descriptive Statistics.

Table 4.2: Descriptive Statistics.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
E-Tailing Service Quality	300	2.10	5.00	3.82	0.61
Consumer Trust	300	2.00	5.00	3.75	0.64
Consumer Patronage Behavior	300	2.20	5.00	3.89	0.58
Valid N (listwise)	300				

The results of the descriptive statistics indicate that all variables of the study are characterized by values of the mean that are above the middle of the five-point Likert scale. The average quality of e-tailing services is 3.82, which means that the respondents tend to have positive views about the quality of e-tailing services. The mean of the consumer trust is 3.75, indicating that consumer confidence in the e-tailing platforms is moderate

to high. The highest mean (3.89) is observed in consumer patronage behavior that indicates a positive tendency to make repeat purchases and use the platform further. The average standard deviation was relatively low which shows that the responses were consistent and there was minimal dispersion in the sample.

Reliability Analysis

Table 4.3: Reliability Statistics.

Variable	Cronbach's Alpha	N of Items
E-Tailing Service Quality	0.88	10
Consumer Trust	0.85	6
Consumer Patronage Behavior	0.87	6

All the constructs have a Cronbach alpha value greater than the recommended value of 0.70 which proves a high level of internal consistency. The coefficients of reliability are high, which means that the items to measure different variables

are consistent and stable and always represent the underlying constructs of the variables. Hence, the scales are deemed to be reliable and can be used in the process of testing hypotheses and conducting additional inferential analysis.

Correlation Analysis

Table 4.4: Correlations

Variables	E-Tailing Service Quality	Consumer Patronage Behavior
E-Tailing Service Quality	1	0.62**
Consumer Patronage Behavior	0.62**	1

Note: Correlation is significant at the 0.01 level (2-tailed)

The Pearson correlation coefficient shows that the relationship between the quality of the e-tailing services and the consumer patronage behavior is strong and positive ($r = 0.62$). The level of significance proves that this relationship is statistically significant. This finding implies that

the better the consumers rate the quality of services, the more they are likely to make another purchase, as well as the more they are likely to keep using the platform. The discovery empirically confirms the argument that service quality has a close relationship with long-term consumer behavior as opposed to just the initial engagement.

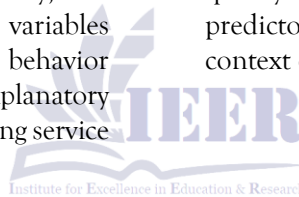
Regression Analysis

Table 4.5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.71	0.50	0.49	0.41

As demonstrated in the model summary, the independent variables as a block of variables explain half of the consumer patronage behavior variance. This implies high levels of explanatory power and the impressions are that e-tailing service

quality and consumer trust stand out as good predictors of patronage behaviour within the context of the Pakistani e-tailing.



ANOVA

Table 4.6: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	62.48	2	31.24	185.32	0.000
Residual	62.32	297	0.21		
Total	124.80	299			

The ANOVA table shows that the regression model has a statistically significant relationship. The F-value confirms that the joint effect of the quality of e-tailing service and the consumer trust

are significant predictors of consumer patronage behavior. This justifies the overall fitness of the regression model.

Regression Coefficients

Table 4.7: Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta	t	Sig.
(Constant)	0.94	0.21		4.48	0.000
E-Tailing Service Quality	0.43	0.05	0.41	8.92	0.000
Consumer Trust	0.38	0.05	0.36	7.65	0.000

The regression coefficients demonstrate that the influence of the two independent variables on the

consumer patronage behavior is positive and statistically significant. The quality of e-tailing

services becomes the superior predictor ($= 0.41$) and there is a possibility that the better the service performance, the better is the consumer behavioral commitment. The patronage behavior is also strongly affected by consumer trust ($= 0.36$) whereby the security of transactions, reliability, and credibility of the platform are important to maintain long-term consumer relationships.

4. Discussion of Findings

The results of the current research have a great deal of empirical evidence of the suggested relationships between e-tailing service quality, consumer trust, and consumer patronage behavior in the Pakistani context of e-tailing. The correlation analysis demonstrates that there is a high and statistically significant positive correlation between service quality and consumer patronage behavior, which implies that consumers with the perception of higher service quality are more apt to develop repeat purchasing behavior and have a long-term association with e-tailing sites. This finding is similar to the recent research works that highlight the importance of service quality as a catalyst to long-term online consumer behavior as opposed to short-term gauges of engagement (Idrees et al., 2025; Do et al., 2023; Purwanto, 2022).

The fact that Hypothesis 1 was accepted proves the fact that the service quality and patronage behavior change mutually in a significant manner. This result is in line with the modern e-commerce literature stating that online users consider the platform as a whole, including usability, reliability, delivery service, and responsiveness when deciding to remain a customer (Ngoata, 2024; Prachaseree et al., 2023). The perceived service quality is a very important differentiating factor at the time when it comes to consumer retention, particularly in the context of emerging markets like Pakistan, where platform rivalry is fierce and consumer switching costs are minimal.

This conclusion is also enhanced by the regression analysis which shows that the quality of e-tailing services has a huge positive influence on consumer patronage behavior. The standardized beta coefficient shows that the quality of the service is the most predictive variable in the model, which can be interpreted to mean that the operational

and functional quality of the e-tailing sites directly correlates to the degree of repeat buying and loyalty. This finding confirms the earlier empirical results that place the e-service quality as a key predictor of behavioral loyalty in online retail settings (Minhaj & Khan, 2025; Ziaullah et al., 2014; Rita et al., 2019). The observation also corresponds to the expectation-confirmation theory which states that, post-purchase judgment of consumers has a strong impact on their decisions to carry on with the usage (Bhattacharjee, 2001).

The consumer trust also occupies a big and positive role in predicting patronage behavior thus accepting Hypothesis 3. This aspect supports the claim that trust is a primary element of online retailing, especially in the context where the issues regarding the security of payments, privacy of data, and authenticity of products are still relevant (Fiiwe et al., 2023; Retnowati & Mardikaningsih, 2021). Trust minimises perceived risk and uncertainty and thus consumers are able to make long-term investments towards the e-tailing platforms. Recent research that has been carried out in the context of South Asia and other developing markets also documents that trust is one of the key contributors to repurchase behavior and platform loyalty (Bhattacharya et al., 2022; Mofokeng, 2023).

The cumulative power of e-tailing service quality and consumer trust is high as the regression model is applicable in the explanation of half of the consumer patronage behavior variance. The level of explained variance is comparable and even higher than that in recent multi-country e-commerce studies that have used similar constructs (Al-Adwan et al., 2020). This finding indicates that other issues might also have a strong impact on patronage behavior, but service quality and trust create a strong foundation to comprehend long-term consumer involvement in e-tailing.

Contextually, these results are especially applicable in the context of the fast-growing e-commerce market of Pakistan. Pakistani consumers have become dependent on e-tailing platforms to a larger extent but they are skeptical because there is no uniformity in service performance and there are issues associated with trust. These findings

reveal that the online platforms with the focus on the high level of service provision, clear policies, and safe transaction systems have higher probabilities to transform online interaction into loyal patronage. The interpretation is aligned with the new regional literature that emphasizes the need to focus on operational excellence and trust-building systems to promote the development of online consumer loyalty (Hafeez & Muhammad, 2012; Rolando, 2025). On the whole, the results can be added to the corpus of works that support the change in the approach towards transaction-performance measures to behavioral ones, in terms of long-term value creation. The study facilitates current debates that success in e-tailing relies less on the ability to invoke clicks and more on the ability to provide high-quality, stable, and trustful consumer experiences to build patient patronage behavior through a combination of service quality and trust.

5. Conclusion

This study aimed to identify the relationship between the quality of e-tailing services and consumer confidence and its impact on consumer patronage behavior, abandoning the transaction-related measures of clicks and visits to obtain a more profound view of the behavioral consequences over time. Using a quantitative and explanatory research design and examining the data obtained with the participation of 300 experienced e-tail consumers in Pakistan, the study offers the empirical data regarding the aspects of how the online engagement can be translated into the long-term patronage. The results reveal that consumer patronage behavior has a strong and positive relationship with the e-tailing service quality. When consumers feel the increased rates of service quality manifested in a form of guaranteed delivery, accurate information, safe transactions, and attentive customer services, they are more likely to repeat purchases and be loyal to the e-tailing platforms. This confirms that the quality of service is a major factor of long-term consumer behavior in the digital retail settings. The research also confirms that quality of e-tailing services is a very important factor in influencing the consumer patronage behavior. Service quality is the strongest predictor of the analyzed ones,

thus, the role of operational excellence in determining the post-purchase assessment and subsequent usage decisions of consumers is significant. This observation indicates that uniform service performance is an important factor in changing the initial engagement into a long-term behavioral commitment. Moreover, consumer trust is also identified to have greatly positive influence on consumer patronage behavior. The aspect of trust like belief in payment systems, safeguarding of personal data and delivery on promises of services have some role in the readiness of consumers to keep using an e-tailing site. The findings suggest that trust lowers perceived risk and uncertainty, and in turn enables the long-term consumer-platform relationships in the competitive and digitally mediated markets. The total of the e-tailing service quality and consumer trust justifies a significant percentage of consumer patronage variance behavior. This underscores the significance of the two in the long-run creation of value in e-tailing. The findings highlight the fact that sufficient online engagement is not enough to be successful in the long run unless backed by effective service delivery and trust-establishing processes. Practically, the research highlights the necessity of the e-tailing platforms in changing strategic emphasis towards short-term engagement measures to behavioral outcomes that capture customer retention and loyalty. The investments in the improvement of services quality and practices that will promote trust are likely to have more long-term returns than the activities that might be directed at raising the traffic or click-through rates. These factors are especially important to the Pakistani e-commerce market, in which competition is high, and switching costs are low. The study can be seen to add to a more refined body of knowledge on consumer behavior in e-tailing by providing empirical evidence of the connection between service quality and trust and patronage behavior. The findings provide a great source of information to the researchers and practitioners interested in attaining long-term success in the digital retail setting by emphasizing the switch between clicks and long-term behavioral commitment.

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